Looking ahead: program prospects for the '73-'74 season
Going up: performer-union prices for commercials

Bargain!

“The New Price Is Right”
wins the highest average
share of audience
of all prime-time access series
starting in
syndication in Fall 1972.

Buy now!

Viacom

Source: Oct. 1972 ARB 33-market survey. Audience estimates are subject to qualifications available on request.
E stands for energy, excitement, excellence, entertainment and other good things. E stands for the new big E in Cleveland, WWE Radio. And E stands for eleven hundred on the dial, with 50,000 watts, clear channel. It's the former WKYC, and in addition to the new call letters, WWE has a new station representative: CBS Radio Spot Sales. We're glad to be associated with Cleveland's only locally-owned radio station serving Northeastern Ohio, and the Sports Voice of Cleveland. So E now stands for a new emphasis on radio in one of the nation's major markets.

CBS Radio Spot Sales.
Representing America's Most Influential Radio Stations
The Gates TE-201...
A 40 lb. color camera that's uncomplicated and economical.

The Gates TE-201 is a unique combination of long-term operational stability, superior low light level lag performance, and complete broadcast quality in a small, lightweight color camera that can be used in a wide variety of broadcast applications.

The TE-201 features unsurpassed signal-to-noise ratio. A unique AGC system between preamplifiers and processor that maintains highly stable color balance. A single knob, three position sensitivity switch that provides low-light operation without loss of color balance.

Easy set-up. 10 to 1 zoom. Virtually all controls are remotely located from the camera head. And the combined weight of the camera head and detachable viewfinder is only 40 lbs.!
Fire engines chase kids.

It's normal enough to have kids follow the fire engines, but it was the other way around during Fire Prevention week in Sioux City. Following a suggestion from 2 Fetzer television station newsmen, officials took fire equipment right into the school yards. Hundreds of children got a close look at equipment and lessons in using breathing devices. Then the station followed through with news film reports of the visits, spreading the word on fire prevention to adults. It's an example of how a television station can contribute through ideas as well as air time.

The Fetzer Stations

WKZO Kalamaoo
WKZO-TV Kalamaoo
KOLN-TV Lincoln
KGIN-TV Grand Island
WJEF Grand Rapids

WWTV Cadillac
WWUP-TV Sault Ste. Marie
WJFM Grand Forks
WWTV-FM Cadillac
WWAM Cadillac
KMEG-TV Sioux City
At last: Nixon to push license-renewal package.

How Bassett uses barter and access time to make a name for itself on TV.

It's getting close-to-the-wire time for the 1973-74 TV network season. Situation comedies with a 'relevant' bent are dominant among 81 pilot hopefuls on the three-network menu.

Screen Actors Guild spells out its gains in new commercials contract.

FCC makes it official, goes after fees to recover a proposed $42-million budget — with a $12.7-million bite on broadcasters.

Court staves off AFTRA walkout at CBS until at least mid-January.

Nixon names Keogh to succeed Shakespeare as head of the USIA.

Long-simmering question of minority-audience measurement comes to a boil in letter to FCC.

Viacom makes peace with Justice Department; suit settlement proposed.

Newsmen's-privilege legislation slated for priority in new Congress.

Kenny Gamble and Leon Huff: music's dynamic duo from Philadelphia.

NCTA board comes to grips with an answer on copyright — and then let's go again.

Raised eyebrows at the FCC over that Cox-ATC-minorities pact.

MCA makes its move toward the market for video-disks.

Arthur Robert Taylor: the man for the future at CBS.
No other station in its area provides advertisers with its unique benefits. WGAL-TV has the distinction of providing reach and penetration of the entire market. No other station is quite like it when you want to sell effectively in this great multi-city plus-market Lancaster-Harrisburg-York-Lebanon.

**WGAL-TV**
Channel 8 • Lancaster, Pa.

Representative:
**THE MEEKER COMPANY**
New York • Chicago • Los Angeles • San Francisco

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
Closed Circuit

Mutual assistance
International Brotherhood of Electrical Workers, on strike at CBS for past six weeks, has found unusual ally in rival National Association of Broadcast Employees and Technicians. New York Local 11 of NABET, which represents technicians at NBC, has contributed $2,000 from its treasury to New York Local 1212 of IBEW: each member of Local 11 has also donated $10 to IBEW local and has approved assessment of 1% of weekly salary to be given to striking IBEW union. Each member of Local 16 of NABET, which represents technicians at ABC in New York, thus far has contributed $10 for "Cherries turkeys" for Local 1212 strikers and later may emulsulate generosity of NBC counterparts. Members of both NABET locals have begun to walk IBEW picket lines—on their own time—at CBS installations in New York.

In past, IBEW and NABET have been bitter rivals, enmeshed in numerous jurisdictional disputes. But common strike is likely to make strange bedfellows: In early March NABET begins negotiations with ABC and NBC on new contract to replace one that expires on March 31.

Brownie points
TV and radio stations may expect soon to be asked to carry 30- and 60-second spots from inaugurl committee in Washington stressing national unity and bipartisan nature of inaugural ceremonies that run Jan. 18-20 when President Nixon is sworn in for second term. Some spots will feature Senator Hubert H. Humphrey (D-Minn.) and probably other leading Democrats. Spots will also sell commemorative objects of occasion, such as special license plates and medallions. Campaign is brainchild of Mark Evans, Metromedia vice president and vice chairman of inaugural committee, who said spots, being produced by Metromedia’s wttg(TV) Washington, have been cleared by FCC as public-service announcements.

The in thing
First Amendment is suddenly becoming fashionable in academic circles, which have paid it little mind in recent years. Center for Study of Democratic Institutions, Santa Barbara, Calif., has scheduled conference on First Amendment’s application to broadcasting Jan. 30-31. Participants will include Richard Salant, CBS News president, who is said to have encouraged Harry S. Ashmore, center president, to set conference up; Reuben Frank, NBC News president; Paul A. Porter and Newton Minow, former FCC chairman; Eric Sevareid, CBS News, and Professor Harry Kalven of University of Chicago Law School. Robert Hutchins, originator of center and now fellow in residence, will also participate. He headed post-World War II Hutchins Committee on Freedom of the Press—which advocated less freedom for broadcasting.

Three months later, Washington Journalism Center will hold conference on First Amendment, including section on broadcasting, in connection with dedication of Henry R. Luce Hall of Reporting at Washington’s Smithsonian Institution. Participants are yet to be selected. Dates are April 30-May 1.

Morning line
Present intention of Peter B. Storer (Storer Broadcasting, Miami), chairman of television board of National Association of Broadcasters, is to run for chairmanship of NAB’s joint board next spring. He expects to announce intention at board meeting Jan. 8-12 at Palm Springs, Calif. Joint-board chairmanship is usually alternates, by custom, between radio and TV board chairman; and, since incumbent is former radio board chairman, Richard Chapin, Stuart Stations, Lincoln, Neb., Mr. Storer would be in line of succession.

There has been speculation that Mr. Storer, for undisclosed reasons, would not seek top elective post after four years on TV board. This, however, is now attributed to political, with Storer cable and pay-TV activities as factors. Andrew M. Ockershausen (Evening Star Broadcasting Co., Washington), entrpreneur chairman of NAB radio board, is active candidate too.

Tier below
Chairmen and vice chairmen of NAB radio and television boards will also be selected at same June meeting that picks joint-board chairman (see above). Robert F. Wright, wtkr-TV Meridian, Miss., now vice president, is expected to seek top job. Wilson Wearn, Multi-media Broadcasting, Greenville, S.C., is considering running for TV vice chairmanship. Contending for radio chairmanship are Dan Kobs, Kobs-Monahan stations, New Haven, Conn., and Clint Formby, kpan(AM) Hereford, Tex. Phillip Spencer, wcbs-AM-FM Amsterdam, N.Y., has eye on radio-board vice chairmanship.

A woman scorned
Equal-employment-opportunity question with new twist is confronting FCC. Pennsylvania’s Human Relations Commission has asked commission to defer renewals of 15 stations, all but one in Pittsburgh, and two of them noncommercial, pending result of investigation of complaint filed against them. Complainant is woman who says stations discriminated against her in connection with employment because she is woman, past 40 and black. Request of Pennsylvania is first of its kind commission has received.

FCC staff is recommending that commission renew licenses, but without prejudice to any action it feels necessary when Pennsylvania completes its inquiry. Stations involved are wamo-AM-FM, kqvk(AM), wjas-AM-FM, wtae-AM-FM-TV, wbct-TV and WQED-AM-FM-TV, and non-commercial WQED(TV) and WQEX(TV), all Pittsburgh, and WEDO(AM) McKeesport.

Out, maybe...
Will Clay T. Whitehead, director of White House Office of Telecommunications Policy, stay on in executive-branch reorganization? Though no word has been forthcoming, report is that he will return to academia or enter telecommunications industry. It’s no secret that Mr. Whitehead, 34, and FCC Chairman Dean Burch have not always hit it off on areas of responsibility. Moreover, Mr. Whitehead isn’t popular with key members of Democratically controlled Congress because of his policy pronouncements during his two years at key White House post.

...And in
Alvin A. Snyder, White House TV-radio specialist, will continue on staff in same or upgraded capacity. Mr. Snyder, 36, has been deputy to Communications Director Herbert G. Klein for past three years. He joined staff after 11 years at CBS, lastly as executive news producer at wcbs-TV New York. Precise structure of Mr. Klein’s communications office won’t be decided until after his return to private sector within next few weeks (Broadcasting, Dec. 11).

Still talking
FCC hashed over two elements in license-renewal package at some length last week, but reached no conclusions. Under discussion were percentage guidelines for determining when television station’s service has earned licensee advantage over competitor at license-renewal time, and proposed revisions of renewal procedures.

Discussion was reportedly spirited, but there was no indication when commission will return to project.

The hard part
MCA Inc., in demonstrating Disco-Vision video playback system (see story, page 49), downplayed problem of who’s to make hardware. Company insiders confide that MCA, which traditionally has sought to maintain in-house control of each of its operations, currently is considering two alternatives: acquisition of manufacturing organization or working agreement with outsider. Among possibilities is association of some kind with Sharp Electronics Corp., Japanese manufacturer.
At Deadline

In Brief

On and off the team. John A. Scali, former ABC newsman and, since 1970, special assistant to President, will be appointed U.S. ambassador to United Nations. White House also said Friday (Dec. 15) that Irving Kristol, co-editor of quarterly The Public Interest and professor at New York University, will be named to board of Corporation for Public Broadcasting, succeeding Saul Haas, who died Oct. 15 (Broadcasting, Oct. 23). On the "out" side: resignation of Dr. Jesse L. Steinfield, U.S. surgeon general, has been accepted. He had supervised preparation of study into TV violence. * And Jamaica makes 54. Signatories to international telecommunications satellite agreement (Intelsat) reached required minimum Thursday (Dec. 14) with ratification by Jamaica. New organization will take over ownership of worldwide system, which up to now has been operated by U.S.'s Communications Satellite Corp. Comsat, however, may continue in role for up to five years. * Bye-bye beep. FCC last week waived requirement, in effect since 1947, that assured measured beep tone in background during recording of two-way telephone conversations for broadcast, idea was to give person on other end of line notice he was being recorded, and option of hanging up. Commission went along with broadcasters' contention that need no longer existed.

* Won't take no for answer. Petitioners who hailed five California TV stations before FCC in fairness doctrine case involving spots for Chevrolet's 310-gallon— and were rebuffed—are back in U.S. Court of Appeals asking overturn of FCC decision. They claim parallel to "Friends of the Earth" environmental case, in which court said fairness applied. * Christmas cheer. Renfield Importers Ltd., New York, has moved $2-million Martini & Rossi vermouth account to SSCAB, New York. "Well over 50% of budget is in broadcast. Bozell & Jacobs, New York, remains Renfield's major agency. On another vintage front, Taylor Wine Co. has removed its account from D'Arcy, MacManus, Masius, New York, due to product conflict. It bills $1.3 million. * An FCC no-no. Commission has ruled that cable systems may not carry distant TV signal of network sports program that is blacked out on local network station normally carried on system. * Off its own. Group owner Pacific and Southern Broadcasting said Friday it has appointed RKO Radio Representatives and Metro Radio Sales as its first reps for radio stations being returned to outside-company representation. It's phasing out own rep division, Radio 1 Representatives, New York, on Jan. 31, 1973.

Nixon makes his move for longer license term

Broad outlines of administration license-renewal legislation—probably specifying a five-year term—will be outlined by OTP's Clay Whitehead in speech today. At same time, he'll tell broadcasters, in strong language, that it's time to get their news objectivity in order

Nixon administration will offer bill in new Congress that would give broadcasters what they have long sought—longer licenses, probably five years, and stronger protection against challenges at license-renewal time. But at same time, move is linked to administration effort to force affiliates to assert more independence of networks than they have to date, particularly in areas of news and public affairs, where administration is said to feel networks have not been sufficiently responsive to audience role.

Clay T. Whitehead, director of Office of Telecommunications Policy, will announce today (Monday) that he has sent proposed license-renewal bill to Office of Management and Budget for clearance to Congress.

Bill was still in drafting stage Friday (Dec. 15). But Mr. Whitehead will say it reflects views he expressed in speech to International Radio & Television Society, in New York, in October 1971.

He said then that television license period should be longer, "with license revocable for cause" and FCC authorized to "invite or entertain competing applications only when a license is not renewed or is revoked.

Speech did not specify how much longer than three years license period should be. It is understood bill would extend it to five years, for both television and radio.

Mr. Whitehead today is addressing Indianapolis Chapter of Sigma Delta Chi, in what OTP is billing as administration's "keynote" speech on broadcast matters as President Nixon enters his second term.

Bill also is said to reflect portions of IRTS speech stressing licensee responsibility for making "the totality of programing under his control responsive to interests and concerns of the community."

He added that criterion for renewal should be whether broadcaster has over term of his license made good faith effort to ascertain and satisfy, in programing, needs and interests of his community. There would be "no place for government-conceived program categories, percentages and formats, or any value judgment on specific program content," he had said, in reference to FCC proposals for determining whether licensee merits renewal.

Mr. Whitehead today is expected to hammer away at theme of individual licensee responsibility, to urge broadcasters to assume larger share of burden of dealing with problems confronting industry—questions involving reruns and news objectivity, for instance.

And news objectivity is sore point, apparently. Mr. Whitehead, it is understood, will say that broadcaster too often abdicates responsibility to networks in that area, even though there has been what Mr. Whitehead believes is strong indication of imbalance in network news. (One administration source put it more bluntly last week. "We feel network news is biased," he said.)

At points in speech, Mr. Whitehead reportedly indicates that degree of enthusiasm with which White House backs license-renewal legislation may depend on how seriously affiliates heed his call to greater independence from networks.

Source is reported to say that, although administration will support license-renewal legislation, it feels stations should assume more responsibility for what they broadcast than they have in past. This includes, he makes clear, network-originated material, which accounts for 61% of all program provided by affiliates.

Mr. Whitehead is also expected to say that licensee responsibility and insulation of station and network news operations are not compatible. It is not sufficient, he feels, for station managers to say news-room is autonomous—or for network executives to say same about their operations. Licensees must assert responsibility, he feels; he is expected to say that station managers cannot duck responsibility for network news their stations air.

Democrats big spenders on CBS for campaign

CBS-TV studies show Republican party spent one-third of million dollars less than Democrats on CBS-TV in 1972 Presidential campaign. Republicans spent nearly same sum on CBS-TV in 1972 as they did in 1964, whereas Democrats have steadily increased their expenditures in 1968 and 1972. CBS-TV figures were as follows:

1964: Republicans (figures for 60-second spots were not available)—20 five-minute and five 30-minute spots, total cost $635,000; Democrats—19 five-minute spots, five 30-minute and one 25-minute spot, total cost $765,000.

1968: Republicans—57 one-minute, 34 five-minute and nine 30-minute spots, total cost $1,354,000; Democrats—three 60-minute, 25 five-minute and eight 30-minute spots, total cost $818,000.

1972: Republicans—eight one-minute, 26 five-minute and two 30-minute spots, total cost $715,000; Democrats—13 one-
We're Pre-emminent.

The votes are in, and WNBC-TV has been awarded more EMMY nominations than any other television station in New York.

Programs:
- Speaking Freely—Joseph Michaels, Executive Producer
- What Man Shall Live and Not See Death—Joan Konner, Producer
- How, What and Witch—Don Luftig, Producer
- The Melting Pot Grows Older—Tom Schachtman, Producer

People:
- Art Goldman—Cameraman, The Melting Pot Grows Older
- Joan Konner—Writer, What Man Shall Live and Not See Death
- Edwin Newman—Host/Interviewer, Speaking Freely
- Vincent Sarubbi—Film Editor, The Melting Pot Grows Older
- Milt Wyatt, Vincent Sarubbi—Film Editors, What Man Shall Live and Not See Death

WNBC TV Your Community Minded Station
minute, 30 five-minute and three 30-minute spots, total cost $1,080,000.

CBS-TV figures were published in California coverage as CBS expected distribution Friday (Dec. 15). ABC-TV spokesmen said they did not have corresponding data available. NBC was compiling figures.

Year’s extension granted for cable systems to make annual performance tests

Cable TV operators have been given year’s extension— to Dec. 31, 1973— of deadline for initially complying with new FCC rule requiring cable systems to conduct complete performance tests at least once each year.

Action came in response to petitions from National Cable Television Association, which had argued that equipment and expertise needed to conduct tests were not available in sufficient supply.

In another CATV matter, commission instituted inquiry and rulemaking proceeding to determine to what extent special problems that smaller cable-television systems face might be alleviated. Such inquiry is designed in view of its decision to postpone deadline for compliance with performance tests, commission said. It added that even modest charge for conducting tests presents problem for some systems.

Commission asked for comment on what would constitute definition of smaller system and what modifications in existing technical requirements might be eased without lowering level of quality of service. Commission said that it receives hundreds of subscriber complaints each year and that it would not be in public interest to ignore obvious service problems.

CPB, PBS tug-of-war comes to head in January; 26 series to continue

Bullet may be bitten early next month when boards of Public Broadcasting Service and Corporation for Public Broadcasting meet to face up to jurisdictional conflict between them on who has primary responsibility for national TV schedule. PBS maintains it was established for that purpose; CPB has assumed function, with announcement last week of schedule for 1973-74 season. PBS board meets Jan. 5; CPB board, Jan. 10.

PBS board will elect new chairman to succeed James L. Loper, president and general manager of noncommercial KCET (TV) Los Angeles, which, incidentally, has resigned from National Association of Educational Broadcasters, along with such other noncommercial stations as KTHE-TV San Jose, Calif., and KCTA-TV and KTCI-TV, both Minneapolis-St. Paul.

Earlier in week public broadcast stations were told of 26 programs that CPB has approved for schedule beginning next fall. Only two current public affairs segments are in approved list.

Thirty Minutes With ... and The Advocates.

Henry Loomis, new president of CPB, told station managers that other programs, principally in public affairs and cultural areas, are still being considered. These include, presumably, such current offerings as A Public Affair, Firing Line, Washington Week in Review, Black Journal and Soul!

Programs approved for new public broadcast season:


Three networks find no flaw in AT&T tariff reductions

ABC, CBS and NBC last week came out firmly in support of AT&T's request that FCC permit it to file new tariff proposals calling for reduction in transmission charges to networks but sharp increase for occasional users. Other parties, meanwhile, continued to oppose request as had earlier submissions (Broadcasting, Nov. 6).

Networks, which filed jointly, noted that FCC has established requirement that AT&T receive commission permission to file revised tariffs was implemented only as procedure to determine whether proposed revisions would interfere with commission inquiry into AT&T rates, now in its third year. But parties opposing proposal, they claimed, have disregarded this fact and have argued on entirely different premise—that increased cost of occasional service is red-ink operation for AT&T. Thus, they said, networks are actually subsidizing occasional users now.

Association of Independent Television Stations (formerly INTV) told commission, however, that grant to AT&T would "substantially prejudice" agency's ability to conduct rate inquiry in fair manner. Basic issue in that inquiry, namely that of cross-subsidization, it said, would be complicated by forced revisions in AT&T monthly transmission revenues. Revenues from networks, it said, would decrease from $59.5 million to $41 million per month, while occasional-service revenues would increase from $12 to $22 million monthly—resulting in over-all reduction in monthly revenues to AT&T of $8 million.

Hang in on ASCAP pact, TV broadcasters advised

Television stations should not exercise their option to cancel blanket music-license agreements with American Society of Composers, Authors and Publishers. That's message going out to stations from All-Industry Television Music License Committee in mailings through National Association of Broadcasters and Institute of Broadcasting Financial Management. Committee, which negotiates such contracts, said it had reviewed options under agreement and, "taking into account all factors," recommended he be kept in effect.

Contract, retroactive to 1968, provided that stations might cancel at end of 1973 by giving notice before end of 1972. Un- less cancelled, it continues through 1977. Leslie G. Arries of WBNF-TV Buffalo, N.Y., is current chairman of all-industry group.

FCC gives breath on prime-time comments

FCC announced Friday (Dec. 15) it has extended time for filing comments and reply comments in its inquiry and rulemaking proceeding on prime-time access rule. Date for comments was extended from Dec. 22 to Jan. 15; for replies from Jan. 29 to Feb. 12.

Extension was made at request of WVEC-TV Hampton, Va. FCC said it also considered fact that American Research Bureau audience survey data for November, period which may be relied upon by parties to proceeding—will not be completely available until end of December.
Remote broadcasts, simplified.

The Bell System's new Voice Connecting Arrangement, known as a Voice Coupler, may not be the only way to send a remote broadcast back to the studio, but it is by far the simplest.

Take that high school game everyone's interested in:
When your announcer arrives, the broadcast equipment is plugged into a Voice Coupler provided by the local Bell Company.
Then all that is necessary is to establish the call to the studio and begin the play-by-play.
It's all very quick and easy, and it's remarkably inexpensive. Your local Bell System Communications Consultant can give you the details. So why not call before your next remote broadcast? AT&T and your local Bell Company.
We’ll share your exposure to Broadcasters Liability losses

You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here’s how to handle a bigger judgment: insure the excess with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once.

Employers Reinsurance Corp.,
21 West 10th, Kansas City,

Kitchen cabinetry

Editor: If it is true, as your “Closed Circuit” item in the Dec. 11 issue reports, that [communications attorney] Leonard Marks is to have a voice in the selection of the FCC commissioner to replace Nicholas Johnson, it once again illustrates the complete contempt President Nixon has for any views other than his own and his flagrant violation of the spirit, if not the letter, of laws passed by Congress to protect the interests of all Americans. While I have nothing but the highest personal regard for Mr. Marks, it seems to me that his being consulted on this matter is about the same as if a Democratic president were to call on Mayor Lindsay of New York for help in selecting the Republican representative on the FCC.—Walter Grimes, W. B. Grimes & Co., Washington.

(Mr. Grimes may be unfairly harsh on Mr. Nixon. The same “Closed Circuit” item reported that Mr. Marks was consulted on the appointment of H. Rex Lee to the FCC by President Lyndon Johnson.)

All the news

Editor: Re “Quantifying network news” (Broadcasting, Dec. 4): I challenge the Network News Study Group’s contention of which network “went the farthest in coverage” of the Kissinger “peace is at hand” speech. CBS was the only network to carry virtually the entire Kissinger speech almost as it was being made. (Kissinger was on a video-tape delay of approximately 15 minutes on the CBS affiliate for which I work.) In addition, a trio of CBS newsmen (correspondents Dan Rather and Marvin Kalb and commentator Eric Severeid) provided “instant analysis” immediately following the speech. While CBS devoted this “as-it-was-happening” air time, NBC and ABC continued their normal afternoon soap-and-game fare. Having provided this comprehensive coverage virtually live, CBS did devote about half of its evening news to events other than the Kissinger speech. Considering the peace move came coincidentally close to election day, it is commendable that CBS chose to give the speech the coverage it did.—Frank Humphreys, reporter-anchor, WTVR-AM-FM-TV Richmond, Va.

Writer’s writer writes

Editor: If the campaigns of 1972 demonstrated anything, they proved how desperately we are in need of better ways to finance our politics. The ways we finance and fund our candidates in elections are scandalous; the sharply rising costs of campaigning for public office in America are bringing the adventure of democratic choice to crisis. The manner by which we finance political contests now makes hypocrites of some of the most honest men, too often black-mails the rich with fear or seduces them by favors for pay, deprives the poor and concerned of proper say and influence.

There is, however, one organization in the United States which is trying to do something about it. This is the Citizens’ Research Foundation of Princeton, N.J., a nonpartisan, tax-exempt organization established for the express purpose of research in this field. Started some 14 years ago, the foundation’s reports have become classics for all serious students of politics, or men involved in them. The foundation systematically stimulates others to undertake research, while itself participating in or conducting forums, seminars and conferences designed to clarify the financing of our elections. In recent years, the CRF has received more than $600,000 in grants—from the Ford Foundation and Carnegie Corporation among others. But these grants will be renewed, if at all, only in diminishing amounts after Jan. 1, 1973, and the foundation must seek new resources to sustain its $150,000 annual budget.

No single step would help purify our elections more than wise laws and open procedures to govern the necessary financing of our electoral system at all levels; the work of the Citizens’ Research Foundation is the most important on-going research that I know of to prepare the necessary understanding for such a forward step.—Theodore H. White, Citizens’ Research Foundation, 245 Nassau Street, Princeton, N.J.

The fine print

Editor: Your story concerning the audio deletion of a reference to Crest toothpaste on the July 4 presentation of The Tonight Show (Broadcasting, Dec. 4) leaves the reader with the mistaken impression that the deletion was ordered by NBC’s broadcast standards or law department in an effort to avoid offending a major network advertiser. I would appreciate the opportunity to set the record straight.

Following the taping of the program in question, NBC’s broadcast standards representative in attendance notified an NBC attorney about the reference to Crest. The attorney advised that there were possible defamatory implications in the statement. Our broadcast standards representative so advised the producer of The Tonight Show, who, after discussing the matter with Johnny Carson, made the decision to edit out the remark. The decision was not dictated by NBC’s broadcast standards department, NBC’s law department, or any other area of NBC’s corporate management. Josh Kane, manager, press and publicity, NBC, New York.
January 1973

- Sol Taishoff, editor.
- Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive director, Don Richard, assistant editors.

SPECIAL PUBLICATIONS

Art King, director; Joseph A. Esser, associate editor; Bill Newman, editorial assistant.

ADVERTISING

Maury Long, president.

JOHN ANDRE, Southern sales manager.

Doris Kelly, secretary to the general manager.

CIRCULATION

Bill Criger, subscription manager.

DOROTHY COLL, secretary to the publisher.

ADMINISTRATION

Irving C. Miller, business manager.

SANDOR, production assistant.

BUREAU

New York: 7 West 51st Street, 10019. Phone: (212) 727-3260.

Rafael Crater, chief correspondent.

David Breslow, senior editors.

Burks Berry, marketing director.

CIRCO, assistant editor.

¿Cuán y, cuando fallezca, es un desastre. Es raro que muchas de nuestrastranslated clients who are Number One in their markets retain us year after year—they want to keep us from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally know it, the reaction is often panicky, and the changes that are made accelerate the decline.

If you study your audience in depth every year, you know just what's going on, and we harass you to make sure you're not careless, that the corrective action you take is productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

7900 Westpark Drive

McLean, Virginia 22101

Area Code 703

370-5050

Broadcasting Dec 18 1972
Monday Memo

A broadcast advertising commentary from Robert H. Spilman, president, Bassett Furniture Industries, Bassett, Va.

 Syndication: just right for bringing on Bassett as a brand name in furniture

What's the world's largest furniture manufacturer doing in syndicated television? That's a good question, one I get asked at least three times a week.

Historically, furniture manufacturers have not found television effective. Their use of the medium has been timid, hesitant, reluctant or minimal. This is not because they haven't seen the worth of the medium for other advertisers, but because only a very few furniture makers have been able to see the value for our business of brand-awareness advertising. Not many have discovered that television can significantly influence the buying-decision pattern of the consumer.

A recent survey conducted by National Family Opinion Inc. showed that 43% of those responding to the survey could not recall the brand name of any furniture they had purchased within the last six months. Can you name any other considered-purchase consumer item that has such a low brand-name recall? Automobiles? Refrigerators? Air conditioners?

Why then does television make sense for Bassett, which makes and sells more furniture than anyone else in the world? And why syndication?

The simplest answer is the best: the dramatic changes that have occurred in furniture retailing in the last 10 years. This, coupled with the ever-changing life styles in our society that have been brought about by developments in transportation and communications, convinced Bassett that brand name is becoming one of the most important determinants in the buying-decision pattern. Not price. Not retail dealer name and reputation. Not style. But brand name.

Twenty-five years ago, furniture was bought on the reputation of the local retail store. Today, because of the mobility of our society and other changes in the buying-decision pattern, brand establishment has become increasingly important to the furniture manufacturer. As a matter of fact, it wasn't until 1956 that Bassett was advertised nationally under a brand name. In 16 years our name has become the most important thing we can offer a customer.

Bassett had used television before. In 1969, we bought scatter minutes on CBS-TV. In 1970, we concentrated our efforts on the Merv Griffin Show with minute participations. And in 1971, we moved over to the Today Show with minute participations. These efforts had two objectives: to increase consumer awareness of our brand name and to provide a merchandising effort for our dealers across the country.

Throughout his career, Robert Henkel Spilman has been associated with the home-furnishings and textile industries. He was with Cannon Mills in 1950-57 in its decorative fabric division and with Bassett Table Co. in 1957-60. He then joined Bassett Furniture Industries and became executive vice president in March 1966 and president in June 1966.

What really triggered the move to syndication was the prime-time access rule, which went into effect in the fall of 1971. Instead of the $1.5 million to $2 million expenditure required to mount a national network television campaign, syndication in prime-access time offered us the opportunity to achieve specialized national television coverage with intense local identity in a dollar-to-impact ratio that made far more sense. That is why we created the American Life Style television specials.

We considered a number of different program ideas, some already produced and ready for syndication, but none seemed to hit our image or our style. It was not until we melded our advertising concept with an original program idea that we struck the proper combination.

The series was conceived to be a group of programs based on tours of famous American homes and an in-depth probe of the personalities and life styles of the owners of those homes. In the first flight of American Life Style we did Thomas Jefferson's Monticello, William Randolph Hearst's San Simeon, Brigham Young's Beehive House, Frank Lloyd Wright's Fallingwater, Theodore Roosevelt's Sagamore Hill and the Vanderbilt "summer cottages" at Newport, R.I. In each program, E. G. Marshall, the veteran actor, conducts a personal tour of the home and tells of the lives and times of the people who lived there. This is an ideal environment for Bassett's advertising. Each program is one-half hour, shot on location with 16mm film. Bassett gets opening and closing credits as well as two commercial minutes inside each show. The second two minutes in each program are offered to local Bassett dealers or to any local advertiser who wants to be associated with this kind of quality programing. I understand a similar technique is being employed by AT&T.

As we measure it, our efforts have been a success. Through the end of 1972 and going into 1973, we will have 10 half-hours ready for syndication. So far, we have signed 120 stations, with 37 in the top-50 markets, covering a potential 74% of U.S. TV households. Where ratings have been available, we've been able to achieve an average of 11.5, which stacks up well with the national average of 12 for prime-access syndication shows. Of the American Life Style playdates so far, 62% have been in prime time, 32% in early evening time and 6% in weekend afternoon time.

From a dollars-and-cents standpoint, we are convinced of the worth of this venture as an advertising effort. Beyond this, the public-relations value is immeasurable. We have never done anything that has generated as much favorable public notice. We have received hundreds of letters from viewers around the country complimenting us on the high quality, the educational and entertainment values of the series, and asking that we continue to bring our programs to television.

Based on this first year of success, the programs for 1973 are already in production. They include Franklin D. Roosevelt's Hyde Park, Will Rogers's home and George Washington's Mount Vernon.

Of course, none of these shows could have hit the television screen without the tremendous efforts of a good number of other people: Bassett's agency, Van Sant Dugdale of Baltimore, which created the plan; Bob Shanks of Comco Productions, New York, who wrote, directed and produced the series; and Bob Manby of Showcorporation, New York, who with Henry Otto, agency syndication coordinator, put the plan and series on the air in syndication.

These are some of the things I tell people when they ask why Bassett is using syndication television. And if they hold still another minute, I tell them more.
Quadruplex-oriented broadcasters agree in growing numbers
there's a realistic alternative to the traditional method of recording. It's the
IVC-960 One-Inch Color Videotape Recorder with Time Base Corrector.
More than 100 are already in use by U.S. and Canadian broadcasters
and broadcast teleproduction houses, including the ones shown on this page.

The IVC-960 is playing a major role in their operations—either
as a front line recorder or as a backup to quad. In fact, broadcasters who place
one IVC-960 in service frequently follow up by adding more. One has eight!

Broadcasters like the IVC-960 because the picture it delivers to
the home receiver represents no quality compromise. It allows them to dub to
quad and offers 3 1/2 hours playing time.

Users, including several group owners, like the low initial
investment — far less than quad. They've found that head replacement costs
are reduced by a factor of five. Tape costs are one-third of quad in normal use.

Get the whole one-inch story by calling your IVC regional
manager listed below or write the Marketing Director at the Sunnyvale address
for a copy of our broadcast application magazine and product brochure.

TWO YEARS AGO
IT WAS A QUAD WORLD.

NOW LOOK.
What's in the works for the new TV season

The old staple, situation comedy—with added realism inspired by "All in the Family"—dominates a rundown of network hopefuls

Eighty-one program projects, most of them to be piloted in some form, are currently in development for the three television networks for the 1973-74 prime-time schedule. A BROADCASTING survey shows 30 such projects for NBC-TV, 28 for ABC-TV and 23 for CBS-TV.

Most of the projects are half-hours: 42 of them, with 38 hour programs in development, and one 90-minute project at CBS-TV. NBC-TV has 15 half-hours and 15 hour shows in the works, ABC-TV is developing 15 half-hours and 13 hour programs and CBS-TV is preparing 12 half-hour and 10 hour potential series projects.

The programing philosophies of the three television networks will remain essentially the same for the 1973-74 season. They will continue to rely on half-hour situation comedies. Following the success of All in the Family-type comedies, the new shows will be sharp and realistic. There also will be greater use of long-form programing, with creative people being afforded even more opportunities than in the past. They’ll deal with a variety of subjects and to explore below the surface level of storytelling.

The limited-series concept—the shortform mini-series that runs four to six weeks within an umbrella long form and then is completed—apparently will have a significant part to play in the 1973-74 prime-time network TV schedule. They will be used to add diversity to continuing programs.

More specifically, BROADCASTING’s survey pinpoints some 40 comedies in development for next season and about 15 half-hours and hours that in some way involve crime and punishment as a continuing format, many of them through police or investigative action. The supernatural and science-fiction seem to be on the upswing as program formats with six or more such shows being prepared as potential series. Next season also will be notable for its continued emphasis on themes and stories of black people, with black performers possibly on television in greater numbers than ever before. Currently there are as many as 14 programs in development that prominently and regularly will involve blacks in a range of situations: doing police or investigative work (ABC-TV’s The Fuzz Brothers or CBS-TV’s Shaft), or running a family barbershop (ABC-TV’s Fuzz Brothers of Washington), teaching school (CBS-TV’s To Sir, With Love), even in the role of a messenger for the devil (NBC-TV’s Poor Devil).

The 1973-74 season is likely to include an acceleration of special programs. The present season represents the largest number of specials ever scheduled by CBS-TV, and the guess is that next season there will be even more specials produced there as well as at the other two networks.

One of the most significant programing patterns to emerge this season is the unquestioned success of the out-of-the-ordinary program—the kind of special effort that seems to generate tension and hook the audience. Martin Starger, president of the ABC Entertainment unit of ABC-TV, expounded on this premise earlier this month at a luncheon meeting of the Hollywood Radio and Television Society (BROADCASTING, Dec. 11). "The audience seeks out that one thing that is unique and different," Mr. Starger told the Hollywood production community. "People seek the different, the unusual, what they're not used to seeing. That's what I feel is happening in television programing, if there's any one trend. I think it's a very healthy trend and...

Text continues on page 24.

At a glance: the programs and their lengths now in development for the networks

**ABC-TV**
- Catch 22
- Egan
- Bob & Carol & Ted & Alice
- Emira, Madge & Artie
- Furst Family of Washington
- Adam’s Rib
- J.T.
- Operation Hang 10
- The Barbara Eden Show
- The Karen Valentine Show
- Day by Day
- Stone
- Love Thy Neighbor
- Up the Toga
- Andy Capp
- The Fuzz Brothers
- Incest and Conflict
- Domino
- Cyborg
- Doc
- Pomroy's People
- Flint
- Say Goodbye, Maggie Cole
- Inter sect
- Fire House
- The Fabulous Dr. Fable
- The Connection
- The Burns and Schreiber
- Variety Hour
- half-hour
- half-hour
- half-hour
- half-hour
- half-hour
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**NBC-TV**
- Half Luck
- Poor Devil
- Mom, Dad, Grandpa and Bruce Scott
- Hello Mother, Goodbye
- The Girl from Seventh Avenue
- The Girl with Something Extra
- The Friday Night Group
- Where's Someone?
- Lily
- Paty
- The Diana Riggs Show
- You Can't Get There From Here
- Koska and his Family
- The Barber Shop
- Police Story
- Questor
- Amanda Fallon
- Tenafly
- Partners in Crime
- Faraday and Company
- Mr. Inside/Mr. Outside
- NBC Follies
- The Norrie Tapes
- Key West
- Taggart
- The Stranger
- The Magician
- Hemantex
- Chase
- half-hour
- half-hour
- half-hour
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- half-hour
- hour

**CBS-TV**
- To Sir, with Love
- The Slayers
- Nancy Clancy
- The Ted Bessell Show
- Shaddock
- Roll Out
- Big Daddy
- Daddy's Girl
- Two's Company
- The Jack Gilford Show
- Bachelor at Law
- Yourkin-Lear Untitled Show
- Justice in the Back Room
- Visions
- Shaft
- Genesis II
- The Lily Tomlin Show
- The Don Rickles Show
- The Harlem Globetrotters
- Pop Corn Machine
- Call to Danger
- The New Adventures of Perry Mason
- The Chairman
- The Crime Club
- half-hour
- half-hour
- half-hour
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- hour
- 90 minutes
### Play-by-play on the 1973-74 program hopefuls

<table>
<thead>
<tr>
<th>Production Company</th>
<th>Title &amp; Remarks</th>
<th>Type</th>
<th>Length</th>
<th>Network</th>
<th>Stars</th>
<th>Key creative people</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC-TV Productions</td>
<td>The Burns and Schreiber Variety Hour (tentative title)</td>
<td>comedy-variety</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Jack Burns, Avery Schreiber</td>
<td>Bob Ellison</td>
</tr>
<tr>
<td>Bob Banner Associates</td>
<td>Up the Yaga (tentative title; pilot already completed; in association with Robert Stigwood Organization)</td>
<td>comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Frankie Howard, Paul Hartman</td>
<td>Bob Benner</td>
</tr>
<tr>
<td>Cave Creek Enterprises</td>
<td>Nancy Clancy</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Nancy Dussault, Rip Taylor</td>
<td>Carl Reiner, Dick Van Dyke, Bryon Paul</td>
</tr>
<tr>
<td>CBS-TV Productions</td>
<td>The Ted Bessell Show (tentative title)</td>
<td>marital comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Ted Bessell</td>
<td>Bruce J. Friedman, Charles Joffe</td>
</tr>
<tr>
<td></td>
<td>Big Daddy</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Roosevelt Grler</td>
<td>Norman Tokar</td>
</tr>
<tr>
<td></td>
<td>The Don Rickles Show (special to serve as pilot)</td>
<td>comedy-variety</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Don Rickles</td>
<td>Amle Rosen</td>
</tr>
<tr>
<td></td>
<td>The Crime Club (could be series of rotating programs)</td>
<td>crime anthology</td>
<td>90 minutes</td>
<td>CBS-TV</td>
<td>Various</td>
<td>Frank Glicksman, Charles Larson</td>
</tr>
<tr>
<td>Concept II Productions</td>
<td>You Can’t Get There From Here (adapted from English TV series, On the Buses; taped show)</td>
<td>physical comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Bill Persky, Sam Denoff, Carl Reiner</td>
<td></td>
</tr>
<tr>
<td>Cooper-Finkel Productions</td>
<td>Lily</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Brenda Vaccarro, Eileen Heckart</td>
<td>Bob Finkel, Jackie Cooper, Ed Weinberger, Stan Daniels</td>
</tr>
<tr>
<td>Bing Crosby Productions</td>
<td>The Stranger</td>
<td>science fiction</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Andy Fenady, Alan Armer, Gerald Sanford</td>
<td></td>
</tr>
<tr>
<td>D’Antoni Television Productions</td>
<td>The Connection</td>
<td>investigative drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Charles Durning</td>
<td>Phil D’Antoni, Al Rubin</td>
</tr>
<tr>
<td></td>
<td>Mr. Inside/Mr. Outside (in association with Metromedia Producers Corp.)</td>
<td>police drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Hai Linden, Tony LoBianco</td>
<td>Phil D’Antoni, George Goodman, Jerry Cooper-Smith</td>
</tr>
<tr>
<td>Don Fedderson Productions</td>
<td>The Chairman (tentative title)</td>
<td>investigative drama</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Alex Dreier</td>
<td>Edward Feldman</td>
</tr>
<tr>
<td>Leonard Freeman Productions</td>
<td>Visions</td>
<td>supernatural drama</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Monte Markham</td>
<td>Leonard Freeman</td>
</tr>
<tr>
<td>Filmways TV Productions</td>
<td>Daddy’s Girl</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Eddie Albert, Dawn Lyn</td>
<td>Jay Sommers, Dick Chevillat</td>
</tr>
<tr>
<td>Ison-Chambers</td>
<td>Two’s Company</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Diana Sands, John Amos</td>
<td>Saul Iston, Ernest Chambers</td>
</tr>
<tr>
<td>Lorimar Productions</td>
<td>The Winners</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Lee Rich, Dan Greenberg</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Doc</td>
<td>medical drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>James Franciscus</td>
<td>Lee Rich, Lewis John Carlino</td>
</tr>
<tr>
<td></td>
<td>Where’s Momma?</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Mortel Resnick, Carl Reiner, Lee Rich</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pomroy’s People</td>
<td>contemporary drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Lee Rijch, Earl Hammer Jr., Robert L. Jacks</td>
<td></td>
</tr>
<tr>
<td>Metromedia Producers Corp.</td>
<td>Firehouse (Movie of the Week feature to serve as pilot; in association with Stonehenge Productions)</td>
<td>action drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Vince Edwards, Richard Roundtree (no hold on pilot cast for series)</td>
<td>Dick Berg, Joe Manduke, Frank Gucci</td>
</tr>
<tr>
<td></td>
<td>Mom, Dad, Grandpa and Bruce Scott (tentative title; in association with Bobko Co.)</td>
<td>family comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Scott Jacoby, Jim Marley, Abby Dalton</td>
<td>Bob Kaufman</td>
</tr>
<tr>
<td></td>
<td>The Norliss Tapes (in association with Dan Curtis Productions)</td>
<td>supernatural drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Roy Thinnes, Don Porter</td>
<td>Charles W. Fries, Dan Curtis, William F. Nolan</td>
</tr>
<tr>
<td>MGM Television</td>
<td>Hello Mother, Goodbye</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Bette Davis, Kenneth Mars</td>
<td>Jack Sher, Bud Freeman</td>
</tr>
</tbody>
</table>

Broadcasting Dec 18 1972

17
Juan Diaz is a criminal.

His crime is that he wants to live in America.

Juan is an illegal alien.
One of an estimated 75,000 Spanish-Americans living in the Washington area.
They come here on student or tourist visas. And they stay, looking for what they can't find at home. Jobs. Jobs which their visas forbid them to have. And they end up living a life that's hardly better than the one they left behind.
To keep from being discovered by immigration authorities, they have to hide by day. At night they work at menial jobs. For less than minimum wage. And for bosses who keep them under thumb by threatening to turn them in.
WMAL stations thought this was more criminal than Juan's crime itself. And in an editorial series, we did something about it.
First we brought the situation into the open, so people would realize how these Spanish-Americans were living.
Then we called for tighter enforcement of immigration laws.
We also called for a crack down on illegal hiring practices, so people couldn't be exploited.
And finally, we asked for amnesty for the illegal aliens who are already in this country.
We've done editorial series on other things too. Drugs. The District schools. Gun control. Criminal justice. And Woman's Lib. Because we believe these subjects should also be brought out into the daylight.
Just like Juan Diaz.
<table>
<thead>
<tr>
<th>Production Company</th>
<th>Title &amp; Remarks</th>
<th>Type</th>
<th>Length</th>
<th>Network</th>
<th>Stars</th>
<th>Key creative people</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGM Television (cont.)</td>
<td>Shaft (based on theatrical feature of same title; no pilot to be made)</td>
<td>black private eye</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Richard Roundtree</td>
<td>William Read Woodfield, Allen Balter</td>
</tr>
<tr>
<td></td>
<td>Adam's Rib (based on theatrical feature of same title)</td>
<td>romantic comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Blythe Danner, Ken Howard</td>
<td>Bill Froug, Peter Stone</td>
</tr>
<tr>
<td></td>
<td>The Fuzz Brothers</td>
<td>police comedy drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Lou Gossett, Felton Perry</td>
<td>Joel Freeman, John D. F. Black</td>
</tr>
<tr>
<td>MTM Enterprises Inc.</td>
<td>Bachelor at Law</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Sammy Davis Jr., Andy Griffith, Connie Stevens (star in special)</td>
<td>Bob Wynn, Bob Booker, George Foster</td>
</tr>
<tr>
<td>NBC-TV Productions</td>
<td>NBC Follies (special serves as pilot; may have rotating hosts)</td>
<td>comedy-variety</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Bob Wynn, Bob Booker, George Foster</td>
<td></td>
</tr>
<tr>
<td>Paramount Television</td>
<td>The Magician (90-minute TV movie to serve as pilot)</td>
<td>action drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Joe Destefano, Larry Heath</td>
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<tr>
<td></td>
<td>Poor Devil (possible 90-minute Wednesday Mystery Movie to serve as pilot)</td>
<td>fantasy comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Sammy Davis Jr., Christopher Lee, Emily Yancy</td>
<td>Arne Sultan, Earl Barrett, Bob Stambler, Dick Beer, Chris Haywood</td>
</tr>
<tr>
<td></td>
<td>Catch 22 (based on novel and theatrical feature of same title)</td>
<td>social comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Richard Dreyfuss</td>
<td>Hal Dressner, Richard Briezel</td>
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<tr>
<td></td>
<td>Egan (based on exploits of former New York detective Eddie Egan)</td>
<td>police action</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Gene Roche, Glenn Corbett</td>
<td>Tom Miller, Ed Milks</td>
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<tr>
<td></td>
<td>Call to Danger</td>
<td>action-adventure</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Peter Graves</td>
<td>Larry Heath</td>
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<tr>
<td>GM Productions</td>
<td>Intercite</td>
<td>action-adventure</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Bob Wynn, Bob Booker, George Foster</td>
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</tr>
<tr>
<td>Herman Ruth Associates</td>
<td>Love Thy Neighbor (based on British series of same title)</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Arthur Julian</td>
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<tr>
<td>Screen Gems</td>
<td>Bob &amp; Carol &amp; Ted &amp; Alice (based on theatrical feature of same title)</td>
<td>contemporary comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Mike Frankovich, Larry Rosen, Larry Tucker</td>
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<tr>
<td></td>
<td>Ernie, Madge and Artie</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Frank Sutton, Cloris Leachman, Dick Van Patten</td>
<td>David Gerber, Bernie Slade</td>
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<tr>
<td></td>
<td>Furst Family of Washington</td>
<td>topical comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Stanley Ralph Ross, Dan Sisker, Robert Lowell III</td>
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<tr>
<td></td>
<td>To Sir, With Love (based on theatrical feature of same title; to be produced in England)</td>
<td>school comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Hari Rhodes</td>
<td>David Gerber, Ron Rubin, Michael Zagor, Jay Sandrich</td>
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<td></td>
<td>The Girl From Seventh Avenue</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Deidre Lenahan, Milton Seltzer, Norman Fell, Bernie Capell, Sandra Deel</td>
<td>David Gerber, Burt and Adale Styler</td>
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<tr>
<td></td>
<td>The Girl with Something Extra</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>John Davidson, Sally Field</td>
<td>Bob Claver, Bernie Slade, Mel Sweepe</td>
</tr>
<tr>
<td></td>
<td>The Friday Night Group (tentative title; to be taped as remake of last season's Wednesday Night Out pilot; In association with Douglas S. Cramer Co.)</td>
<td>contemporary comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Brenda Banet, Pat Harrington</td>
<td>Douglas S. Cramer, Gary Marshall</td>
</tr>
<tr>
<td></td>
<td>Taggart</td>
<td>investigatory drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td>David Gerber</td>
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<td>Police Story</td>
<td>police anthology</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Richard Malbaum</td>
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<td>Spelling/Goldberg Productions</td>
<td>Say Goodbye, Maggie Cole (already presented as Movie of the Week)</td>
<td>medical drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>Susan Hayward</td>
<td>Aaron Spelling, Leonard Goldberg, Sandor Stern</td>
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Broadcasting Dec 18 1972

20
The long and short of it.

First, the long story. That sleek beauty on the left, Eastman 16mm television projector, model CT-500, is the latest in videofilm projector design. Some of its features: channel threading (the first real breakthrough in film transport in many years), rapid forward and reverse, solid-state circuitry for sound reproduction, automatic shutdown at the end of a film, and a tungsten-halogen projection lamp.

Not that we mean to sell our newest Eastman 16mm videofilm projector short. Model TV-12M6 is ideal for a lower cost videofilm projection system. It offers both magnetic and optical sound playback and magnetic recording. It has a five-blade shutter, twenty-four frames per second, synchronous projection, and is wired for remote control. Of course it has the same extra gentle film-handling system our projectors are famous for. In short, it's long on performance and high on economy.

For full details on either projector, call or write your nearest Kodak Sales Engineering Representative.

EASTMAN KODAK COMPANY
ATLANTA: Bob Baker 404/351-6510
CHICAGO: Dick Potter 312/654-5300
DALLAS: Frank Renkling 214/351-3221
HOLLYWOOD: John McDoogh 213/464-6131
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SAN FRANCISCO: Joe Semmelhofer 415/776-6055.
Send me my own copy of the 1973 Broadcasting Yearbook.
Please send ________ copies at $14.50 each.
(If payment with order: $13.50.)

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Payment/Order:  
☐ Check enclose  
☐ Bill me

1973 Broadcasting Yearbook

Order your own copy of the 1973 Yearbook. Just fill in the coupon and return it to us. Your copy will be shipped just as soon as the 1973 Yearbook is off press.

The 1973 Yearbook contains all of the valuable 160 directories found in previous editions... plus the exclusive "Broadcasting Guide to National Spot Planning." This section gives all the basic information on markets, demographics and rates that media buyers need to draw up spot campaigns.

For all the facts and figures on television... AM and FM radio... broadcast equipment products... FCC rules... NAB codes... and much more, simply fill in the coupon and return it to us. We'll ship your copy as soon as the 1973 Yearbook is off press.
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<thead>
<tr>
<th>Production Company</th>
<th>Title &amp; Remarks</th>
<th>Type</th>
<th>Length</th>
<th>Network</th>
<th>Stars</th>
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<tr>
<td>Universal Television</td>
<td>The Fabulous Stone</td>
<td>action adventure</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Robert Hooks</td>
<td>Aaron Spelling, Leonard Goldberg, Richard Carr, Tony Barrett</td>
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<td></td>
<td>The Diana Riggs Show (filmed with three cameras)</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Diana Riggs, David Sheiner</td>
<td>Leonard Stern, Roger Price</td>
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<td>Koska and His Family (filmed with three cameras)</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Herb Edelman, Barbara Barry</td>
<td>Leonard Stern, Ken Petits, Stan Kallis</td>
</tr>
<tr>
<td></td>
<td>Faaday and Company (90-minute TV movie to serve as pilot; in association with Universal Television)</td>
<td>mystery</td>
<td>hour</td>
<td>NBC-TV</td>
<td></td>
<td>Leonard Stern, Larry Gelbart, Bob Christiansen</td>
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<td>Yorkin-Lear untitled show (spin-off from All in the Family)</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Vince Gardenia, Rue McClanahan</td>
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<td>Hy Averback, Don Nicholl, Rick Rosenben, Bob Christiansen</td>
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<td></td>
<td>Andy Capp</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Rue McClanahan</td>
<td>Hy Averback, Don Nicholl, Rick Rosenben, Bob Christiansen</td>
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<td></td>
<td>The Fabulous Dr. Fable</td>
<td>detective drama</td>
<td>hour</td>
<td>ABC-TV</td>
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<td>Hy Averback, Don Nicholl, Rick Rosenben, Bob Christiansen</td>
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<td>20th Century-Fox Television</td>
<td>Flint (based on theatrical feature series)</td>
<td>action adventure</td>
<td>hour</td>
<td>ABC-TV</td>
<td></td>
<td>Bill D'Angelo</td>
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<td>The Barbara Eden Show (tentative title; in association with Mi-Ber Productions)</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Barbara Eden</td>
<td>Jerry Davis, Ann Marcus</td>
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<td>The Karen Valentine Show (tentative title)</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
<td>Karen Valentine</td>
<td>Cornwall and Gail Patrick Jackson</td>
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<td></td>
<td>New Adventures of Perry Mason (network commitment made without pilot; in association with Paisano Productions)</td>
<td>legal drama</td>
<td>hour</td>
<td>CBS-TV</td>
<td></td>
<td>Cornwall and Gail Patrick Jackson</td>
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<td>Roll Out</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Stu Gilliam, Hilly Hicks</td>
<td>Cornwall and Gail Patrick Jackson</td>
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<tr>
<td>Universal Television</td>
<td>Chase (in association with Mark VII Ltd. Productions)</td>
<td>police drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td></td>
<td>Jack Webb, Robert Glinder</td>
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<td></td>
<td>Hernandez</td>
<td>police drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Henry Darrow, Jess Walton, Ronny Cox, Dana Elcar</td>
<td>David Levinson, Robert Van Sloyk</td>
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<td>Partners in Crime (remake of &quot;Judge and Jake Wyler TV movie)</td>
<td>legal drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Lee Grant, Lou Antonio</td>
<td>Richard Levinson, William Link, Jon Epstein, David Shaw</td>
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<td>Tenally</td>
<td>black private eye</td>
<td>hour</td>
<td>NBC-TV</td>
<td>James McKeelsh</td>
<td>Richard Levinson, William Link, Jon Epstein</td>
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<td>Amanda Falco (remake of pilot shown last season as spin-off of &quot;Doctors&quot; segment of The Bold Ones series)</td>
<td>medical drama</td>
<td>hour</td>
<td>NBC-TV</td>
<td>Jane Wyman</td>
<td>Have Bennett, Dick Darcy, Frank Pierson</td>
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<td>Questor (two-hour World Premiere to serve as pilot)</td>
<td>science fiction</td>
<td>hour</td>
<td>NBC-TV</td>
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<td>Gene Roddenberry, Gene Coon</td>
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<td>The Barber Shop</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td></td>
<td>James Komack, Stan Cutter</td>
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<td>Lady Luck</td>
<td>situation comedy</td>
<td>half-hour</td>
<td>NBC-TV</td>
<td>Valerie Perrine</td>
<td>James Komack</td>
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<td>Justice in the Back Room (tentative title; three-hour feature to serve as pilot)</td>
<td>police drama</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Telly Savalas</td>
<td>Abby Mann, Matt Rapt</td>
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<td>Indict and Convict (based on book by Bill Davidson of same title, with two-hour movie serving as pilot)</td>
<td>law-enforcement drama</td>
<td>hour</td>
<td>ABC-TV</td>
<td>George Grizzard, Ed Flanders, Susan Howard, Rent Santoni</td>
<td>David Victor, Winston Miller</td>
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Continued on page 24.
Text continues from page 16.

I think our programing will seek to reflect that trend."

ABC-TV will seek to present more than just another episode of another series. "I think the audience is indicating to us to mix up our entertainment—go more toward the anthology or the semi-anthology," reported Bill Brademan, ABC-TV vice president for programing on the West Coast. "Very possibly the audience is getting away from the set format each and every week because by now they know every plot that you throw at them in a regular series."

AT NBC-TV, Lawrence R. White, the network's vice president for programs, has indicated that there are not likely to be radical changes in his network's schedule. "You will find mutation and development and a going forward which is not necessarily change," he told the HTKS meeting. Mr. White explained that his network will continue to stress long-form and mini-series programming (concepts in which NBC-TV pioneered) but also will attempt to diversify in 1973-74 by developing a substantial number of half-hours.

"It's a broad, diversified, balanced schedule we're after," said Peter Robinson, NBC-TV West Coast vice president for program development. "If we are successful in piloting some good comedies, we would like to get more involved in that program form."

At CBS-TV, Fred Silverman, vice president for programs, and Alan Wagner, vice president for program planning and development, both point to the network continuing to program a large number of half-hour comedies, balanced with some long forms and an increasing amount of specials. They also indicate that the emphasis in pilot projects is on subject matter based in reality. Over-all, though, Mr. Silverman's report to the HTKS meeting made clear that "the CBS programing philosophy basically will remain the same for the 1973-74 season."

According to another overview of next season, this one from Arthur Frankel, head of production for Screen Gems, the continued success of All in the Family, Sanford and Son and Maude means that the networks are looking for realistic comedy. "There is a continuing trend toward nonviolent product," he said. "More realistic comedy as opposed to fantasy is the thing. The same is true in dramatic series. Realism is in."

Mr. Frankel, who took over as vice president in charge of studio affairs for Screen Gems in April, is only one of a wave of relatively new program-production executives who are taking an important part in this development season. Also either entirely new to network development scene or in more prominent positions now are Harris Katelman at MGM Television, Emmett Lavery at Paramount Television, Irv Wilson at Viacom Enterprises, Lee Rich at Lorimar Productions, Charles Fries at Metromedia Producers Corp., Roger Gimbel at Tomorrow Entertainment Inc. and Producers Dick Berg, Dan Curtis, Phil d'Antoni, among others.

The studios represented by Messrs. Frankel, Katelman and Lavery all seem newly rejuvenated and are well represented with programs in development. Lee Rich, a veteran of many network campaigns, has thrust his LorimarProductions into the forefront of the production competition. Viacom Enterprises, the

CBS Inc. spin-off organization; Metromedia Producers, a Metromedia Inc. subsidiary; and Tomorrow Entertainment, a unit of General Electric Co., each is making a measurable impact on the development season. Norton Simon Inc.'s Talent Associates, led by producer-writer Leonard Stern, is back in the thick of the competition after a lean time.

BROADCASTING's survey indicates that Universal Television's, the perennial leader among film production organizations, has at least 12 projects in development at the three networks, predominantly, as usual, at NBC-TV. The next most active supplier appears to be Screen Gems, with nine projects in the running. Paramount Television, 20th Century-Fox Television and Viacom Enterprises each has five projects still in contention; while MGM Television, Warner Bros. Television and Talent Associates each has four possibilities for 1973-74 series.

"There will be more suppliers than ever before," said ABC-TV's Bill Brademan. "We really have our projects split up around town. I don't think we necessarily did it with any set plan to divide the pie equally," he said. "It's just the way it turned out—the way the good ideas came in. More suppliers have gotten active and that's good for us."

The television networks, it's obvious, are reaching out for new ideas and for people and organizations that haven't created for television much, or at all, before. "We are open, we are willing, we are anxious, we are needful of new platforms for the telling of short, strong, gripping, immediate attention-grabbing stories," NBC-TV's Larry White told HTKS. "If there are other ways to do that I'm the first to say, 'Please tell us'," he added.

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<td>Domino</td>
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<td>Viacom Enterprises</td>
<td>Shaddick</td>
<td>comedy drama</td>
<td>half-hour</td>
<td>CBS-TV</td>
<td>Herschel Bernardi</td>
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<td>variety</td>
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<td>Harim Globetrotters basketball team. Teresa Graves</td>
<td>Frank Pepliat,</td>
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<td>Duke Vincent,</td>
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<td>Key West</td>
<td>action-adventure</td>
<td>hour</td>
<td>NBC-TV</td>
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<td>Bob Byrleya,</td>
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<td>half-hour</td>
<td>NBC-TV</td>
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<td>Chris Haywood,</td>
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<td>Genesis II</td>
<td>science fiction</td>
<td>hour</td>
<td>CBS-TV</td>
<td>Alex Cord</td>
<td>Gene Reddenberry</td>
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<td>Day by Day</td>
<td>contemporary comedy</td>
<td>half-hour</td>
<td>ABC-TV</td>
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<td>Bruce Johnson,</td>
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Broadcasting Dec 18 1972 24
“Please contribute”
...and we do!

$ HEART AUCTION
(with Polk County Heart Association)

$ EASTER SEAL TELETHON
(with Des Moines Easter Seal Center)

$ MUSCULAR DYSTROPHY LABOR DAY TELETHON

$ KIWANIS PANCAKE DAY FOR RETARDED CHILDREN

$ “OPERATION SANTA CLAUS”
(Food, toys, clothing to needy families)

$ PLUS COMMUNITY SERVICE ANNOUNCEMENTS
(15,000 on TV, 28,000 on Radio in ’72)
Unions score big in new contract for commercials

Higher payments to pension fund, elimination of holding period, stand against runway production stem from latest negotiations

Major gains, particularly in pension and welfare programs, were claimed by Screen Actors Guild in releasing details of the new three-year contract covering talent in film and videotaped commercials that was hammered out after some two months of negotiations with the advertising industry. The terms of the new contract, says SAG, include an increase of 1.25% in management contributions to pension and welfare plans of actors not only on all new commercials produced as of Nov. 16, but also on all existing commercials still being broadcast.

The new pension and welfare formula calls for a management contribution of 7.75%, up from 6.50% under the old contract. Additionally, SAG points out, there is a possibility that management’s contribution could be increased further via an escalation clause if the guild can achieve its goal of 1.25% provision in negotiations with theatrical and television-program producers scheduled for 1974. SAG labeled the increased pension and welfare payment plan on existing commercial production a “first in the industry and described it as “a precedent-breaking achievement of major proportions.”

The guild also claims to have won an important gain by persuading the advertising industry to eliminate the 17-week so-called “triggering period” during which holding fee payments were delayed. This complicated issue apparently had major priority for guild negotiators.

Last month, John L. Dales, national executive secretary of SAG, took pains to explain this issue at a general membership meeting. “Today if a commercial doesn’t go on the air soon after its completion,” he pointed out, “the advertiser can let it sit . . . for 17 weeks before a 13-week use cycle automatically starts.”

According to Mr. Dales, a major effort was being made to “abolish that 17-week wasted waiting period.”

It appears that what the guild achieved in the new contract is that a performer now starts a 13-week fee cycle from the first day of work before the camera. This cycle starts whether or not the commercial gets on the air in that 13-week period. And 13 weeks after the first day of employment, another 13-week fee period ensues. There is now no nonpay period.

Summing up this gain, SAG says it is now possible for performers to receive three holding fees whereas under the old contract only one was payable. Additionally, the guild says the holding fee has increased 16%, from $136 to $158 for on-camera talent and from $102 to $118 for off-camera performers.

SAG and the American Federation of Television and Radio Artists, which negotiated jointly for the new contract, also won what was termed “a strong policy statement” on runway productions from advertisers. Included in the new contract apparently will be what amounts to a contract by the advertising industry to encourage the production of commercials in the U.S. and not to produce commercials outside the country “primarily for reasons of economy or economic advantages in the engagement of players.”

In the area of rates for talent, SAG claimed a series of increases particularly for “wild-spot” or nonnetwork payments. Wild-spot rate increases, according to the guild, range from 9.4% to 28%, depending on classifications of commercials. Rate increases also were reported for talent in a number of other commercial classifications.

The new contract was approved last week at meetings of SAG’s national board of directors in New York and Hollywood. It is now to be submitted to the 25,000 members of the guild for approval in a nationwide referendum.

The contract also must win approval from the AFTRA board and members and likely from the Federal Pay Board.

AFTRA, currently engaged in separate negotiations for a new national contract with all radio-TV networks, is not expected to take action or comment on the commercials contract until network negotiations are concluded. The SAG-AFTRA negotiations for the new commercials contract, conducted with the American Association of Advertising Agencies and the Association of National Advertisers, started in October and were held in New York. A tentative agreement was reached earlier this month (Broadcasting, Dec. 11).

To the top 15. With its acquisition of Gardner Advertising Co., completed Dec. 8, Wells, Rich, Greene, New York, the 15th largest U.S. agency, ranks as one of the nation’s 15 largest advertising agencies. WRG acquired the St. Louis agency for 77,476 shares of WRG common stock worth about $1.7 million, at an exchange ratio of one share for every 16 shares of Gardner outstanding stock. Gardner billed upwards of $55 million for 1972, WRG $115 million. Speaking at a luncheon of the New York Society of Security Analysts last Tuesday (Dec. 12), Mary M. Lawrence, chairman and chief executive officer of WRG, said she expects the agency to have billings of approximately $175 million in 1973. Mrs. Lawrence discussed the Gardner acquisition, observing that “there has been a growing interest in the merger approach to advertising, in which Gardner advertising has been a leader. And while WRG typifies a full-service agency, we regard modularization as a viable segment of our business.”

Federal Trade Commission focuses on substantiation

Commission will be watching over-all themes of campaigns, rather than specific claims

The Federal Trade Commission adjusted the thrust of its advertising substantiation program last week. From now on, it announced, it is going to concentrate on major advertising themes rather than—as it has since mid-1971—on any and all claims that may or may not be significant.

And the full commission adopted a resolution that requires any advertiser basing claims on implied scientific tests or studies to furnish such results when requested by the FTC. These must be in the hands of the advertiser before he makes the claim, the commission noted.

Also issued last week by the FTC were calls for advertising substantiation by 12 automobile manufacturers. The challenged advertisements include such claims as “Germinal is heavier, wider and has more horsepower than any car comparable in price” (American Motors); “Triumph Spitfire gets 27 miles per gallon” (British Leyland Motors), and “electronic ignition system never needs retuning in normal use” (Chrysler Corp.).


Much ado about IBM

International Business Machines will spend an estimated $800,000 or more in full sponsorship of Much Ado about Nothing on CBS-TV on Feb. 2. The Joseph Papp and the New York Shakespeare Festival’s production will run from 8 to 11 p.m. EST, preempting all of the normal prime-time programing that night (a Friday, when CBS regularly schedules Mission: Impossible and a movie).

IBM will have 12 commercial minutes in the play, which is to be presented in five acts. The production, which follows the version Mr. Papp presented in New York’s Central Park last summer, was taped at NBC’s Brooklyn studio and delivered to CBS on completion. It was not affected by CBS’s labor problems. Agency for this IBM buy is Conahay & Lyon, New York.

TVB cites PIB oversight

The Television Bureau of Advertising in effect has accused magazine-records keepers of guiding the lily in reporting an increase in ad pages and revenues in the 10-month period in 1972 over 1971 (as well as for the month of October in both years).

TVB said a report on Publishers Information Bureau compilations claimed a 5% gain in ad pages and 9% in ad
Great health care advances don’t always occur in a laboratory.

Significant medical breakthroughs are not exclusive to laboratory research. They’re produced in the minds of people, too. CHRONICARE—a national plan for long-term health care—is a case in point.

CHRONICARE has been developed by the American Nursing Home Association to end the historic and tragic neglect of the chronically ill and disabled. It would be available to all ages. And entitle some 18-million Americans to immediate benefits.

The foundation of CHRONICARE is built on the philosophy that the program must not be merely a payment system, but rather a comprehensive system of health services.

CHRONICARE addresses itself to the reality of today’s skyrocketing hospital costs. It rejects the fatiguing familiarity of yesterday’s formulas as being viable solutions to modern health care needs. And it refuses to advocate precedent over principle by recognizing that every American has a right to high-quality, convenient, long-term health care, regardless of age, color, race, creed or income.

CHRONICARE is but one of several plans being recommended to the 93rd Congress for inclusion into a new National Health Insurance Program. If implemented nationwide, it can make a significant contribution to our country’s call for a reorganized, revitalized and redirected system of health care services.

If you’ve been following the debate about National Health Insurance, you know that there’s no argument among proponents of various plans about the urgent need of health care reform. The disagreement is over what kind of plan Congress should adopt.

In the past, our health care programs have largely been oriented toward the person with an acute illness—temporary sickness, diseases, fractures, emergency treatment—and merely tolerated the seriously chronically ill as a necessary evil. We believe that many have suffered unnecessarily because society failed to deal fully with their special needs.

Perhaps, it’s been because chronic illnesses often are incurable. Perhaps, it’s been because the financial commitment is likely to be large and permanent. Whatever the reason, the pattern of historically ignoring the chronically ill and disabled is obvious. We believe this neglect must be ended if we ever are to claim to live in an humane and compassionate society.

We care!

We’d like to tell you more about CHRONICARE—its objectives and potentialities. To do this we’ve prepared an informative booklet: “CHRONICARE—A National Plan For Long-Term Health Care.” It’s available upon request, free of charge.

AMERICAN NURSING HOME ASSOCIATION
Suite 607
1025 Connecticut Avenue, N.W.
Washington, D.C. 20036
revenues for both October and for the 10-month period. The October page total was 8,345 and for the 10 months, 66,718, which the report said translated into $136.5 million and $1,047 million, respectively. TVB blew the whistle, observing in particular that TVB figures showed only magazines currently measured to be up 9%, but when Look dollars are included the rate increase is only 4%. "It is being allocated and revenues for the 10-month period and for October itself. "That," said TVB, "puts the magazine growth well behind that of television and total advertising volume."

Business Briefs

In spot TV. RBC Industries Inc., Philadelphia, through Ed Libov Associates there has launched its first regular spot TV campaign in seven major markets for its Puff and Super Puff basketball sets. Company decided on effort after testing spot TV last year in New York, Philadelphia, Pittsburgh, and Washington.

Outside help. Parfums Givenchy, division of Lehn & Fink Products Co., Monterey, Calif., has appointed SSC&B, New York, to handle its entire line of women's fragrance and bath products. Advertising for Givenchy has been handled by Thompson-Koch, in-house agency for Sterling Drugs, parent organization to Lehn & Fink. Givenchy has begun testing television advertising and is awaiting advice of SSC&B as to whether it will begin regular campaign on TV.

Motorcycle drive. U.S. Suzuki Motor Corp., Santa Fe Springs, Calif., through Fodee, Cone & Belding, Los Angeles, plans its first network-television push to introduce its 1973's line of motorcycles. TV campaign will run from March to mid-July using 30-second spots on package of CBS-TV programs including sports, news and prime-time shows. Total of $2.5 million is being allocated for campaign, which includes back-up effort in outdoor advertising and special-interest magazines.

Barter on credit. International Promotional Consultants Inc., Fort Lauderdale, Fla., is offering its new Charge-A-Trade system, computerized bartering method which enables members to deal on credit card basis rather than on usual system of due-bills, credit memos or scrip. Each entity approved for membership is given credit card which entitles it to use system in transactions with any other member. Broadcast members, company says, can trade advertising time for such things as programs, hotel accommodations, station ID's and jingles, tour packages, clothing and other such commodities. 915 West Sunrise Boulevard, Fort Lauderdale 33311, 1-800-327-3720 (toll-free number).

Teletronics expands. Teletronics International Inc., New York, has acquired Miami Tele-Productions Inc., Miami, for undisclosed price. George K. Gould, president of Teletronics, post-production company, said that Miami Tele will be developed into top video-tape facility for production of TV commercials, TV and cassette programs and industrial presentations.

Save with WHUR. Independent Federal Savings and Loan, Washington, in conjunction with Howard University's WHUR (660 AM), there will be a "save-a-thon" to encourage new deposits or additions to existing accounts. First Federal, said to be first and only predominantly black savings and loan in District, inserted 60-second appeals four times each hour from noon to midnight, Saturday, Nov. 18. Association remained open throughout broadcast and reported pledges and deposits totaling $232,836.92 for 12-hour period.


More from Bic. Bic Pen Corp., Milford, Conn., through Wells, Rich, Greene, New York, will kill off national TV campaign in March, to introduce its new Bic Banana Inky Crayons. Aimed at 6 to 14-year-olds, story line features man in monkey suit demonstrating many uses for Inky Crayons. Bic spends 92% of its advertising budget (about $4 million) in TV.

As it did in '69. Eastern Air Lines, through Young & Rubicam, and Borden Inc., through Conahan & Lyon, all New York, have each purchased half-sponsorship of NBC-TV's telecast of Jan. 20 inauguration of President Nixon. EAL made same buy for 1969 inauguration. Coverage will begin at 10 a.m. NYT and run to 5 p.m. NYT. Covering inauguration will be vice president. Chicago-based Clinton E. Frank bills more than $87 million a year.

Making music. Music Production & Distribution, a division of Norman B. Cohen Productions Inc., Brookfield, Conn., to offer creative/production services to agencies and advertisers. Hubert A. Davis, music coordinator, is principal officer.

<table>
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<tr>
<th>BAR reports television-network sales as of No. 26</th>
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<td>CBS $593,053,400 (36.5%)</td>
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<tr>
<th>Day parts</th>
<th>Total minutes week ended Nov. 26</th>
<th>Total dollars week ended Nov. 26</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
<th>1971 total dollars</th>
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<tr>
<td>Monday-Friday</td>
<td>Sign-on 10 a.m.</td>
<td>Monday-Friday</td>
<td>10 a.m.-5 p.m.</td>
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<td>115</td>
<td>921,900</td>
<td>3,644</td>
<td>21,934,900</td>
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* Source: Broadcast Advertisers Reports network TV dollar revenues estimates.
FCC ups ante for fees charged to constituents

Agency issues rulemaking aimed at recovering 100% of costs from licensees—including $12.7 million from broadcasters, $2.7 from cablecast services

The FCC, which has asked President Nixon to include in his 1974 fiscal budget a request for $42,407,406 for commission activities, last week issued a notice of rulemaking aimed at recovering 100% of that amount from those it regulates (Broadcasting, Dec. 11).

The commission’s proposed fee schedule would result in a 30% increase in the revenues paid in for most broadcast services, 331/2% increase in the annual per-subscriber fee paid by cable television system (it is now 30 cents), and a 50% increase in the filing fees for cable certificate-of-compliance applications.

The proposed schedule would also result in a doubling of the current application and grant fees in the common-carrier services, a $40 increase in the basic filing fee in the Safety and Special Radio Services, and a single $10 fee for applications for new and renewed commercial operator licenses—first, second or third class.

In proposing a new schedule, the commission is seeking to comply with congressional requests that it pay its own way—something the commission has not done since revising its fee schedule with that in mind in July 1970. The commission’s current budget is $36 million, and commission sources estimate that it will recover some $26.5 million under its present fee schedule in this fiscal year.

The proposed schedule contemplates each service producing revenues to cover its own costs, plus some additional to take care of over-all agency expenses. The major contributors would be the Broadcast Bureau, $12.7 million; the Safety and Special Radio Service Bureau, $14.5 million, and the Common Carrier Bureau, $8.9 million. Cable Television Bureau revenues are estimated at $2.7 million.

Under the new schedule, applicants for a construction permit for a new VHF station, or for a major change in an existing station in the top-50 markets, would pay $6,500, as against the present fee of $5,000; a grant fee would cost $58,000 instead of $45,000. There would be comparable increases for VHF applicants in other markets, and for radio, depending on power, hours of operation and class of station involved.

But the application and construction-permit fees for UHF stations or for major changes in them would remain the same ($2,500 for filing and $22,500 for grant, in the top-50 markets; $1,000 and $9,000 in the next 50, and $500 and $4,500 in the remainder).

Assignment and transfer application fees would be hiked from $1,000 to $1,300 and the grant fee from 2% to 2.6% of the consideration. The commission also asked for comment on problems it has encountered in levying grant fees in connection with station sales, when the broadcast properties are only part of a larger transaction and the parties do not assign a specific consideration to them.

Annual license fees for radio stations would be upped to 32 times the station’s highest one-minute spot (it is now 24 times) but in no case would a fee be less than $69 (the present minimum is $52). Annual license fees for television stations would be increased to 16 times the station’s highest 30-second spot announcement (it is now 12 times) but in no case less than $192 (the present minimum is $144).

Fees for various applications for minor changes in facilities, changing call signs or short-form (or pro-forma) applications for assignment of license or transfer of control would be increased 30%.

The commission also asked for comment on whether a grant fee should be charged when a short-form application is filed—the present schedule does not include such a fee—and on whether assign-
WEFM format challenge dismissed; Zenith's sale to G.C.C. approved

FCC holds that change to contemporary from classical is within licensee's discretion, not against Chicago's public interest

A challenge to the $1.1-million sale of Zenith Radio Corp.'s WEFM (FM) Chicago, the oldest continually operating FM station in the country, was dismissed by the FCC last week and the transfer, to group broadcaster G.C.C. Communications, was approved.

In a 5-to-1 decision (with Commissioner Nicholas Johnson dissenting and Commissioner Richard Willey not participating), the commission found that objections to the sale raised by the Committee to Save WEFM "presented no material and substantial questions of fact which require a hearing..."

The challenging group had contended that WEFM's classical-music format, which Zenith had maintained since 1940 despite recent heavy financial losses, should be continued because Chicago radio listeners have a "legal right" to receive such programming. G.C.C. proposed to change the WEFM format to a "contemporary" sound. The challengers had claimed that the fact that Chicago is served by two other classical stations, WTTW (FM) and WNIB (FM)—does not alter the fact that an abandonment of the WEFM format would disserve the public interest. In fact, they had contended, the very act of the FCC's continually renewing the licenses of WEFM and the two other classical outlets verified its contention that Chicago must be served by a "minimum" of three classical voices.

The commission disagreed. Noting that the choice of musical formats is a matter of discretionary business judgment on the part of the licensee, the agency found that to hamper this licensee discretion by ordering a hearing on the WEFM sale application would only serve to frustrate future licensee attempts at innovative programming. "We find no basis to question the applicant's (G.C.C.'s) discretion in the choice of format," the commission said.

The commission also dismissed the challenging group's "complaint" of three weeks ago against Zenith, G.C.C. and G.C.C. President Alexander Tanger, for failing to protect the "quality" of the WEFM format. Zenith had reportedly had talks with the G.C.C. in late November about a possible sale, before Zenith had sought and received FCC approval to sell the station to G.C.C. According to aZen

CBS gets respite from AFTRA threat to support IBEW

Appellate court affirms injunction against performers' union action as technicians' talks are resumed

A walkout by CBS performers in support of the International Brotherhood of Electrical Workers' strike against CBS seemed last week to be unlikely before mid-January, if then.

This prospect emerged when a five-judge panel of the appellate division of the New York State Supreme Court unanimously upheld an injunction forbidding the American Federation of Television and Radio Artists to order its CBS newsman and other members to honor IBEW picket lines (Broadcasting, Dec. 4, 11). AFTRA said it would seek a formal hearing on the panel's decision and was due to return Dec. 21 to file its papers and until Jan. 11 to answer CBS's response, which is due Jan. 5. Under normal procedures, then, the case would not be argued until some time after Jan. 11.

In the meantime AFTRA said it was instructing all its CBS members—performers and announcers as well as newsmen—to continue working. It followed the same procedure after the injunction was initially issued.

The five-judge panel gave no written opinion in disclose its decision last Monday (Dec. 11). Basically the question was whether AFTRA could order newsmen to breach the personal-service contracts that most of them have with CBS.

In Washington, meanwhile, negotiations between CBS and IBEW continued last week under the auspices of Federal Mediation and Conciliation Service Com-

Have strike, will travel. International Brotherhood of Teamsters, which had signed TV as full sponsor of Opening Night: USA, one-hour special, Dec. 25, said last week it will pull out of the program if the network is still stuck by the International Brotherhood of Electrical Workers. AFTRA. WITAS spokesmen for T. Gray Associates, Philadelphia, the union's advertising agency, the union is paying $225,000 for the show. The production, which stars Sammy Davis Jr. and Milton Berle among collection of nightclub acts and had been using locations where there were no pickets. CBS's spokesmen said the show was still scheduled.

AFTRA-networks. American Federation of Television and Radio Artists and the TV-radio networks last week recessed their negotiations on a new contract covering performers, including newsmen, until the end of December. The old pact expired Nov. 15. An AFTRA spokesman said that talks were deferred partly because TV networks began negotiations last week in Phoenix with the three principal cameramen's locals. They are Local 6558, New York Local 644 and Chicago Local 668, all belonging to the International Alliance of Theatrical Stage Employees. Though neither management nor the unions would disclose contract demands, the cameramen's locals are reported to be seeking substantial increases in wages and fringe benefits and a four-day week.

shows was continuing and as of last week reportedly had been completed on enough episodes to carry All in the Family through December, Maude through Jan. 9, Sonny and Cher through late January, Carol Burnett Show into January and Bill Cosby Show through January. Daytime game shows were reported pre-taped to the first week in January, and daytime dramas that are on tape were said to be from one day to one week ahead.
You can turn your unused FM side channel into a moneymaker by offering a background music service. But why take the profit out of it by paying more than you have to... and getting less than you should? Competitive sources usually charge rates averaging 10% to 20% of your gross. Ours usually averages only 5%.

Our tapes are 100% music, not 15 minutes on, 15 minutes off. They are the highest quality tapes available, always new (we destroy old, returned tapes).

Here's how it works. The Rowe Central Studio Library initially consists of 15 six hour reels for a total of ninety hours. Every 30 days thereafter two six-hour refresher reels are sent with instructions on which reels to return and recommendations for programming. The service includes our providing Christmas music at no additional charge. It's actually less expensive than "do-it-yourself" programming.
tion of classical programming (Broadcasting, Dec. 4). The justification in that dismissal, it said, is the same as for the rejection of the group's initial petition to deny the WFMH sale.

G.C.C. also operates Wcka (AM) and W20Z (FM) in Atlanta, which it acquired last year following the internal resolution of a format dispute with a local citizen group. Those stations also program classical music and a plan to drop that format was abandoned at the citizens' urging. The same group had waged a successful legal battle against plans by the stations' previous owner, Strauss Broadcasting Co., to drop the classical format in 1968.

**Shakespeare departs; Keogh to be USIA head**

Former CBS executive rumored to be headed back to broadcasting; his successor authored book critical of Nixon press coverage

Frank Shakespeare, one-time high executive of CBS, last week was officially reported to be on his way back into private life after almost four years as director of the U.S. Information Agency. President Nixon's choice to replace him is James Keogh, former Time Inc. executive who served the President previously as a speech writer and who concluded after two years in the White House that the news media were less than fair in their coverage of the Nixon administration.

White House News Secretary Ronald L. Ziegler, in announcing Mr. Shakespeare's departure, said the President had accepted the USIA head's resignation "with special regret and warm appreciation for the outstanding job he has done."

There were no clues last week as to where Mr. Shakespeare's future lay. He is reported to be heading back into broadcasting, but he has not disclosed his plans. Sources within the agency say they understand that Mr. Shakespeare has been developing his plans for some time, perhaps for as much as a year, and that he may not announce them before January.

Mr. Shakespeare had been with CBS for 19 years—his last post was president of CBS Television Services—before joining the Nixon administration in 1969 as USIA director. He had played a key role in Mr. Nixon's 1968 campaign.

At USIA, Mr. Shakespeare was regarded as a hard-nosed conservative, whose strong anti-Communist views sometimes caused him to cross policy lines with the State Department.

Mr. Keogh, a journalist all his life, joined Time magazine in 1951, and from 1961 to 1967 was managing editor and then executive editor. Like Mr. Shakespeare, he worked in the Nixon campaign of 1968, serving as chief of the research and writing team. After the election that year, he moved into the White House in a similar capacity.

Mr. Keogh left the White House staff two years ago and wrote a book on his view of the news media during his service to the President. The book, "Nixon and the Press," reflected the view that reporters generally were inaccurate or unfair, or both, in covering the President.

**WDEE Detroit sold for $4.2 million**

In new purchase from Storer Globetrotter aims for fourth station

Storer Broadcasting Co. last week announced sale of its WDEE (AM) Detroit to Globetrotter Communications Inc. for $4.2 million, subject to FCC approval.

George N. Gillett is president of publicly held Globetrotter Communications, which owns the Harlem Globetrotters basketball team, WYON (AM) Cicero, Ill. (Chicago), and WTRY (AM) -WDOB (FM) Cleveland.


Storer, which also has multiple CATV interests, two weeks ago agreed to buy Boston Garden Arena Corp.—owner through subsidiaries of the Boston Bruins and Boston Braves professional hockey teams—for stock valued at $15 million (Broadcasting, Dec. 11).

WDEE is full time on 1500 kHz with 50 kw day and 5 kw night. Broker was R. C. Crisler and Co.

**Changing Hands**

Announced

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

- WDEE (AM) Detroit: Sold by Storer Broadcasting Co. to Globetrotter Communications Inc. for $4.2 million (see above).
- WCRT-AM-FM Birmingham, Ala.: Sold by William A. and George K. Chapman to Hal Frederick for $750,000. Mr. Frederick was formerly national sales manager at WBBM-AM-FM Chicago. WCRT operates on 1260 kHz with 5 kw day. WCRT-FM is on 106.5 MHz with 100 kw and an antenna 580 feet above average terrain. Broker: Chapman Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 58):

- WTRY (AM) Troy and WTRF-FM Albany, both New York: Sold by Kops-Monahan Communications Inc. to Herbert Scott for $1.9 million. Kops-Monahan
is licensee of WAVZ(AM) New Haven and WCKI(FM) Hamden, both Connecticut.
Mr. Scott owns WRTM(AM)-WCHR-FM Trenton, N.J.; WJWL(AM)-WSEA-FM Georgetown, Del.; WPZI(AM) Pittstown, WFEC(AM) Harrisburg, WKST(AM) New Castle, and WEFM-FM Elwood City, all Pennsylvania, and WTRG(AM) Massillon, Ohio. WTRG(AM) is full time on 980 kHz with 5 kw; KYN is on 94.7 mhz with 11.5 kw and an antenna 900 feet above average terrain.

* KNOX(AM)-KYTN(FM) Grand Forks, N.D.: Sold by Justin Hoberg and others to Peoria Journal-Star Inc. for $1.260,000. Sellers retain KYTN(AM) Minot, N.D. Buyer publishes the Peoria (Ill.) Journal-Star and owns WAZY-AM-AM LaFayette, Ind. KNOX is full time 1310 kHz with 5 kw; KYTN is on 94.7 mhz with 100 kw and an antenna 235 feet above average terrain.


* WHBO-FM Memphis: Sold by RKO General Inc. to Southern Broadcasting Inc. for $450,000. RKO General retains WHBO-AM-FM Memphis; WOR-AM-FM-TV New York; WRK(AM)-FMR(FM) and WMCN-AM-FM-TV Los Angeles; KFRC(AM)-KXMS(FM) San Francisco; WGNM-AM-FM Bethesda, Md.; Washington, and WHCT(AM) Hartford, Conn. John G. Johnson is president of Southern Broadcasting, which owns WTOP(AM) Winston-Salem, WCKI-AM-FM Raleigh, WOR-AM-AM high Point, all North Carolina; WRVA-AM-FM Richmond, Va.; WSGN(AM) Birmingham, Ala.; KXOS(AM) Phoenix, and KUL(AM) Houston. WHBO-FM is on 105.9 mhz with 100 kw and an antenna 760 feet above average terrain.

**KXRO raped on fairness**

Station's assumption that bond editorials were noncontroversial rejected by FCC

The chief of the FCC's complaints and compliance division last week told Aberdeen Broadcasting Co., licensee of KXRO(AM) Aberdeen, Wash., that it failed to comply with the fairness doctrine in connection with a school-bond issue.

Mrs. Henry McGiveron, spokeswoman for the Committee Opposed to the 1971 Bond Issue, said in a complaint to the commission that on Nov. 1, 1971, the day before the bond issue was to be voted upon, the station broadcast three editorials supporting it and refused to provide time for the committee's contrasting view.

In reply, KXRO said it assumed the bond issue was noncontroversial, since there was no opposition to it at a public hearing and no response to the station's request for comments on the issue.

KXRO said it aired the editorials to put in perspective the contexts of handbills distributed by the committee. But, it said, it had misinterpreted the handbills and now realizes that a controversial issue did exist. The station said it plans to broadcast the views of the committee before the next election on Phase II of the bond issue.

But William B. Ray of the complaints and compliance division told Aberdeen Broadcasting that it should have known the bond issue was controversial because it was reported in newspapers and was on the ballot. He said a copy of his letter would be put in the station's files to be available for "appropriate future consideration."

**Broadcasters Strauss, Robert S. Strauss, Texas lawyer who was chosen chairman of the Democratic National Committee last week, has an interest in KCJS-AM-FM Tucson, Ariz. Mr. Strauss and his family had also owned WGKA-AM-FM Atlanta, but they sold the stations last year after acquiring them in 1968. That acquisition turned sour when the proposed change in format from classical to middle-of-the-road music was opposed by a group of Atlanta citizens, who persuaded the U.S. Court of Appeals to overturn the FCC approval and remand for an evidentiary hearing. Also earlier this year, the Strauss's sold KIXL-AM-FM Dallas.**

**Are minorities undermeasured in TV ratings?**

Spanish broadcaster says they are and seeks redress from government

A complaint that minority-oriented stations have been lodging with rating services and such industry agencies as the Broadcast Rating Council for years has been bucked to the FCC with the hope of government action.

Rene Anselmo, president of Spanish International Network, which owns Spanish-language television stations in four markets, wrote to FCC Commissioner Robert E. Lee after "fighting for 10 years about the biased, misrepresentative rating reports" he attributed to the American Research Bureau and A. C. Nielsen Co., although he said ARB had made helpful changes in its procedures.

Mr. Anselmo has also discussed the matter with the industry-supported Broadcast Rating Council over the past eight years. Hugh M. Beville, director of the council, said last week, "If Mr. Anselmo had a solution, it would help."

Mr. Anselmo's solution was to appeal to Commissioner Lee, who had given a speech on ratings last month (Broadcasting, Nov. 20). Although acknowledging the commissioner had said the
FCC “should not get into the ratings business,” Mr. Anselmo said that “somebody has to step in and set the standards... We feel it should be the FCC.”

An aide said Commissioner Lee would bring the attention of his colleagues and write to the parties involved—Nielsen, ARB and the rating council—for their comments. The spokesman said Mr. Anselmo’s letter raises “a number of points which should be responded to.” He also said that the commissioner feels that if problems in measuring minority audiences exist, private industry, not the government, should take the lead in solving them.

Mr. Anselmo’s complaint is similar to those of minority groups, particularly blacks, who have frequently made about the rating services—that they do not adequately represent minority viewers and listeners and that, since ratings determine if all the facts do not exist, there is an “amorphous and vague bias” which “cannot be deemed to be an offer.”

The Review Board, however, rejected Star’s petition. The board said that while it did not look with favor on the incident, which “we believe reflects adversely on Feiwell’s sense of good taste,” the facts do not provide any basis for reading “venality into this chitchat, as Star would have us do.”

The Review Board said that Indianapolis stations argued that the remark was made in a joking manner and that the commission counsel, Joseph Chackin, did not consider it an offer of a job. The board also said that Mr. Feiwell’s words—“whether counsel would be interested in joining our law firm—is an amorphous and vague invitation” which “cannot be deemed to be an offer.”

The Broadcast Bureau last month recommended that the commission strip Don Burden, owner of Star, of his license for his five AM and FM stations, including the Indianapolis outlets (BROADCASTING, Nov. 27). Applications for the stations’ licenses are in hearing on a variety of issues.

AWRT seeks profile of women’s jobs

American Women in Radio and Television is undertaking an evaluation of women’s jobs in broadcasting that may overturn some conventional, based on purely numerical, qualifications. That news was disclosed by AWRT President Rose Blithy Kemp, who was in Washington last week.

Mrs. Kemp visited with three FCC commissioners during her stay in Washington, she said, and suggested that a “true profile” of women employees of broadcast stations might be more definitive than “the numbers game” in analyzing the equal opportunity reports submitted to the FCC.

She explained that where a woman was listed as a secretary, for example, putting her in the rank and file of a station’s employees, an examination of her duties might indicate that she belongs in the management level of a station.

Mrs. Kemp said women are needed in broadcasting, and AWRT is moving to qualify them. It plans to explore through its college careers program and through management-development seminars that are aimed to aid women broadcasters to climb the executive ladder. The first was held in Detroit Dec. 2. The second will be held in Chicago in March.

The AWRT employment profile will be determined from a questionnaire that is to go out to all AWRT members and other women already in broadcasting. Results may be available in mid-1973, Mrs. Kemp said.

Mrs. Kemp acknowledged that AWRT leaders are re-examining the role of AWRT as a woman’s organization in light of the feminist movement, but noted: “Yes, the things are changing, but we have to help change them intelligently.”

Hearing issues added against WPIX, Forum

FCC’s Review Board says applicants for New York channel 11 failed to report corporate developments

The FCC’s Review Board last week added comparative hearing issues against both WPIX Inc., licensee of WPIX-TV (ch. 11) New York, and Forum Communications Inc., competing applicant with WPIX for channel 11.

Both actions relate to the alleged failure of the applicants to inform the commission within 30 days of changes in their ownership or management structure, as required by the rules. Forum was cited for neglecting to report the existence of an option agreement between Inner City Broadcasting Corp. and New Broadcasting Co., which gives the former firm an opportunity to purchase WLIB-FM New York (it bought New Broadcasting’s WLIB-AM earlier this year). The WLIB transaction relates to the channel 11 proceeding, the review board noted, because H. Carl McCall, Forum’s proposed urban affairs director and a 0.6% stockholder, is president, director and general manager of WLIB-AM.

WPIX was penalized for failing to apply for the commission’s appointment of L. J. Pope as its executive vice president with responsibility for the day-to-day operation of WPIX. Mr. Pope was formerly a WPIX vice president.

In both cases, the board said that it did not believe the oversights represented intentional attempts to conceal information from the commission and ruled that the new issues should be judged on a comparative basis only.

For Forum, the board’s action represents the second comparative issue added against it in the past six months. The FCC ruled the firm’s community-ascertainment should be further scrutinized last July (BROADCASTING, July 17).

New AM enters Denver

Kaat(AM) Denver went on the air last Tuesday (Dec. 12) with a middle-of-the-road format and broadcasting on 1090 kHz with 50 kw daytime. The station is owned by Radio Colorado Corp., whose president, John H. Gayer, also owns...
Viacom in clear on antitrust suit

Justice Department agreement would separate CBS spin-off from three defendant networks

The Department of Justice and Viacom International Inc. last week moved to terminate the department's antitrust suit against Viacom. They agreed to the filing of a proposed consent judgment which, when final, will conclude Viacom's role as an antitrust defendant.

The proposed judgment will restrict the company in the disposition of any television program-syndication rights. It obtained from CBS, its former parent company. However, it will preserve Viacom's rights to license or distribute programs received from CBS at the time of the spinoff in 1970.

The proposed judgment was filed in the U.S. District Court in Los Angeles and becomes final in 30 days on the approval of the court.

The department in April filed antitrust suits against CBS and Viacom, as well as against NBC and ABC, accusing them of violating the Sherman Antitrust Act (Broadcasting, April 17). The suits alleged that the networks used their control of access to air time to monopolize prime-time television entertainment programming and to obtain subsidiary rights in that programming.

The department said the alleged conduct has deprived viewers, independent program producers and advertisers of the benefits of free competition. The suits are aimed at prohibiting the three networks from engaging in the production of any entertainment programming, including feature films, and from acquiring anything more than first-run rights in the entertainment programming they acquire from others.

U.S. District Judge Robert J. Kelleher, who is presiding in the case, has taken under advisement motions by each of the networks that he dismiss the department's suit (Broadcasting, Dec. 11). The networks argued that the FCC has primary jurisdiction over the matters the department raised.

Viacom was involved in the suit originally as a result of its relationship with CBS. Viacom acquired CBS's syndication and distribution rights, as well as its cable-television holdings, when it was established through a stock spin-off to CBS shareholders.

Assistant Attorney General Thomas E. Kauper, in charge of the antitrust division, said the proposed judgment prohibits Viacom from disposing of the syndication rights it obtained from CBS without the government's approval until the department's suit against CBS is concluded.

The restriction does not apply to Viacom's normal program-licensing and dis-

Media Briefs

NBC color count. Total number of color-equipped TV households in U.S. increased to 37.3 million as of Oct. 1, according to estimates released by NBC. Since beginning of 1972, 3.8 million color TV homes were added in U.S., NBC said.


Quotable quotes. Television Information Office is distributing revised and expanded edition of "TIO Quote File" to its members. File, first published in 1968, contains collection of quotations relating to various aspects of television by about 100 educators, legislators, businessmen and journalists.
National radiothon for leukemia funds set

KFI Los Angeles will originate 24-hour appeal with varying pick-ups planned by interconnected stations

A number of southern California radio broadcasters are attempting to put together what they feel will be a first: a coast-to-coast radio network to carry a 24-hour radiothon. They are inviting stations across the nation to participate to benefit the Leukemia Society of America Inc., New York (“Closed Circuit,” Dec. 4).

Coordinating the effort for broadcasters is Larry Venderven, sales manager of KFI(AM) Los Angeles which has committed itself to carry the entire fundraising program. The program is scheduled to originate from a film soundstage in the Burbank Studios, Burbank, Calif., at 5 p.m. PST, Saturday, Feb. 10 and conclude the following day at 5 p.m. Other AM stations - so far including KGFH San Fernando; KFGB, KNX, KABC, KHHK, KPOZ, all Los Angeles; KEKN Ventura; KEZI Anaheim; KPRO Riverside, all California, and KENO Las Vegas - are expected to participate in a multitude of ways, including treating the radiothon as a news special or writing special feedback reports in ongoing music formats.

“We'll have stations doing everything from cutting in with 15 minutes of coverage each hour to taking several hours at a time, to being 24-hour carriers,” Mr. Venderven said. “We'd love to have at least one 24-hour carrier in each major market. That's our goal.”

KFI will provide the feed and deliver the lines. Each market will have its own telephone-solicitation operation. These are to be established and manned by the local Leukemia Society of America chapter in each area. There will be cues delivered on air each hour of the radiothon to allow stations to cut in their own local telephone numbers.

Actress Shirley Jones is the national chairman for the radio effort. Frank Devol is music director, plans call for the program to have eight hosts, each taking charge of a three-hour segment. So far committed are Steve Allen, Robert Q. Lewis and Monty Hall. Guest attractions expected to appear on the program include Julie Andrews, John Wayne, Pat Boone, Lorne Greene, Martin Landau, Barbara Bain and Leonard Nimoy. The broadcast will consist of recorded material as well as live performances.

NBC-TV does some midseason kibitzing

Network analyzes rivals' shuffling at half-way mark and figures little will be gained by ABC-TV, CBS-TV

NBC's marketing department has analyzed CBS-TV's and ABC-TV's plans for midseason prime-time program changes and says it finds nothing to worry about. In fact, it says, ABC's changes may weaken that network in "the vast majority" of the time periods involved.

For one thing, the NBC analyses say, "shuffling of programs in a second season is almost never successful," particularly if the programs shuffled are "of average or below-average strength." All of the ones being moved by CBS and by ABC fit that description, according to NBC (whose own midseason changes involved cancelations and replacements but no shuffling).

Of the three CBS weekend programs being moved around, according to NBC, The Carol Burnett Show (moving from Wednesdays at 8 p.m., NYT, to Saturdays at 10) ranked 44th in a field of about 65 programs in the premiere week to Oct. 15, whereas The Sonny and Cher Comedy Hour (shifting from Fridays at 8 to Wednesdays at 8) and Mission: Impossible (Saturdays at 10 to Fridays at 8) tied for 48th.

If Sonny and Cher are able to build the large audience in its new period, NBC figures, it ought to be from ABC's The Paul Lynde Show, a comedy, rather than from NBC's Adam 12, the cop show. As for Mission: Impossible, it's moving into "the worst time period of the week to capture young adults," whereas Carol Burnett has been running last in her time period and also shouldn't affect NBC's Saturday Night at The Movies, which starts an hour earlier.

NBC's analysis says of CBS's Sunday program changes (The Dick Van Dyke Show's shift from 9 p.m. to 7:30 and Mannix's move from 9:30 to 8:30) that both are down in shares this year. It doesn't mention CBS's replacement show (a one-hour detective series starring Buddy Ebsen, Sundays at 9:30).

Looking at ABC's upcoming changes, NBC considers all five shows being moved "particularly weak." In the cumulative ratings from premiere week to Oct. 11, it says, Owen Marshall (moving from Thursdays at 10 to Wednesdays at 10) ranked 44th; The Julie Andrews Hour (Wednesdays at 10 to Saturdays at 9) was 58th; Streets of San Francisco (from Saturdays at 9 to Thursdays at 10) was 59th: Kung Fu (a monthly program that will now go weekly, on Thursdays at 9) was 60th in the only appearance for which a rating was available when the NBC study was made, and The White Shadow (from Thursdays at 9 to Saturdays at 10) was 61st. Of all these changes, as the NBC analysis sees them, Owen Marshall is the only one that "may actually increase the ABC audience in a given time period."

As for ABC's two new situation comedies, Here We Go Again and Shirley Booth in A Touch of Grace, both on Saturdays (at 8 p.m. and 8:30, respectively), the NBC analysis doesn't expect that they'll fare any better than Getting Together did last year. And when the football season is over, NBC concludes, The ABC Monday Movie "should do worse" than The NFL Game of the Week, which it will replace at 9-11 p.m.

18 get citations at Gavin conference

Achievement awards recognizing 18 leaders in the broadcasting and recording industries were presented during the seventh annual Bill Gavin Radio Programming Conference held Nov. 29-Dec. 2 in San Francisco.

The honors went to Ron Alexenburg,
Epic Records; Bill Ballance, KOLS(AM) Los Angeles; Al Bell, Stax-Volt Records: Harold Childs, A&M Records; John Hammond and Clive Davis, Columbia Records; Elmo Ellis, WSB(AM) Atlanta; Curtis Mayfield, Curtom Records; Jack McCoy, KBOO(AM) San Diego. Also to Joe Smith, Warner Bros. Records; Dean Tyler, WIP(AM) Philadelphia; Larry Ut- Records; Elmo Ellis, WSB(AM) Atlanta: Atoe Records; George Wilson; Bartell Broadcasting: Bill Young, KILT(AM) Houston: WDIV(AM) Memphis; WREX(AM) Indianapolis, and WVON(AM) Chi- cago.

Crusades for TV

morality on rise

Latest one engages in national
mail campaign not only to public
but also to some broadcasters

One more organization in the still-small
but mounting campaign to impose stricter
moral standards on TV is Stop Immor-
ality on TV, a project of the Society for
the Christian Commonwealth Inc.

Begun late last spring, the organization
—according to Michael Schwartz, its
media director—has mailed more than
50,000 letters to individuals—among
them many broadcasters. Some broad-
casters who received the letter in recent
weeks felt they were being singled out
as a target audience to place them in op-
position to their networks, but this is not
the case, Mr. Schwartz said last week.
Their names appear on lists the organiza-
tion has acquired or have been sug-
gested by contributors and subscribers to
the organization’s occasional newsletter.

The morality groups are riding, if not
creating, an issue that is attracting much
attention. Morality in Media, a New York
interfaith group, last month honored Sena-
or John O. Pastore (D-R.I.), chairman of
the Senate Communications Subcommit-
tee, for his activities in attempting to curb
sex and violence on TV (BROADCASTING,
Nov. 20). A “Clean up TV” campaign
has been announced by Martha Rountree,
founder and former moderator of Meet
the Press, and her Leadership Foundation
(BROADCASTING, Dec. 11).

The Stop Immorality form letter, tai-
lored to the addressee, is from Robert W.
Fox, executive director of the organiza-
tion, which has a Warrenton, Va., mail-
ing address. It contains a questionnaire
that asks the recipient, who is identified,
whether he feels TV programs and com-
cmercials received today are more immoral
than they were 10 years ago; whether the
“constant flow of sex on TV programs
and TV commercials is helping to weaken
the moral strength of our country”;
whether the use of sex to advertise prod-
cts is approved, and whether the recipi-
ent would participate in a boycott of com-
panies that exploit sex to sell products.

The letter also contains a form asking
$5-to-$50 donations from those who are
"very enthusiastic about the crusade to
clean up immoral TV programs."

The results of the poll, Mr. Fox says in
his letter, will be sent to all TV and radio
stations, and the three TV networks plus
companies advertising on challenged pro-
grams, and to every newspaper in
America.

Commenting on alleged responses from
TV and radio executives—that Americans
approve of programs that, he says, “glori-
fy adultery and sexual intercourse before
marriage,” hold “that movie and TV
entertainers are expected to tell dirty jokes
and make fun of ‘old fashioned’ people
who believe in God,” Mr. Fox states:
“I believe that Christian moral principles
are being destroyed through television
programs that defy the standards we hold
sacred.” He then cites Laugh-In, Dean
Martin Show and Carol Burnett Show as
examples of TV programs “that project a
low moral tone.” He also cites the ABC
movie, “That Certain Summer,” which
had a homosexual theme: two of NBC’s
Bold Ones episodes dealing with, he said,
embryo transplants and lesbianism: and
the opening ABC Owen Marshall, Coun-
selor at Law episode, dealing, he said,
with lesbian seduction.

In addition to asking for contributions,
Mr. Fox suggested that people not watch
TV programs that “tell dirty jokes, glorify
adultery and make fun of religion and
family life”; spread the word among rela-
tives, friends and neighbors, and write to
companies that sponsor “immoral” pro-
grams or that use sex to advertise their
programs.

Members of the executive committee of
the Stop Immorality on TV project in-
clude L. Brent and Patricia B. Bozell,
brother-in-law and sister of editor and TV
commentator William Buckley, who are
also the founders and leaders of the Soci-
ety for the Christian Commonwealth,
whose orientation is traditional-orthodox
Catholic doctrine.

The advisory board of Stop Immorality
on TV includes Representative Joel T.
Broyhill (R-Va.); J. Bracken Lee, con-
servative Utah businessman; Phil Riz-
zuto, former baseball star and now broad-
caster; Katherine St. George, former con-
gresswoman from New York; Rudy Value,
movie and stage star, and Ernest

Goodman defends reruns,
TV news, vote projection

NBC president also gets in his lick
against counteradvertising proposal

NBC President Julian Goodman last
week decried attacks on the television
networks for presenting repeats of their
programs when this practice is standard
for other entertainment media.

He told a meeting of the Cosmopolitan
Chamber of Commerce in Chicago that
“most entertainment consists of reruns.”
He pointed to plays that run for months;
to movies that are shown for days and
weeks, and to local entertainment pro-
grams on TV stations which, he said,
consisted almost entirely of reruns.

“It makes you wonder why networks are
singled out for this misconceived at-

There’s more than one better idea

Ours was the Fidelipac 300 Tape Cartridge . . . the
original tape cartridge. And the same better ideas it
had when it first came out are the better ideas it
still has today . . . operating superiority, true sound
fidelity and long life. The only difference is
that they’ve all been improved. The Fidelipac 300 is
compatible with all standard broadcast cartridge
machines and is available in all standard lengths.
That’s why we’ve sold over 25 million of them.
That’s why Fidelipac is the standard for
the Broadcast Industry.

For additional information on the Fidelipac 300 as
well as the Broadcaster Comprehensive Fidelipac
Cartridge Line, call your local Fidelipac
distributor or write to

Fidelipac

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3 Olney Avenue, Cherry Hill, New Jersey 08034
(609) 424-1234

Broadcasting Dec 18 1972

37
1928 They laughed at our "blue sky" ideas... until we started to rise, like with live coverage of an unforgettable balloon-gondola wedding.

1930 We proved our ability to innovate when we created a unique radio mobile unit for the National Open in Minneapolis and provided the first live coverage of a golf tournament.

1948 Always ready to set the pace on new trends, we were the first TV station in the Upper Midwest, NBC-TV's first affiliate and the first in full-color broadcasting in the nation.
We’ve come a long way since our founder, Stanley E. Hubbard, pioneered one of the first autonomous commercial radio stations in 1924. In those 49 years, we’ve grown from one small voice to eight powerful communicators, expanding our circle of friends every step of the way. We’re proud of our past, our growth record and our many firsts. But we say “hang the past,” because we know it’s what we do today that will make us great tomorrow.

We know it’s a fast-changing world. But our goal remains the same as it was nearly 50 years ago . . . to provide continued innovative, responsible, “gold seal” service to our ever-growing markets. That’s why in both radio and television, from Minneapolis-St. Paul to Albuquerque to Tampa-St. Petersburg to Cypress Gardens, Hubbard Broadcasting is on the move . . . framing the future.

Hubbard Broadcasting Inc.
tack on repeat programing," he declared.

Mr. Goodman, who offered answers during his speech to a series of questions that are directed to NBC by the viewing public, also said that criticism by government officials of television news was not so much a danger to the press as it was to the nation's security. He said the danger is that the public may be led, by government attack and influence, to distrust the press, which seeks to keep the public informed.

On another subject, Mr. Goodman said there was "no real ground" for concern that vote projections on TV on election night could influence voters in areas where the polls had not closed. He said independent research commissioned by NBC in 1964 and 1968 (a landslide and a very close vote) indicated that there was no pattern of influence by television.

Mr. Goodman also said broadcasters are "doing a great deal" about children's programing but "regrettably not getting much credit for it." He added that more attention is being paid to the critics of children's programing than to the record of broadcasting's achievements in that area.

He criticized proposals for counter-commercials. He said that counter-commercials "have the potential to put the commercial broadcasting system in the U.S. out of business."

Creative Cine-Tel adds
Creative Cine-Tel Inc., New York, has expanded its closed-circuit system, on which motion pictures are presented without charge to hotel guests, to the Sheraton Anaheim motor hotel in Anaheim, Calif. The hotel, in the Disneyland area, is offering recent vintage theater films on the basis of two per day, or four in two days.

All of the features are from National General Corp. They are "Pocket Money," with Paul Newman and Lee Marvin; "Red Sun," with Charles Bronson and Ursula Andress; "Deadly Trap," with Faye Dunaway; and "The Light at The Edge of The World," with Kirk Douglas.

The installation in Anaheim is similar to ones made earlier by Creative Cine-Tel in Downtown motor inns in St. Louis, Denver, Memphis and Milwaukee (Broadcasting, Sept. 25).

Economic repercussions from reruns cited to OTP
Hollywood coalition uses Sag study to back claims of heavy losses from cutback in original production

A coalition committee of more than 20 Hollywood film unions and guilds has filed a study with the White House Office of Telecommunications Policy that asserts a sharp drop in employment and wages suffered by their members as the result of the excessive use of reruns in prime time on network television. The coalition group, The Film and Television Coordinating Committee, has been waging a continuing so-called STOP (Save TV Original Programing) campaign to reduce the number of TV network reruns to 25% in any given year.

The study, "Reruns vs. Earnings, 1961-present," was compiled by the Screen Actors Guild. It claims that as a consequence of network TV's current rerun patterns, wages to SAG members in 1971 dropped $7 million from the high of $40.5 million earned by the guild's members in 1966. The study also claims that in at least one union (Local 80, grips) unemployment was as high as 90% last March during the hiatus when production of new network-TV product for the season ended.

Also the study claimed the accelerated use of repeat network-television shows is reflected by the increase in residual payments to actors for domestic television reruns in a five-year period, from $8.2 million in 1966 to $13.5 million in 1971. It is noted that while this is a $5.3-million gain, payments for residuals are lower than payments for new programs. The study points out that actors last year increased their earnings in the theatrical field by some $3 million, while at the same time making about $500,000 less on all from television programs.

A key finding of the study, according to the STOP committee, is that the loss of 17 filmed segments a season from a television series—reducing original programs from 39 to 22—eliminates 1,122 union and guild jobs. This finding is based on the study's estimate that an average of 66 persons, including actors, are employed on a half-hour or hour filmed television show.

In a cover letter to the study, Chester L. Migden, who takes over as national executive secretary of Sag in January, pointed out that the unemployment figures of the members working in Hollywood television production are "shocking compared to the national 5% average." Among other unions participating in the study were Directors Guild of America, Writers Guild of America, Composers and Lyricists Guild of America local 47, American Federation of Musicians; Screen Extras Guild, and Local 776, Film Editors, International Alliance of Theatrical Stage Employees.

'Rector's Digest' gets back into television

The 'I am Joe's . . . ' medical series that ran in the magazine will be done for advertiser syndication

The Reader's Digest is re-entering the field of television programing and production after an absence of 16 years with a half-hour medical series based on a popular feature in the magazine.

The series is being produced by N. Holson-Muir Productions, Larchmont, N.Y., which has completed the initial episode, "I am Joe's Heart" and has in preparation "I am Joe's Spine" and "I am Joe's Stomach." Burroughs-Welcome Co., Research Triangle Park, N.C., will sponsor "Joe's Heart" on an advertiser-syndication basis in 50 markets next month, with placement handled by the J. Walter Thompson Co., New York. Paramount Television is distributing internationally.

From 1954 to 1956, a series based on the material in the magazine, TV Reader's Digest, appeared on ABC-TV and in syndication.

Parker suggests FCC study fairness burden

How much of a burden does enforcement of the FCC's fairness doctrine involve for the commission and its licensees? According to an analysis made by Dr. Everett C. Parker of the Office of Communication of the United Church of Christ, not much. Accordingly, he says the commission should do its own study of that question before giving too much heed to the suggestion of some broadcasters that it suspend the doctrine—at least in some areas—as part of its ongoing radio re-regulation policy.

Dr. Parker made his proposal last week in a memorandum to FCC Commissioner Richard E. Wiley, who heads a special committee on the re-regulation project.

Dr. Parker, quoting commission records, said that "only 1,124 fairness complaints" were received in fiscal year 1972 and that only 400 involved radio stations—"less than one for every 18 [radio] licensees." (There are some 7,000 commercial AM and FM stations.)

Furthermore, he said, most of the complaints were disposed of by form letters. An investigation, usually by correspondence, is made in "no more than 25%" of the cases, where a prima facie indica-
In media evaluation, what's the difference between a personal preference and a buying decision?

To begin with, an advertising buy is made for a business purpose, not a personal one.

So the man who makes the decision had better be right. His job, his reputation are at stake.

The strong man turns his back on any personal preference he may have. He approaches the buy with Spartan objectivity.

The ordinary human (sure, a buyer is human) hopes to find supporting data to bolster his instinctive choice.

Either way, he needs media information; up-to-date, accurate, comparative material that will lead to a sound choice, or justify a preconception.

In gathering the data (evaluative or supportive) they make frequent in-depth reference to SRDS.

WHY?

Standard Rate is always accessible.

They need and use all the reliable information it contains; listed data and factual ad copy alike.

Because of Standard Rate's reputation for accuracy and integrity, they tend to believe what they find in it.

So the more information you provide in your Service-Ads in Standard Rate, the better your chances of helping your prospects relate your values to the marketing objectives they must fulfill.
tion of a substantial violation is alleged, he said. And “in the bulk of these cases,” he added, the complaint is resolved favorably to the station. “The number of cases reaching the commission is minuscule.” He said the Broadcast Bureau handled 41 complaints that required more than form-letter response, while another 21 were referred for commission action.

Dr. Parker, asserting that his analysis raises questions regarding the difficulties presented by enforcement of the fairness doctrine, said the commission should make its own study before “embarking on an experiment which will raise complex constitutional issues and require extensive rulemaking proceedings and probable litigation.”

**FCC bends for sports**

**Prime-time access waivers granted for big events in next two months**

ABC-TV and NBC-TV affiliates will be permitted to carry in full network feeds of sporting events televised between Dec. 29 and Feb. 28, 1973, as the result of an FCC ruling last week.

The commission granted waivers of its prime-time access rule to the two networks to cover any sports runovers into prime time. With one exception those sportscasts are to begin in the afternoon. The prime-time rule prohibits network affiliates in the top-50 markets from carrying any more than three hours of network programing in prime time per evening.

The one exception will be NBC’s planned coverage of the Rose and Orange Bowl games on New Year’s Day, which the commission said required an “absolute waiver” because there is no doubt that the sports coverage will lapse into prime time. In this case, the commission said a waiver is appropriate because of the popularity of the football games and because of the difficulties NBC would encounter in rescheduling if the waiver were not granted.

Other contests covered by the waivers include the Hula Bowl (Jan. 6), the Super Bowl (Jan. 14), golf tournaments in January and February, a National Basketball Association game on Feb. 25 and various National Hockey League games.

CBS, which does not anticipate any runover problems with its pending sports events, did not request a waiver.

In a related action, the commission waived the prime-time rule for NBC-TV’s March 27, 1973, presentation of the Academy Awards program. The waiver affects NBC affiliates in the mountain and Pacific time zones only, because the second half of the two-hour program would not fall in prime time in the eastern and central zones. NBC plans two additional hours of programing prior to the academy broadcast in the East.

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**Program Briefs**

**Agnes recaptured.** Pennsylvania Department of Public Welfare is preparing film entitled *After Agnes, the Quiet Crisis*, dealing with devastation and aftermath of hurricane Agnes. Twenty-eight minute color film is available to public, commercial and CATV outlets at nominal cost.

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**Contact:** Jerry Klein, Director of public information, Department of Public Welfare, Room 313, P.O. Box 2675, Harrisburg 17120.

**Syndicated pigskin.** Palladium Independent Productions, Arlington, Va., has reached three-year agreement with Southern Athletic Conference to carry satellite TV rights to conference football schedule. Thirteen-week, 30-minute series will utilize mixture of selected game highlights, features and studio segments and is designed for near prime-time placement in Southwest market area. Contact: Tim Harlan, PIP, 1121 Arlington Boulevard, Suite 70, Arlington, Va. 22209.

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**Afternoon entry.** CBS-TV has scheduled new Monday-through-Friday entertainment series, *The Vin Scully Show*, to begin Jan. 15, replacing *Family Affair* reruns (4-4:30 P.M. NYT). Mr. Scully will interview guest entertainers on show, whose executive producer is Paul Keyes (Laugh-In).

**Network hand called deadening**

**Paramount chief says producers must recapture creative control**

Frank Yablans, president of Paramount Pictures and Paramount TV, has declared that television production companies “must get back some control of programing” because “as it stands now, we can only make what the networks permit us to make.”

Speaking at a luncheon sponsored by the New York chapter of the Academy of Television Arts and Sciences, Mr. Yablans said that “complete network control of what appears on the air” has led to “interference and creative restriction that are keeping out the excellent new breed of directors and writers and producers, all of whom are turning their attention to feature films.”

To remedy this situation, he continued, we’re now exploring the possibility of doing a long mini-series based on a very important novel that’s been on the best-seller list for 30 weeks. We’ll assign it to three directors of the stature of Peter Bogdanovich, William Friedkin and Francis Ford Coppola and have each of them do 10 hours of it. With that kind of project and those kinds of credentials, we think the networks would give us the creative freedom we’re seeking.

Two other “long-form series” on the drawing boards at Paramount, according to Mr. Yablans, are a historical epic based on the Bible and a dramatic narrative that would focus on the Nazi Germany era. “We think the long form, the mini-series, is where the real inventive, creative thinking is being done on television these days,” he said.

When someone in the audience asked him about the failure of Paramount-TV’s *The Sandy Duncan Show* on CBS, he said: “The show deserved to fail. It was one of those stereotyped, pail-wall comedies, and a very poor vehicle for someone as talented as Sandy Duncan.”
Pressure grows for action on newsmen's privilege

Weicker outlines bill he plans to offer immediately in new Congress; three of five in news coalition take firmer stand for legislative shield

With the convening of the 93d Congress still more than two weeks off, shape was already being given to the fight that is to be waged over legislation to protect the confidentiality of reporters' sources.

Senator Lowell P. Weicker (R-Conn.) last week disclosed the details of a bill he intends to introduce in the new Congress that, he said, is designed to meet the objections raised against the 23 newsmen's-privilege bills introduced in the 92d Congress.

Meanwhile, a meeting in Washington of five news organizations that have banded together to work for a newsmen's privilege bill indicated a hardening of the position of three of them in the direction of legislation that would afford absolute protection against subpoenas compelling reporters to disclose confidential sources or to produce unpublished information or photographs.

The renewed activity in connection with such legislation follows the jailing of newspaper reporters in Newark, N.J., and Los Angeles for refusal to disclose their sources. In addition, television personality, Harry Thornton, of WDEF-TV Chattanooga, Tenn., faces an indefinite sentence for refusing to identify for a county grand jury the owner of a voice that was heard on a call-in portion of his The Morning Show, last month (Broadcasting, Dec. 11).

However, none of the bills introduced in Congress would have protected those men. Their difficulties were with state courts; the shield-law legislation Congress has considered concerns federal courts and grand juries. But, backers of federal legislation hope that Congress will adopt "a good bill" that could serve as a model for the states.

News organizations began pressing Congress for privilege legislation last summer, after the Supreme Court ruled, by a 5-to-4 vote, that newsmen do not have a constitutional right to refuse to testify before grand juries. The court also said, however, that legislative bodies could adopt laws to afford newsmen such immunity (Broadcasting, July 3).

Senator Weicker's bill differs from others introduced on the same subject in that it would provide different kinds of protection in different situations. Newsmen would have absolute immunity when asked to testify before grand juries, legislative committees and government agencies.

But the privilege would be limited before open courts trying major criminal cases. A newsmen could be compelled to testify if it could be shown to the satisfaction of a federal judge that the source "is of direct relevance" to the case, that the identification is not obtainable by other means, and that the case concerns a major crime—defined as murder, forcible rape, robbery, aggravated assault, burglary, larceny of more than $50, auto theft, kidnapping, airline hijacking, and major breaches of national security.

The bill excludes from the list "corruption and malfeasance in office." Senator Weicker contends that the news media are "virtually the only ombudsman the public has" in uncovering scandal in public office.

The committee of news organizations working for newsmen's privilege bill—the Joint Media Committee—agreed last July on a legislative proposal that would afford qualified protection. It would have required those seeking subpoenas to show that a crime was involved, that no alternative means of obtaining the information was available and that there was a compelling and overriding national interest in the case. Legislation embodying the proposal was introduced in the House by Representative Charles Whalen (R-Ohio) and in the Senate by Senator Walter Mondale (D-Minn.).

However, one of the committee's member groups, the American Society of Newspaper Editors, has now gone on record, by a vote of its board of directors, in favor of an absolute privilege.

Another member group, Sigma Delta Chi, last month adopted a resolution calling for an ultimate objective of absolute privilege and urging its officers to continue working with the Joint Media Committee for the best possible legislation in the new Congress. A third member group, the Radio Television News Directors Association, later passed a similar resolution.

The two remaining member groups, the Associated Press Managing Editors and the National Press Photographers Association, are continuing to support the concept originally endorsed by the committee.

But although three of its five members now take a more advanced position, the committee said in a statement last week, it feels that, "under the present circumstances, the objectives of the original proposal remain valid." It also said it will "continue working with sponsors of all types of shield legislation toward the ultimate goal of a strong protection of the First Amendment against intrusion by representatives of governmental bodies."

The members of the committee are...
William Small, vice president and director of news, CBS News, Washington (RTNDA), who is chairman; John Finnegar, executive editor of the St. Paul Dispatch & Pioneer News (APME); Robert G. Fichenberg, executive editor, The Knickerbocker News & Union Star (ASNE); Joseph Costa, (NPPA), and Grant Dillman, news editor, United Press International (SDX).

Senator Weicker, speaking in New York last week to lawyers with the Association of Life Insurance Counsel, said his legislation is not really a "newsman's privilege" bill. "We do not need to protect newsman," he said. "Rather, we must protect a constitutional right we all have in the free flow of news." If newsman are forced to reveal their sources, then there is a real danger that those sources will dry up, the senator said. "That will infringe upon your right to hear the full story. That is what we are protecting."

**Hefty network coverage of Apollo 17 mission**

**ABC, CBS, NBC furnish special and regular reports on the astronauts' moon activities**

All three television networks provided special as well as regular coverage last week as Apollo 17 astronauts Eugene Cernan and Jack Schmitt explored the surface of the moon (BROADCASTING, Dec. 11).

ABC-TV went on live Monday (Dec. 11) from 2:30 to 3:05 p.m. NYT, with coverage of the descent and landing of the lunar module. The network did special reports of the actual moon walk at 7:30-8 p.m. and from 11:30 p.m. to 1:30 a.m. Tuesday. John Chancellor was the anchorman in New York, and correspondents Jim Hartz and Roy Neal, with astronaut Jack Swigert, were stationed at the manned spacecraft center in Houston for special reports. Robert Northshield handled the production responsibilities. ABC-TV's report on the lunar landing aired at 2:30-3 p.m. Monday. That evening, at 7:30-8 p.m., ABC presented a progress report on the early lunar activities of the astronauts and broke into regularly scheduled programming at 8:17-8:19 p.m. and again at 10:37-10:39 p.m. to show the pictures that were being sent from the moon. A final wrap-up lasted from 12:44 to 1:14 a.m. Tuesday. Anchor duties in New York were divided among science editor Jules Bergman, special correspondent Frank Reynolds, and Frank Borman, the former astronaut. Alan Shepard, another former astronaut, chipped in with reports from mission control in Houston. The producer was Elliott Bernstein.

CBS-TV's Monday coverage of Apollo 17 was provided in two special reports: at 2:50-3 p.m. and at 11:30 p.m.-midnight. Walter Cronkite and former astronaut Walter M. Schirra anchored the coverage in New York, with news correspon-

dents Bruce Morton and Morton Dean, and Dr. Noel Hinners, a National Aeronautics and Space Administration geologist, providing backup support. Ronald S. Bonn and Clarence Cross were the producers.

All three networks did special reports Tuesday at 11:30 p.m.-midnight on the second moonwalk. ABC, in addition, interrupted its Tuesday schedule at 9:11-9:16 p.m. and at 10:55-11 p.m. with further highlights of the day's activities on the moon.

NBC covered the final moonwalk with three separate special reports on Wednesday at 7:30-8 p.m., 10-11 p.m. and at 12:23-12:47 a.m. interrupting The Tonight Show.

CBS did one comprehensive wrap-up on Wednesday's events from 11:30 p.m.-12:40 a.m. ABC televised summaries at 7:30-8 p.m. and 11:30 p.m. to midnight.

All three networks covered Thursday's liftoff from the moon, with NBC on the air 5:45-6 p.m., CBS 5:50-6:05 p.m., and ABC 5:50-6 p.m.

There were no further plans for special Apollo coverage until splashdown on Tuesday (Dec. 19), when all three networks have set aside 2:30 p.m. for live reports.

**Abortion filming called the real thing**

There's prospect of subpoena for footage station thought was made during 'demonstration'.

A psychologist who was filmed by WNET-TV New York performing 11 alleged abortions with an experimental "supercoil" was arrested last Monday (Dec. 11), leading to the possibility that the Philadelphia district attorney's office will seek a subpoena of all the films and out-takes of the show.

WNET filmed the procedures in Philadelphia last May 12 and aired the film...
May 18 on its nightly news show, The 51st State. "We thought we were filming a demonstration, not an actual series of abortions," said a spokesman for WNET. The procedure, assertedly developed by the psychologist, Harvey L. Karman, involves the insertion into the uterus of a long, thin plastic device that gradually unwinds itself. The abortion is said to be effected in 12 to 24 hours after which the device is removed.

"At the end of May," WNET's spokesman said, "we got a call from Assistant District Attorney Walter Cohen telling us that actual operations had been performed that may be illegal under Pennsylvania law." Mr. Cohen informally asked the station to hand over the films it took, but WNET refused, saying, according to the spokesman, that "in the absence of definitive legal guidelines, it's established company policy not to take sides in prosecutorial matters of this kind."

WNEW-TV charged with airing staged film

Station disputes contention by MTA that footage of sleeping subway employees was rigged by city inspection officials

WNEW-TV was involved last week in charges that film used on one of its newscasts was staged to make it appear that transit workers for the New York City subway system were sleeping while on the job.

The original film, aired Dec. 5 on WNEW's Ten O'Clock News, was taken by New York City Councilman Robert I. Postel and two subway-car inspectors with equipment supplied by the station. The next night, union officials of the Surface Subway Supervisors' Association were given rebuttal time. A week later, on Dec. 13, Dr. William T. Ronan, chairman of the Metropolitan Transportation Authority, used his air time on WNEW to present sworn statements from 33 of the transit workers pictured in the film, claiming that "the film was rigged and had been taken during lunch period, or a wash-up time prior to the men's going home." Dr. Ronan said on the air that these affidavits and a duplicate of the transit authority's rebuttal would be turned over to the FCC and to the local district attorney's office, but he did not say an official complaint will be filed.

The next day, WNEW-TV News Director Ted Kavanau arranged lie-detecter tests for the two inspectors who shot the disputed footage. "The tests showed that both guys were telling the truth," he said. "Which means that I'd welcome an FCC or a D.A.'s investigation of this whole matter.

"These transit workers are milking the city for fantastic amounts of overtime pay and then they're drinking and sleeping on the job," he said. "And yet not one New York newspaper or TV station sent a reporter to cover the lie-detector test results, despite the fact that we gave them plenty of notice."

Gamalke-Huff puts Philadelphia back on the music map

From the city that gave America 'Bandstand' and Chubby Checker comes an old-but-new production team that is riding high with three recent gold records

On Broad Street, the artery that bisects Philadelphia north to south, next to the Academy of Music, the home of the Philadelphia orchestra, and above the theater that offered the pre-Broadway runs of "Man of La Mancha" and "Fiddler on the Roof," Gamble-Huff Productions occupies an entire floor of Philadelphia's Brill building. Leon Huff and Kenny Gamble have collected three gold records in three months for their own company, Philadelphia International Records, by producing music very different from that of their immediate neighbors. Rhythm and blues are the generic term for the music they make, but, as their R&B productions have crossed over to pop charts and playlists, the sales and prestige this team has accrued have gone far beyond the boundaries of the black market.

One of the axioms of the music business in the last two decades has been...
that the popularity of black music on pop radio is cyclical. In a larger sense, black music has always been a staple of pop programming from the early 1950's to date. But every two years or so, black product moves into an unquestionable dominance of the airwaves. Radio—now playing Curtis Mayfield, Al Green, Isaac Hayes, Bill Withers, Stevie Wonder and many newer artists with greater frequency—is in the middle of just such a period.

But pop hits are nothing new to Messrs. Gamble and Huff. They have been producing hits for Jerry Butler, Wilson Pickett, Joe Simon, Dusty Springfield and even Laura Nyro for many years. Almost single-handedly, they have re-invigorated Philadelphia as an important production center for pop music. They made their reputation by working with established hit artists. But now, behind the success of the O'Jays 'Back Stabbers,' Harold Melvin and the Blue Notes' "If You Don't Know Me by Now" and Billy Paul's "Me and Mrs. Jones," Gamble-Huff has developed its own artists into hit makers and is setting a blistering pace for the release of new product on Philly International.

The end of last week, Gamble-Huff was represented on trade charts with four singles and three albums.

From the beginning of their association almost 10 years ago, Kenny Gamble and Leon Huff have created synergic magic. As if it were a harbingor, their first collaboration, "Expressway to your Heart" by the Soul Survivors, went gold. Now, a decade later, records they have made account for more than 25 million units sold and 16 golden disks.

In the formative years of rock and roll, Philadelphia was one of the most important music centers in the country, rivaling Los Angeles and New York. It was the home of Dick Clark and his American Bandstand. labels like Swan, Ace and Cameo-Parkway were based there: Dee Dee Sharp, Bobby Rydell, Fabian and Chubby Checker were elevated to the heights of rock-and-roll nobility from the ghettos of "South Philly." Ken Gamble and Leon Huff, individually, were part of that early scene—playing on recording sessions (the piano on all the Ronettes' hits can be credited to Mr. Huff), writing songs and freelancing as arrangers. They met in the same building that now houses their offices in Philadelphia.

"Our strength," Mr. Huff said, "has been made on the fact that we can produce anybody. Some producers are in just one bag. We shocked the whole industry when we produced Laura Nyro and Nancy Wilson."

When asked if there was any one artist he would like to work with he immediately answered, "Aretha Franklin. I'd like to get [Barbra] Streisand, too. Maybe even Sinatra. We wouldn't freak him out either. We'd do it like Frank Sinatra."

"But we're really not too anxious to produce other artists now," he added. "We're interested in working with our own artists and keeping our name going."

Philadelphia International and its companion company, Gamble Records, are handled by Epic Records, the Columbia Records subsidiary label that handles all of its custom-label activities.

But Philadelphia International and its two-year-old relationship with Columbia is not the first effort by Gamble-Huff at striking out on its own. For the two years previous to the Columbia deal, Gamble-Huff tried to break its Neptune label into prominence through Chess/GRT Records but with little success.

"A week after we signed our deal with Chess," Leon Huff said, "Leonard Chess died and the company went into confusion. They were too busy re-vamping their own situation to be concerned with us. We needed a company [with which] we could concentrate on making records and not have to worry about turning around to become a promotion man afterward."

"The first 18 months of our relationship with Columbia," Harry Coombs, director of operations for Gamble-Huff Productions, said "was an educational process for both Philly International and Columbia. They had to learn how to handle black music and we learned how to work with a corporation the size of Columbia. When we first signed on, I think Columbia had two promotion men to handle R&B. Now there's nine men in the field. Now, we're at the point where we can make records and not worry about talking so much."

There are eight artists now on Philadelphia International, with a ninth act, Philadelphia International, in the 1970s. The Esquires, Johny Williams, Billy Paul, Dick Jensen, Harold Melvin and the Blue Notes, Bunny Sigler and Dee Dee Sharp, and a ninth is said to be in the wings. Although they have not signed a contract yet, Mr. Huff says that the label will soon inherit the Chambers Brothers from Columbia.

Several of the artists on Philadelphia International and Gamble Records came to the attention of Messrs. Gamble and Huff by way of the Saturday audition-day that they hold every week. From morning until late afternoon, aspiring musicians run through their acts for the Gamble-Huff staff. "The Saturday auditions are very important to us," Mr. Huff explained. "We listen to every tape we get and to all the acts that audition very closely. We're always looking for people. The rosters of both labels are in constant change; we're always dropping and adding people."

A notable addition to the Gamble-Huff family in recent weeks is Thom Bell, producer of the Spinners (Atlantic Records) and the Stylistics (Avco Records), who has joined the staff as an arranger.

The future for Philadelphia International seems bright from all indications. The company may get a permanent home within the year. Gamble-Huff is negotiating for the purchase of the old Cameo-Parkway studios building, now owned by Allen Klien, the manager of three former Beatles. Bunny Sigler's new single, "Tossin' and Turnin'," was released last week (Dec. 12). And Johnny Williams's R&B hit, "Slow Motion," broke into the pop charts last week as well.

With three hit artists, and the potential of two more, out of an eight-artist roster, Philadelphia International just may be an efficiency expert's dream.

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**ABC rocks late-night ratings**

The second in the series of ABC-TV's televised, simulcast rock concerts, *In Concert*, on Friday, Nov. 8 (11:30-1 a.m. NYT), pulled the number-one spot in overnight Nielsen ratings in Los Angeles with a 32 share and a 9.6 rating. In New York, *In Concert* was number three, behind NBC-TV's *Tonight Show* and CBS-TV's late-night movie, with a 22 share of the available audience and a 7.4 rating. An ABC spokesman was enthusiastic.
about the program's rating performance pointing out that the average "Dick Cavett Show" rating in September and October—before the specials were aired—was a 3.2 rating and an 11 share.

Dick Clark Productions has been signed to produce the next two "In Concert" specials—Don Kirshner Enterprises handled the first two—which will be aired Feb. 21 and March 21 [10:30-11:30 p.m., NYT], according to spokesmen for Mr. Clark. Though no acts have been signed yet for the special, taping will probably be done at the Hollywood Paladium.

Counterprogramming on New Year's Eve

* NBC-TV throws Three Dog Night against CBS's Guy Lombardo

Network television viewers will be treated to what might be called "a battle of the bands" on New Year's Eve this year when Guy Lombardo and his orchestra on CBS-TV go head-to-head with Three Dog Night and four other rock acts on NBC-TV at 11:30 p.m., NYT, Dec. 31. Dick Clark, whose production company is doing "Three Dog Night's New Year's Rockin' Eve," said: "It may be one of the very few times the general public is going to be interested in the Nielsen ratings. It's a classic confrontation."

The Three Dog Night program was taped on board the Queen Mary in late November. Guest acts include Blood, Sweat and Tears, Al Green, Helen Reddy and Billy Preston, who was taped from Times Square will be inserted throughout the evening. The featured event of the program is said to be a seven-minute jam of "Auld Lang Syne" by all 23 musicians appearing on the show.

The "Guy Lombardo Show" will originate from the Waldorf-Astoria hotel in New York. It will be the band's 18th New Year's Eve television performance.

**Music Briefs**

Grass roots syndication. Executive Radio Research, Los Altos, Calif., radio program consulting firm and syndicator, is distributing new country-and-western package, "Davis Wilson Presents Grass Roots Gold." Program, which features country hits of past combined in documentary treatment with commentary and interviews with performers, is available on 13-week cycle. Executive Radio Research is asking one-spot-per-hour charge, with eight 60-second options provided per hour for local time sales.

Brut's distribution pact. Newly created Brut Records division of Brut Productions, which is subsidiary of cosmetic concern Faberge Inc., has signed distribution agreement with The Buddah Group, New York, it was announced Tuesday (Dec. 12). Brut Productions has been involved with motion-picture production and television syndication and will release soundtracks from its own artists yet to be signed, according to announcement.

**NCTA board meets, turns down proposal of copyright owners**

Directors hold out for set fees rather than arbitrary ones; they also establish committee to study nonduplication 'problem'

The cable copyright issue reached a peak of sorts last week, but leveled off again to the impasse it has been at for months.

The peak was reached when the National Cable TV Association board of directors was presented with a six-point draft of legislation by the copyright owners committee. It proposed, in essence, that copyright royalties paid by cable-TV systems to copyright holders be arbitrated and that this be incorporated into the language of that portion of the pending new copyright bill dealing with CATV—said to be much like the agreement accepted by all parties in 1971 under the sponsorship of the Office of Telecommunications Policy.

The cable board's answer was direct and complete; no such language was acceptable, it said. But in more diplomatic language, the NCTA board declined the suggested wording, and instructed its copyright negotiating committee to propose different legislation that would, in the board's words, "be consonant" with the bill proposed by Senator John McClellan (D-Ark.) a year ago.

Senator McClellan, who is chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, had set quarterly fees under a compulsory license provision based on gross receipts from subscribers. These go up from 1% on revenues up to $40,000 to 5% of receipts over $160,000 quarterly. It also imposes an additional 1% of revenues for each distant signal carried.

The board is convinced, NCTA President David H. Foster said, that anything substantially different from the McClellan bill will not pass Congress. The second issue that surfaced at the NCTA board meeting relates to present FCC-sponsored nonduplication rules that require CATV systems to darken a channel when one station is carrying a program also being carried by a nearer, so-called "local" station.

This not only has caused a lot of problems for cable systems, but is unfair to subscribers, CATV operators complain.

The subject, initiated by the Pennsylvania Cable Television Association, convinced the board that some action must be taken. It named a special committee to study the problems and recommend solutions. William Brzezal, Community Telecommunications Inc., Denver, was named chairman of the new committee. Other members: Yolanda Barco, Meadville, Pa.; Frederick W. Ford, Washington lawyer (and former NCTA president and FCC commissioner); and W. Dee Miller, American Cablevision, Clarkston, Wash.

NCTA Chairman William Bresnan stressed that the committee is convinced of the inequity of the present nonduplication rules and intends to demonstrate this to the FCC.

In a resolution adopted by the Pennsylvania Cable Television Association last month it was noted that the Department of Justice has maintained that duplication is not unfair competition, and that recently the FCC had applied carriage rules to CATV systems in Wilkes-Barre, Hazleton, Ashley Borough, Berwick and other communities that required the deletion of three Philadelphia stations which had for many years been received by cable subscribers. It asked that the FCC and Congress do something about it.

There were, however, some bright notes at the NCTA board meeting. One of them came from Rex Bradley, Telecable, Norfolk, Va., who reported that he and his committee had worked out a standard, uniform CATV franchise for
all Air Force bases in the country. This establishes a formal mechanism for dealing with commanders of all Air Force bases and deals with service, rates, maintenance, etc.

The NCTA board then authorized Mr. Bradley and his committee to seek similar arrangements with the other military services that have posts in the U.S.

Among other items discussed at the meeting were municipal ownership of cable systems (directors thought NCTA should invigorate its opposition to this concept), and multiple ownership of cable and TV stations in the same markets (no consensus).

Opposition appears to microwave pay-cable service

Theater owners and three TV’s ask FCC to turn down proposal for CATV link-up, on basis of unfair competitive advantage

The FCC last week was asked to deny applications by Western Tele-Communications Inc. to establish an elaborate microwave-relay system in the western half of the country for delivering to cable systems the subscription-program service of Home Theatre Network, Los Angeles (BROADCASTING, Dec. 4).

The pleadings last week, which came from the National Association of Theatre Owners (NATO) and the licensees of KGUN-TV Tucson, Ariz., and KDOA-TV Pueblo, Colo. (which filed jointly), and KRTV Colorado Springs, all claimed that the proposed service would pose a severe competitive threat to existing programs in the areas to be affected.

The WT-C/HTN proposal is being heralded as the first link in a projected nationwide microwave system carrying pay-TV programming to cable systems around the country. The immediate proposal calls for the establishment of a Los Angeles-to-Denver microwave network, with 40 relay points serving five states.

But according to NATO, the proposal epitomizes "the type of far-reaching policy questions" in the area of pay-cable transmissions which it, among others, have urged the commission to deal with on a consolidated basis. NATO has previously asked the commission to impose a "freeze" on granting spectrum space to entities seeking to establish pay-cable service and has actively sought to block a pay-cable proposal in New York by Sterling Communications Inc. In its pleading last week, it claimed that the immediate proposal could have a "severe and adverse economic impact" on theater owners in the areas to be served. It asked the commission to either deny the proposal outright or to withhold action on it pending consideration of the general problems related to pay cablecasting, such as competitive questions, antishipping issues and program exclusivity.

KDOA-TV, in its pleading, expressed concern over the impact the W T-C/HTN proposal could have on its own viability in light of the fact that the proposed service would be carried on a Cablecom-General CATV system in its service area. Noting that system is permitted by the FCC to import several distant TV signals from Denver, KDOA-TV asserted that Cablecom-General is already "overserved" and that an expansion of that service should not be permitted.

KGUN-TV and KDOA-TV echoed the sentiments of both NATO and KRTV in claiming that the proposed microwave system would pose an unfair competitive threat and that the commission "is not now in a position" to deal with the policy questions involved without a hearing.

Sterling expands

Home Box Office Inc., New York, is being formed as a subsidiary of Sterling Communications to provide pay-cable TV systems with live and film programming. Sterling has the rights to Madison Square Garden events in several areas of the country. Charles F. Dolan, president of Sterling Communications, is scheduled to take over additional duties as president of Home Box Office and his first executive appointment brings John Barrington into HBO from Teleprompter as vice president, public relations. Succeeding Mr. Barrington at Teleprompter is Donald F. Whitheridge, who has been named director of public relations. Mr. Whitheridge has been director of corporate relations for American Television and Communications Corp. and earlier was public relations director of the National Cable Television Association.

Cox-American deal with minorities draws fire at FCC

Bureau chief asks commissioners to declare agreement illegal, while approving merger of firms; minority counsel says he'll fight

The satisfaction that minority groups in California expressed over an unprecedented agreement they reached with Cox Cable Communications Inc. and American Television & Communications Corp. may have been premature.

The agreement was designed to help clear the way for the merger of the two companies into the second-largest cable-television company in the country—Cox American Communications Inc. The groups said they would not oppose it (BROADCASTING, Dec. 4). And the FCC this week is expected to approve the various applications and waiver requests that will permit the companies to carry out their merger plans.

But the FCC's Cable Television Bureau chief, Sol Schildhause, last week urged the commission to declare the agreement with the coalition minorities "null and void"—at least that portion of it committing Cox-American systems in California to make up to three channels available to the minority groups at an annual fee of $1 per channel. Other provisions commit the company to make video equipment available to the groups, to help establish a statewide production and training center for minority groups and to meet minority-employment goals.

The commission is expected to take up the matter again this week, along with the merger proposal, possibly with Commissioner Benjamin L. Hooks opposing efforts to scuttle the agreement, or any part of it.

Mr. Schildhause contends that the channel-leasing provision is inconsistent with the commission's new cable rules in that it "discriminates" against other groups and individuals that would seek to lease channels ("Closed Circuit," Dec. 11). He says the rules require systems to lease channels on a first-come, first-served, nondiscriminatory basis.

"If other groups sought to lease chan-
It demonstrates player/changer to be priced at under $500 and available to public in 1974

In a product introduction that had all the style and trappings of a major movie premiere, MCA Inc. last week offered invited newsmen and entertainment-industry executives to the first public demonstration of its video-disk, laser-beam playback system that has been some three years in development at an asserted cost of more than $2 million. The new system, known as "MCA Disco-Vision," is being promoted as the audio-visual equivalent of a long-playing phonograph record.

The initial objective of the system is to retail full-length feature films (from the 11,000 titles in the film library of Universal Pictures, a wholly-owned MCA division) and other entertainment and information programing to consumers at "popular prices" for playback on home TV sets. Additionally, the system is said to have applications in information storage and retrieval, and in the business, broadcasting and advertising fields.

Projections are that Disco-Vision will be marketed for less than $500, with single and multiple disk albums (a typical feature film would require maybe four disks) expected to retail from $1.99 to $9.95 per subject (contingent on content and length). Although it was emphasized that last week's demonstration was not meant as a consumer introduction, MCA officials freely acknowledged that the major marketing thrust at first will be in the consumer field. In opening the demonstration, Lew R. Wasserman, president and chief executive officer of MCA Inc., pointed to the company's conviction that Disco-Vision "is the home entertainment system in the future." Afterward, to the great delight of John W. Findlater, president of MCA Disco-Vision Inc., a new MCA operating division, guessed that "some time in 1974" is the earliest that consumers would be able to buy the home entertainment system.

The Disco-Vision involves a variety of information sources recorded on a thin, flexible video disk that can be played on the screens of standard home television sets via a disk playback unit that attaches to the VHF antenna-input terminals of the set. The key to the system appears to be the laser beam that scans the microgrooves on the disk. The laser, housed in the playback unit, has an expected life of about 9,000 hours.

The disk to be used with the system—of 12-inch diameter and made by either plastic sheet or mylar process—is said to be capable of providing color or black-and-white pictures for a minimum of 20 minutes and a maximum of 40 minutes playing time per side. The resemblance of the video disk to the common long-playing phonograph record is unmistakable and, reportedly, both are pressed by essentially the same process. According to Mr. Findlater, one side of one disk is capable of storing 40 billion "bits" of data processing information. The density of the disks is 12,500 tracks per radial inch.

The disks can be played on either a single disk playback unit or a multiple-disk player/changer capable of handling a stack of as many as 10 disks for continuous playing time of nearly seven hours. The player/changer is slightly less than two feet wide by a foot-and-a-half deep by nearly a foot high. It weighs under 50 pounds and is expected to retail for less than $500. The smaller single playback unit weighs less than 40 pounds and probably will sell for about $400.

The demonstration system, held at Stage 24 on the Universal Pictures lot in North Hollywood, Calif., was dramatic but brief with no provision for a formal question-and-answer session. An estimated 300 representatives of news media, the film industry (including producer Alfred Hitchcock) and equipment manufacturing were shown a composite film consisting of seven minutes of clips from 22 motion pictures out of Universal's film library. The specially-produced film was played on a disk and transmitted via the Disco-Vision system on a number of standard television receivers, including RCA, Motorola, General Electric, Sylvania and Sony Trinitron, scattered around the sound stage. The sets were tuned to a channel that is not used in the Los Angeles area for regular over-the-air television reception.

The disk used for the demonstration was a replicated disk made of mylar. Mr. Findlater explained that what would be shown was not a master but "an end product demonstration of the disk itself." He claimed that Disco-Vision is the first optically-read system to be demonstrated from a replicated disk, as well as the first.

New baby. Kent Broadback (l), vice president of MCA Disco-Vision, starts up a Disco-Vision playback unit as John Findlater, president of MCA Disco-Vision, looks on.
to demonstrate more than five minutes of programming.

Beyond the home and institutional potentials of Disco-Vision, Mr. Findlater said that thought was being given to distributing MCA's syndicated television product to stations via disks. He noted, however, that stations would require a more professional playback unit than the unit he had shown. He claimed that the disks would be more economical than film or tape (supposedly costing less than 40 cents per disk to manufacture), more durable and easily cued.

Mr. Findlater also suggested that Disco-Vision may have potential as an advertising medium. He reported that Hallmark Cards Inc. already has expressed an interest in using the system to promote its products.

According to Mr. Findlater, Stanford Research Institute, Palo Alto, Calif., has been commissioned to study the manufacturing, marketing and distribution problems and potential of Disco-Vision and is expected to report back within three weeks.

Although working on the video-disk system for some three years—with extensive laboratory experiments for the last two years and the achievement of initial successes nine months ago—MCA first opened the development last summer when officers and key executives of the company were shown a laboratory demonstration (Broadcasting, June 19).

Synergetics. Two Washington TV stations—WMAL-TV (ch. 7) and WTOP-TV (ch. 9)—begin broadcasting from this new $2-million tower today (Dec. 18). They both will transmit from the same diplex antenna, designed for the purpose by General Electric-Gates Radio. The new antenna is mounted on a three-legged tower that brings the entire facility 1,049 feet above sea level and 500 feet above ground. WMAL-TV's old tower is 763 feet above sea level and 398 feet above ground; WTOP-TV's 782 feet above sea level and 373 feet above ground.

Almost 1 million persons in the Washington area will receive improved service, with the Class B contour extending 60 miles, compared to the 53 miles on existing towers. The increased height not only means a substantial reduction in ghosting and shadowing, but also the addition of from 100,000 to 150,000 additional persons within the Grade B contour. The tower will be used also by WMAL-FM and WHUR-FM, both Washington.

More than five years ago almost all of Washington's TV stations, including WTOP-TV and WMAL-TV, attempted to build a candelabra-type tower in Silver Spring, Md., a suburb of Washington. This was stymied, however, when local residents won a court injunction against building the common tower.

The 48-element dual antenna—one of a few used for TV broadcasting—was designed by Robert E. L. Kennedy and Oscar Reed, consulting engineers. Benjamin Wolfe, engineering vice president of the Post-Newsweek Stations (WTOP-TV) and John W. Bowman, engineering manager of the Evening Star stations (WMAL-TV) headed the engineering committee representing both stations.

Houston conference hears of ATS-G

NASA satellite will be used, like its predecessor, to broadcast to Rockies area

A tentative outline of experiments that are being discussed for Applied Technology Satellite G, scheduled for launch in 1975, has been given to scientists attending the National Telecommunications Conference in Houston. It includes additions to as well as extensions of the 1974 experiments in the Rocky Mountain area—one of which may well be direct-to-home TV broadcasting (Broadcasting, Sept. 27, 1971).

Some of the details for 1975 were disclosed by W. M. Magnudr, special consultant to the President, at the Houston meeting: Distribution to community TV sets or CATV of multilingual health information, university external-degree programs and document delivery for users of interlibrary services, suggested by New York state and others; development of a communication system for the Rocky Mountain west as it relates to the availability of social services, provided the Federation of Rocky Mountain States, the sponsoring body for the 1974 experiment, finds that they are indicated.

All are premised on the belief that they will be contributing to improved, broadly available educational and cultural services at reduced cost to the public.

The ATS-F and G are two in the series of workhorse satellites sponsored by the National Aeronautics and Space Administration. ATS-F will be used for 18 different types of experiments in the year it is above the U.S.; after this period, it is scheduled to be moved over India, for use by that government for the broadcast of educational programs to village TV receivers.

In addition to the ATS-G, the U.S. and Canada are working on a communications technology satellite, also to be launched in 1975, for use on the newly-assigned 11.5-12.2 ghz bands. This too will be used to furnish educational and social services by TV to remote communities, using either re-broadcast or cable TV for distribution to individual homes. Ground stations, using eight-foot antennas, will be used. Planned is a test of ground-to-satellite transmission using a portable ground station with a 10-foot antenna; FM broadcasting to an earth station using a two-foot antenna: a two-way, voice communications system, and digital communications.

All of these were discussed at the meeting by John W. B. Day of the Communications Research Center, Ottawa.

NAB to honor Ebel

A. James Ebel, vice president-station manager of KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, has been chosen to receive the 1973 engineering award of the National Association of Broadcasters. It will be presented at the NAB convention in Washington March 25-28.

Selection of Mr. Ebel was made at last week's meeting of the NAB engineering conference committee.

Mr. Ebel is chairman of the combined satellite study committee of affiliates of ABC, CBS and NBC, and is a member of the President's frequency management advisory council, an arm of the Office of Telecommunications Policy. In 1971 he was a member of the U.S. delegation to the World Administrative Radio Conference in Geneva. He is a past chairman of NAB's engineering advisory committee and of the engineering conference committee.

He entered broadcasting in the 1920's as an engineer, receiving his bachelor's degree from the University of Iowa in 1936 and his master's degree from the University of Illinois in 1941.

To Wisconsin by microwave

Midwest Relay Co., Milwaukee, a specialized microwave common carrier, last week began service to NBC affiliates in the Wisconsin cities of Green Bay, Madison and Milwaukee. The system already has been serving the Wisconsin Educa-
Hughes's little giant. Hughes Sports Network used a light-weight camera system it described as "the world's most portable, most miniaturized and most versatile," along with a miniaturized mobile TV system, to tape a women's golf tournament in Port St. Lucie, Fla. A miniaturized TV control center developed in conjunction with the camera is housed in a small family camper. The connections to the camera and lens weigh only 40 pounds. Hughes said the miniaturized camera makes every stroke of the entire tournament available for the TV audience. Conventional production, according to HSN, is limited to five notes, because of weight or stationary towers, and to previously taped match play pickups using conventional mobile equipment. The HSN system was developed by John Koushouris, vice president for operations, and Charles Sheilenberger, chief engineer, in collaboration with the Fernseh division of Robert Bosch Optical Corp., Darmstadt, Germany. Mr. Koushouris is shown above (l) with Mr. Sheilenberger between the camper housing the lightweight control center, at left, and a conventional van. HSN said all equipment contained in the 28,000-pound van has been miniaturized into the 4,000-pound camper. The system was used for the first time at the Ladies Professional Golf Association golf classic earlier this month. The video-taping will take two weeks and will result in 13 one-hour programs that are being offered to stations on a syndicated basis, starting Jan. 28, 1973.

National Television Network stations in the same cities.

Midwest Relay plans a relay system of over 800 miles, emanating from Chicago and also serving Wausau, Wis.; the Minnesota cities of Minneapolis-St. Paul, Rochester, Austin and Duluth, and Waterloo, Iowa, with an extension to Rockford, Ill.

Midwest is jointly owned by the Journal Co. and American Microwave Communications Inc. The Journal Co. is licensee of WTMJ-AM-FM-TV Milwaukee and two nearby CATV systems. The principals of American Microwave also own WMIQ(AM) Iron Mountain, Mich., as well as cable systems in that area.

Technical Briefs

CATV originators * Datavision Inc. has announced low-cost D-1500 and D-2400 character generators for cable TV systems. Both generators include instant keyboard entry, readable letters, easy-to-use audio tape storage, and two-speed horizontal crawl. Both are lightweight, portable and computer compatible. D-2400 also includes simultaneous two-channel output display, larger character size and four-page display memory. D-1500 provides smaller character size, single-channel output and larger page format. Prices begin at $4,000. 2351 Shady Grove Road, Rockville, Md. 20850.

Color camera purchase. Teleprompter, New York, to improve its program production and expand local community pro-graming, has purchased 14 color TV cameras for use in seven major market CATV systems. Cameras, supplied by Commercial Electronics Inc., Mountain-view Calif., will be used in Los Angeles; Oakland, Calif.; Reno; Tacoma, Wash.; Florence, Ala.; Gary, Ind., and Morgantown, W.Va.

Cartridge storage. Broadcast Electronics Inc. has introduced new series of racks for tape cartridges. Model DM-20, which holds 20 cartridges, is stackable unit priced at $14.75. Model DM-40, supplied with lazy-susan base, houses 40 cartridges and costs $28.80. Both feature walnut finished cabinets, 8810 Brookville Road, Silver Spring, Md. 20910.

Visual makes tender offer

Visual Electronics Corp., New York, has offered to purchase its 6½% convertible income debentures at a price of $175 for every $1,000 face amount. The company said 1,707 debentures are outstanding.

Joseph Trachtenberg, vice president of Visual, said last week the tender offer is being made in response to "debenture holders who couldn't find a market" for their securities. Tenders can be submitted through Dec. 29 to Franklin National Bank in New York.

Visual issued 6½% debentures in exchange for an equal amount of its older 5¾% debentures earlier this year as part of a court-approved plan enabling Visual to be discharged from chapter 11 proceedings of the Federal Bankruptcy Act. Each $1,000 of the 6½% debentures can be converted into 85 Visual electronics common shares, equivalent to obtaining stock at $11.76 per share. Visual's common stock has been trading recently over-the-counter at $1. bid.

Husbanding what's left

WHDH Corp. has told its shareholders that the company foresees no payment of dividends now "or in the near future." In a letter to stockholders, WHDH Corp. President George E. Akerson noted that many problems associated with the loss of WHDH-TV Boston to a rival applicant and the forced sale of the Boston Herald-Traveller "have been largely overcome."

The task now, he said, is to operate WHDH(AM) and WCOZ(FM) (formerly WHDH-FM) at maximum profitability and to manage cash reserves for the best interests of stockholders, "being extremely careful to preserve tax advantages due the company."

Financial Briefs

Buys own stock. CBS Inc. reported company will purchase shares of its own common stock on open market to be used for conversion of preference shares,
shareholder-approved employe benefit plans, future acquisitions and other corporate purposes. Number of shares to be purchased and timing of buys will be reviewed from time to time by CBS management.

Ethnic Agency. Spanish Advertising and Marketing Service Inc., New York, has filed registration statement with Securities and Exchange Commission for 200,000 shares of common stock to be offered at $2.50. Underwriter will be Jay W. Kaufmann & Co., New York. Firm says it is full-service advertising agency catering exclusively to Spanish-speaking market. Its bills are estimated at $5.6 million, with half in TV and 20% in radio.

Columbia Pictures Industries Inc., New York, reported increase in revenues and net income for three months ended Sept. 30:

<table>
<thead>
<tr>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.016</td>
</tr>
<tr>
<td>Revenues</td>
<td>50,849,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,752,000</td>
</tr>
</tbody>
</table>

Admiral Co., Chicago, reported increases in revenues and earnings for first nine months of 1972. For three quarters ended Oct. 1:

<table>
<thead>
<tr>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.090</td>
</tr>
<tr>
<td>Revenues</td>
<td>541,166,551</td>
</tr>
<tr>
<td>Net income</td>
<td>1,348,036</td>
</tr>
</tbody>
</table>

The Outlet Co., Providence, R.I., reported increased earnings and revenues for first three quarters of 1972. Company said that broadcast division was particularly healthy and reported an extra-ordinary gain of $326,720, or $.24 per share, from sale of its 75% interest in Com-Cable TV Inc. For three quarters ended Oct. 31:

<table>
<thead>
<tr>
<th>1972</th>
<th>1971</th>
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<tbody>
<tr>
<td>Earned per share</td>
<td>$0.090</td>
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<tr>
<td>Revenues</td>
<td>541,166,551</td>
</tr>
<tr>
<td>Net income</td>
<td>1,348,036</td>
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</table>

Better yet. Burnup & Sims Inc., New York, has upped its revenue and earning estimates—previously stated at 50 cents per share on revenues of $70 million—to at least $57 per share on revenues of “at least” $80 million.

Drop for 75. A majority of companies listed on the Broadcasting stock index declined this week: 75 were down, 48 up and 13 remained the same. By category, companies performing broadcasting-related services had the greatest percentage of losses.

However, losses in this category, as well as across the board, were relatively minor ones.

In the manufacturing category, Motorola and Sony reached new 1972 highs for the second consecutive week. Motorola was up 2% to 132; Sony up 4% to 581/2.

Other significant gains were registered by Walt Disney Productions, up 6% to a new high of 22¼; J. C. Penney and Time Inc., up 7½ to 57. The upsurge in Time Inc. stock is coincident with the announcement of the closing of its Life magazine, which had become a financial drag in recent years (BROADCASTING, Dec. 11).

Weekly market average of 138 stocks allied with broadcasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Broadcasting Stock Index</th>
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<tr>
<td>ABC</td>
<td>A</td>
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<tr>
<td>ASI COMMUNICATIONS</td>
<td>A</td>
<td></td>
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<tr>
<td>CAPITALITIES</td>
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<td>CBS</td>
<td>C</td>
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<td>COX</td>
<td>C</td>
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<td>FEDERATED MEDIA</td>
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<td>GROSS TELECASTING</td>
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<td>PACIFIC &amp; SOUTHERN</td>
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<td>RAHALL COMMUNICATIONS</td>
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<td>SCRIPPS-HOWARD</td>
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<td>AVCO</td>
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<td>BARTELL MEDIA</td>
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<td>CHRIS-CRAFT</td>
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<td>COMBINED COMMUNICATIONS</td>
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<td>COWLES MEDIA</td>
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<tr>
<td>DUN &amp; BROADSTREET</td>
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<td>FAIRCHILD INDUSTRIES INC.</td>
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<td>FUGA</td>
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<td>GIBS INDUSTRIES</td>
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<tr>
<td>GENERAL TIRE &amp; RUBBER</td>
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<td>GLOBETROTTER COMMUNICATION INC</td>
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<td>GRAY INDUSTRIES</td>
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<td>MARTE-HANKS NEWSPAPERS INC.</td>
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<td>ISC INDUSTRIES</td>
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<td>KAISER INDUSTRIES</td>
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<td>KANSAS STATE NETWORK</td>
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<td>KINGSTON INC.</td>
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<td>LAMB COMMUNICATIONS*</td>
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<td>LEE ENTERPRISES</td>
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<td>LIBERTY CORP.</td>
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<td>MCMAN EP</td>
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<td>MEDIA GENERAL INC.</td>
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<td>MEREDITH CORP.</td>
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<td>MEDIATRIBIA</td>
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<td>MULTIMEDIA INC.</td>
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<td>OUTLET CO.</td>
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<td>PACIFIC SOUTHWEST AIRLINES</td>
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<td>POST CORP.</td>
<td>P</td>
<td></td>
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<tr>
<td>PUBLISHERS BROADCASTING CORP.</td>
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<td></td>
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<tr>
<td>Reeves &amp; Reilly</td>
<td>R</td>
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<td>RIDDER PUBLICATIONS</td>
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<td>ROLLINS</td>
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<td>RUST CRAFT</td>
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<td>SAN JUAN RACING</td>
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<tr>
<td>Stock</td>
<td>Exch.</td>
<td>Closing Dec. 13</td>
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<tr>
<td>SCHERING-PLough</td>
<td>GNP</td>
<td>139 3/4</td>
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<tr>
<td>SODORLING</td>
<td>SBD</td>
<td>14 7/8</td>
</tr>
<tr>
<td>TURNER COMMUNICATIONS*</td>
<td>D</td>
<td>5 5/8</td>
</tr>
<tr>
<td>WASHINGTON POST Co.</td>
<td>WPD</td>
<td>37 3/4</td>
</tr>
<tr>
<td>WHICHE CON., Inc.*</td>
<td>WMC</td>
<td>17 1/2</td>
</tr>
<tr>
<td>WOMETCO</td>
<td>WMD</td>
<td>18 3/8</td>
</tr>
<tr>
<td>** TOTAL **</td>
<td>** 268,151 **</td>
<td>** 9,315,162 **</td>
</tr>
</tbody>
</table>
Broadcast Advertising

R. D. O’Connor, VP-management supervisor, Chevrolet passenger cars, Campbell-Ewald, Detroit, named executive VP and Chevrolet account director. He succeeds Walter B. Booth, who retires Dec. 31. Paul L. John, senior VP-management supervisor Harold Chevrolet & trucks, appointed assistant account director. Ronald K. McCreight, assistant account director, was named assistant to the president, succeeds Mr. Tucker.


Lou Linder, creative group head, Marshall Co., New York, elected VP.


John C. Burpee, public relations director and account supervisor, Ralph Jones Advertising, Cincinnati, named VP.

Thomas A. Michaelson, marketing and research manager, WRD-AM-FM Boston, joins WRD-AM-FM Boston, as media supervisor on Howard Johnson account.


Jack Bivans, general sales manager, WFLD-TV Chicago, elected VP.

Frank DiPross, general sales manager, WOKR-TV Rochester, N.Y., named VP.

Guillermo A. Aguilar, sales manager, KFNN (AM) Phoenix, named VP-sales.

Jim Conley, with KRK (FM) Sacramento, Calif., appointed local sales manager.

Lawrence C. Ostrow, product manager, Owens-Corning Fiberglas, New York, joins Radio Advertising Bureau, New York, as director of retail marketing, in expansion of bureau’s retail consulting activities.

Robert Riebe, with WLYM (FM) Fort Wayne, Ind., joins Agency Media News Service there as broadcast media director. AMS is agency for North American Van Lines.

Denman F. Jacobson, Detroit manager, Avery-Knodel, Inc., joins Michigan Spot Sales there as full partner.

Charles L. Burrow, Portland, Ore., manager, Simpson-Reilly, Seattle rep, named VP.

Norman Bonnell, PaulMulvihill & Co., Toronto, elected president, Station Representatives Association of Canada; Rick Guest, Radio House, Toronto, elected first VP; Peter Sisam, All-Canada Radio & Television, Toronto, elected second VP; Andy McDermott, Andy McDermott Radio & Television Sales, Toronto, elected secretary-treasurer.

Roscene Oliver, senior art director, Young & Rubicam, New York, joins Dancer-Fitzgerald-Sample there as art director-producer. Jane Warsaw, copy-writer, Grey Advertising, New York, joins DFS as copy supervisor.

Larry G. Kingsen joined Broadcasting last Tuesday (Dec. 12) as sales manager, with headquarters in New York. He was president of Kingsen Feleppa O’Dell Inc., New York, and television account executive, WOR-TV there. He is a graduate of Reed College, Portland, Ore. He succeeds Robert H. Hutton, former VP, Edward Potry representative firm, who has resigned.


Malcolm C. Klein, head of Malcolm C. Klein & Associates, Encino, Calif., management consultants, joins Sterling Recreation Organization, Los Angeles, as general executive, with responsibility for operation and expansion of Sterling Broadcasting, which operates KASH (AM) and KODL (AM) The Dalles, both Oregon; KBFW (AM) Bellingham, KEDO (AM) Longview, and KALE (AM) Richmond, all Washington.

Klee C. Dobra, general manager and operating head, WMOO (FM) Washington, appointed division VP, Sonderling Broadcasting Corp., New York, owner of the station.

Fates & Fortunes®
James H. Quello, retired VP-station manager, Storer Broadcasting Co.'s WJR-AM-FM Detroit, has been retained on part-time basis as consultant in Storer's Washington office. Mr. Quello, an independent in politics, is an avowed candidate for an FCC commissionership. The next scheduled vacancy is that of Democrat Nicholas Johnson, whose term ends June 30 next year.


Edmund C. Bunker, president, KFHI(AM) Los Angeles, elected chairman, Southern California Broadcasters Association.

Harvey N. Gerrin, director of audience research, ABC News, New York, appointed to newly created post, director of research and development, ABC News.

Bernie R. Fullmer, with ABC public relations department, West Coast, appointed manager-special projects, ABC, West Coast, based in Hollywood. Mary Jean Parson, associate director, corporate planning, ABC, New York, appointed associate director of employe relations.

James Loper, president and general manager, noncommercial KCET(TV) Los Angeles, elected to board of governors, Hollywood chapter, National Academy of Television Arts and Sciences.


Stuart C. Brandy, VP and director, Shoreacres Broadcasting Co., appointed general manager CKEX(AM) Toronto.

Robert C. Waddell, station manager, KTAP(AM)-KFHH(AM) Austin, Tex., joins KRLY(AM) Houston as VP-station manager.

J. Albert Callahan, manager of advertising, promotion, and program administration, WKVC-AM-FM Cleveland, joins WQUM(AM) Parma, Ohio, as general manager. WQUM, currently under construction, is expected to begin operation in spring 1973.

Michael Cantoni, program director, WHLW(AM) Lakewood, N.J., appointed station manager.


Richard J. Fellinger, manager, financial control and analysis, CBS Radio, appointed assistant controller.

Richard Thomas, assistant manager, administrative services, Johns Hopkins applied physics labs, joins Evening Star Broadcasting Co. in newly created post, manager of administration. Broadcast group includes WMAL-AM-FM-TV Wash-

ington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S.C.

Lewis M. Caster, business manager, WOKR(TV) Rochester, N.Y., named VP-business affairs.

Thomas J. Bringola, with defunct WHDH-TV Boston, joins WCVB-TV, successor station, as chief accountant.

Carl E. Rabovsky, with Alexander Grant & Co., Baltimore accounting firm, joins WBFR(AM) there as controller.

James J. Denujleon, manager, employee relations, General Electric Broadcasting and General Electric Cablevision Corp., Schenectady, N.Y., elected VP-employee and community relations for both.

Margaret Hagerty, audience promotion manager, KOMO-TV Seattle, appointed manager, newly created department of press relations.

Carolyn L. Gilman, with KOMO-TV Seattle, appointed advertising and promotion manager.

Michael Freshwater, with WUTV(TV) Buffalo, N.Y., appointed promotion manager.

Richard E. Ettinger, with WNAC-TV Boston, joins KDKA-TV Pittsburgh as assistant promotion manager.

Programing

Duncan MacDonald, executive director, National Friends of Public Broadcasting, resigns to resume her post as president, Media Group, Yorktown Heights, N.Y., TV program producers and media con-
IEEE Award. Edward C. Ramberg, consultant to RGA Laboratories until his retirement earlier this year, received 1972 David Sarnoff Award of Institute of Electrical and Electronics Engineers last week "for outstanding contributions to electron physics, electron optics and television."


J. Paul Huddleston, newsman, KROC (AM) Burbank, Calif., named president, Radio and Television News Association of Southern California.

William R. Johnson III, manager of creative services, WMAL-TV Washington, joins ABC News there as supervisor, film production. WMAL is ABC affiliate.

Jolene Stevens, with KCAU-TV Sioux City, Iowa, appointed assistant news director.

Warren Hudelson, recent graduate, University of Minnesota school of journalism, joins KOKO (AM) Billings, Mont., as news director.

Susan R. King, news editor, State University of New York, Buffalo, joins WQX-TV Buffalo, N.Y., as general assignment reporter.


Roger Davis, assistant news director and co-anchorman, KVII (TV) Amarillo, Texas, joins WQXI-TV Atlanta as anchorman, noon Pro News.

Music

Corinne Baldassaro, producer, WHN (AM) New York, appointed music director.

Jeff Salgo, public affairs director, KKDJ (FM) Los Angeles, assumes additional post of music director.

Cable

Jack L. Williams, director of programming, Teleprompter Corp., New York, joins Television Communications Corp. there in similar capacity.

R. Anthony Smith, VP-finance and administration, FCB Cablevision, Irving, Calif., named executive VP and general manager.

Leman W. Dolby, manager, UHF department, GTE Sylvania, New York, appointed engineering manager, CATV equipment and installation operation. Wallace T. Thompson, senior engineer, electronic systems group, GTE Sylvania, appointed section head.

Allied Fields

Edward P. Noyes, media planner, The November Group, organization which handled media buys for President Nixon during 1972 campaign, rejoins American Research Bureau, New York, as Eastern television manager.

Edward L. Graf Jr., chief legal counsel, Ketchum, MacLeod & Grove, Pittsburgh agency, appointed editor and publisher, PEAL, publishing, entertainment, advertising and allied fields law quarterly. PEAL is compilation of law journal articles on legal decisions involving communications industry.

Ben Glasser, manager of systems and pro-
holiday greetings from all of us to all of you

Earl Ab TRAIN
John Andre
Lawrence Belknap
Dave Bognar
Frederick Bohnes
Dorothy Bogy
Ann Bohren
Dona Brewell
Millie Childers
William Coates
Carol Davis
John Demsey
Paula D'Incao
Barbara Ditman
Kathleen Elander
Joe Ester
Sue Endicott
Evelyn Endicott
Earl Fitzgerald
Melva Ganner
Suzane Halle
Sid Hill
Bob Hilton
Ed Kanner
Alan Kline
Patricia Lappman
Kathleen Keggan
Horace Kelly
Michael Kelly
Art King
Sandy Klasehn
Gerald Littman
Nan Lewis
Evelyn Menghini
Bill Merritt
Ir Miller
Udonna Newman
John Porzucek
Jean Rocker

Broadcasting Publications INC.
graming, Katz Agency, New York, joins Media Payment Corp., New York, as di-
rector of systems. MPC beginning next month will handle billing, collections, credit and payment services for TV and radio stations.

Raymond A. Jones, national executive secretary, American Federation of Tele-
vision and Radio Artists' Chicago local, retires Dec. 31 after 35 years of service to performers union.

Deaths

Karl A. Bickel, 90, who as president of United Press led that news service into then controversial field of providing news for radio, died Dec. 11 at Sarasota (Fla.) Memorial Hospital after long ill-
ness. At time when many publishers were bitterly against supplying news to radio stations. Mr. Bickel was advocating it. He introduced UP (now UPI) broadcast wire in 1934, but as early as 1924 was credited with arranging for dozen stations around country to broadcast UP bulletins on election returns. In 1930 book, *New Em-
pires*, he predicted radio and eventually TV would lead to new techniques in journalism. During his UP presidency, from 1923 to 1935, he also guided news agency into morning newspaper field and feature syndication and was outspoken champion of press freedom. After he re-
signed at age 53 he became chairman of Scripps-Howard Broadcasting Co. and served in that post until 1963, when he was named chairman emeritus.

Michele Clark, 29, CBS News corre-
spondent, died Dec. 8 in the Chicago crash of a United Airlines plane. Miss Clark joined CBS News in September 1971, and was named corre-
respondent last April. She played an active role in campaign and election-night coverage. In recent months she was a frequent substitute anchorwoman on *CBS Morning News*. Prior to joining CBS News, Miss Clark was a reporter for CBS-owned WBBM-TV Chicago. She is survived by her parents and one brother.

James H. Nicholson, 56, motion-picture producer, died Dec. 10 in Los Angeles of cancer. Mr. Nicholson was a co-founder and former president of American Intern-
national Pictures, Beverly Hills, Calif., which specialized in the production of low-budget theatrical feature films and TV film syndication. Mr. Nicholson re-
signed as president of AIP last June. He is survived by his wife, former actress Susan Hart; their son and three daughters by a previous marriage.

Louella Parsons, 91, Hollywood gossip columnist for some 40 years, died Dec. 9 in Santa Monica, Calif. Miss Parsons at the peak of her career was a columnist on entertainment industry happenings for the Hearst-owned International News Service and had her own network radio show, *Hollywood Hotel*, which started in 1937. She is survived by a daughter, Harriet Parsons.

David A. Silverman, 39, general manager, WSMTP-FM Stevens Point, Wis., died Dec. 7 at his home. Mr. Silverman, named general manager in 1969, was with the station for 20 years. He is survived by his wife, Lucille, and two children.

H. Richard Broderson, 37, air personality and production manager, WLOB(AM) Port-
land, Me., Dec. 7 in a Portland hospi-
tal after a long illness. In his broadcast-
ing career he had also been associated with WGAN-AM-FM-TV Portland, WMTW-
TV Poland Spring, Me., WHYN-AM-FM Springfield Mass., and WKBK(AM) Keene, N.H. He is survived by his wife, Friscilla, four daughters, his mother and a sister.

Keith Kearney, 51, sales manager of Andy McDermott Radio & Television Sales, Toronto, died unexpectedly Dec. 3. Mr. Kearney had been with the company 15 years. He is survived by his wife, Pat, and three children.

As compiled by Broadcasting Dec. 6 through Dec. 12, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ax.—auxiliary, CATV—community antenna television, CH—critical hours, CIP—construction permit, DDA—directional antenna, ERP—effective radiated power, kHz—kilo-
herz, kw—kilowatts, LS—local sunset, mhz—mega-
herz. mod.—modification, N—night, PIA—pave-
rise service authority, SCA—subsidiary commu-
nications authorization, SH—specified hours, SCA—special service authorization, STA—special tem-
onorary authorization, trans.—transmitter, UHF—ultra high frequency, UU—unlimited hours, VHF—very high frequency, vs.—visual, w—watts, w—edu-
cational. HAAT—height of antenna above average terrain, CARS—community antenna relay station.

For the Record

**New TV stations**

**Applications**

- Tallahassee, Fla.—Southern Capital Television Inc. Seeks UHF ch. 27 (548-554 mhz); ERP 552 kw vs. 110.4 kw aur. HAAT 976 ft.; ant. height above ground 800 ft. P.O. address 1303 Louisiana Street, Houston 77006. Estimated construction cost $1,519,316. First-year operating cost $451,200. Re-
vue $365,500. Geographic coordinates 29° 34' 29" north lat.; 94° 15' 05" west long. Type trans. RCA TTU-30B. Type ant. RCA TTU-356FDAS. Legal counsel Pinkselin & Firestone. Washington: consulting engineer Edward F. Lorentz & Asso-
ciates, Washington, Principal: William D. Evans Jr., president (49%). Donnell Myers (14%). Mr. Evans has interests in Evans Advertising Agen-
ty and Diversity Assn Inc., typesetting firm, both in Houston. Mr. Myers is sales representative at KVRL-TV Houston. Ann. Dec. 5.

- Waco, Tex.—Jarrell F. McCracken. Seeks UHF ch. 25 (536-542 mhz); ERP 48 kw vs. 9.6 kw aur. HAAT 564 ft.; ant. height above ground 430 ft. P.O. address 4800 West Waco Drive, Waco 76710. Estimated construction cost $174,247. First-year oper-
rating cost $12,700,000. revenue $116,000. Geographic coordinates 31° 30' 31" north lat.; 97° 11' 43" west lon. 742 kw, ERP 1,247,000. Re-
vue $365,500. Geographic coordinates 30° 34' 29" north lat.; 94° 15' 05" west long. Type trans. RCA TTU-30B. Type ant. RCA TTU-356FDAS. Legal counsel Pinkselin & Firestone. Washington: consulting engineer Edward F. Lorentz & Asso-
ciates, Washington, Principal: William D. Evans Jr., president (49%). Donnell Myers (14%). Mr. Evans has interests in Evans Advertising Agen-
ty and Diversity Assn Inc., typesetting firm, both in Houston. Mr. Myers is sales representative at KVRL-TV Houston. Ann. Dec. 5.

- Start authorized

- WGGS-TV Greenville, S.C.—Authorized program operation on ch. 16 (482-488 mhz), 186 kw vs., 77.2 kw aur. Action Oct. 27.

Other action

- Review board in Homewood and Birmingham, with Alabama, TV proceeding, denied request by Birmingham Broadcasting Co. for extension of time to file responsive pleadings (Decs. 15461, 16749, 16760-1). Chairman Radio and Television Co. is applicant for ch. 21 at Homewood; Alabama Tele-
vision Inc. and Birmingham Broadcasting are ap-
plicants for ch. 21 at Birmingham, and Birmingham Tele-
vision Corp. is applicant for mod. of CP for WBMG(TV) Birmingham to change for ch. 42 to ch. 21. Action Dec. 6.

- Call letter action

- John R. Powley, Altoona, Pa.—Granted WOPC-
(TV).

**Existing TV stations**

**Application**


**Final actions**

- WESH-TV Daytona Beach, Fla.— FCC ordered Lister F. Shubler, retired director of subscription activities for Cowles Communications Inc., to study
An Amendment by Television WGHP to station petition New Mundo actions in license availabilities during program occupied multiplies network's station rate ABC Cali 19581). Issue, and ABC pays affiliates for which arriving NBC to acquire in corporation formed to construct CATV system in Lexington, Va. (Doc. 18888). Action Nov. 29.

Administrative Law Judge Chester F. Naumowicz Jr. in Indianapolis, Ind., Omaha, Neb., and Van- couver, Wash. (Star Stations of Indiana Inc., et al.). AM-FM proceeding, having convened post hearing conference on Dec. 5 to discuss recently filed pleadings (Docs. 19122-5). Actions Nov. 27 and Dec. 5.

Other actions

Review board in Pine Castle-Sky Lake, Fla., AM proceeding, denied petition by Broadcast Bureau to add issues of failing to include all information in application and failing to inform commission of major change in station against Hymal York, Inc. for new AM at Pine Castle-Sky Lake (Doc. 19432). Action Nov. 28.

Review board in Bay Saint Louis, Miss., AM proceeding, denied petition by Southwestern Broadcasting Co. to add four issues dealing with misrepresentations and character qualifications against HWH Corp., proceeding to consider four exclusive applications of HWH, Michael D. Hasel and Gulf Broadcasting Co. for new AM's at McComb, Bay Saint Louis and Gulfport, and Gulfport (Docs. 19465-7, 19415-6). Action Dec. 1.

Broadcast board, III.-West Hazleton, Pa., AM proceeding, granted motion by Broadcasters 7 Inc. for extension of time through Dec. 11 to file exceptions to initial decision in which administrative law judge proposed denial of Broadcasters 7's application for new AM on 1300 kHz at West Hazleton (Doc. 18491). Action Dec. 6.

Call letter application

M. W. Cooper, Midwest City, Okla.—Seeks KKMC.

Existing AM stations

Applications


WFLA Tampa, Fla.—Seeks CP to change format from a Top 40 station to a middle of the road format for Oldsmar, Fla., and change from non-DAD to DA-2. Ann. Dec. 3.


WLLO Minneapolis—Seeks CP to change DAD pattern from three to two towers and continue three towers at night. Ann. Dec. 8.


WTKO Ithaca, N.Y.—Seeks CP to change daytime

Books for Broadcasters

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Name

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City State Zip
Summary of broadcasting
Compiled by FCC Oct. 30, 1972

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<th>Commercial FM</th>
<th>Commercial VHF</th>
<th>Commercial TV-UHF</th>
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**Call letter applications**
- WXLN Potomac-Cabin John, Md., Seeks WCTN.
- KBOG Waco, Tex., Seeks KRZI.

**Call letter actions**
- KATN Boise, Idaho, Granted KBRI.
- WKKD Aurora, Ill., Granted WFPV.
- WGHM Stowhegan, Me., Granted WSKW.

**Designated for hearing**
- WCHI-AM Chiliicote, Ohio - FFC designated for evidentiary hearing.

**New FM stations**
- Williamantic, Conn., Windham Broadcasting Group, Seeks 98.3 mhz, 3 kw. HAAAT 69 ft. P.O. address 38-C Dunley Lane, Windsor, Conn. 06095.
- Ainsworth, Neb., WGNF(AM) - KATN(AM) dual, 1 watt, HAAT 1 ft.ks.

**Fines**
- WTVW-AM Fairmont, W. Va., for failure to report station's annual data acquisition and divestiture of other broadcast interests.
- WAKM-AM-AM-AM-AM-AM, licensee's principals.

**Starts authorized**
- WHFV(AM) Talladega, Ala., Authorized program operation on 92.7 mhz, ERP 250 w. HAAT 870 ft. Action Nov. 7.
- KRYV(FM) Rio Vista, Calif., Authorized program operation on 90.9 mhz, TPO 10 w. Action Nov. 7.
- KZFN(FM) Seaside, Calif., Authorized program operation on 107.1 mhz, ERP 680 w. HAAT 570 ft. Action Nov. 20.

**Additional actions**
- KRIC(FM) Rexburg, Idaho, Authorized program operation on 90.1 mhz, Action Nov. 7.
- WWCN-AM FM, Brazil, Ind., Authorized program operation on 97.7 mhz, ERP 3 kw, HAAT 190 ft. Action Nov. 13.
- KMTS(FM) Moberly, Mo., Authorized program operation on 90.1 mhz, TPO 10 w. Action Nov. 7.
- WVKN-AM Williamsburg, Va., Authorized program operation on 95.9 mhz, ERP 3 kw, HAAT 300 ft. Action Nov. 24.
- KNUW-FM Great Falls, Mont., Authorized program operation on 94.5 mhz, ERP 36 kw, HAAT 911 ft. Action Nov. 24.
- KLSD(FM) Lubbock, Tex., Authorized program operation on 91.1 mhz. Action Nov. 9.

**Final actions**
- Conway, Ark., Hendrix College, Broadcast Bureau granted 89.1 mhz, 8 kw, HAAT not applicable. O.P. address Arkansas State University, Conway 72032. Estimated construction cost $3,200; first-year operating cost $1,500; revenue none. Principals: Roy B. Shilling Jr., president, et al. Action Dec. 1.
- Chicago, Ill., WBPY Broadcasting Systems Inc. Broadcast Bureau granted 107.1 mhz, 3 kw, HAAT 300 ft. P.O. address Route I, Box 310, Lockport, Ill. 60441. Estimated construction cost $14,718; first-year operating cost $8,262; revenue $24,460. Principals: Lawrence W. Nelson, president (51%), et al. Mr. Nelson is engineer at WINDAM (Chicago). Action Nov. 24 (cont.).
- Munising, Mich., Michael George, Broadcast Bureau granted 99.3 mhz, 3 kw, HAAT 300 ft. P.O. address 128 West Varnum St., Munising 49862. Estimated construction cost $22,815; first-year operating cost $3,410; revenue $18,000. Principal: George A. Freeman (100%). Mr. Freeman owns WGNOM (Munising). Action Nov. 28.
- Putney, Vt., Wingo College Corp. Broadcast Bureau granted 89.9 mhz, 37.3 kw, WAAT 100 ft. P.O. address 2554 Old Hwy. 4, Putney 05346. Estimated construction cost $33,500; first-year operating cost $27,600; revenue $33,000. Principal: Staufier Publications Inc. (100%), et al. Staufier Publications owns KSOK(AM) Arkansas City, KFFP(AM) Shamrock, Okla., WTWF-AM-FM-TV Topka, Kan., and KNCM-FM-TV Amarillo, Tex. Action Dec. 4.

**Actions on motions**
- Administrative Law Judge Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Broadcasting Co., Inc.), in action on record and incorplicated letter of Nov. 15 by What The Fleet Inc. and Leroy E. Haight, seeking pre-emption of broadcast by WFCR-FM, to await determination of amendment by
**Renewal of Licenses, Au Stations**

**Broadcasting Dec 1972**

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**Findlay College, Findlay, Ohio—Seeks WLFC-FM.**

**Call letter actions**

- KALM Inc., Oak Grove, La.—Granted KWCL-FM.
- Kerrville Broadcasting Co., Kerrville, Tex.—Granted KPFM(FM).

**Existing FM stations**

**Final actions**

- KRVH-FM (Rio Vista, Calif.—Broadcast Bureau granted license covering new noncommercial FM. Action Dec. 5.
- K3VOIFM (Denver—Broadcast Bureau granted license to change trans. to 64 miles west northwest of center of Tulsa and 3.9 miles north of north of center of Tulsa, 3.9 miles north of center of Tulsa. Change approved for remote control to 600 South Colorado, Tulsa; install new antenna and changes in antenna in system. Action Dec. 4.
- K2BH-FM (Milwaukee, Ore.—Broadcast Bureau granted license covering new SF; ERP 100 kw.; ant. height 600 ft. Action Nov. 30.
- WHVT-FM (Hendersonville, Tenn.—Broadcast Bureau granted request for SCA to transmit remote control telemetry, associated with authorized STL operation, on multiplex basis using subcarrier of 67 kHz. Action Dec. 1.
- WMPM-FM (Memphis—Broadcast Bureau granted license covering use of former main trans. and ant. for purposes only; ERP 6 kw.; ant. height 390 ft. Action Dec. 5.
- KBPO-FM (Beaumont, Tex.—Broadcast Bureau granted license covering changes; ERP 50 kw. horizontal, 12 kw. vertical; ant. height 240 ft. horizon, 235 ft. vertical. Action Dec. 5.
- KLEF-FM (Houston—Broadcast Bureau granted license covering changes; ERP 100 kw.; ant. height 500 ft. Action Dec. 5.
- WHSA(FM) (Brule, Wis.—Broadcast Bureau granted license covering changes; studio location changed to Wiske, Wis.; ERP 30 kw.; ant. height 300 ft. Action Dec. 5.
- WLOM(FM) (Chattanooga—Seeks WYNQ(FM). Action Dec. 5.

**Action on motion**


**Call letter applications**

- WMOP-FM (Ocala, Fla.—Seeks WUFZ(FM). Action Dec. 5.
- WRFV-FM (Winnebago, Ill.—Seeks WYFE-FM. Action Dec. 5.
- WLOM(FM) (Chattanooga—Seeks WYNQ(FM). Action Dec. 5.

**Call letter actions**

- WHMS(FM) (Hialeah, Fla.—Granted WQXK-FM. Action Dec. 5.
- KWKL-FM (Waterloo, Iowa—Granted KFMW-FM. Action Dec. 5.
- WHDH-FM (Boston—Granted WCOZ-FM. Action Dec. 5.
- KLEX-FM (Lexington, Mo.—Granted KBEK-FM. Action Dec. 5.
- KMSM(FM) (Rolla, Mo.—Granted KUMR-FM. Action Dec. 5.
- KWCIFM (Salt Lake City—Granted KLUB-FM. Action Dec. 5.

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**What The Bible Says Inc. by Jan. 15, 1973 (Docs. 18874-6). Action Nov. 27.**

- Administrative Law Judge David I. Krausha in Galion, Ohio (Tuscarawas Broadcasting Co. and Radio Galion Inc.,) Dec. 15, time to submit modified merger agreement or other evidence to preside over merger, to Dec. 15; a new final and amended direct in memorandum opinion and order re leased Dec. 15. Action Nov. 22.


- Administrative Law Judge Chester F. Naumowicz Jr. in West Columbia and Columbia, both South Carolina (Community Broadcasting Co.), FM proceeding, ordered hearing to be governed by procedure set forth on record of prehearing conference held Nov. 30, continued hearing to Feb. 13, 1973, and set certain procedural dates (Docs. 18642-6). Action Dec. 4.


- Administrative Law Judge James F. Tierney in Sun City, Ariz. (Alvin Kornfeld and Sun City Broadcasting Corp.), FM proceeding, granted motion by Sun City Broadcasting, reopened record; noted appearance of counsel, Daly, Joyce & Borsari, Washington on behalf of Sun City; and note appearance on behalf of Mr. Kornfeld by Cohen and Berfield and again closed record; extended to Dec. 22 time to file reply. Action Dec. 22. Action Dec. 4.


- Other actions

- Review board in Live Oak, Fla. FM proceeding, dismissed, motion to reconsider, made by WNEC of applicant for CP for new FM at Live Oak, appealing ruling on application of WNEC and permitted competing applicant Live Oak Broadcasting Co., Inc., to continue hearing; noted alteration of several hearing issues against Live Oak Broadcasting (Doks. 18975-6). Action Dec. 4.

- Review board in New York, N.Y., FM proceeding, granted, granted by WIOO Inc, for extension of time through Dec. 11 to file reply to opposition to petition to enlarge issues filed by Columbia Broadcasting Co. (Doks. 19469-9, 19470). WIOO, Cumberland and Hillis selecting competing applicants for ch. 228. Action Dec. 4.


- Review board in Cayce, S.C., FM proceeding, granted, granted by Columbia Broadcasting Co., Inc., for extension of time through Dec. 4 to file reply opposing the request of William D. Harris, Sr. (Doks. 19568-9). Lexington and Mr. Hunt are competing applicants for ch. 244A. Action Dec. 6.

- Review board in West Columbia and Columbia, both South Carolina, FM proceeding, granted petitions by West Columbia Broadcasters Inc. and Congaree Broadcasters Inc. for extension of time through Dec. 18 to file responsive pleadings to petition to enlarge issues filed by West Columbia Broadcasting Co. and Congaree and West Columbia are applicants for the same channel at Columbia (Doks. 19624-5). Action Dec. 6.

**Rulemaking action**

- Colorado Springs, Colo.—FCC proposed, in combined rulemaking and show-cause order, amendment of FM table of assignments to substitute ch. 230 for 232 on license covering Denver, New Western Broadcasting Co., licensee of KPKF-AM-FM, ch. 232A, Colorado Springs, requested change so that it might compete with other stations in city as well as stations in surrounding area (Doks. 19573-4). KCMS-FM ch. 274, Manhards Florence, five miles from Colorado Springs, requested that license of applicant KPKF-AM-FM be modified to specify operation on new channel. Action Dec. 6.

**Call letter applications**

- Huntington College, Montgomery, Ala.—Seeks WWHC-FM. Action Dec. 5.
Modification of CPs', All Stations

- WTUB(FM) Troy, Ala.—Broadcast Bureau granted mod. of CP to change trans., and studio location to Highway 231 South, Troy; change trans.; change ant.; make change in service; ELF 100 kw; ant. height 470 ft. Action Dec. 5.

- WHHI(FM) Storrs, Conn.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to June 5, 1973. Action Nov. 28.


- KMHI(FM) Waikulu, Hawaii—Broadcast Bureau granted mod. of CP to change trans., location to 75 mile east of Kula Highway and 1.25 miles southwest of Kula Sanatorium; Waikulu; operate studio and remote control from 2103 Wells Street, Waikulu; change ant.; make change in service; ERP 100 kw; ant. height 470 ft. Action Dec. 1.


- Columbia, Mo.—New Wave Corp.—Broadcast Bureau granted mod. of CP to change trans., location to 1201 Paquin, Columbia; change trans.; change entire system (incurrence height); remote control permitted. Action Dec. 6.

Translators

- FCC accepted for filing application of Escalante TV Association for FM translator in Escalante, Utah, on ch. 277, 99.9 mHz, ERP 1 w. Action Dec. 6.

- K2QAG(FM) Big Bear, Calif.—Broadcast Bureau granted CP to change trans., and to make changes in trans. location. Action Dec. 6.

- Trident, Mont., Trident Community Club—Broadcast Bureau granted CP for new VHF translator to serve Trident on ch. 13 by broadcasting programs of KTVN(TV) Bute, Mont. Action Nov. 30.


- K265AA Chemult, Ore.—Broadcast Bureau granted CP for new FM translator to serve Chemult and Crescent, both Oregon, on ch. 14; by broadcasting programs of KTM(TM) Medford, Ore. Action Dec. 6.

- FCC granted CPs for series of TV translators and CPs for FM translator to serve 11 communities in Montana and Idaho; by providing television service to entire state of Nevada to Donald W. Reynolds, Mr. Reynolds controls KOLO-WTV, Reno, Nev., and KORK-TV Las Vegas. Action Dec. 6.

Other actions, all services

- FCC amended rules to regulate operation of class 1 TV stations (restricted radiation devices which produce on television broadcast frequencies) by prohibiting use of radio frequency carrier modulated by video signal and thus associated with broadcast station (associated television receiver by conduction) to require type 6 for these devices (Dec. 1928). Action Dec. 6.

Ownership changes


- Dcatur TeleCable Corp., Dcatur, Ala. (WTGC-TV and WAHE-TV, both Atlanta). Action Dec. 6.


- Rosenead Cable TV, Rosenead, Calif. (KXGT-TV, KCXGT-TV, KBMTV, KKBTV, KKBVT, KKBVT, KKBVT, KKBVT), all San Diego, Calif. Action Dec. 6.


Cable

Applications

- The following grants of cable operator licenses to cable television systems have received approval from the FCC: FCC announced Dec. 5 (schedules in parentheses are TV signals approved for cable TV systems): Dcatur TeleCable Corp., Dcatur, Ala. (WTGC-TV and WAHE-TV, both Atlanta). Action Dec. 6.


- Rosenead Cable TV, Rosenead, Calif. (KXGT-TV, KCXGT-TV, KBMTV, KKBTV, KKBVT, KKBVT, KKBVT, KKBVT), all San Diego, Calif. Action Dec. 6.


Cable actions elsewhere

The following are activities in community-antenna television reported to Broadcasting Dec. 12. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in italics.

- Bridgeville, Del.—Town commission tentatively awarded franchise to General Corp. CATV, Washington.

- LaMarque, Tex.—Telecom promoters Corp. has been awarded franchise to Acto Inc. for installation and $5 monthly.

- Wayne, W. Va.—City council has awarded exclusive franchise to Woyo Inc. will charge $25 for installation and $5 monthly. Action Dec. 6.
### Professional Cards

<table>
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<tr>
<th>Firm Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corporation, Shirley Hwy. at Edulli Rd., Alexandria, Va. 22314</td>
<td>(703) 354-2400</td>
<td>Member AFCCE</td>
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<td>PAUL GODLEY CO.</td>
<td>Box 798, Upper Montclair, N.J. 07043</td>
<td>(201) 746-3000</td>
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<tr>
<td>EDWARD F. LORIENTZ &amp; ASSOCIATES</td>
<td>Consulting Engineers (formerly Commercial Radio) 1334 G St., N.W., Suite 506 Washington, D.C. 20005</td>
<td>(202) 347-8215</td>
<td>Member AFCCE</td>
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<td>COHEN &amp; DIPPELL</td>
<td>Consulting Engineers</td>
<td>Box 527 Munsey Bldg.</td>
<td>(202) 783-0111</td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>1771 N St., N.W. Washington, D.C. 20036</td>
<td>Member AFCCE</td>
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<tr>
<td>GATUENY &amp; JONES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>2922 Teleser Ct. Falls Church, Va. 22042</td>
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<tr>
<td>LONNES &amp; CULVER</td>
<td>Consulting Engineers</td>
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<td>(202) 347-8215</td>
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<td>ROBERT E. L. KENNEDY</td>
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<td>(214) 681-8360</td>
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<td>CONSULTING ENGINEERS</td>
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<td>(202) 223-4664</td>
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<td>Consulting Engineers</td>
<td>Radio &amp; Television Box 55 International Airport San Francisco, California 94128</td>
<td>(415) 342-5208</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl. Hilland 4-7010</td>
<td>KANSAS CITY, MISSOURI 64114</td>
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<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Suite 716, Associations Bldg., 1145 19th St., N.W., Washington, D.C. 20006</td>
<td>Member AFCCE</td>
<td></td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>8200 Snowville Road Cleveland, Ohio 44143</td>
<td>(216) 526-6386</td>
</tr>
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<td>VIR N. JAMES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>Applications and Field Engineering Computerized Frequency Surveys 345 Colorado Blvd., Suite 2006</td>
<td>(303) 333-5502</td>
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<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 220 Coldwater, Michigan 49036</td>
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<td>Communications Consulting and Engineering</td>
<td>250 West 37th Street New York, New York 10019</td>
<td>(212) 246-3967</td>
</tr>
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<td>JOHN H. MULLANEY</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>9610 Pinkney Court Potomac, Maryland 20854</td>
<td>(301) 299-8272</td>
</tr>
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<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>622 Holtsies Street Lufkin, Texas 75901</td>
<td>634-9558</td>
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### Service Directory

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<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified</td>
<td>163 S. Market St. Lee's Summit, Mo. 64063</td>
<td>Phone (816) 334-3777</td>
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<td>CAMBRIDGE CRYSTALS</td>
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<td>for availabilities</td>
<td>Phone: (202) 638-1022</td>
</tr>
</tbody>
</table>
**Announcers Continued**

Experienced mature announcer for contemporary mid-morning. Good voice and production a must. This is a permanent position and one of the fastest growing operations. We have AM, FM and TV, and a real future for a person who wants to work. Will start at $140 with guaranteed rates. Complete resume and tape on first reply. Box M-59, BROADCASTING.

Central Virginia 1KW Progressive MOR, needs bright good voice announcer. Minority groups encouraged to apply. Good equal opportunity expansion banding chain. Box M-96, BROADCASTING.

Immediate opening for versatile disc jockey, 10,000 watt station. Must be able to tape, photo, resume, send resume and tape on first reply. Box M-97, BROADCASTING.

**Technical Continued**

Chief Engineer who knows preventive maintenance and basic principles of electronic component, immediate opening. Las Vegas, 5,000 watt non-directional tower. Call or write Ly Newman, KVOD, 720-564-2591.

Man with first ticket, WAMD, Aberdeen, Md. 21001.

Opening for Chief Engineer in Albany, Georgia, AM-FM. Must be strong on maintenance. Send resume to WMUM, Cordele, Ga.

**News**

Leading Southeastern 50KW metro is seeking a public affairs director. Background and selection will be based on experience in News, Public Affairs, Specials, Awards, as well as your capability to direct and lead a news team. We offer excellent starting salary and fringe benefits. An Equal Opportunity Employer. Box M-91, BROADCASTING.

Wanted: Working newsman for new station. Excellent money for right man. Send tape, resume, and picture. Box M-77, BROADCASTING.

News Director for 15,000 watt, news oriented, CBS affiliate. Competitive market. Responsible for directing three newsman. Previous ND experience and solid de- livery must be guaranteed. Box M-90, BROADCASTING.

Self motivated newsman who enjoys digging for news stories. Should have good writing ability, stability, play-by-play optional. Excellent opportunity with progressive, financially sound, Top 40, Miami, WREZ, Miami, Fla. 33127. Resume and tape to Box M-120, BROADCASTING.

Experienced newsman to head four man depart- ment. Top rated network affiliate in upper Midwest. Several major markets and tape to Box M-91, BROADCASTING.

Newswoman, Good opportunity in Pennsylvania college community. Must be able to dig, write, and broad- cast local news, and have voice and ability to cover inside and outside. Good fringe benefits. An Equal Opportunity Employer. Box M-130, BROADCASTING.

Contemporary station in college town needs news person for afternoon drive. Write, produce and de- livery the news with your creative touch. Must be able to work outside reporting also. Experience required. Expiring news. Position open now. Write or call News Direc- tor, WAZY, Lafayette, Indiana.

**Programing, Production, Others**

Need experienced Program Director for medium size Midwest market. Must be a good broad market thinker and have experience in format development and selection. Eastern or Central time zone. Send resume and tape to Box M-45, BROADCASTING.

Assistant Sales Manager for AM station in border Mid- west major market. Please send basic statistics to Box M-79, BROADCASTING.

Wanted—sales person for small market station. Male or female. Qualified to perform in competitive sales situation. Guaranteed $200 draw against commissions. Equal Opportunity Employer. Send resume to Box M-63, BROADCASTING.

Experienced saleswoman for Good Music FM in Florida’s growing Suncoast market for new FM. Box M-122, BROADCASTING.

You can sell! Do you like to sell, to increase your billing, earn more money, make tips? If you are experienced, and a hard worker, these rewards are well within your grasp, in one of California’s fast- est growing metropolitan areas. Call Box M-134, BROADCASTING.

Young, aggressive, radio minded saleswoman for Florida market of 125,000. Call or rush resume to John Madden WRGB Radio, Box 1038, Brevardton, Fl. 813-746-9713.

**Situations Wanted Management**

Manager, strong on sales, with 15 years radio/tele- vision experience. During past three years developed new business from $50 to $400,000 annual sales. Family man, will relocate. Salary negotiable. Write Box M-39, BROADCASTING.

General Manager seeks position of responsibility. Ex- cellent track record proven in P/L. In 50KW stereo operation in Midwest. 20 years experience in all facets of radio. License, permission and or override competence with the authority to program and make decisions within your policies. Box M-89, BROADCASTING.

Manager, 31, wants opportunity to program, produce and promote. Will manage programing, sales, pro-duction, and necessary board shifts. Box M-151, BROADCASTING.
Help—Need a break anywhere inside/outside news, third phone, 2 years college radio. 1-313-534-0251.


Four years experience. Available for immediate em- ployment in your news department. Heavy emphasis on local news. Can also be utilized as d.j and/or talk show host. Ed Campbell, 370 C River Rd., Nutfey, NJ.


Production, Programming, Others

Production, promotion, copywriter, major market radio and advertising agency experience. Proven ability to write-to-produce radio spots that sell. Also extensive on-air copy and promotion background. Box M-121, BROADCASTING.


TELEVISION

Help Wanted Management

Promotion Manager, Network affiliated TV station in major upper Midwest market. Great opportunity for self-motivated person who isn't afraid of work. Apply Box M-58, BROADCASTING.

Aggressive Newsman and Photographers who are not afraid to work, and who would be dedicated to build- ing the best television operation anywhere organization any place. Network affiliated TV station, top 20 market, located in upper Midwest. We have excitement and adventure for news work. Apply Box M-67, BROADCASTING.

Imaginative and creative television analyst age 26 to 35 who knows a great deal about what makes tele- vision news successful and is willing to learn more. Requirements: Master's Degree. Julia's skill to communicate effectively both verbally and in writing; attractive personality. Offered: good, financial and profes- sional, national exposure, excellent working and living environment. Box M-93, BROADCASTING.

Director of broadcasting, large Midwestern university, asst. to VP/President. A well paid position with many opportunities. Box M-101, BROADCASTING.

Director of Marketing. Group broadcaster needs 5 MBA graduates for management positions at each of their 5 television stations. Station sales experience desir- able. Candidate must be able to sell, but long term rewards are excellent. Major independent chain. Send resume and other pertinent information to Box M-116, BROADCASTING. Completely confidential.

General Sales Manager, Top 10 market VHF network affiliate. Income range $45,000 to $50,000 per year. Rush resume to Box M-116, BROADCASTING. Completely confidential.

Sales

Station in top 10 TV markets looking for bright young sales trainee. He is self motivated, isn't afraid to work, has basic intelligence, and can take guid- ance. Package good, but long term rewards are excellent. Major independent chain. Send resume and other pertinent information to Box M-116, BROADCASTING.

TV Salesman. Chicago network owned and operated station. Opportunity to advance into national sales in 1 or 2 years. Thirty-five thousand and film produc- tion works with on-campus instructional TV. Re- quired: administrative ability, production experience, imaginative conception of educational broadcasting. Box M-108, BROADCASTING.

Director of Marketing. Group broadcaster needs 5 MBA graduates for management positions at each of their 5 television stations. Station sales experience desir- able. Candidate must be able to sell, but long term rewards are excellent. Major independent chain. Send resume and other pertinent information to Box M-116, BROADCASTING. Completely confidential.

Sales Manager, Top 10 market VHF network affiliate. Income range $45,000 to $50,000 per year. Rush resume to Box M-116, BROADCASTING. Completely confidential.

Technical


Engineer with first phone for Southwestern VHF. Experience not required but must have trade school or military background. Starting salary $1325 with annual increases, paid holidays and vacation only benefits. Send brief resume to Chief Engineer, KOAT- TV, Box 4150, Albuquerque, NM 87101.

Studio Engineer. Must be experienced in operation and maintenance of all studio, video and audio equipment. Must have minimum five years experi- ence and first class FCC license. Position offers ex- cellent working conditions and most modern equip- ment. Send resumes to Bruce, A. Van Dierden, Maintenance Supervisor, WHRO-TV, 5200 Hamilton Blvd., Norfolk, Va. 23508, Equal Opportu- nity Employer.

Television Engineers. We are looking for 2 television maintenance engineers. Ohio station has a heavy studio experience including VTR's. The other should be good general maintenance experience including transmitters. We offer opportunity to join progressive triple outlet with liberal benefits and good pay scale. Replies confidential. George Hillier, WVEC-TV, 110 N. 3rd St., Norfolk, Va. 23510.

1st Class TV engineer for progressive small market network station. No experience required, will train the right man. Contact J. P. O'Grady, 655-4404. Needed immediately; systems techs with at least 5 years experience with 1200's, TR-70's AVR-1's (broadcasting color), HS and 200 channel, Chicago area. Positions are with an international production house that needs experienced tape operators with experience. Please send resume to Editorial Productions Inc., 1920 North Lincoln Ave., Chicago, Ill. 60614.


News

Announcer/weatherman—Ohio CBS affiliate. Group owned, Announce three weekdays and perform weather- man on weekends. Good city experience necessary. Send resume, salary requirements and VTR or reel information to Box M-109, BROADCAST- ING. An Equal Opportunity Employer.

Wanted: Experienced television news editor for net- work affiliate in major California market. Successful applicant must be professional newscaster and capable administrator. He will be expected to play leader- ship role in further developing the station's outstand- ing news effort. Station offers excellent salary and attractive fringe benefits in an outstanding family community. Send full details of educational back- ground, work experience, availability and salary ex- pectations to Box M-90, BROADCASTING.

Medium size TV market has news opening. Seeking qualified platoon group reporter. Full benefits and most company benefits. An Equal Opportunity Employer. Send tape, resume and salary requirements to Box M-109, BROADCASTING.

Programing, Production, Others

Public Affairs and News Producer-Director needed for established Top 10 market VHF to join. Experience and innovative personality absolutely necessary. Send resume and references. Box M-123, BROADCASTING.

Master Control Switcher, Top rated TV facility requires a man well grounded in master control switching, safety open and wide. Good people skills. Replies confidential. George Hillier, WVEC-TV, 110 N. 3rd St., Norfolk, Va. 23510.

Situations Wanted Management

Operations/Program Manager. Available for move to large market or challenging opportunity. 17 years in V-UHF-TV, three new stations, programing, operations, results-oriented. Acustomed to much re- sponsibility. Send details and excellent references. Box M-133, BROADCASTING.

Announcers

Second Banana for top children's television show to do bits and commercials. Should have puppet experi- ence, or have ideas. Will travel. Contact: Bill Allen, Ages 17-20. 441-0202.

Situations Wanted Sales

College Grad with heavy production and engineering credentials wants chance at VHF sales. He's no fool and knows when to stop. Will travel. Opportunity for advancement in medium or metro market. All inquiries answered. Box M-74, BROAD- CASTING.
Announcers

Free Lance, Professional TV commercial announces works special assignment for stations, agencies, advertisers. Experienced in promotion, installation and maintenance. Technical school graduate. Resume and photo. Box M-111, BROADCASTING.

Technical

Engineer, first phone, experience AM, FM and TV. Presently engaged in installations and maintenance. Technical school graduate. Resume and photo. Box M-111, BROADCASTING.

News

A reporter with all the tools who wants to be a part of a news operation that works hard at being No. 1. and can bring a little glamour to the on-air look. If that's you, let us know about you. A top 25 net VHUF. An Equal Opportunity Employer. Box M-50, BROADCASTING.

Young, aggressive working newsman to co-anchor top 60's market upper Midwest network affiliate. The man we seek will be a good, hard-working man just waiting for "that opportunity." Resume and VTR required. Box M-35, BROADCASTING.

Miss J-school grad, 4 years radio experience, can write, edit and produce news. Photo, resume available. David Vincent, Route 3, Columbus, Missouri. 314-442-1044.

Programing, Production, Others

Female desires challenging position with growth potential in TV or radio. Broadcast communications major, 15 months radio production, 4 months newspaper. Direct credits include half-hour TV show both in 3rd market. Currently working free lance public relations in New York, Willing to relocate. Box M-41, BROADCASTING.

Looking for a woman? Highly motivated, non-nonsense woman director wishes to direct. Box M-43, BROADCASTING.

Assistant Promotion Manager on way up. Independent Top-Ten. Must be brilliant and creative in on-air, audience and sales promotion. Opportunity as big as your ability. Rush. Box M-56, BROADCASTING.

TV Art Director-Promotion Director (now employed) desires comparable position in top 25 market or management. Excellent working, creative, experienced as art director, promotion director, photographer-production background. Contact Box M-102, BROADCASTING.

Film maker, 10 years television documentary film background. Desires to make environmental, medical or educational documentaries. Six figures 9 to 30 hour jobs on a staff basis. Any location. Box M-113, BROADCASTING.

Young lady with BA in Comm., Arts wants job at small television station starting in February, 1973, in Del. NJ, Md, or Pa. Box M-124, BROADCASTING.

Young, aggressive, and creative Producer Director wants position at PTV or ETV station, but will consider others. 5 years experience all phases TV and 16mm film production. Can produce and direct your studio productions and/or film projects. BA, single, will relocate. Box M-132, BROADCASTING.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. ($100.00 with broadcasting endorsement) 2nd. ($125.00), and 1st. ($160.00) exams; complete preparation package, 225. Reach see Berman, 1303 Woodfin Dr., Honolulu, Alabama 35209.

In Chicago, OMEGA Services has the best price for a First Class License, Day or evening. Guaranteed results. OMEGA Services, 333 East Ontario, 312-649-0927.

See our display ad under instruction on page 68, Don Martin School of Radio & TV, 18155 N. Cherokee, Hollywood, California. HO-3281.

First Class Ticket In 3 weeks or less. Start January B. 15, 29, or 39th. VHF, UHF, Broadcast, Sale: $150.00. American Institute of Radio, 2622 Old Lebanon Rd., Nashville, Tenn. 37214. 615-889-2480.

COMEDY MATERIAL

30 Minutes pop-in rapids Hundreds comedy one liners, includes Sesame St, $10. Tapes, 795 South Turtle, Sarasota, Fl. 33579.

MISCELLANEOUS

Desayjel, 11,000 classified gag lines. $1.00. Uncontinued, and Cover. Call for free catalog. redemption. Edmond Orrin, Mariposa, Calif. 95338.

Prize Pratish Pratish National brands for promotions, contests, programming. No barter, or trade better for fantastic deal, write or phone Television & Radio Features, Inc. 166 E. Superior St., Chicago, Illinois 60611. (312) 944-6560.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more Write: Command, Box 2349, San Francisco 94112.

For Rent! 1 Sportmaster record unit and 1 Sportmaster record/playlist unit. Factory reconditioned. $25 per rental. For more information call 6654404. Write: Command, Box 447, Natick, Mass. 01760. 617-655-5300.

Twenty pages of topical and humor material a week, $15.00 per month. For sample issue write: Altogether, Box 52254, New Orleans, La. 70118.

25$ a week . . . and more That's what we earn in major market radio. You can, too. Send $3 for tips in Showbox, P.O. BOX 18, DAKO Products, Box 7133, Burbank, Calif. 91505.

RADIO

Help Wanted Management

SELLING MANAGER

For full-time non-directional AM in town of 35,000. Well established station. Equipped, well-financed, profitable, 30-year-old station. Mid-Atlantic area needs experienced radio manager who can sell, and manage.

Box M-18, Broadcasting

Equal Opportunity Employer

GENERAL MANAGER

We need a General Manager for our Wisconsin full-time station. Sales Managers and Station Managers interested in the $35,000 to $40,000 packages and an equal opportunity policy ac-

ity. Sales experience and managing capabilities a must. Send resumes to Branch Management Consultant, Box M-184, Broadcasting. Your iden-

Help Wanted Technical

CHIEF ENGINEER

Central Jersey AM-FM Stereo station wants qualified, experienced chief engineer capable of complete maintenance. Send resume to:

Box 551

trenton, NJ

Selling Continued

Sales manager available immediately, 16 years track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate boy in. Box 603, Tyler, Texas 75701. 214-592-6280.

WANTED TO BUY EQUIPMENT

Need Marconl camera-16 mm and white Marv IV or V, Nein lenses Taylor Holbert Varicol V or III, Reply E. Panos, 2323 Lawrence Ave., Chicago, 111. 60605, 312-284-5000, 2-6 P.M.

We used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Turbine St., Laredo, Texas 78040.
Help Wanted, Programing, Production Others

Program Director for Black Oriented Fulltime station in major.
Unusual opportunity for an experienced Program Director. All replies held strictly confidential.
Box M-141, Broadcasting

Situations Wanted Management

25-YEAR MAN
Available for radio, TV, or both. Lately QM radio, have managed all departments except technical, same stations, same medium market, for quarter-century. Experience includes labor negotiations, work on licenses and renewals.
Box M-80, Broadcasting

Situations Wanted News

WANTED
A Different Challenge
Experienced radio-TV newscaster, with additional background in wire service, newspaper, and broadcast management, looking for out-of-the-ordinary assignment, preferably foreign.
Box M-118, Broadcasting

Situations Wanted Programing, Production, others

GENERAL MANAGERS/OWNERS
FM STATIONS—TOP 20 MARKETS
Will 1973 be the year you change that drub sound and low talking into a viable contender for radio’s most important demographics and psychographics? Formats are merely a tool by which to guide the creativity of talented people. And we demand credit we’ve have the most talented people in radio today. Creativity needs a solid research foundation, for which we have an M.A. holder from one of the country’s foremost graduate Communications schools. Tamed with two of the leading names in current Los Angeles radio; another from the top programing magazine in the industry; three others with solid success in top five markets. We invite you to thoroughly check every aspect of our backgrounds. On paper, and more importantly, in the studio, we can fully substantiate every claim we make. We’re not a consultancy. We can’t reside in one city and truly create for another. We challenge you to achieve high ratings that won’t dwindle in a year, but will still be growing. And do it with a “class” sound. If 1973 is the year, contact us post haste for the particulars.
(213) 880-3673

TELEVISION Help Wanted Management

LOCAL SALES MANAGER
We’re one of America’s leading television stations and located in a large Midwestern market. Position available as a result of internal promotion. Candidates must have local sales experience and possess ability to develop and implement effective marketing strategy and planning for 6 man local Sales Department. Forty thousand base salary and excellent bonus arrangement. Send resume to Box M-116, Broadcasting. Your identity will be protected.

BUSINESS MANAGER
Excellent opportunity with small, progressive TV Station chain in a medium size Midwest city.
Responsibilities include: Supervision of the Accounting Department; Preparation of Financial Statements and Reports; Payroll; General Ledger; Accounts Payable; Accounts Receivable Control; Credit and Collection.
The ideal candidate will have an accounting degree; two years experience in broadcasting or broadcast related accounting; and supervisory experience.
Starting salary between $14,000 and $16,000 plus relocation expenses. (Management assumes all fees)

In confidence, contact:
Mr. Pete Lincoln
Robs. Half Prnt., Apex., Inc.
140 Honeywell Center
Southfield, Michigan 48075
(313) 364-1836

(Teif more convenient—contact your local Robert Half office.)

Help Wanted Sales

TELEVISION & RADIO SALESMEN
Network owned and operated station group will be adding experienced Salesman in 1973. Excellent opportunities in both television and radio, including company owned national representative divisions. Rapid advancement for candidates with management potential. Submit detailed resume to Box M-117, Broadcasting, Confidential. Equal Opportunity Employer.

TELEVISION Help Wanted News

SPORTS PRO?
You might be! But not because you read the scores and interview players. We’d expect that from our third stringer! You could be our pro if you provide the unusual as well, if you’re an innovator and creative enough to do commentary.
If you’re ready for a top five Eastern market with a station that not only reports but broadcasts sports, tell us what makes you great!
Box M-71, Broadcasting

FIELD SERVICE ENGINEERS

Tape Recorders
AmpeX has immediate openings for qualified field service engineers to live in the Chicago area to cover the Central United States.
Experience in service broadcast quality VTR’s and television broadcast cameras is required. VR-2000, AVR-1 and ACR-25 equipment knowledge is desirable.
Please send your resume or call Len Hase, 2201 Estes Ave., Elk Grove Village, III. 60007. Phone: (312) 593-6000, Ext. 2237. An Equal Opportunity Employer M/F.

AMPEx

AmpeX

Help Wanted Technical
Help Wanted Technical

WANTED: ASS'T CHIEF ENGINEER Complete, new color VHF station of the East coast, needs an engineer with first class ticket. Strong on maintenance and production. Must be able to motivate others. Excellent company benefits. Salary commensurate with experience and ability. Great opportunity advancement and growth with one of the nation's most respected broadcast groups. We are an Equal Opportunity Employer. Send complete details, including photograph, in first reply. Box M-69, Broadcasting.

Help Wanted News

ANCHORMAN Must be bright, experienced, personable, to anchor weekend news, Television on air and news background a must for major New England network affiliate. Must have the ability to host topical news oriented panels. Send resumes and tapes to Box M-73, Broadcasting.

Situations Wanted News


Instruction

F.C.C. 1st PHONE in five weeks

Finest Instructors
- With years of practical experience

Intensive Methods
- Visual aids & Films

Reasonable Costs
- One charge to successful completion

Selected Accommodations
- Student rates at best Hollywood Hotels

Top Results
- All of our students earn their firsts

(Approved for Veteran training) (Low interest Bank financing available)

LEARN at the Nation's oldest and most respected School of Broadcast Training

DON MARTIN SCHOOL OF RADIO & TV (established 1937)

NEXT INTENSIVE THEORY CLASS starts

January 8, 1973

for additional information call or write DON MARTIN SCHOOL OF RADIO & TV 1653 No. Cherokee, Hollywood, Cal. HO 2-3281

CABLE Help Wanted Sales

CATV Sales Manager

TeleMation, the total systems company, has an opening for a CATV sales manager. Position is located in Salt Lake City and would be responsible for the planning, directing and accomplishing of TeleMation's growth into CATV market. We're looking for the rare individual who has high initiative, excellent communication skills, can train, can sell, and understand the CATV market. If this description fits you, and you'd like the challenge of a fast-growing company, get in touch with Fred Peterson, (801) 487-5399 or send a letter with your qualifications to:

TeleMation, Inc.
Box 15068
Salt Lake City, Utah 84115
An Equal Opportunity Employer

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY

SHERREE BARISH, Director

MISCELLANEOUS

The WALTER JOHNSON COMEDY ROAD REPORT! On tape, over 500 hilarious episodes! Average length. 45 minutes, ideal drive-time satirist, any format. As low as $1.00 per show in many markets. A proven money maker. No long-term contract required. Localized openings, commercials by WALTER JOHNSON available. Proven money-maker. Phone or write: MINICAST PRODUCTIONS, Box 1110, Roseville, Calif. (315) 791-4111.

SEASON'S GREETINGS TO ALL MY FRIENDS IN BROADCASTING. YOUR CHRISTMAS CARDS HAVE ALL RETURNED FOR LACK OF POSTAGE.

FRED W. SAMPLE
WWBA AM-FM
St. Petersburg, Fla.

Call (703) 342-3170—Radio Stations only—and listen to the hottest 5-minute daily program in national syndication—"COMEDY-GOLDEN DAYS OF RADIO"—featuring the all-time great comedians of radio's Golden Era. Nostalgia is sweeping the country. Program fits any format. Easy to sell—reasonable rates. Have your tape recorder set and make a dub when calling. Call today—be first in your market. Harden Hoddeston Productions, 395 Sherwood Dr., Roanoke, Virginia 24011.

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CBS's Arthur Taylor: new hand on the helm

One of the most critical moments in the life of a large institution occurs when command passes from the first to the second management generation. It came to Juan Trippe and Pan-Am. It came to David Sarnoff and RCA. It is soon to come to Bill Paley, Frank Stanton and CBS.

More than most companies, CBS has been mindful of the crisis in that transition. It has been grooming successors for more than a decade: Jim Aubrey, Jack Schneider and Charles Ireland the penultimate three on an escalating scale of urgency as the retirements of Messrs. Paley and Stanton grew more imminent. For reasons ranging from the bizarre to the tragic, for any reason, there appeared to be no heir apparent to the company's history, three man within the company's history, three years after this.

His boating accidents were atypical, but his reactions to them say something about the man. The one last July did not keep him from reporting for CBS duty on time, although his leg was heavily cast and he still shows a limp. After the one in 1970, a friend has recalled, he got up, finished his selling job "and then promptly went into shock." Mr. Taylor is a persevering man.

He also is a fast riser, having gone from a First Boston trainee in 1961 to CBS president in 1972, at the age of 37 — the same year CBS's rate rose to point out, that Frank Stanton, now vice chairman, had attained when he became president.


As Mr. Taylor told a CBS-TV affiliates board meeting a few weeks ago — presumably alluding to the fact that Chairman William S. Paley, 71, and Dr. Stanton, 64, both have contracts providing for their retirement next March 31 — "CBS is about on the threshold of having a very young management team."

In what direction will the management team move? Mr. Taylor says CBS would certainly like to invest more in broadcasting, but can't because of "the regulatory situation." So its diversification will move along broad lines already laid out, in areas in which CBS can bring its expertise to bear. CBS, he feels, should not dilute its present communications image. "Nor do we want to conglomerate or mongrelize," he adds.

Mr. Taylor has been practicing what he calls "total immersion" in CBS affairs during his on-the-job training. "My coat's off, shirtsleeves rolled up, and I'm deep in the operation," he reports. He puts in long days, arriving at the office about 7:45 a.m. and leaving about 6:30 p.m., except for about three late nights.

Mr. Taylor feels that CBS group and division officers ought to have considerable freedom to run their affairs, but he takes a keen interest in their operations. Associates say he usually tends to accept their recommendations, although often not without some pointed questions and sometimes only after sending them back to do more research on a given point.

"He's not one who forms an opinion in advance and people had better not divine what it's going to be," said one close associate. "He's very open-minded. He's good to work for if he has confidence in you—but you'd better be sure you're right."

Those who work closely with him say it's hard to pick out any specific areas that seem to get most of his attention. "To an extent," said one, "it depends on what the problems are at any given time. All the groups and divisions report to him and he works with them all, but the fires naturally take priority."

In his own view, the president's role is one that respects the abilities of the divisional heads but "is not divorced from operational affairs" and engages, rather, in "a partnership."

Mr. Taylor says he has felt "more comfortable" with CBS than with any other corporation ("I feel almost as if I've come home"). He characterizes his new association as one that has thrust him deeper into his interest of public affairs and government.

And he has been quick to identify with the CBS esprit: "It is extremely easy to become very proud of CBS, the organization and the company. It is the champion in its field. I feel we have an obligation to continue the leadership—the responsibility to continue to win bears heavily in my thinking."

The man who soon will be charged with continuing to win for CBS has some of the qualities that distinguish his predecessors, but is not a carbon of either. He shares with Mr. Paley a quickness for finding flaws in a balance sheet, and—it may be hoped—some of the entrepreneurial genius the chairman has exhibited in bringing CBS to its present eminence.

He shares with Dr. Stanton an intellectual bent and an interest in the humanities, and—it may be hoped—some of the statesmanship that has made the now-vice-chairman the principal spokesman for broadcasting. But he is his own man, and one can anticipate that a CBS under his hand will take a new tack. It is apparent from his selection that both Mr. Paley and Dr. Stanton want it that way. It is said of Arthur Taylor that "his favorite relaxation finds him with his hand on the tiller and a favorable wind at his back." The same description might be applied to his corporate posture on the 35th floor.
Cost of music

In a time of constantly and almost uniformly rising costs, a 14% reduction in any component expense is a welcome novelty. Radio-station operators therefore must be cheered by the news, reported here last week, that the All-Industry Radio Music License Committee has negotiated a rate reduction of approximately that magnitude with the American Society of Composers, Authors and Publishers.

As is the case with compromises, the reduction—from 2% of station revenues (after specified deductions) to 1.75%—is less than the committee tried to get and more than ASCAP wanted to grant. Whether it is as large as it should be is a question that arises naturally but cannot be answered easily or with any assurance, because no one yet has produced a definitive answer to an even more fundamental question: How much is music worth to radio?

The evidence suggests that radio's use of ASCAP music has declined by more than 14% since the last ASCAP contracts were negotiated—by about 35%, in fact. On that basis alone, 14% would not seem enough. But there are other considerations, realistic as well as musical, to be taken into account. The decisive factor presumably was the belief of the committee—which includes representatives of some of the most knowledgeable groups in radio—that the cost of getting more would exceed the additional relief that might be obtained.

The reduction does bring ASCAP's rates closer to parity with those of Broadcast Music Inc., which under a step-step formula negotiated four years ago will rise to 1.7% as of Jan. 1. But parity here is a relative thing, for the same evidence suggesting a 35% decline in the use of ASCAP music also suggests that almost two-thirds of all radio music is licensed by BMI. That imbalance, assuming it continues, is sure to be a focal point in negotiations for a new BMI contract a year from now, and the outcome, then as now, will depend on a multiplicity of factors including—unless someone invents that formula for measuring the value of music—the skills of the negotiators.

"Sock it to 'em": FCC motto

The administration is economy bent. President Nixon is cutting overhead and hopes to cut the White House staff in half. Price and wage controls continue, in the effort to curb inflation. But evidently the FCC hasn't heard. It is bucking for a 20% increase in budget, from $36 million for fiscal 1973 (which began July 1) to $42 million for fiscal 1974.

The FCC, alone among government agencies, has a gimmick. It will simply increase the fees it charges licensees by one-third, with broadcasters, who get socked most, to be asked to pony up nearly $13 million, for license fees for radio and TV as well as filing fees for every type of transaction, along with an increased levy on station sales of from 2% to 2.6% of sales price. Cable, the neophyte among services, would be called upon to kick in nearly $3 million.

All this is designed to defray the entire cost of running the FCC, with a little extra to boot. Only licensees of the FCC are whacked for the whole regulatory tab. They are the fall guys. They pay their federal taxes like all others who derive service, such as it is, from the government they underwrite.

It would be equitable and just for those who pay the FCC's overhead to have a voice in determining what they get for their money.

We suggest that the FCC appoint an ad hoc committee representing each significant segment among its licensees (broadcast, common carrier, cable, safety and special) to make a survey of the agency's operations and personnel. What about allegations of feather-bedding and absenteeism? Is it essential to maintain a full-time Review Board to sit as a junior FCC and do the work that used to be performed well by a motions commissioner? What about special units that are created along with consultancies but never seem to complete their special missions?

We doubt whether the FCC will move in this direction under its own power. It needs a shove from the administration, Congress or preferably both.

The no-word word

In the simplistic world inhabited by admirers of easy answers, drug advertising is the fashionable target of the moment. The reasoning goes like this: Drug addiction is a national problem. Drugs are advertised on television. If television advertising were eliminated, the problem would disappear.

The error in this reasoning, of course, is that the word "drug" no longer has any serviceable meaning. In present usage it can be an aspirin tablet, a vial of penicillin, a snort of cocaine, a syringe of heroin or a glass of Lafite Rothschild, 1961. Unless one is willing to believe that all of such concoctions are more alike than different in medical and social application, there is no point in talking further about "drugs" in a generic sense.

Distinctions must be made finer if the dialogue on drug abuse is to lead to anything but pointless and perhaps destructive action. The "drug" advertising now broadcast by television and radio is confined to home remedies of the least complicated sort—all cleared by the federal government for general marketing. Nowhere is there any evidence that such medications create serious addictions or pose dangers to health, except in massive and suicidal overdose.

The drugs that are genuine sources of national concern are either manufactured and marketed illegally—the heroin and derivatives—or manufactured for dispensing by prescription—the amphetamines, the barbiturates. None of these can be found as much as mentioned on the air except in public-service messages warning of their dangers.
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