Cable in convention: gung-ho for media primacy
New board chiefs dedicate NAB to sharper action

Broadcasting
Jun 25
The newsweekly of broadcasting and allied arts

VOLUME 18
28 motion pictures... 25 in color
now available from

WARNER BROS. TELEVISION
A WARNER COMMUNICATIONS COMPANY

SIoux falls public library
Sioux falls, S. DAK.
This temple in Tunisia, with its magnificent Corinthian columns, is said to have been built by the Romans during the reign of Marcus Aurelius.

Rome first claimed this area on the African coast of the Mediterranean when it defeated and destroyed Carthage in 146 BC, ending the Punic Wars. During the years that followed, the Roman legions moved inland, ultimately establishing a sizeable province.

It was only in 1959, after 1100 years of domination by a succession of foreign powers, that Tunisia became a free and independent republic.

Only ruins remain as evidence of 575 years of Roman rule in Tunisia. The Romans gave way to the Vandals, and they in turn to the Byzantines, Arabs, Spanish, Turks, and French.

The course of human affairs has always been a shifting pattern of strengths and weaknesses, political goals and social policies. Only by understanding these complex forces of change can we hope to deal constructively with a changing world.

Television illuminates today's issues and events with a clarity no other medium can match. Gathering and reporting the news that touches the lives of our 11 million viewers is a major commitment of the Corinthian Stations.
A SHOW BIZ Production

The Bobby Goldsboro Show

Renewed by General Mills for 1973-74. A full 52 weeks.

Now running on 117 stations (80 per cent of U.S. homes) including all top 10 markets.

14.3 rating in prime and prime access times.

More 18-49 women per 100 homes than any other major syndie (Feb-March ARB Syndicated Program Analysis).
Writers peace doesn't end network worries.

A personalized advertising approach to full-service banking.

The NCTA convention is all over, but it's probably just the beginning: Burch says the networks are fair game; Foster says go for broke and everyone talks of two ways to do just that—satellites and pay cable.

An RAB workshop offers gallery of superlative achievements.

Amstar bows out of fight with FTC over Domino ads.

Minories set sights on Detroit renewals.

The old-school tradition of trade-about between TV and radio is smashed at NAB as young chairman with pizzaz takes office.

Schlosser elevated to top NBC-TV post.

Globetrotter to realign Chicago radio operations: WVON out; WNUS in.

CPB allocation passes House Commerce Committee $10 million poorer.

No reason found for FCC action on Maude's abortion.

Those Media, Red Lion stations garner more FCC scowls.

Supreme Court fires broadside at record pirates.

NAB-NAFMB to consolidate push for all-channel radio law.

NBC says FCC staff fairness ruling would stifle investigative reporting.

Elizabeth Dahlberg: showing the men a thing or two at AFCCE.
MILLIONS OF AMERICANS CAN'T AFFORD TO GROW OLD.

Storer Stations are concerned and are doing something about it.

Today in America, nearly 21 million people are 65 years or older. Roughly equal to the entire population of Canada!

Besides loneliness and physical ills, the elderly have another serious problem. Inflationary costs are putting a terrible squeeze on their fixed incomes.

In fact, one of every four of those over 65—or nearly 5 million—lives on an income below what the Government considers "poverty level." Some 6 million dwell in substandard housing. Many have difficulty holding on to their homes or cars or even obtaining transportation.

Storer stations feel that we must begin to solve the problems of our senior citizens now. Especially since it's predicted that by the year 2000, the average American will live to be 90.

Editorials on WSPD-TV in Toledo, for example, have been pushing for subsidized bus fares for the elderly. A plan that would let those 65 and over pay only 10¢ instead of 40¢ for a bus ride. At the same time WSPD-TV is alerting younger Toledans to the need to save for retirement.

Detroit's WJBK-TV gave its support to the rebirth of a type of Civilian Conservation Corps. This would employ still-active retirees in planning and supervisory capacities. (In addition to giving jobs to the young).

In Milwaukee, WITI-TV backed a proposed plan to establish foster homes for the elderly, just as is done for children. Still in the pilot stage, the program (which pays $210 a month to participating families) appears to be bearing fruit.

WAGA-TV in Atlanta has been putting on a concentrated drive to help eliminate local school taxes for citizens 62 or older whose household incomes are under $6,000.

Getting involved in the vital affairs of the communities they serve is part of the daily life of all Storer Stations.

Our reasoning: the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

THE STORER STATIONS
STORER BROADCASTING COMPANY

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo
WJW Cleveland / WDEE Detroit / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo
to serve you better...

Not everyone can have a summer of '74. It takes a lot of success and a mighty strong desire to serve your community in the best way possible. WSOC-AM-FM-TV in Charlotte decided to do it...to double its operating space...to have the ultimate in facilities for radio and television in the southeast...a showplace for Charlotte and the Carolinas.

We're going to be finished in 1974. We're going to be ready for the needs of a booming city...Charlotte...and a booming area, Carolina...the finest place we can think of to have a summer of '74.

WSOC TV9/WSOC RADIO 93 FM STEREO 103.7
Fixing things up
In offering more changes in White House press echelon in wake of Watergate, Ronald L. Ziegler, now assistant to President while continuing as press secretary, is expected to relinquish latter title, probably to his deputy, Gerald Warren, who has been handling briefings and hour-to-hour operations. Mr. Warren would still report to Mr. Ziegler.

Major new step would be naming of nationally known journalist presumably to take over communication-policy duties of Herbert G. Klein who leaves June 30 to join Metromedia as vice president for corporate relations. Realignment would constitute recognition that Mr. Ziegler, who came from advertising agency field rather than journalism, has strained relationship with working press and that someone with credentials and stature approaching those of Mr. Klein is needed.

Removing the pumps
With radio-station complaints about competitors' attempts to affect hypo ratings continuing to rise, summit meeting may be held to try to deal with problem. Radio Advertising Bureau, which in past has refrained from active involvement in perennially thorny hypo issue, has asked National Association of Broadcasters to take lead in arranging meeting of executives of rating services, Broadcast Rating Council, NAB, RAB and RAB's Committee on Goals for Operation, Administration, Logistics and Stability of Radio Ratings.

On ground that contests and other hypo-type special promotions would be harder to sustain over long periods, Hugh M. Beville Jr., executive director of Rating Council, is known to advocate that rating periods be extended from one month to three, during which measurements would be taken in selected (but unannounced) weeks, not necessarily same weeks in all markets. RAB's GOALS committee also is reported to see longer rating periods as most practical solution.

Hand forced
Because of strong pressure from U.S. Court of Appeals in Washington, FCC is expected to act soon in seven-year-old proceeding in which RKO General Inc. is being challenged for its license for channel 9 Los Angeles, now occupied by KHJ-TV. Little-noted court order, issued in response to petition by challengers in case, Fidelity Television Inc., gave FCC 30 days to respond on "action it has taken in this case." Deadline is July 11.

There is possibility commission will reach decision between competitors before court deadline. Final order could not be completed for months, but FCC would be seeking to tell court it had acted. Whatever FCC decides, its plans to wait action on KHJ-TV until it determines fate of another RKO station, WNAC-TV Boston. WNAC-TV is in comparative hearing against challenger, and some issues are common to both proceedings.

Comers and goers
Best information available last week on NBC's Herb Schlosser-Don Durgin changes (see page 52) is that, contrary to widespread belief at time, they were not foreordained when Mr. Schlosser was moved into NBC-TV executive vice presidency under Mr. Durgin year ago. Move was made, these sources said, because it was felt President Durgin needed executive help. Two men worked well together, according to these accounts, but after few months it became apparent "they and everyone else" NBC top management decided Mr. Schlosser's talents were best suited for network presidency, Mr. Durgin's for supervision of staff functions and services, which he will perform with title of NBC executive vice president.

Indirect result of those and other high-level NBC changes in recent months is that more of company's younger executives are moving into positions where they can be evaluated as potential candidates for higher succession later on. And, according to some openings are at least on horizon, if not nearer. Board Chairman David C. Adams, who is 60 and who retired once before, has told friends that, although he is not itchy to try it again, he does expect to retire before he is 65—but doesn't know whether it'll be at age 64 1/2 or earlier. And Thomas E. Ervin, executive vice president in charge of NBC law department and Washington office, also reportedly has pre-65 retirement in sight, though he says he's been thinking about it for five years but has always put it off. He is 61, will be 62 Nov. 28.

Out of the arena
William Wright, spokesman and chief energy source of Black Efforts for Soul in Television (BEST) since it emerged on broadcasting scene four years ago, is reported planning to abandon his present base in Washington and move west. Word is he'll settle in San Francisco area and concentrate on writing, perhaps teaching some courses in communication. His background includes teaching at Massachusetts Institute of Technology.

Yuletide spirit
Dean Burch watchers now think FCC chairman will stay on job into fall, perhaps to Christmas period. It's known he wants to be around for final resolution of number of pet projects, including policy on children's television, prime-time-access rule and pay cable. None of those can be decided fast, and one, children's policy, will now take some time. Staff has been asked to draft proposed documents—rulemaking to reduce commercial time in children's programming and policy statement urging broadcasters to carry children's programs during week. Earlier it had been assumed commission would hold meetings on subject before asking for comprehensive drafts ("Closed Circuit," April 30). Staff work ordered now will take months before FCC can start looking at results.

Back to reality
Representative Lionel Van Deerlin (D-Calif.), increasingly persuaded that exclusion of cigarettes from broadcast advertising has had no beneficial effect, is considering offering amendment to bill to ban broadcast advertising for little cigars when it reaches floor (see page 46). His amendment would not only affirm legality of little cigars on air but repeal law banning cigarettes from broadcast. He's collecting data that shows how cigarette consumption has increased since cigarettes went off air.

While they're hot
Advance sale of hit network properties in syndication is growing to trend proportions. MCA-Tele has Ironside and Marcus Welby M.D.; Paramount has Mission: Impossible; and Warner Bros. has The FBI. Latest report is that Screen Gems' The Partridge Family, now on ABC-TV, is destined for same route for start at some unspecified time in future.

Secret access session
Problems facing cable television operators and public in use made of public-access channels will be subject of closed-door meeting FCC commissioners have scheduled for July 2. Commissioners expect to hear from representatives of Teleprompter Corp. and Sterling-Manhattan Cable whose New York systems have long made access channels available to public; Theodore Sklover of Open Channel; Red Burns of Alternate Media Center; Morris Tarshis of New York's cable franchising office among others.

Home towners on cable
House Recording Studio expects by mid-July to have capability of dubbing two-inch video tapes—made by congressmen for stations back home—onto three-quarter-inch cassettes for playback by cable-TV systems (see page 40). Equipment will be obtained from Sony Corp. on open-end lease, allowing studio to review needs after several months. House members pay for use of equipment out of office-expense allowances. Recording facility spent $132,000 for new equipment last year.
At Deadline

Peace with writers leaves nets with worry about fall deadlines

Weekend meeting in Hollywood to decide on Thursday agreement

Agreement, subject to membership ratification, in 16-week writers strike against TV and movie-film producers was reached last Thursday (June 21). Members of Writers Guild of America, West, were to meet June 24 in Hollywood to hear details and vote on acceptance or rejection.

No terms were disclosed as of late last week, but indication is that proposed contract runs 3 1/2 years with script fees escalating on yearly basis. Second major issue, payments for supplemental market (CATV, pay TV and video cassettes), also is understood to be on graduated-increase schedule.

Whether settlement of strike will help networks meet their normal Sept. 10 start of new network season was conjectural since all production hands in Hollywood were awaiting outcome of WGA membership meeting, after which plans have been made to assess script situation and confer with network program chiefs. ABC and CBS never announced delay in new season start; in fact, Martin Starger, president of ABC Entertainment, on June 19 iterated that network's decision to begin on announced Sept. 10 date.

NBC-TV said several weeks ago it would delay its start until Sept. 24 or Oct. 1, but a spokesman reported last Friday that several top NBC-TV executives were flying to Hollywood over weekend to evaluate production situation and decide on firm date.

Cranston charges unfairness in fairness doctrine

Senator Alan Cranston (D-Calif.) last week called for elimination of fairness doctrine but also told broadcasters they should not ignore responsibility of providing time for Congress to debate issues with President.

Addressing Hollywood Radio and Television Society Friday (June 22), senator said doctrine has produced less, not more, controversial documentaries. He disagreed with CBS's decision to discontinue instant analyses after presidential addresses. Media, he said, have role "in attempting to redress the dangerous breach between the executive and legislative branches. . . ." President can command prime time and radio time, he pointed out, but "the loyal opposition in Congress must beg for it."

Cranston said he was not suggesting that Democrats should have equal time on air with President. "What I am saying is that the broadcast media—more than any other news medium—has contributed to the tremendous growth in power of the presidency and to the dimunition on the other side, of the Congress, simply because it has decided, apparently, that the President is news and the Congress is not."

In question-and-answer session that followed, senator came out in favor of extending three-year renewal period to five years but expressed reservations about overhauling renewal procedures, as proposed in most renewal bills. And, he said, more prime-time public affairs programming should be done on voluntary basis by networks rather than be required by government.

Elimination of Sec. 315 urged by NAB joint boards

Joint board of National Association of Broadcasters and Broadcasters' Representatives urged SEC to broaden interpretation of "station's own programming" that would allow networks to substitute for local programming and continue to maintain their own programs. Joint board's recommendation will be considered by SEC when it decides whether to adopt NAB's position in proposed changes for elimination of Section 315.

CBS: No suit in works against Wynshaw, Rubino

Sources at CBS denied accounts published Friday (June 22) in New York Times that corporation was planning suit and pressing for embezzlement indictments against ousted Columbia Records employees David Wynshaw and Anthony Rubino, dismissed by company for alleged involvement in misuse-of-company-funds scheme that precipitated firing of and suit against former CBS Records Group President Clive J. Davis May 29 (Broadcasting, June 4). Times also reported broadening of federal investigation into alleged payola practices by company. Investigators were said to be shifting through "car-load" of record company records in search for evidence of wrongdoing.

CBS sources confirmed widening of CBS's own probe into reports of widespread illegal practices by record-company employees. Lybrand, Ross Brothers and Montgomery, New York accounting firm, has joined law firm of Cravath, Swaine and Moore in investigation, source said, but denied Times report of involvement of private detectives. There was no official comment on reports from CBS.

CBS News sources meanwhile said investigative unit created some time ago within Evening News With Walter Cronkite organization had been assigned to report on payola.

Another obstacle faces WFAA-AM-FM-TV renewals

FCC proceeding involving license renewal of WFAA-AM-FM-TV Dallas-Ft. Worth and competing application by Wadeco Inc. for channel-8 facility took complicated turn last week with filing at commission of pleadings by three beneficiaries of station's license A. H. Belo Corp., accusing trustees of that firm of improperly wresting control of stations.

John J. Groder, Gilbert Stuart Jackson and Henry Allen Jackson, all
"The Dating Game"
Now Available For Local Stripping.

The Chuck Barris long-running network success, The Dating Game, hosted by Jim Lange, is available for daily stripping. 260 half hours, representative of the very best of the series that has been a standout in the ABC-TV line-up for eight seasons, can be a standout in your line-up as well.

Lock-up your Fall schedule with a kiss.

WORLDVISION ENTERPRISES INC.
The New Way to Say ABC Films

New York
660 Madison Avenue
New York, N.Y. 10021
(212) 832-3838

Chicago
350 North Michigan Avenue
Chicago, Illinois 60601
(312) 346-4569

Los Angeles
1313 North Vine
Hollywood, Calif. 90028
(213) 462-2315

San Francisco
26 O'Farrell Street
San Francisco, Calif. 94108
(415) 435-2577

Atlanta
1100 Churchill Downs Rd., N.E.
Atlanta, Georgia 30319
(404) 255-0777
brothers, jointly asked commission to reconsider May 23 grant of transfer which, they claimed, will give three trustees control of WFAA stations for six additional years. Messrs. Jackson charged that Joseph M. Dealey, James N. Moroney Jr. and Myron F. Shapiro made misrepresentations to FCC in claiming that transfer application was pro-forma. Actually, they contended, transfer was “significant,” and had effect of extending Messrs. Dealey’s, Moroney’s and Shapiro’s control of stations to 1982, six years after 56% of Belo’s stock is designated to pass to group of seven beneficiaries, of which Messrs. Jackson are three.

Messrs. Jackson, Dealey and Moroney are all grandsons of late George B. Dealey, who had been largest Belo stockholder. Under provisions of his will, control of company was to pass upon his death to Messrs. Dealey and Moroney, who would administer Belo’s affairs and vote stock in trust until other beneficiaries assume direct control of stock, upon termination of voting trust in 1976. Commission’s transfer approval, Messrs. Jackson claimed, assigns control of WFAA stations to private trust, administered by Messrs. Dealey, Moroney and Shapiro, which is not due to terminate until 1982. All three accused parties are officers in Belo firm. Mr. Dealey is president, Mr. Shapiro (not member of Dealey family) is vice president and general manager of WFAA stations, and Mr. Moroney is executive vice president. (Also see story, page 50.)

Naumowicz sticks to guns in Indianapolis decision
FCC administrative law judge has held that lawyer’s remarks about possibly employing commission attorney in comparative hearing case in which both were involved was “thoughtless blunder” but no cause for affecting decision in case.

Judge Chester F. Naumowicz Jr. reached that conclusion Feb. 19, affirming initial decision he issued on Feb. 16 proposing grant of application of Indianapolis Broadcasting Inc. for new AM in Indianapolis and denying Don Burden’s application for renewal of AM station there (Broadcasting, Feb. 20).

Commission in April remanded case to judge for hearing on circumstances surrounding alleged conversation involving Murray Feiwell, attorney and IBI principal, and Joseph Chachkin, Broadcast Bureau counsel, which in the estimation of Mr. Chachkin’s employment with Mr. Feiwell’s law firm. Hearing was also to explore effect of alleged remark on IBI’s basic qualifications to be licensee.

Judge Naumowicz concluded that Mr. Feiwell did not intend to make offer of employment to Broadcast Bureau counsel. Mr. Feiwell did inquire about Mr. Chachkin’s interest in joining Feiwell firm, Judge Naumowicz said. But his words were “a mere thoughtless blunder,” which he attempted to retrieve by turning remark to advantage.

Such incident is regrettable, Judge Naumowicz said. But it “does not attain decisional significance.”

Scope of EBS expanded
Public broadcasters are now participating in Emergency Broadcast System (EBS), following FCC action late last week revising applicable rules to include National Public Radio and Public Broadcasting Service in table of broadcast facilities eligible to be included in EBS program. Commission’s action follows recommendation by National Industry Advisory Committee that two services be permitted to participate in EBS. Both PBS and NPR volunteered to join last year.

Black day in Blackstone
FCC’s concern about stations engaging in fraudulent billing practices was indicated last week in commission order setting new hearing two applications of Blackstone Broadcasting Corp., Blackstone, Va. Commission ordered hearing on applications for renewal of license for WKLY (AM) Blackstone and for construction permit for new FM there, on issue to determine whether, and to what extent, Blackstone knowingly engaged in fraudulent billing in operation of WKLY.

Hearing order leaves open possibility that if application for license for WKLY is granted, Blackstone might still be faced with possible forfeiture of up to $10,000. Commission said that inclusion in hearing order of that option should not be taken as indication of what final disposition of case should be.

Anniversary ideas for FCC
Max D. Paglin, who has served FCC as its general counsel and executive director, has suggested that commission begin planning for some notable anniversaries. In letter to FCC Chairman Dean Burch, Mr. Paglin, now with Atomic Energy Commission, suggested creation of Tenth Quadrennial Commission, composed of present and past chairmen and officials, among others, to arrange for appropriate observance of commission’s 40th anniversary next year and to set “meaningful goal of accomplishments, in terms of the advancement of communications and its regulation, which will be reached by June 19, 1974.” What’s more, he said, committee could even begin program of planning for commission’s 50th anniversary which falls, as it happens, in 1984—“that ominous sounding year.”

In Brief
Hart-Benton successors. CBS newsmen Hughes Rudd and Sally Quinn, Washington Post reporter, will replace John Hart and Nelson Benton as co-anchors of CBS Morning News (CBS-TV, Monday-Friday, 7-8 a.m. NYT), effective in mid-July. Newsman Hart and Benton being reassigned (Broadcasting, May 21).

Cable television systems have been given two-month extension of time to file annual EEO complaints reports with FCC. New Aug. 1 deadline will facilitate joint filing of complaints report with yearly cable equal-employment report (form 389), commission said. Complaints reports are to be for 1972 calendar year.

Buying Fort Worth FM. Group owner Susquehanna Broadcasting, which recently sold its WICE(AM) Providence, R.I. (Broadcasting, June 16), last Friday (June 22) announced purchase of XKOL-FM Fort Worth from KKOL Inc. for $840,000. Buy is subject to FCC approval. Station is part of Wendell Hayes group. It broadcasts on 99.5 mhz with 100 kw. Deals are subject to FCC approval.

Retiring. Senator Norris Cotton of New Hampshire, 73, ranking Republican on Senate Commerce Committee, will retire at end of present term, which run until Jan. 3, 1975. Senator served eight years in House before being elected to Senate in 1954. (Broadcasting, May 30)

CBS’s John Neely has signed WWSW(AM) as Pitts- burgh affiliate. Owned by Pittsburgh Post Gazette, station operates with 5 kw fulltime on 970 kHz.
What's a couple of nice country music stations doing with all those fancy news awards?

It may not be news to most people that WWVA Wheeling, and WYDE Birmingham, are among the top country music stations in the broadcasting industry. What is news, however, is that both of these stations are equally strong in their news and public affairs programming.

We believe that it is important to serve our listeners as well as entertain them. That is why for so many years we have put so much into our news. And this past year, particularly, we have seen the results of these efforts.

**WWVA**
West Virginia Associated Press Broadcasters Association Award for "Superior Weekend News Coverage."

"Headliners" Award for Outstanding Documentary for "Death and the Mines: Rebellion and Murder in the UMW."

"Golden Mike" Award for "Junior Town Meeting of the Air" (a Peabody Award-winning program).

The Governor's Award for Community Action for "Jamboree, U.S.A."

The Catholic Association of Broadcasters and Allied Communicators Award (the Gabriel Award).

**WYDE**
The Associated Press Award for "The Outstanding News Operation in Alabama."

The Alabama Associated Press Broadcasters Association:

Two awards for "Superior General News Reporting."

Two awards for "Superior News Interpretation."

Two awards for "Excellence in News Specials."

Two awards for "Superior Sports Play-by-Play."

Our news is music to their ears.

Screen Gems Broadcasting
A DIVISION OF
Columbia Pictures Industries, Inc.

WWVA Wheeling No. 1 in the market.

50,000 watt clear-channel serving Eastern America from Carolina to Canada.

Nat'l. Rep: Eastman Agency

WYDE Birmingham No. 1 in the market.

50,000 watts, serving the heart of the Deep South.

Nat'l. Rep: Katz Agency

*Pulse, April-June, 1972, Total Adults 6:00 a.m.-7:00 p.m., 65 County R.S.A. **Pulse, Oct.-Dec., 1972, Total Adults 6:00 a.m.-7:00 p.m., 36 County R.S.A. Average quarter hour listeners. Research data subject to qualification of the service, available on request.
Where Perry Mason wins more women than year-ago programs

Albany-Schenectady-Troy
Bangor
Baltimore
Binghamton
Birmingham
Buffalo
Chicago
Cleveland
Dallas-Ft.Worth
Dayton
Des Moines
Detroit
Fargo-Valley City
Fort Smith
Hartford-New Haven
Indianapolis
Jacksonville
Joplin-Pittsburg
Lubbock
Milwaukee
Minneapolis-St. Paul
Mobile-Pensacola
Montgomery
New York
Orlando-Daytona Beach
Philadelphia
Portland-Poland Spring
Roswell
Salisbury
San Francisco
South Bend-Elkhart
Tallahassee
Tampa-St. Petersburg
Toledo
Tri Cities
Tucson
Wichita-Hutchinson
Washington

Women's Advocate.

Women like our lawyer.

In 38 markets, from New York to Wichita, Perry Mason wins more women viewers than programs scheduled in his time period last year. On the average, he gets 42% more women. In 12 of the 38 markets, where Perry Mason was the year-ago program, he gets 14% more women this year than last.

Six years after syndication release, Perry Mason's performance is phenomenal. (What other syndicated drama wears so well?)

Women like a strong man. Especially in court.

Perry Mason from Viacom

Source: NSI. Feb-Mar. 1972-1973. Audience estimates are subject to qualifications available on request.
Frank Mason, Jr. can run his hands over the raw metal of an automobile hood and feel imperfections the human eye can't see.

There is no machine that can do what Frank Mason does. There are very few people who can do it.

Because of the way unpainted metal reflects light, it's impossible to look at the metal and see small imperfections. On the other hand, if an imperfection is painted and polished, it sticks out like the proverbial sore thumb.

So before a GM car is painted, Frank Mason, or someone like him, runs his hands over the metal, feeling out the slightest imperfections, marking them so they can be fixed before the car is painted.

In Europe, they call a man who does that kind of work an artisan. For some reason, Americans say he's just a man who works on an assembly line.

Maybe Americans are shy. Or else, maybe we think that because cars are mass-produced there's no craft involved.

If you think Frank Mason's job is the kind anyone can do, try it yourself on a piece of unpainted metal. Then try doing it quickly. Then imagine doing it on hundreds of cars, maintaining your concentration, keeping in mind the sleekness and beauty of the metal after it's painted, the pleasure someone will get when they buy it.

Not everyone at GM can do Frank Mason's job. He's been doing finish inspection before painting for 15 of his 27 years at General Motors, and he does it with consummate skill.

The only difference between Frank Mason and "Old World craftsmen" is that Frank Mason works in Flint, Michigan, U.S.A. at the leading edge of the 20th Century.

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

THE NEW YORK HILTON Aug 13th - 16th, 1973

THE ADVERTISING INDUSTRY NOW HAS ITS OWN CONVENTION

NEARLY 200 TOP MEDIA EXHIBITS • SEMINARS • CONFERENCES

Where thousands of America's key advertisers and agency executives will meet to get the latest media facts from nearly two hundred of the world's leading advertising media...

Advance Registration

Send for your complimentary badges today. List the names, positions, and titles on your stationery of the key people who wish to attend.

BROADCASTERS

Do not miss out on this unique opportunity to meet America's top media buyers... The largest quality audience at the lowest cost per thousand... Call your account executive now... There is no other way you can duplicate this type of personalized exposure.

NATIONAL ADVERTISING SHOWS, INC. 799 Broadway, New York, N.Y. 10003

Exhibit Space Reservations: (212) 260-2250, 982-1090

Broadcasting Jun 25 1973

September

Sept. 7-18—Sixth annual Atlantic International Film Festival. Award categories include: features, documentaries, shorts, experimental, TV specials and TV productions. Stouffers Atlantic Inn and Fox Theater, Atlanta.

Sept. 8—Regional seminar, Radio Television News Directors Association, University of Michigan, Ann Arbor.

Sept. 11-14—Western electronic show and convention, sponsored by WESCON. Brooks Hall, Pacific Auditorium, San Francisco.


Sept. 16-18—Nebraska Broadcasters Association annual convention, Speakers include: FCC General Counsel John W. Petitt and Washington communication attorneys Erwin G. Kreason, Holiday Inn, Kearney, Neb.


Sept. 28-Oct. 3—VODA, International market for videocassette and videodisc programs and equipment. Festival Palace, Cannes, France.


October


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


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


Oct. 16-18—Fall conference, National Association of Broadcasters. Hartford, Conn.


Oct. 22-23—Annual convention, North Dakota Broadcasters Association. Ramada Inn, Jamestown, N.D.


November


Nov. 1-2—Media Fair '73, sponsored by department of radio-TV-film, University of Wisconsin, Oshkosh.

Nov. 14-18—Eighteenth annual seminar, Broadcasters Promotion Association. Sheraton Cleveland hotel, Cleveland.


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

January 1974


February 1974


Looking back. CBS-TV and NBC Radio will be reprising programs of yesteryear, starting this summer. CBS-TV will begin its series titled CBS News Retrospective, presenting memorable documentary programs of the past. The first program on July 8 (6-7 p.m.) will contain three broadcasts of See It Now, covering the confrontations between CBS News correspondent Edward R. Murrow and Senator Joseph R. McCarthy. NBC's dip into nostalgia is a science-fiction radio drama series, X Minus One, carried originally on NBC's Radio in the mid-1950's. The series will be broadcast once a month on the fourth Sunday as part of Monitor in the 7:30-8 p.m. period, beginning June 24.
So You're Going to Shoot Newsfilm.
Leo Willette. Seven Seas Publishers, Arlington, Va. $4.50 (10% discount to Radio-Television News Directors Association members). This is a revised and illustrated edition of what was for 10 years the RTNDA's official newsfilm handbook. Mr. Willette, a former chairman of the techniques committee of RTNDA, describes the basic vocabulary and techniques of television camera work.

Introduction to Mass Communications.
Edwin Emery, Phillip Ault, Warren K. Agee, Dodd, Mead & Co., New York. This is the fourth edition of this introductory text to the communications industry. All aspects of the broadcast and print media are coherently defined and chronicled in a format designed for the beginning student. The authors have updated the text to include brief discussions of the broadening credibility gap between the media and the government, the pressures exerted on the media by consumer and minority interests, and the growth of public broadcasting and cable TV.

Your Right to Know.
Representative Charles Whitaker Jr. (R-Ohio), Random House. This book examines the arguments for and against newsmen's privilege legislation and traces the history of the issue. CBS News' Walter Cronkite wrote the introduction.

Kiss It Goodbye.
Shelby Whitfield, Abelard-Schuman Ltd., New York. $8.95. Primarily a resume of the 1968-1972 history of the Washington Senators and successor Texas Rangers, commentator Whitfield devotes a good portion of the book to his differences with owner Robert Short and the latter's directives to slant baseball broadcasts. It supposedly is part of the published reports that prompted Congress to want to examine such controls (BROADCASTING, June 11).

Broadcasting Publications Inc.

Broadcasting TELEVISION®
The newsweekly of broadcasting and allied arts.

EDITORIAL

SPECIAL PUBLICATIONS
Art King, director; Joseph A. Esler, associate editor.

ADVERTISING

CIRCULATION
Bill Crigger, subscription manager. Laurie Ender, Keween Keenan, Michael Kelly, Patricia Johnston, Jean Powers, Odell Jackson.

PRODUCTION
Harry Stevens, production manager. Bob Sander, production assistant.

ADMINISTRATION
Irv Miller, business manager. Susan Kwan, Lynda Dorman, secretary to the publisher.

BUREAUS


Toronto: John A. Porteous, contributing editor, 3071 Universal Drive, Mississauga, Ont., Canada. Phone: 416-625-4400.

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

Monday Memo
A broadcast advertising commentary by Larry Stropes, N. W. Ayer & Son, Denver

Personal bankers take a bow on television

In 1969, United Bank of Denver introduced the "personal banking" concept. A personal banker is one person to take care of all of a customer's banking needs. N. W. Ayer felt that this concept would appeal to consumers because they no longer have to see somebody about their checking account, somebody else about an auto loan, etc.

When this concept was introduced on TV stations throughout Colorado, each of the introductory television commercials contained a single, simple idea. One featured personal bankers "graduating" from their training, thus announcing the new service. Another told consumers that the "premium" at United Bank of Denver is not a pickle jar or popcorn popper, but a real live person who really can help. And still another carried the graduation theme again, showing how proud a personal banker's mother was that her son had become a valued professional.

After this personal banking introduction came a systemwide name change (the United Bank of Denver formed a bank holding company which now has 12 affiliate banks) and with it the installation of personal bankers in all United Banks. Initially, personal bankers outside of Denver had the name before they had the training...so the advertising at this time was very careful in the promises it made. The banks continued to train their personal bankers, and we were soon able to expand on advertising claims. Consequently, we began to tell people that personal bankers could help them with all their needs. We used a television theme which said that personal bankers were so able, so concerned, that customers began calling on them for everything (including changing their cat's diet...selling puppies and getting cats out of trees).

Later, the banks felt operationally prepared to use advertising to define the personal bankers' values in depth. We virtually reintroduced the personal banker on radio. The theme line was "in times like these, it's nice having your own personal banker." We showed the difference between having one man rather than a group of bankers helping with your banking transactions. We told people just why they needed a personal banker and how all the services of a full-service bank were now available from their own man at the bank. Finally, the most recent series of ads which used TV and radio evolved around "I think I need it." This campaign was developed to help strengthen the identity of personal bankers with United Banks and to show consumers that regardless of who they are, their banking problems can be solved by a personal banker.

Over these personal-banker years, United Banks have been doing research, measuring response to the personal banker since its inception.

We've learned a lot. For instance, we've seen steady growth in consumer awareness of personal banking and an understanding of what it is. We've learned that competition has tried to inject some confusion by imitating us, but we've successfully used advertising to help counter that problem. We've watched consumer opinions of the personal banker become more positive. As we've watched this process of growing awareness, understanding and association of personal banking with United Banks, we've seen that there is a logical, tacit acceptance on the part of United Bank customers that personal banking is, in fact, a good thing. However, we've become concerned about still another task for advertising: that of giving increased vitality to the concept; to make noncustomers feel more warmly that personal banking can be so helpful in their lives that they're willing to change banking relationships to get it. In summary, we've been searching for ways to make the personal banker more meaningful to people.

To help us in this goal, Ayer launched a project late last fall. It was partially research, partially for the generation of ideas. Its end goal was to help us better understand just how we could stage the personal-banking concept in the most meaningful way.

Ayer's New York-based advanced methods group did a thorough review of everything United Banks and its competitors had done regarding personal banking. This was followed with a series of consumer focus group interviews in Colorado that probed attitudes toward money and banks.

The next phase of the project involved assimilating all this information—the background of what had been done previously, a review of people's traits and drives relating to money and the results of the first series of consumer interviews—into two days of intensive meetings with people from the agency and United Banks. The meetings used the information to generate ideas and develop propositions to take back to still more groups of target-market consumers for their reactions.

We found that the personal banker is, in principle, highly appealing to our target market. For many reasons, though—some operational, others a result of communications—people seem to think that perhaps it's just a "gimmick." The market suspects that while it is a catchy advertising platform, personal banking isn't real; it doesn't exist.

Three central ideas seemed to emerge out of the research findings that would make the personal banker more "real and meaningful." The first had to do with making him an ombudsman, a friend in court representing the interest of the little guy in the big, cold bank. The second concept was that the personal banker should appear as a practical "man-about-town" as far as financial matters are concerned. He should not be sophisticated, but down-to-earth. He should appreciate the advantages being sought by members of the target market. He should talk their language. The third concept was that the personal banker should make the bank work better for people, solve the everyday problems people have with banks.

Advertising will play a major role in bringing these newest facets (which do exist in personal bankers) to life and make personal bankers more meaningful to people. This is the basis for and goal of our next advertising effort, which will involve continuing TV schedules with heavy penetration throughout Colorado.

Has personal banking been successful? The answer is yes—very definitely. The concept is still being introduced into all 12 United Banks. But United Bank of Denver, which has had personal bankers since 1969, has seen significant increases in customer traffic, new accounts and loan activity.

Loans outstanding have risen 54% since 1971. Personal checking accounts increased 55.8% from 1969 to 1972 and steady growth has continued over the past three years in other personal banking activities as well.

However, the most important criteria are customer satisfaction, profits and profit figures, indicate that personal banking is indeed a success.
1484-ft. structure was tallest in Florida.

WFTV TOWER COLLAPSES!

Orlando (Friday, June 8, 12:17 p.m.). During WFTV's Noon News the giant tower holding Channel 9's antenna collapsed killing two construction workers, injuring two others and causing an estimated $1.5 million in damage.

The tower, owned jointly by WFTV and WDBO-TV, held both of those TV antennas as well as the FM antennas for WDIZ and WDBO. Workmen were installing a Channel 24 PBS station antenna at the time of the tower collapse.

CHANNEL 9 BACK ON AIR IN 72 HOURS.

Orlando (Monday, June 11, 12:49 p.m.). WFTV Channel 9 returned to the air 72 hours and 32 minutes after its 1484-ft. tower fell. According to the station's General Manager, Walter M. Windsor, Channel 9's return to the air was a miracle performed by both staff and friends.

Southern Bell Telephone Co. arranged for the loan of a 240-ft. mobile restoration tower brought in from Rockdale, Georgia. Construction began immediately, and the tower was erected by Saturday evening. Channel 9 engineers obtained and hung a new antenna, transmission line and microwave dish. By late Sunday power and water service were restored, all had been installed and check-out procedures begun. At 12:49 p.m. Monday, WFTV was back on the air with a test pattern, and the station resumed normal programming with its 5:30 p.m. edition of the news.

By the time you read this, we will be in the second phase of restoration operating at 216 kw ERP from a tower 548 ft. a.a.t. What can anyone add to this remarkable story except to say thanks to one and all.

By Walter M. Windsor

General Manager, Channel Nine of Orlando

SIoux FALLS PUBLIC LIBRARY
SIoux FALLS, S. DAK.
Top stations.
Top markets.
Young people 12-24.
That's what Propa P.H. is after.
Prapo PH knows exactly the target audience for their skin care products. So they can recognize the value of the ABC Demographic Radio Networks.

The network they use (and the only network they use) is the ABC Contemporary Radio Network. It gives them the under-24-year-olds they want with broad reach and high frequency (our affiliates reach 44% of everyone 12-24 in a single week).

Just as important, we offer them the right commercial environment. Tuned-in, turned-on programming from top stations that tell us what special programming they need for their particular audiences. That's the American Way of Radio.

We learned a long time ago that the better the stations, the better the advertisers. We've got the best.

The Four ABC Demographic Radio Networks. Top stations in top markets. That's what we're made of.
CBS Evening News with Walter Cronkite, won an EMMY. Then, WTOP-TV's own Eyewitness News with Max Robinson & Gordon Peterson & a whole lot of other people won an EMMY. When you're in Washington, remember WTOP-TV... the best news you'll get all day... the first news you'll get each night.

Monday thru Friday
Eyewitness News 5:30-7:00 P.M.
CBS Evening News
7:00-7:30 P.M.
Domsat show is high note of NCTA’s all-stops-out convention

Teleprompter makes first ‘Spacecast’; other operators get together to plan own satellite consortium; CPI to buy services from Amsat

The seed for a brand new configuration of the cable-television universe was planted in Anaheim, Calif., last week. That it will eventually burst above ground no one would dispute. As to when and how, the answers are not yet apparent.

The history was made on Monday morning when the Teleprompter Corp. took it upon itself to cause the first nationwide cablecast—or “Spacecast,” to use the word in which that company sees a proprietary interest—from Washington to the convention center in which the National Cable Television Association was holding its 22nd annual convention. The first image ever to cross the land via a domestic satellite was that of Teleprompter’s chairman, Raymond P. Shafer, who was at that moment in the studios of KTLA-TV Washington. A few minutes later came the image of Carl Albert, the speaker of the House. And after that came a special program put together by Teleprompter to mark the occasion. This, however, was one occasion wherein the medium was indeed the message. It was an occasion reminiscent of Ed Murrow’s historic Pacific-to-Atlantic broadcast marking the first coast-to-coast terrestrial interconnection Nov. 18, 1951. The pictures then didn’t mean much either.

Curiously, not many in the convention center seemed inordinately stirred by the occasion. Hardwarewise, it’s difficult to surprise telecommunicators these days. And even many who admitted to some “gee whiz” at the occasion were skeptical that they were seeing the forerunner of a cable network that would be in place any time soon. As Time-Life’s Barry Zorthian put it during a panel session later in the week: “The potential [for cable networks] is still limited today. But I admit it’s on the come.”

It was evident that Teleprompter, for one, was out to do everything possible to see that that coming is sooner rather than later. That company is committed to the concept from Gov. Shafer through President William Brennan through Executive Vice President, Technological Development, Hubert Schlaffly through Robert Button, vice-president-in-charge-of space, and to Robert E. Barton, the engineer working the dials in the earth station parked outside the convention center (“This is a one!”—meaning a first—exclaimed Mr. Barton as the first transmission came down from the Canadian Anik II satellite). Teleprompter may have a satellite network of its own—albeit of limited dimension—going within the year.

And Teleprompter was not alone in the cable-satellite vanguard last week. The day before its demonstration, a few operators got together to discuss creating their own satellite consortium. By the end of the meeting 19 hands were in the air, each signing a $5,000 commitment to study the issue. Motive force behind that meeting was John Gwyn, vice-president of Cox Cable and 1971-72 chairman of the NCTA. That group will meet again in July to form an executive committee that, in turn, will embark on phase two.

Nor was that all the satellite news connected with the NCTA convention. Although, in a sense, they meant just more of the same, the record should show that a heavyweight boxing match from New York’s Madison Square Garden was transmitted into Anaheim’s Disneyland hotel and to cable subscribers in Long Beach and Newport Beach (two systems that also carried the morning cablecast). And that a Telesat film relayed via satellite from Toronto also was delivered to the convention hotels and the two cable systems. And that live Canadian Broadcasting Corp. broadcasts in both French and English were transmitted on Tuesday and Wednesday.

It should also show that another major cable-systems owner, Communications Properties Inc. of Austin, Tex., entered into an agreement with American Satellite Corp., Germantown, Md., for a seven-year contract to provide domestic satellite-communications services, along with microwave interconnect facilities. American Satellite had provided the uplink for Teleprompter’s demonstrations from Washington.

The American Satellite earth station for CPI will be located at Murphy, Tex., 20 miles northeast of Dallas. The company says it will also have earth stations located near New York, Los Angeles and Chicago by this fall.

Mr. Gwyn, in his comments at the
“satcon” (as one delegate dubbed the satellite consortium) meeting, emphasized that a collective effort was required to get the project off the ground. For any single company to go it alone would be a “bet-your-company” matter, he said.

But most of all, Mr. Gwyn stressed the imperativeness of a cable interconnect service. “Our utilization of many of the new services in cable’s future will depend on our systems’ ability to interconnect with originating locations many miles distant.” And, he noted, “One thing that has hurt cable in its efforts to date in bargaining for programing software is our lack of a coordinated subscriber base to use in bargaining for product—whether providing ‘the numbers’ for advertising, or being able to assure broad distribution for other reasons.”

But if some were calling it satcon, others simply were calling it network. Teleprompter’s Bob Button, in that same panel session at which Mr. Zorthian spoke, described an organization identical to the networks now serving conventional broadcast television: with programming departments, sales departments, station relations departments—and, beyond that, national spot sales departments to take care of adjacencies.

Most, however, felt that a cable-satellite network would be used first for pay TV, either of movies or sports or both. A number of other considerations stand in the way, however—primarily the television broadcaster and the theater owner, both determined to keep prime product out of the hands of the competition.

Another of Mr. Gwyn’s points at the organization meeting had to do with costs of such a satellite—at least to the extent of allaying fears they might be astronomical. One manufacturer has estimated a cost of less than $1.40 per subscriber per year, assuming a three-million subscriber base. And another has said its cost per hour would be $700-to-$1,000—regardless of the number of ground earth-station pickups and terrestrial distance between origination and cablecast points.

There are, of course, a number of cost, political and practical considerations that must be taken into account before the seed in Anaheim becomes a flower across the U.S. But Speaker Albert pushed them aside in his coast-to-coast remarks last week: “Events such as this one today have taught me to expect the spectacular from cable,” he said. “Although I have no idea how it can be done, I do not doubt at all the predictions [of what cable can do].”

**Burch to NCTA: May the best medium win**

He says it will be a contest between the networks and cable for programs and audience, and, he says, “it’s a good thing”

FCC Chairman Dean Burch, in his speech to the NCTA convention last week, said his message amounted almost to “unthinkable thoughts.” The message may have been that to broadcasters; to

---

**DOMESTIC SATELLITES**

![Image of Domestic Satellites](image1)

**DOMESTIC EARTH STATIONS**

![Image of Domestic Earth Stations](image2)

**TERMINAL HARDWARE**

![Image of Terminal Hardware](image3)

The facts of life in satellites and pay. These four charts, prepared by Hughes Aircraft Co. and presented by that organization’s Paul Vischer at last Tuesday’s NCTA session on cable networks, lay out both technical and financial considerations that will occupy the industry in years ahead. (1) The first shows the various satellite systems now in contention, and describes the technological configurations of each. (2) These are various earth-station designs that may be used in a domestic satellite system. The chart shows the cost of each and indicates the basic trade-off involved in such system designing—that is, the less expensive the ground station, the more expensive and powerful the satellite aloft. (3) This chart deals with the “black box”—subscriber terminals in the cable home. It, too, shows a trade-off factor at work: The more a terminal must do, the more it must cost. (4) These are the cost considerations involved in paying for terminal hardware, in terms of subscriber revenues needed to amortize equipment investment.
For it was a call to recognize that existing communications structures and markets are subject to constant challenge and radical change. The chairman was speaking specifically of cable's future in pay television, suggesting it was bullish and that commission rules and policies designed to protect over-the-air television against loss of programing to pay cable are not holy writ and should be re-examined.

He indicated that he at least, among the commissioners, feels that the cable industry deserves an unfettered shot at breaking the hold he said the three networks have on the program distribution system. That market is now "a tripartite oligopoly," he said, one that has been cornered "by more or less interchangeable products of probable mass appeal."

"Much of the public in all likelihood wants about what it gets," he said. "But is this all it wants? What I am suggesting is that, before this decade is over, that oligopoly may sustain a competitive challenge of which it has never been hitherto dominated."

And that, he said, is "a good thing." (If it is not, he added, he would want to get into the publishing business "because an awful lot of economics and civics text books are going to have to be rewritten.") But he also said that the outcome of such a cable-"oligopoly" contest is "unclear" and the success of no one is guaranteed.

Chairman Burch in past speeches to cable operators cheered them with statements to the effect that the time has come to get cable moving. He has often indicated that he favors the play of a free market to government regulation—but never to the extent he indicated in his speech in Anaheim last week.

Even then, however, he did not commit himself.

In noting the constraints on pay cable he mentioned as the most significant the "regulatory trade-offs built into our communications structures—cost/benefit calculations that have the effect of reserving certain program categories (or sports programs carried by over-the-air broadcast stations, for example) in return for certain public services (news and public affairs for example)."

And he said "it may well be that the costs and the benefits are in reasonable balance and that the public comes out way ahead under the status quo."

But, he added, "it may also be that we have simply drifted into the habit of assuming we know the answers—assuming that the fixed pattern of program distribution is only one or the best one or the clear public preference." He did not add, but might have, that the commission's antisiphoning rules as they relate to pay cable are currently under review.

With the advent of cable technology, he added, it may be that the time has arrived "for re-igniting some very fundamental questions and for not assuming that the answers are foreordained."

The chairman appeared to soften his position on the siphoning issue somewhat in answering questions after his speech. Asked whether he wanted a hands-off approach, he replied in the negative. "If we were starting with a clean slate [in dealing with media competition] that's how I'd vote, but we don't have a clean slate."

He also said that although everyone assumes it is a case of either broadcasting or pay cable, he does not. "I don't think [the advent of pay cable] will take away [from the existing media]. I think it will add to [the media mix]."

The chairman indicated he does not see a pay operation as the only or even the most significant string to cable-television's bow. Along with resolution of the fight over cable copyright liability (which he mentioned as his personal priority number-one but did not make too much of in his remarks), the evolution of cable's nonbroadcast services will be "the making or breaking of cable over the next 10, 20 years," he said. But most of the nonbroadcast services "are up for grabs and are simply "a matter of ingenuity in the utilization of channel abundance."

In introducing his "unthinkable thoughts," the chairman sketched this possible future scenario:

First, assume resolution of the copyright dispute to establish that cable pays for the product it uses. Then, assume cable penetration to a substantial level—say, up to 20 million total taps, by the end of the decade, the existence of feasible and relatively inexpensive interconnection facilities (satellite, in all likehood) and the potential for tying all households into one cable network.

Finally, on the basis of those assumptions, the program owners—the filmmakers, sports promoters and leagues, the MCA's and the Screen Gem's—get involved. "And the question of who outbids whom for what product, everything else being equal, is very clearly an open question."

But, of course, he said, everything else is not equal. There are commission rules to the contrary, "deeply ingrained audience participation [which amounts to a virtual assumption of a second Bill of Rights]," and "powerful political pressures that tend, if only through inertia, to carve both the rules and the expectations into stone." And then, too, there are those regulatory trade-offs.

Why raise such questions about preserving the status quo as against the wisdom of subjecting the "oligopoly" to challenge in the market place?

One reason, he said, is that in the months and years ahead, the commission will be required to make many critical decisions involving cable and broadcasting and other program-distribution systems, such as multipoint distribution, which involves the use of microwave. And, he said, "it would be literally tragic if these unthinkable thoughts were not to enter into the decision-making process. The FCC can no longer accept existing structures and existing markets as eternal verities: their 'truth' is subject to constant verification and revalidation—in the marketplace."

Foster charts wavemaking course for cable

As promised, he calls on industry to shake things up and make critical decisions involving cable and broadcasting, such as multipoint distribution, which involves the use of microwave. And, he said, "it would be literally tragic if these unthinkable thoughts were not to enter into the decision-making process."

Foster was going to strike a new stance of cable mania in Anaheim, and he delivered. Addressing the opening luncheon of the NCTA convention last Monday (June 18), the one-year-in-office president told his colleagues: "We are an industry of boat rockers."

And he ticked off these boats to rock:

- Television broadcasting.
- The motion-picture industry.
- Telephone companies.
- The educational fraternity.
- And "every regulatory assumption that the convenience of the established communications giants is more important than the interest of the public."

Mr. Foster had set his audience up by saying that cable adversaries "are never more vocal or more shrill" in their opposition to the medium's growth. "Scarcely a day goes by," he said, "without a prediction ... that cable is on the verge of destroying that wonderful, charitable device known as free TV. And into the case we are not asked to pity the poor networks, we are being told that cable will destroy the health of our downtown areas by darkening the beneficent, cultural influence of motion-picture..."
Like any entity, Mr. Foster also interested between fore and matter, interested is some, you get it distribution practices contrary to logic, they ought to be seeing. We are to be grateful for having the right to hang our cable on utility poles at an exorbitant price so that we can bring the public what the public is interested in having."

Having named his targets and proclaimed his intent, Mr. Foster then qualified his concept of what kind of boat rocker cable should be. Not the irresponsible kind, he hastened to say, but the responsible sort that "accepts the concept of governmental regulation, but will resist most strongly and impatiently regulation which tips the balance of competitive advantage in favor of other communication resources." Mr. Foster’s own translation of that resistance: "to seek changes both in the rules and in the procedures that have followed the so-called “consensus agreement” among broadcasters, copyright owners and the cable industry. As things stand now, the NCTA president made clear, cable has grown neither far enough nor fast enough since that agreement cleared the way for passage of the FCC’s cable rules, and he means to do something to speed up that process.”

“When I talk about this industry as a boat rocker,” Mr. Foster continued, “I am talking about an industry moving ahead so swiftly, so surely, so confident of its destination, that the waves created by its wake rock every other craft in the communications sea. As a responsible boat rocker, we proclaim that no other industry has either a God-given right or a constitutional right to a given share of the communications or entertainment market, nor does any industry have the right to luxuriate in a pattern of marketing and distribution practices contrary to the public’s needs and wants.”

Not only should cable rock boats, said Mr. Foster, it should also come out of the shadows on two developments that may cause the most trouble of all for its media competitors: pay cable and interconnection. He called both those subjects “delicate examples” of how CATV would encroach upon others’ territories, and said it was time to face up to that fact. "Let’s get it out in the open," he said. "Whether you call it pay TV, subscription channel-casting, premium programing or anything else, some boat-rocking is bound to occur in the arena of first-class entertainment and, yes, ultimately, sports programing.”

And referring to a meeting the day before between a number of cable operators interested in creation of a cable-satellite entity, Mr. Foster said: "If that sounds like a fourth network to you, that’s not too far wrong—except that it’s really the fourth through 20th network."

The first year of Mr. Foster’s stewardship did not coincide with “a particularly confidence-inspiring year,” he said. “The promise of the FCC’s Third Report and Order was buried in the procedural quagmire of certificates of compliance. The financial community responded to our hopes with a drastic reduction in capital values. The Justice Department has threatened our possibilities for combination and cooperation with an incomprehensible attack on a most logical merger [between Cox Cable and ATC], while all of our adversaries waxed sleek and eloquent.” Despite all, he said, it was a time in which the cable industry should have both great confidence and great pride. The Foster rationale: “Because . . . our hopes for the future . . . meet the needs of our nation’s people.”

**Some OTP thoughts on cable’s course**

_They seem to dwell on speculation about hardware, content ownership; Time-Life executive recounts ‘nightmare’ of Manhattan operation_**

A short course in cable—just over an hour long—occupied the attention of NCTA delegates Wednesday morning. Those listening closely thought they heard the general counsel of the Office of Telecommunications Policy tip that agency’s hand on the future. Describing a number of alternative routes that might now be prescribed for the medium, Henry Goldberg seemed to treat this one as largest among equals:

* A course that depended less on regulation than on broad policy guidelines.
* One that would follow from splitting the transmission rights of cable from the programing elements and putting them into common carriers.
* And, rather than making a single operator responsible for all channels, might split that responsibility among a number.

Such an OTP vision—if indeed it should emerge as an official choice—was but one among many sketched out for the delegates that morning. Not all were bullish. Decidedly bearish was Edgar P. Smith, of Time Inc., who traced that company’s decision to abandon the business and questioned whether it was not significant that so many others had too. Among them he named Triangle Publications, NBC and CBS (all by government fiat), United Artists, Westinghouse, General Electric, Foote, Cone & Belding, the Philadelphia Bulletin, General Instrument and RCA General. The exceptions, on Smith’s list, were Warner Communications, Gulf & Western and Cox Broadcasting.

Mr. Smith said the beginning of Time-Life’s “real educational nightmare” was its investment in Sterling Communications’s Manhattan cable operation—an association that ended after the outward flow of $30 million in T-L’s revenues. Mr. Smith went on to note that it’s going to take $10-15 billion of somebody’s money to wire the country, and said he felt that CATV’s return on investment was no longer sufficiently impressive to attract such sums. And, alluding to the possibilities of rate-of-return regulation on cable, he said that “nothing can chill the entrepreneur faster than a 7% return in a high-risk business.” Among the other highlights of that session:

* Cable operator M. William Adler’s (Western TV Cable Corp., Weston, W. Va.) observation that “the industry changed overnight, in 1960, when Irving B. Kahn came to town” with talk about pay TV, origination, satellite interconnection—“all the things we’re talking about today.”

* Attorney Harry Plotkin’s (Arent, Fox, Kintner, Plotkin & Kahn, Washington) description of cable’s "fourth phase" of regulation—in which the cable operators begin to see, seek and ask protection against the incursions of other services (such as hotel pay TV and multipoint distribution systems) into their territory.

* Edward A. Deagle Jr.’s (Cable Information Center, Washington) statement that “the idea of the wired-nation concept has gotten you hoisted on your own rhetorical petard” in dealings with municipal franchising authorities, and his advice that the cities are cable’s natural allies, and that the industry should be cautious about seeing to find regulatory havens elsewhere.

* Wally Baer’s (Rand Corp., Santa Monica, Calif.) estimation that an ex-
Wall AM - 92.7 FM
1340 AM - 92.7 FM
The Voice of Orange County
63 North Street
Middletown, New York 10940 - (914) 343-3917

April 5, 1973

Mr. Marlin R. Taylor
President
Bonneville Program Services
485 Madison Avenue
New York, New York 10022

Dear Marlin:

As we approach the end of our first year of separate FM
programming, I thought you would appreciate my candid
reactions. The Bonneville II sound has been exceptional.
The response to the music by our listeners and the results
for our advertisers is positively astounding. As a result,
our revenues have exceeded all projections.

Your service has been all you promised. The reliability
and quality provided surpass anything we could do locally,
and at a very fair cost. This has freed us to concentrate
on local news and public service to offer our listeners
a total, local sound.

We're proud to be a Bonneville II client. With your help,
we believe WALL-FM is one of America's great FM stations
today. We hope you are as satisfied with our sound as
are our listeners.

Sincerely,

James W. Brady, Jr.
President
Orco Communications, Inc.

Marlin the Magician

Let Marlin Taylor work magic for your station. For
information about Programme II Adult Music,
specially created for small and medium market stations,
contact Loring Fisher, Director of Marketing.

BONNEVILLE PROGRAM SERVICES
The Good Music Specialists
485 Madison Avenue, New York, N.Y. 10022

A Division of Bonneville International Corporation.
Why 901 agencies and advertisers know what's happening in radio.

901 agencies and advertisers use Arbitron (ARB) Radio Audience Estimates.

Because Arbitron radio reports are the single most important tool for anyone involved in buying radio.

These reports cover 154 markets.

99% of all national and regional radio spot billings.

Over 90% of the U.S. population twelve and over.

A tabulated sample of 122,000 persons.

And for the third time, the reports measured all local radio during a simultaneous survey period. You have one time-frame in which to compare and evaluate markets, and plan and allocate budgets.

With all of the above, the cost of Arbitron Radio Reports is surprisingly low.
Arbitron (ARB) Radio April/May 1973 Reports are available for the following markets:

*Denotes market being measured by ARS for the first time.

- Akron
- Albany-Schenectady-Troy
- Albuquerque
- Allentown-Bethlehem-Easton
- Altamna
- Amarillo
- Anchorage
- Appleton-Oshkosh
- Asheville
- Atlanta
- Augusta, Ga.
- Austin, Tex.
- Bakersfield
- Baltimore
- Baton Rouge
- Beaumont-Port Arthur
- Billings
- Binghamton
- Birmingham
- Boise
- Boston
- Buffalo
- Canton
- Cedar Rapids
- Charleston, S.C.
- Charleston, W.V.
- Charlotte
- Chattanooga
- Chicago
- Cincinnati
- Cleveland
- Colorado Springs
- Columbia, S.C.
- Columbus, Ga.
- Columbus, Ohio
- Corpus Christi
- Dallas
- Davenport-Rock Island-Moline
- Dayton
- Denver
- Des Moines
- Detroit
- Duluth-Superior
- El Paso
- Erie
- Eugene
- Evansville
- Fargo-Moorhead
- Flint
- Ft. Lauderdale-Hollywood
- Ft. Wayne
- Ft. Worth
- Fresno
- Grand Rapids
- Great Falls
- Green Bay
- Greensboro-High Point
- Greenville, S.C.
- Harrisburg
- Hartford-New Britain
- Honolulu
- Houston
- Huntington-Ashland
- Indianapolis
- Jackson, Miss.
- Jacksonville
- Johnstown
- Kalamazoo
- Kansas City
- Knoxville
- Lafayette, La.
- Lakeland-Winter Haven, Fla.
- Lancaster
- Lansing
- Las Vegas
- Lexington
- Lincoln
- Little Rock
- Los Angeles
- Louisville
- Lubbock
- Macon
- Madison
- Manchester
- McAllen-Brownsville
- Memphis
- Miami
- Milwaukee
- Minneapolis-St. Paul
- Mobile
- Montgomery
- Nashville
- New Haven
- New Orleans
- New York
- Norfolk-Portsmouth-Newport News-Hampton
- Oklahoma City
- Omaha-Council Bluffs
- Orlando
- Peoria
- Philadelphia
- Phoenix
- Pittsburgh
- Portland, Me.
- Portland, Ore.
- Providence-Pawtucket
- Raleigh
- Reading
- Reno
- Richmond
- Roanoke
- Rochester, N.Y.
- Rockford
- Sacramento
- Saginaw
- St. Joseph
- St. Louis
- Salinas-Monterey
- Salt Lake City
- San Antonio
- San Bernardino-Riverside-Ontario
- San Diego
- San Francisco
- San Jose
- Savannah
- Seattle- Everett-Tacoma
- Shreveport
- South Bend
- Spartanburg, S.C.
- Spokane
- Springfield-Holyoke-Chicopee
- Springfield, Ma.
- Syracuse
- Tampa-St. Petersburg
- Terre Haute
- Toledo
- Topeka
- Trenton
- Tucson
- Tulsa
- Utica-Rome
- Waco
- Washington, D.C.
- Waterloo
- West Palm Beach
- Wheeling
- Wichita, Kans.
- Wichita Falls, Tex.
- Wilkes Barre-Scranton
- Wilmington, Del.
- Winston-Salem
- Worcester
- York
- Youngstown Warren

☐ All reports

Check the reports you’re interested in, and mail this page to:

Mr. John Power
Director, Agency/Advertiser Sales
Arbitron
1350 Avenue of the Americas
New York, N.Y. 10019

Name_________________________Title_________________________

Firm_____________________________________________________

Address_________________________________________________

City_________________________State_________________________Zip_______
Preliminary. Even before the NCTA convention was officially under way last Monday (June 18), Mayor-elect Tom Bradley of Los Angeles (on chair) gave a select audience attending a Sunday VIP reception something to think about: “We (city administrators) are looking for ways of reaching more people. The more ways we have, the better off we are.” But, he said, city officials did not really understand the potentials of cable, and he indicated that—as president-to-be of the National League of Cities—he intended to improve that awareness. And at one point, Mr. Bradley made it clear he felt the cable bargain that had been struck in Los Angeles was too one-sided: “We were babes in the woods. I think we got taken.” Among those listening to Mr. Bradley was NCTA’s new chairman, Amos (Bud) Hostetter (far right).

Whitehead sees pay as key to networking in cable television
But message from Nixon stresses growth of cable should avoid disruptions of commercial TV

Clay T. Whitehead, director of the Office of Telecommunications Policy, said more backstage at the NCTA convention than he did from the podium. He walked into the “video environment” last Tuesday afternoon, and was soon engaged in video-taped conversation by Anda Xorats of a Chicago media group. A crowd gathered and a pointed, if polite, exchange disclosed these paraphrased Whitehead observations:

"The government always extracts some sort of commitment in exchange for its gifts [in this instance, public access]; no Congress is going to stand up for a right to program salacious material on access channels; cable will not have the same sort of monoply control that exists in conventional TV; there’s nothing wrong with preferential rates for nonprofit organizations in a common-carrier tele-

vision system as long as the operator has an opportunity to make the difference back elsewhere; if you get it free you become beholden to the guy or the govern-

ment who gives it to you; the development of specialized networks depends on the advent of pay cable; there ought to be a way for Joe Doe to come in off the street and plunk down his money to be on TV; it’s the government’s responsibility to insure nondiscriminatory access.

Mr. Whitehead, who took President Nixon’s greetings to the convention, said in his prepared remarks that the cable industry’s future is really up to the cable industry, not the government. “Government can go only so far,” he said. “The industry will have to decide whether to expand the range of programing and services presently available to the viewing public and ultimately take its place as a full-fledged member of the communica-

tions industry. Or whether, instead, to accept the view of many of cable’s detractors and remain simply an ancillary retransmission medium or merely as a purveyor of stale old films.”

President Nixon, in the remarks read for him by Mr. Whitehead, referred to television’s “true potential” for “significantly increasing the importance of the television medium for American viewers.” His message also described cable television as a “dynamic industry that can dramatically encourage citizens to use the television medium to improve the quality of their lives.” But it indicated he was not prepared to write off cable TV’s older brother. It said that in meeting the challenge the industry faces, its members will have to “lay the foundation for a future in which the cable and broadcasting industries will individually and jointly provide a wealth of quality information and entertainment program services.”

The President’s message also promised the White House’s assistance in seeking to establish policies “that help insure the stable, orderly growth of the cable industry while at the same time avoiding any serious disruptions in the existing level of television service.”
A BONE-CHILLING FESTIVAL OF SCI-FI/HORROR CLASSICS!!

AVAILABLE NOW...

For availability and price in your market contact: Alan Gleitsman - Alan Enterprises Inc.
17366 Sunset Blvd. Pacific Palisades, California (213) 459-2925

Exclusive Distributor for THE WALTER READE ORGANIZATION, Television Division
subscribe. A year from now, he forecasts, a feature film will gross up to $20,000 a week; not long ago, he said, a bill of two "ordinary" movies grossed $7,000. Optical's system provides various payment methods, from a $1.50-per-program charge to season tickets. Most customers lean toward the season-ticket buy, but, Mr. Nathanson said, this might be due to the novelty factor of pay TV.

Mr. Nathanson inveighed strongly against present and proposed antiphon- 

But big cities don't always mean big money for cable

NCTA forum agrees there is financing to be had, albeit at a dear price, but concludes that front money for urban systems will be hard to come by as bankers and investors go for small—and safe—systems

"I don't mean to be bearish," said Benjamin Lenhardt Jr. of the First National Bank of Chicago. He had just told a morning eye-opener session at the NCTA convention that his bank would raise its prime rate from 7 3/4% to 7 5/8% the following day (Tuesday, June 19), and that "we think it will go to 8 by year-end and perhaps to 8 1/2 in 1974." Remarkably, neither groans nor gnashing of teeth greeted his news. By now, cable expects to have a hard time raising money. But, somehow, it also expects to get it.

If there was a consensus between the bulls and the bears in Anaheim last Mon-

The Hughes operation and systems. Its pro-

To the going concern, that's a big factor of money always working, and because the urban cable systems are relatively small, many lenders may not find the deal sufficiently attractive. On the other hand, if you want to borrow multiple millions for constructing sys-

Two that's a new kind of cable, you're a high risk.

The big question is the cities. Every-

But, because of the cable Gene- system, he said, 290 new customers have been sign- ed up for the system. In another 10,700-subscriber sys-

Trends in the cable industry. eastern Pennsylvania cable systems. They represent a 25% penetration of those cable markets.

Mileti of the Cleveland Indians. Mr.

Mileti and Mr. Levin agreed that the pay TV system, as contrasted to other systems that lease channels from CATV systems. Its pro-

Cable operators were especially excited by one convention participant: Nick Mileti of the Cleveland Indians. Mr. Mileti reported that the home games of his American League baseball club are on a CATV system in Akron, Ohio. The away games are carried on a TV station in Cleveland. It's all a matter of negotiat-

Bob Hughes, Communications Proper-

tion of cable's pay TV attract new customers. In one 15,000-customer system, he said, 290 new customers signed up for the cable due to the pay-TV feature. In another 10,700-subscriber sys-

CABLE OPERATORS WERE ESPECIALLY EXCITED BY ONE CONVENTION PARTICIPANT: NICK MILETI OF THE CLEVELAND INDIANS. MR. MILETI REPORTED THAT THE HOME GAMES OF HIS AMERICAN LEAGUE BASEBALL CLUB ARE ON A CATV SYSTEM IN AKRON, OHIO. THE AWAY GAMES ARE CARRIED ON A TV STATION IN CLEVELAND. IT'S ALL A MATTER OF NEGOTIATING, HE SAID.

THEATER-OWNER OPPOSITION TO PAY MOVIES ON CABLE WAS EXPRESSED BY MARTY NEW- MAN OF THE NATIONAL ASSOCIATION OF THEATER OWNERS. HE SAID THAT THEATER ATTENDANCE DROPS DRASTICALLY WHEN MOVIES ARE OFFERED TO CATV SUBSCRIBERS. IN WARREN, PA., HE SAID, THE LOCAL MOVIE HOUSES MOVED TO 50% OF THEIR CAPAC-

THEATER-OWNER OPPOSITION TO PAY MOVIES ON CABLE WAS EXPRESSED BY MARTY NEWMAN OF THE NATIONAL ASSOCIATION OF THEATER OWNERS. HE SAID THAT THEATER ATTENDANCE DROPS DRASTICALLY WHEN MOVIES ARE OFFERED TO CATV SUBSCRIBERS. IN WARREN, PA., HE SAID, THE LOCAL MOVIE HOUSES MOVED TO 50% OF THEIR CAPACITY WHEN A FIRST-RUN FEATURE WAS BEING CABLECAST. HE ALSO SAID THAT IN TIME THERE WOULD BE ADVERTISING ON THE PAY-CABLE CHANNEL—A PREDICTION IMMEDIATELY REJECTED BY BOTH MR. NATHANSON AND DORE SCARY OF THEATREVISION.


Broadcasting June 25, 1973
Color TV cameras from Gates

PE-400 live color TV camera.
Outstanding color fidelity. Excellent pick-up tube life. Automatic contrast gain control reproduces high contrast areas. Simplified setup and registration.

TE-201 live color TV camera.

PE-245 color TV film camera.
Praised for excellent performance and reliability. Proven basic design enhanced by new solid-state preamps with S/N ratio of 50 db. Automatic contrast control compensates for film variations.

TE-202 color TV film island.
Integrated film island offering highly stable, reliable performance at low cost. Easy setup, hands-off operation.

HARRIS GATES DIVISION
Quincy, Illinois 62301, U.S.A.
201. BROADCASTING YEARBOOK, the one-book library of all TV facts—the practically indispensable reference work of the broadcast industry. 1973-74 Edition. An excellent item. $7.50

203. THE LIGHTER SIDE OF BROADCASTING, a selection of 124 Sid Hartman reprints from BROADCASTING Magazine. An excellent item. $5.50

204. AUDIO CONTROL HANDBOOK, 6th Edition by A. William Blume and Rodger J. Ross. This updated handbook for audio control operations. 100 pages, 6 1/4 x 9 1/4", 105 photos, 40 diagrams. $16.00

205. BROADCAST JOURNALISM, an introduction to News Writing by Mark W. Hall. Covers all basic rules of radio-television writing, style, techniques. For student and practicing professional. 106 pages, 6 1/4 x 9 1/4". $6.95

206. BROADCAST MANAGEMENT, Radio and Television by Ward L. Leete and Rodger J. Ross. Comprehensive exploration of all of the management aspects of U.S. broadcast stations. 272 pages, 6 1/4 x 9 1/4", charts, index. $8.95

207. CLASSROOM TELEVISION: New Frontiers in ITV by George N. Gordon. When to use interactive television—how to use it, and how not to use it. 320 pages, $8.95 x 13 1/2 ill. $12.95

208. COLOR FILM FOR COLOR TELEVISION by Rodger J. Ross. Currently available color films and processes which enable television producers to meet different program requirements. 200 pages, 6 1/4 x 9 1/4", 75 diagrams, 7 photos. $10.00

209. COLOR TELEVISION: The Business of Color-casting edited by Howard W. Coleman, A. C. Huesey. An excellent expert in the field. A thorough appraisal of this important medium emphasizing the business angle. 228 pages, 6" x 9", 2 color pages, illus., charts, diagrams. $8.95

210. DOCUMENTARY FILM by Paul Rotha, S. Road and R. Griffith. This reprint of the third (revised) edition again makes available the classic book on the world documentary film movement. 476 pages, 5 1/4 x 8 1/2", with 64 pages of photos. $10.00

211. DOCUMENTARY IN AMERICAN TELEVISION: Planning and Production, 1920-1940 by Robert L. Hilliard. Critical examination of the documentary movement in American television. 312 pages, 6 1/4 x 9 1/4", illustrated, appendix, notes. $8.95

212. FACTUAL TELEVISION by Norman Swallow. The role of television in public affairs, the arts, education, examined by a distinguished British producer. 216 pages, 5 1/4 x 8 1/2", index. $7.50

213. THE FOCAL ENCYCLOPEDIA OF FILM AND TELEVISION: Techniques edited by Raymond Spottiswoods. Major reference work of 10,000 entries—will eventually comprise three or four volumes. 1,124 pages, 6 1/4 x 9 1/4", 1,000 diagrams, index. $37.50

214. THE PROFESSIONAL 16mm/25mm CAMERAMAN’S HANDBOOK by Verne and Sylvia Carlson. A concise but comprehensive guide for the professionals as well as amateur, organized so that it can be used right on the job. 284 pages, 5 1/2 x 8", 122 halftones and line drawings. $15.00

215. RADIO BROADCASTING: An Introduction to the Radio Medium by Robert L. Hilliard. The basic principles of modern broadcasting, from programming to performing, presented by five distinguished broadcast educators. 192 pages, 6 1/4 x 9 1/4", illus., sample scripts, notes, bibliogaphy, index. $6.95

216. RADIO PROGRAMMING IN ACTION: Realities and Opportunities edited by Sherrill W. Taylor. A thought-provoking examination of current radio programming— including news, public service, music, FM and sports—by 27 broadcasters from all over the country. 192 pages, 6 1/4 x 9 1/4", index. $6.50

217. RELIGIOUS TELEVISION PROGRAMS: A Study of Relevance by A. William Blume. This study was commissioned by the Television Information Office and concentrates on the local level. 232 pages, 5 1/4 x 8", eight pages of illus. $4.95


219. TELEVISION COMMERCIALS: How to Create Successful TV Advertising by Charles Anthony Weinwright. The first comprehensive, do-it-yourself book to give insight into the creative aspects of commercial television. 200 pages, 6 1/4 x 9 1/4", 100 illustrations, index. $6.95

220. TELEVISION: THE CREATIVE EXPERIENCE edited by A. William Blume and Roger Manvell. Provocative essays and dialogues by leading writers, producers, directors, producers and technicians. 320 pages, 6 1/4 x 9", index. $7.95

221. THE TELEVISION DILEMMA: Search for a Solution by Yale Yoe. This forthright book examines the realities of broadcasting, both commercial and educational, and the influences that motivate it. 176 pages, 5 1/4 x 8", bibliography, index. $4.50

222. THE TELEVISION DIRECTOR/INTERPRETER by Colby Lewis. This book describes how the director is the interpreter of the program action to his audience. 256 pages, 6 1/4 x 9 1/4", illus., index. $6.95

223. TELEVISION IN THE PUBLIC INTEREST: Planning, Production, Performance by A. William Blume, John F. Cox and Gene McPherson. Practical information and LSD approach—how the layman may make better use of TV for public service causes and projects. 192 pages, 6 1/4 x 9 1/4", 88 illustrations, glossary, index. $6.95

224. TELEVISION NEWS, 2nd Edition, Revised and Enlarged by Irving F. Fang. Revised throughout and revised, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism, 384 pages, 6 1/4 x 9 1/4", about 100 illustrations. $12.95

225. UNDERSTANDING TELEVISION: An Introduction to Broadcast by Robert L. Hilliard. Provides a basic understanding of the various areas of television broadcasting. Each of the chapters is written by an expert in that area. 192 pages, 6 1/4 x 9 1/4", 75 illustrations, notes, bibliographies, index. $6.95

226. THE WORK OF THE FILM DIRECTOR by A. J. Reiner. Gives the beginning filmmaker the creative and technical knowledge and understanding he needs to carry out the director's function. Covers basics of editing, screenwriting, music, sound, camera movement and on-the-set and location techniques. 256 pages, 6 1/4 x 9", over 100 illustrations, diagrams, bibliography, index. $13.50

227. THE WORK OF THE TELEVISION JOURNALIST by R. W. Tylor. Describes every job from writer and producer to that of cameramen, recordists, film editor and newscaster. Invaluable as a basic primer for all newcomers to television—student and professional. 176 pages, illustrated, glossary. $11.50

228. WRITING FOR TELEVISION and RADIO, 2nd Edition by Robert L. Hilliard. Emphasizing the "bread-and-butter" aspects of the writer's craft in the mass media, this is also practical for home study, 350 pages, 6 1/4 x 9 1/4", with sample scripts and applications, index. $7.95

229. THE TECHNIQUE OF DOCUMENTARY FILM PRODUCTION, Rev. Ed. by W. Hugh Beddowley. Covers aspects of production of the factual film. 268 pages, 5 1/4 x 9 1/4", 72 diagrams, illustrations, glossary. $10.00

230. THE TECHNIQUE OF FILM AND TELEVISION MAKE-UPS. For Color and Black & White—Revised Edition by Vincent J.H. Kehoe. "First in its field—a thorough-going study of actual techniques for both NBC and ABC Art Direction. 288 pages, 6 1/4 x 9 1/4", over 200 illustrations, appendices, bibliography, index. $16.50

231. THE TECHNIQUE OF LIGHTING FOR TELEVISION AND MOTION PICTURES by Gerald Millerson. Explains how to display subjects persuasively, how to set about lighting in all its artistic applications. 376 pages, 5 1/4 x 8 1/2", 83 diagrams, 8 color plates, 20 black-and-white photographs. $17.95

232. THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition by Alex Nibetter. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thump, has the latest technological developments. 558 pages, 5 1/4 x 8 1/2", $24 diagrams, glossary. $14.30

233. THE TECHNIQUE OF SPECIAL EFFECTS IN TELEVISION by Bernard Wilkins. A unique, pioneering and astonishingly comprehensive book that covers everything one needs to know about "special effects" from popping champagne cork to bullet and bomb effects. 400 pages, 5 1/4 x 8 1/2", 200 half-tones, 40 diagrams, appendix, index. $16.50

234. THE TECHNIQUE OF TELEVISION ANNOUNCING by Bruce Lewis. A manual for all who appear or hope to appear on camera. 288 pages, 5 1/4 x 8 1/2", index. $10.00

235. THE TECHNIQUE OF THE TELEVISION CAMERAMAN, Revised Edition by Peter Jones. Deals at length with composition, movement, the essentials of good camera technique, lighting, special problems of remote, etc. 256 pages, 5 1/4 x 8 1/2", 79 diagrams, glossary, index. $14.50

236. THE TECHNIQUE OF TELEVISION PRODUCTION, Revised Edition by Gerald Miller. The latest techniques, including color. TV is included in this encyclopedic handbook. 440 pages, 5 1/4 x 8 1/2", 1160 diagrams. $14.50
Launched. One new cable MSO appears to have gone into business with its financial problems solved in advance. It is Century Communications Corp., whose creation was announced during the NCTA convention last week by Leonard Tow, an ex-Teleprompter executive who will be the company’s president and chief executive officer, and by John W. Joannis, chairman of Powerantz of Jerrold Electronics Corp., who said, "We, like banks, also act as a bridge to the cable industry." Among the advantages of Jerrold lending, he said, is that it doesn’t require fees, kickers, compensating balances or prepayment penalties. Mr. Joannis said new systems began with manufacturer financing and later went on to more conventional lenders when they became established.

Another who had to be counted among the bears was Robert Todd of Teleprompter—a company other speakers cited as being in an enviable financial position due to its industry rank and its success in acquiring extensive lines of credit. All the same, Mr. Todd projected the industry would need $2 billion in financing in the next two years—half of that for new construction, the rest for rebuilding systems, building those “black boxes” (such as $25 million this year, Mr. Tow said. Sentry is said to stand ready to advance still more capital to the joint venture if circumstances warrant. William M. Kraus, a senior executive officer of the Sentry group, will be chairman of the new company. Mr. Tow was a vice president of Teleprompter from 1965 until earlier this year. He left the company as senior vice president for corporate development. Executive offices for the new venture will be in Stamford, Conn.

New chairman’s aims: cable-angled copyright, lighter FCC restrictions

Amos B. Hostetter, the new chairman of the NCTA, has two items at the top of his list for his organization: copyright (see page 39) and a resolution of what he termed the “overlapping roles” of federal, state and local regulation (see page 38).

On the first, Mr. Hostetter, executive vice president and a co-founder of the Boston-based Continental Cablevision Inc., hopes to lead the association into the promised land of the copyright bill (S-1361) sponsored by Senator John McClellan (D-Ark.), which includes a cable section providing for compulsory licensing, a fixed schedule of fees running on a graduated scale, and other goodies the cable industry supports and copyright owners oppose. On the overlapping issue, Mr. Hostetter will be trying out the mandate of his membership: federal pre-emption of CATV regulations.

He also aims to spur the FCC into revising its current nonduplication rules, as well as instituting a publicity-educational promotion pointed at “the wolves of existing distribution interests.” Mean-
Prevailing sentiment among cable operators: give it to Uncle Sam

Federal control of all regulation is seen as desirable alternative to diffusion of jurisdictions

Weary of coping with three-tiered regulation by federal, state and municipal governments, CATV owners are giving for a campaign to persuade FCC, or the Congress, to preempt all cable jurisdiction.

That sentiment was repeatedly expressed by panelists and speakers at the NCTA convention last week. The convention's attitude was expressed in the vigorous applause that greeted a statement by Representative John E. Moss (D-Calif.), a member of the House Commerce Committee, that he was preparing to introduce legislation to give the federal government complete authority over CATV.

(While Representative Moss was promising legislation, the unrelated Senator Frank Moss (D-Utah) was introducing a bill to make the FCC the primary agency of cable regulation, though leaving some carefully defined functions to states and their subdivisions. It is regarded as the NCTA's model bill [see story, this page].)

Running parallel to the move to enlarge federal jurisdiction is a secondary effort to get uniformity in state regulation, which is developing in several directions.

But that federal assumption of jurisdiction is the favored objective was evident when Mr. Moss drew more applause by terming the federal-state-local regulatory posture "unwieldy in the extreme, confusing to all participants and busy creating almost as many problems as it solves."

Mr. Moss also won plaudits when he stated that no prohibition should be imposed on newspaper publishers or TV broadcasters in ownership of CATV systems. He also said that he was opposed to monopoly anywhere.

Another congressman who expressed sentiments the cable audience found welcome was Representative Charles E. Wiggins (R-Calif.), a member of the House Commerce Committee, who stated that CATV must be treated "as a full and equal partner" with all other communications media. And he elicited bravos from the audience when he said that CATV regulations seemed to be carved to protect other communications entities.

But, Mr. Wiggins added, he is disturbed that cable TV accepted without a stronger struggle the FCC mandate for access channels. He also was among the California representatives who discussed CATV regulation.

Morris Tarshis of New York City's board of franchisers that conventional CATV faces "layer on layer" of regulation, with municipal jurisdiction being whittled down by the FCC and the state commission entirely cut out of the picture. He said that he is "dissusted" with the complications that have grown up around cable regulation and that he planned to recommend that New York establish franchises for simple, closed-circuit broadcasting systems that will provide no off-the-air TV signals—only such services as pay TV, public services, education, and access channels. This, he said, will keep the federal government and probably the state out of the regulatory area.

The complications stemming from three-tiered regulation were mentioned again and again by various other participants. Yolanda Barco, an attorney and associated in the ownership of the Medaville, Pa., cable system, noted the various orientations of the regulatory bodies are building into a complication "that may sink CATV." This same sentiment, that CATV regulation is building toward "an impossible situation... a regulatory mess," was expressed by cable pioneer Bruce Merrill, president of Ameco Inc., who called for federal pre-emption and, perhaps, a move to impose uniformity in state regulation. Tom Housek, a Chicago lawyer and one-time FCC member, also called for federal pre-emption due to the lack of regulatory consistency among the FCC, the states and municipalities. Robert V. Cahill, a Washington lawyer, termed the franchising process "horrendous."

Steve Effros of the FCC's Cable Bureau pleaded for cooperation among the warring parties. He acknowledged that the FCC's cable rules are vague and ambiguous, but he said this was done purposely to permit flexibility and innovation.

Moss bill would put FCC as plenary power over cable regulations

Senator Frank Moss (D-Utah) has introduced legislation that would give the FCC jurisdiction for the regulation of cable television and would empower the commission to delineate areas of federal, state and local responsibility.

The measure (S. 2015), co-sponsored by Senator Vance Hartke (D-Ind.) and introduced May 18, asserts that the FCC "shall have plenary regulatory jurisdiction over CATV systems" in areas including—but not limited to—"the origination of programing; the maintenance of technical standards; size and ownership restrictions; pole and duct rates and practices; the setting of franchising standards, use of nonbroadcast channels; and coordination of interconnection and technical compatibility."

The bill also would permit the FCC to authorize the regulation of cable systems by states and by municipalities. Proper regulatory matters for the states, it says, are "supervision and enforcement of the franchising process; safety regulation; enforcement of antitampering regulations; and acquisition and use of easements."

Areas of authority for political subdivisions, it says, are the authority to award, renew, revoke, and regulate the transfer of franchises; the supervision of construction and performance; and the supervision of rates and charges to subscribers. States and municipalities would be
directed to clear their regulations with the FCC before implementing them.

In introducing the bill, Senator Moss said that the commission's "nonpre-emptive federal regulatory program" allows experimentation and flexibility. "However," he added, "the great latitude left to the cable operating bodies, especially the states, has resulted in attempts to impose entirely unsuitable forms of regulations on cable television." And, he said, "a total lack of regulatory uniformity between jurisdictions appears likely." Uniform regulatory guidelines will greatly aid the development of cable, he said.

As copyright goes, so will go cable

That's Hostetter's conviction as he renames Stern to head NCTA's negotiating committee

Copyright, although not on the official agenda at the NCTA convention last week, was nevertheless much on the minds of the operators. In fact, Amos B. Hostetter, Continental Cablevision Inc., new chairman of the association, told his members in his "inaugural" speech that a resolution of the copyright issue is "the absolute prerequisite for this industry's continued growth."

And responding to questions at a news conference at the end of the convention, the NCTA chairman said he intended to reappoint Alfred R. Stern, Warner Cable, as chairman of the association's copyright negotiating committee, despite some question of a potential conflict of interest. Warner Cable is one of the components of Warner Communications Inc., which also includes motion-picture producer Warner Bros. Mr. Hostetter said he was doing this in the interests of continuity of the cable negotiations and because he has so high a regard for Mr. Stern's integrity.

The impasse between motion-picture and cable negotiators on copyright is principally over fees. How far apart the two industries remain was made public by Charles E. Walsh, NCTA attorney, who reported that the motion-picture representatives had asked for 16 1/2 per cent of gross as copyright payment, while the CATV negotiators had offered 1 1/2 per cent. Mr. Walsh suggested that hearings on the NCTA-backed McClellan copyright bill, which includes a CATV section calling for compulsory licensing and a schedule of fees, might be held this summer, hopefully with passage by the Senate by year's end. That bill would then go to the House where, if cable hopes are realized, it would be enacted next year.

Balm to cable TV owners came from two California Republicans during a session on federal legislation (see page 38). Representatives George E. Danielson and Charles E. Wiggins both said they supported the McClellan bill, with the former noting that he particularly favored the provision that calls for a periodic review of the fee schedule, and the latter saying he feels the McClellan bill embodies principles that are "fair and good."

The gear for pay, two-way service stars at NCTA

But market for all kinds of cable equipment is brisk

There were 173 exhibitors of cable hardware at the National Cable Television Association convention last week. They showed everything from connectors to towers and expressed general pleasure with the volume of traffic and quality of interest. But those showing interactive home-terminal devices were the principal centers of attraction.

It is the home terminal that will provide pay-cable service, in addition to other two-way services. Here are some of the systems that were shown:

Optical Systems demonstrated the type of equipment it has had in use for nearly four months on Mission Cable in San Diego. Optical's "black box" in the subscriber's home is activated by insertion of a ticket in a slot. The action unscrambles the pay program. At last year's NCTA convention, said a company official, "We couldn't give it away." This year, he added, "Everybody wants it yesterday." Basic costs to subscribers include a $20 deposit for the "black box", $12 for a yearly maintenance, and $6.50 for a monthly movie package. Optical systems in its first 110 days has 5,200 subscribers and says about 80% of those who receive demonstrations agree to subscribe.

Jerrold showed its Communicom, a computer at the head end of a cable system which interacts with a terminal in the home. Through the subscriber terminal, which looks much like a pocket calculator, it is possible to furnish point-to-point merchandising, computer-aided instruction, opinion polling and other functions that involve a digital response. The Jerrold system is not yet in use in the field, but future marketing plans call for participation with five unnamed multiple-system operators who will test Jerrold's system.

The Tocom (Dallas) system consists of three primary elements: a computer-controlled central data terminal; varying numbers of remote terminals located in the homes; and a bidirectional cable distribution system. The key to the system is the central data terminal which is capable of monitoring 60,000 remote terminals every six seconds. Tocom has been experimenting with prototypes for over three years. On May 23 Tocom announced that it had contracted for 7,000 of its home terminals for a cable system in Golden Hills, Ariz. Company officials say this is the first sale of its kind, and services offered will include pay television, opinion polling, fire-burglar-emergency-assistance alarms, meter reading and terminal-control functions.

The Magnavox interactive system is essentially a two-way system that can be used in a one-way configuration. Among the advertised features of its premium TV system is push-button acceptance of programming by subscribers, provision for incremental billing during special events, elimination of telephone interconnection or telephone ordering, and the opportunity to preview programming before it is selected. At the heart of the Magnavox system is the interactive data-exchange module (IDEM), an on-line switching center for commands and codes from the subscriber terminal. The IDEM stores subscribers' billing information until it is collected or retransmitted to the head-end. Only one IDEM is required for every 32 subscribers.

In other types of equipment displays time-base correctors were big items. Consolidated Video Systems, Santa Clara, Calif.; and Television Microtime, Bloomfield, Conn., introduced products that were of widespread interest. Although the systems differ in techniques, they both correct time-based problems in video tape which result in video tearing, flagging, picture rolling and hue shifts. This development will allow cablecasters to use almost any type of video tape from quarter-inch up. Cheaper, more versatile origination could result as previously unusable low-cost video-tape recorders may be employed.

Another boon in program origination could be signaled by the Kodak super 8 video player, VP 1. The video player can play color and sound super 8 movies over a standard television receiver or through a cable-television system. It will permit reductions in the needs for such items as film chains, and the cost, when
An exiting Brennan keeps planning. Teleprompters' William J. Brennan ended his term as NCTA chairman with a call for a national-local public-service efforts that would make friends and influence people for the cause of cable. Mr. Brennan, who spoke at the opening session in Anaheim last week, said a recording facility is expected to be established on Capitol Hill in Washington where lawmakers can tape messages for cable playback in their home communities. NCTA members will be urged to have compatible one-half inch helical playback equipment on-line to play the tapes. Mr. Brennan also suggested a member of the NCTA board be named liaison to the American Revolution Bicentennial Commission to work out ways in which cable systems could assist in the 1976 observance of the nation's 200th birthday. Among Mr. Brennan's other recommendations was an effort for better contact with the FCC.

it is marketed in late 1973, should be somewhere around $1,195.

RCA showed a 25-inch color-television receiver with a 24-channel tuner. The sets have mid-band frequency capability which could eliminate the need for set-top converters and A-B switches on the back of the set. The tuner can also hold and pinpoint the correct picture signal level on every channel.

Other technical notes of interest include introduction of MetroCom by Theta-Com, Los Angeles, which provides for a computer system capable of providing up to 18 automated channels, and a half-inch color cartridge video recorder introduced by Sibbaden, Japan, which can take color cartridges containing up to 30 minutes playing time.

Exhibition space was in great demand, record numbers oflookers and shoppers showed up. One exhibitor expressed interest in the diversity of the convention goers, another noted the appearance of venture capitalists, and a third was surprised to see all the Europeans. One exhibitor stated that he expected to expand his floor space for the next convention even though rates would increase from $5.50 to $6.00 per square foot at the Conrad Hilton in Chicago next year.

Local sales helping to pay cable's way

Success stories in advertising recounted at Anaheim, but all stress need for professionalism

"Findlay, Ohio, is a scant 15 miles from Fostoria—and now you know where we are," began Jeffrey Jones, program director of the CATV system in that Buckeye town, to a more or less somber early morning audience at the NCTA convention last week. But, he added, the Findlay cable system is selling advertising at the rate of $80,000 yearly—a statement that immediately awakened those attending the session, entitled "Advances in Cablecasting."

Mr. Jones, an alumnus of several years of public-TV experience, said he has a local origination channel that programs three hours nightly (from 7 to 10 p.m.) and whose audience rating is 12.5 (that percentage of the available audience watching TV on the cable is tuned to the origination channel).

That $80,000, Mr. Jones said, still puts the 9,000-subscriber system in the red; the origination budget is $120,000-$140,000 annually. But, he stressed, it shows what can be done in selling spots on cable TV.

One thing is essential, Mr. Jones emphasized: professionalism—in staff, in equipment and in production values. And above all, he said, involvement in the local community.

Another success story in cable-TV advertising was related by Frank Thompson who runs the 90,000-customer El Paso, Tex., system that is principally owned by Teleprompter. Mr. Thompson said he was billing at the rate of $15,000 monthly, aiming programs at women, children and even the midnight-to-6 a.m. audience. Sure, it’s expensive, Mr. Thompson, a CATV veteran, said, but in order to attract viewers cable operators must spend money.

Mr. Thompson also stressed the need for professionalism, including, he added, a trained sales manager to supervise salesmen. And, he emphasized, it calls for what he termed "originalization."

A third success story on cablecasting came from John Cardenas, now with Napa Valley Cablevision in Phoenix, who told cablemen about his origination activities when he was managing the 12,000-customer Santa Rosa, Calif., system. There, he said, he was selling announcements in the weather-scan channel and billing at the rate of $2,000 monthly.

According to the NCTA more than 600 cable systems are now involved in some sort of local origination.

Ledbetter makes a case for multiple franchises

Consultant says splitting system within city would help smaller groups and minorities

Theodore S. Ledbetter Jr., a Washington telecommunications consultant and president of Urban Communications Inc., Washington, stepped on a few toes last week at the NCTA convention in Anaheim, Calif. Mr. Ledbetter, a participant in a panel on franchising, plumped for a policy of multiple franchises in a city, rather than a single franchise for an entire community.

This startled some fellow panelists whose orientation was the traditional cable industry one of opposition to more than one franchise in a community. But Mr. Ledbetter stuck to his guns and through the force of his logic and the ring of his rhetoric brought applause from his audience.

The case for multiple franchises, Mr. Ledbetter argued, is that it makes it easier for smaller groups and minorities to secure franchises and to build systems with smaller investments. He suggested that city CATV franchise districts be limited to 40,000 to 50,000 households, and that one requirement be that the several CATV systems in a city be required to interconnect. "We don't want to have segregation in CATV," smiled Mr. Ledbetter who is black.

The issue of minorities was also raised by FCC Commissioner Benjamin L. Hooks, who warned cable companies that they, like broadcasters, must live up to the equal-employment rules that the FCC has invoked.

But by and large, participants in the panel on franchising spent most of their time decrying the "over promises" that have been made by CATV applicants (Hugh Flaherty of Teleprompter); the "knuckling under" done by cable applicants to unreasonable demands in city ordinances (Marc Nathanson of Harris Communications); a comment that if a city demands too much, "don't play" (Bowman Cutter of Cable Information Center).

The group also heard a proposal from Frederick W. Ford, Washington lawyer, one-time FCC chairman and a former president of the cable association, that cities adopt a form of comparative hearing along the lines of those conducted by the FCC, including the use of the same comparative criteria.

Mr. Flaherty also supported his company's, and the NCTA's, advocacy of a proposal that franchise fees be increased from the current 3% to 5% of gross revenues payable to cities, with the extra 2% being used to establish a fund for the use of public-access groups. Unless they are funded, Mr. Flaherty said, "public access is going to die."

He also noted that such a policy, if adopted, would require the appointment of some sort of "peer" group to make decisions on who gets on the access channel, and when, and whether or not any material should be banned.
Latino group seeks voice in cable growth

Last-minute spot on NCTA agenda given, but attendance is sparse

A group of minority activists who met last month with the FCC (Broadcasting, May 28)—and subsequently organized themselves into the National Latino Media Coalition—made their bid for a piece of the action and a share of the attention at the National Cable Television Association last week. They hope eventually to be more successful at the former than they were at the latter.

The group, led by principal spokesperson Antonio Pedro Ruiz, a Puerto Rican, and Vicente Gonzales, a chicanco, held a news conference Tuesday (June 19) at which they announced their intention to create a dialogue with the industry looking toward participation in cable growth into latino markets. They were careful to say they had not come to the convention either to beg or to threaten. They did say they wanted to reverse a traditional pattern of white-dominated businesses creating "ethnic flows" when they enter the Spanish community. "We're going to work with cable to develop those communities," Mr. Ruiz said, "but not necessarily on cable's terms." Among their concerns: special programming for the Spanish-speaking audience, minority employment, training and access (and not just in programming terms).

Mr. Gonzales felt that cable's neglect of the latino population was made especially evident in that the NCTA convention was being held in an area with 3.3 million chicanos, and that none was represented in the official program.

The latino coalition asked for and was granted a place in Wednesday morning's management session in the main convention meeting room—according to Mr. Ruiz, in a position just following an appearance by FCC Commissioner Benjamin Hooks and before the start of a panel on franchising considerations; according to the NCTA, following that panel. As it developed, the moderator of that session ended shortly before lunch—announced in the closing minutes that the special presentation would follow. By the time the franchising panel had cleared the stage, the audience had virtually cleared the hall, and the latinos were not "very happy with the number of their members to talk to. The presentation was canceled.

Bradley, Conroy picked

NCTA board line-up completed; study of pay TV is ordered

Rex Bradley of Telecable, Norfolk, Va., and Ben Conroy Jr. of Communications Properties, Austin, Tex., were named to complete the seven-man executive committee of the NCTA at the association's board meeting Thursday (June 21) following the NCTA convention.

The executive committee consists of the association's officers, the immediate past chairman and two board members.

The officers are: Amos B. Hostetter, Continental Cablevision, chairman; Bruce E. Lovett, American Television & Communications, vice chairman; Gene Iacopi, Nor-Cal Cable, secretary; L. W. Kiwier, Peninsula Cable, treasurer, and Bill Brennan, Teleprompter, immediate past chairman.

The board instructed the subscription-cablecasting committee to undertake a study of the pay-TV situation and to report back to the board as soon as possible. Burt Harris, Harris Communications, was reappointed chairman of that committee. Other committee chairman were appointed: Bill Brazeal, Community Tele-Communications, non-duplication; Ed Allen, Western Communications, multiple ownership; Ray Schneider, Times Wire & Cable, associate members; Ken Schneider, LVO Cable, budget and audit; Mr. Iacopi, legislative; Alfred R. Stern, Warner Cable, copyright; Robert Weary, Junction City, Kan., by-laws; James Marlowe, Spectrum Communications, personnel relations. New committee chairmen are: Joel Smith, Warner Cable, code; Barry Zorhtiam, Time-Life, public relations; Mr. Bradley, satellites.

The first meeting of the new executive committee will be held in Washington July 25-26.

Public-access groups reaffirm objectives

Policy statement released at Anaheim convention

Public access is among the considerations in cable television's future, but its resonance level was down a bit at last week's NCTA convention. Some 300 complimentary registrations had been distributed to representatives of various nonestablishment organizations, but their sessions—and the video environment they occupied off the convention's main lobby—were virtually ignored in the press of other business. One notable exception: an hour-long visit by Office of Telecommunications Director Clay Whitehead Tuesday afternoon. He watched the tape of a news conference in which a number of alternate-media groups had participated that morning, and came out saying he was still for the access concept, if noncommittal on the particulars.

Those particulars—issued as a 15-page statement of policy on community access—were the result of a three-day meeting on a college campus in Fullerton, Calif., the preceding weekend. A preface to that statement set forth this broad objective: "dedication to the concepts of absolute open access to information, access to the tools of production of that information and access to the system for its distribution."

Those who drafted that document—there were no signatories to it—were predominantly of the video generation that has arisen in the wake of half-inch tape availability: the Ports-Pak producers who form the backbone of television's underground. They were working the NCTA convention at one level of consciousness. At another, reflected in a Monday-morning convention eye-opener, were such establishment types as William Johnson of the FCC's Cable Bureau. He described the concept of access as "still experimental," and said the agency was considering the problems presented by such standards as the one that prevents the cable operator from censoring access materials.

A proposal by Open Channel, New York, that a percentage of subscriber revenues be set aside for operation of access channels won important support when it was endorsed by the Conference of Mayors, meeting in San Francisco just before the NCTA convention. The proposal, put before the FCC as a request for a declaratory ruling, also is supported by Teleprompter, the largest systems operator, and—as of last Monday's panel—by Richard Galkin of Sterling Communications Corp. Theodore Sklover, director of Open Channel, said the proposal would enable all elements in a community to engage in professional television access—from the counterculture's "video freaks" to the League of Women Voters.

NCTA tightens money belt

The NCTA has approved an austerity budget for 1973-74—one that anticipates a grant deficit of almost $139,000. Income from dues and other sources is set at almost $1.2 million; operating expenses at $1.6 million. The budget, however, anticipates a net profit from the annual convention of $250,000, plus $12,000 from cable-TV expositions to offset the $400,976 operating deficit.

Major cutbacks are being instituted—legal service (from $207,000 in the current budget to $165,000 in the new budget), political education (from $110,000 to $75,000), engineering (from $42,000 to $22,000), and technical training (from $20,000 to $5,000).

NCTA's membership currently represents over 4 million of the industry's 6.5 million subscribers, according to Amos B. Hostetter, Continental Cablevision, new chairman of the association, who said that membership will be a major thrust in the new year.
Success stories flood the air at radio workshop

Four satisfied customers explain how and why they use the medium; awards for commercials given out

It was testimonial day for radio advertising last Tuesday (June 19) before 70 agency and media people gathered in New York for a workshop sponsored by the Association of National Advertisers and the Radio Advertising Bureau.

Format is the largest retail photo-finishing service in the world, according to the RAB. It began in 1967 with a handful of stores in southern California and currently owns 1,000 stores in the U.S. and Canada. Mark Mullin, Fotomat's advertising director, said radio has been their primary medium for the last two years and will continue to be. We get immediate results from radio. We're a retail operation, and we get quick feedback from our sales people when a radio program is working.

As an example of radio's immediacy, Mr. Mullin told of a call from a San Antonio, Tex., dealer to La Jolla, Calif., headquarters to report it had been snowing. The dealer explained that thousands of San Antonio families would be taking pictures of their children playing in the snow. "In two hours we had the copy written, and the first spots were being broadcast in San Antonio—a market 1,000 miles away," Mr. Mullin recalled. "As a result, Fotomat stores there had a terrific couple of days."

Harold Danenberg, vice president-products director, consumer products division of Leln & Fink, told how and why his company had "tapped its radio advertising to several millions." L&F entered radio "cautiously" with a campaign for Stri-Dex, an acne remedy. The product had been introduced on television programs aimed at teens-agers, Mr. Danenberg reported, "but as the teen audience for these television shows waned, Stri-Dex sales became stagnant. Radio results were great. Sales in our first year with radio increased 30% after showing marginal increases for several years."

Impressed with results, L&F decided to use seasonal radio advertising for Medi-Quik, a first-aid product. The messages, played on and around weekends, were keyed closely to the weather: "On a hot, sunny day we talked about Medi-Quik for sunburn. On a rainy day it was relief from insect bites, and on a windy day it was for cuts and scraps which the kids would probably get because they were indoors all day. Medi-Quik advertising can't do anything for improvement in sales volume and competitive situation," Mr. Danenberg said.

After years of sales slowdowns, L&F decided to see what radio could do for Lysol brand disinfectant. To reach women, "we concentrated our advertising messages on radio before noon, with repeated messages throughout the early-morning period on almost every station to reach the 43% of women who work. The results were almost instantaneous," Mr. Danenberg said. "We are now running again at growth rates comparable to the other talus products."

Ibérica Airlines annual sales have increased at least 25% over each previous year since 1969 although average sales in the North Atlantic for all scheduled carriers declined 2% in 1971 (the last report available). Ibérica's radio was a major factor in that growth rate. John Maraffii Jr., vice president of Compton Advertising (Ibérica's agency), said: "Fully 70% of our budget was in radio last year. It allowed us to be flexible which is a major requirement in the mercurial airline business. Last year we came on the young-fare scene quite late, but disk jockeys followed their own style— and in two months we sold 3,500 seats."

Frank J. Lionette, vice president-manager for Marketing, told why the giant chain of restaurants (87 miles) and motels (480) uses radio: "Radio reaches people in cars—people close to or approaching the point of purchase. And for someone in our business that is particularly important. Radio allows us to reach wives at exactly the low ebb of their day, which we find to be 4:45 or so. With radio we reach her in the kitchen when the kids are getting creative on the new wallpaper. Suddenly the kitchen radio has a suggestion —or take the family out to HJ's for one of the nightly all-you-can-eat specials. "With radio we can communicate a sense of urgency and offer a great variety of entrees, taking advantage of radio daily, whenever we choose, without incurring monumental production costs," Mr. Lionette said.

At the workshop luncheon 21 radio Clios were presented in nine product categories, four campaign categories and seven technique categories. In addition, seven Effies were awarded for marketing effectiveness.

Radio Clio Winners


Taking a break. At the Association of National Advertisers/Radio Advertising Bureau workshop are Samuel Melcher (l.), executive vice president, Leln & Fink, and Frank Lionette, vice president-marketing, Howard Johnson.


Radio Effie winners


CBC to ban ads on children's shows

The Canadian Broadcasting Corp. has elected to remove all commercial matter during and adjacent to programs oriented to children 12 years of age and under.

Announcement of the move came June 15 from CBC President Laurent Picard in testimony before the Canadian Parli- amentary Committee on Broadcasting Film and Assistance to the Arts. Mr. Picard said that while research did not clearly indicate that television advertising had a detrimental effect on the well-being of children, the network feels that it has a social responsibility to discon- tinue commercial matter on children's programs.

CBC already annually airs some 1,750 hours of programming, aimed at children,
that are free of commercials. The latest action would affect an additional 500 to 600 hours of programming.

Mr. Picard requested that the committee consider financing the CBC move, noting that it will cost approximately $2.5 million dollars annually. That figure, he said, includes more than $1.25 million in advertising revenue lost and an additional $1 million that will have to be expended to replace program content.

**Hair-product firms see no problem in proving claims**

FTC's order places emphasis on need for precise definition of language used in ads

In the latest step in the Federal Trade Commission's advertising substantiation campaign, 11 shampoo and hair-conditioner manufacturers with broadcast billings of $64.2 million were ordered last week to provide documentation for the ads claiming for their products.

In its order, the FTC focused on major advertising campaigns of Alberto-Culver Co., Melrose Park, Ill. (Alberto Balsam shampoo, Alberto Balsam); American-Cyanamid Co., Wayne, N.J. (Gold Formula Breck shampoo, Breck One Dandruff shampoo); Block Drug Co., Jersey City, N.J. (Telgrin medicated shampoo); Bristol-Myers Co., New York (Clairol Herbal Essence shampoo; Great Body Protein Conditioner shampoo); Gillette Co., Boston (Lemon Up shampoo); Helene Curtis Industries Inc., Chicago (Everynight Herb shampoo, Everynight Balsam shampoo, Enden shampoo); Johnson & Johnson, New Brunswick, N.J. (Johnson's baby shampoo); Mennen Co., Morris-town, N.J. (Hotel 21 shampoo); Procter & Gamble Co., Cincinnati (Head & Shoulders shampoo); Redken Laboratories Inc., Van Nuys, Calif. (RK Organic Protein shampoo); Wella Corp. Englewood, N.J. (Wella Balsam Conditioning shampoo and Wella Balsam).

The FTC order places emphasis on the need for definition of such words as "gentle," "condition," "dandruff," and "organic." Great Body Protein shampoo which claims it can "help stop frizziness, split ends, and crinkles," has been asked to define all three words. Those products which claim to have conditioning properties have been asked to define "condition" as well as to provide a detailed analysis of the conditioning process and the role of their product in that process.

The order also called for a complete listing of ingredients and their functions when advertisements make reference to a special aspect of a product's make-up, uniqueness, or to specially acting ingredients, the order requested a listing of the ingredients of competing brands by percentage and function as well.

Gold Hotel shampoo which claims it has "far less detergent, far more natural ingredients," must demonstrate that its detergent ingredients do not make up more than 50% of the total volume of the product. Lemon Up which claims to contain "the natural juice of one whole lemon in every package" will be required to indicate the quantity of lemon juice in the product in addition to listing other shampoos and their ingredients which it claims only "give you lemon perfume or a dab of lemon extract."

Dandruff shampoo makers have come under close scrutiny in the order. They asked to provide detailed explanations of survey and testing procedures as well as explanations of the mode of operation of its products in treating and preventing dandruff. To back up its claim that it contains a "dandruff-controlling ingredient medical authorities have recommended for years," Enden has been told to identify both the ingredient and the medical authorities advocating its use.

The FTC emphasized that the order does not constitute a complaint against the companies, nor does it suggest that they are guilty of violations of FTC rules or regulations. The information is to be used as part of its ongoing program to determine what substantiation exists to support advertising claims, the FTC said.

Spokesmen for manufacturers of shampoo and hair-conditioner products last week would comply fully with the FTC order and were confident they could justify their advertising claims. They have 60 days in which to offer their documentation.

"A spokesman for Mennen stated that "we will answer fully and supply all the data required by the FTC and we feel that our advertising claims will not be challenged."

Joseph Silverman, counsel for the Block Drug Co., said he'd been reassuring nervous stockholders of the company for days "that the FTC's request in no way points a finger at our advertising as being deceptive or misleading." "If my memory serves," Mr. Silverman added, "the FTC has never taken any legal action on these industrywide requests for documentation."

A spokesman for the Clairol division of the Bristol-Myers Co. said he was unhappy about the way the FTC "issues press releases and makes a lot of publicity noise" before the companies even receive the order for data to back up their ad claims. "The documentation is easily available," he added, "and I regard the whole issue as a tempest in a teapot."

**Arrid's adjective is now P&G's proper noun**

Since last week Carter Wallace's TV commercials for Arrid have been indirectly attacking P&G's new entry into the antiperspirant market, which began national advertising last week. Industry estimates of P&G's introductory advertising for Sure range between $10 and $15 million.

The Arrid slogan is not the only similarity between the two products—their current TV spots are similar. Both use bruntie spokeswomen who suggest the consumer use their product under one arm and another brand under the other. "You can feel the difference. Arrid—to be sure," says one. "If you're like most people, your right side will convince your left side. You'll be dryer—we're Sure," says the other.

SS&AB created the Arrid spot. Wells, Rich, Greene services the P&G newcomer. However, any suggestion that Sure copied Arrid's format has Wells, Rich, Greene personnel in a sweat. "We were in test market six months—June 4, 1972, to be exact—before Carter Wallace began airing that commercial, so we're not aping Arrid," Jim Ashard, an account supervisor, said. And Carter Wallace can't say it wasn't warned. Aside from standard corporate intelligence operations, it has attempted to legally restrain Procter & Gamble from using Sure as a brand name since as far back as March 1971.

What Carter Wallace's next move will be is anyone's guess. So far, neither the National Association of Broadcasters Code Authority nor the National Advertising Division of the Better Business Bureau has been asked to investigate the Arrid-Sure battle.

**Fizzy humor falls flat**

Travel agents' protest prompts redub of Alka-Seltzer spot

A new Alka-Seltzer commercial to come from Wells, Rich, Greene has irked the American Society of Travel Agents, but the advertiser has acted to alleviate any stomach upset. The commercial shows a husband and wife sitting near a construction site as the shaken man says, "I asked the travel agent what was the best for little peace and quiet? He said: Mr. Fields, just the place for you."

George Fichtenbaum, executive vice
When you take newsmen off the set and move the cameras into the Newsroom, where the real excitement is, that's News.

And that's what we're doing in Chicago, L.A., St. Louis, Philadelphia, and New York. On all our late News, and three of our early.

This is a talking head. You've seen him before. You won't see him again.

A big story breaks and we want to get a statement from one of the participants while we're on the air. What do we do? The same thing you'd do if you wanted to get someone in a hurry. We pick up the phone. And we talk to them right on the air. That's news.

This is the Chicago Newsroom. And this is Bill Kurtis and Walter Jacobson. At 6:00 and 10:00 they knock off work to bring you the news.
Television news is at its best when it's live.
So our Newsrooms are set up to carry live news events to a degree never before possible.
Our Minicam is a completely self-contained TV transmitter on two legs. It can go places ordinary tape units can't.
And the news it finds can go straight on the air. Live. That's News.

A viewer in St. Louis is going to be a lot more interested in Washington news if he knows how it's going to affect him personally. So we're putting a full time reporter from St. Louis in our Washington Bureau to find out for him. And one from Los Angeles, Chicago, Philadelphia, and New York. No other station group is doing that.

Why did the trains collide? Why did the plane crash? How did the hold up hostages find a hidden staircase and escape?
Three-dimensional mock-ups help us explain complex news stories for our audience. Television is a visual medium. We never forget it.

SEE IT NOW ON THE FIVE CBS STATIONS
WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis
president of ASTA, sent Dr. Walter A. Compton, president of Miles Laboratories, a telegram charging the commercial "unfairly lampoons the competence and services of travel agents" and "can damage an entire industry of 8,000 small businessmen employing 50,000 people and selling $8 billion in travel annually." Copies of the telegram were sent to the FCC and the Federal Trade Commission.

Miles responded by taking out the reference to travel agents and is dubbing in either "trusted friend" or "brother-in-law", according to Dolores Cogan, director of public relations for Miles. The redubbed version goes on the air this week.

Amstar bows to FTC on sugar advertising
Company sidesteps fight over copy discontinued two years ago; 25% corrective ad requirement is part of commission's order

The Amstar Corp., New York maker of Domino and Spreckels brands of sugar, has agreed to a Federal Trade Commission order prohibiting it from making allegedly false nutritional claims and from using deceptive endorsements. Amstar is enjoined from advertising Domino sugar for one year unless it runs corrective advertising.

In the consent order, announced last week, Amstar agrees to cease advertisements which indicate that consumption of its sugar products is indispensable for good health; will increase athletic ability or provide a unique source of strength, energy or stamina; is indispensable to one who wishes to lead an active life; will satisfy the concern of parents for the health of their families.

The order further prohibits Amstar from representing its products as the "official sugar" of the National Football League and major league baseball because of its superior quality and nutritional value. Actually the selection process was based primarily on monetary consideration furnished by Amstar, the commission said.

The order requires Amstar to either allot 25% of its media expenditures for each medium in each market or at least one out of every four advertisements to corrective advertisements or to refrain from advertising Domino refined sugar for a period of one year. The corrective disclosure agreed upon by Amstar and the commission reads:

"Do you recall some of our past messages saying that Domino sugar gives you strength, energy and stamina? Actually, Domino is not a special or unique source of strength, energy and stamina. No sugar is, because what you need is a balanced diet and plenty of rest and exercise."

The order requires that the corrective advertising to appear on radio and television be disseminated in the same time periods and during the same sessions as other advertising for Domino.

In its agreement last week, Amstar denied "any misrepresentation in the challenged advertisements. The allegations of the commission were based on implications drawn by the commission rather than on express claims in the advertisements," Amstar added that it entered into the agreement to avoid the substantial costs of litigation on ads it had voluntarily discontinued about two years ago. Amstar said it will continue its advertisements for Domino, and in accordance with the agreement, some of the company's advertising messages will call attention to the need for a balanced diet, rest, and exercise.

The commission provisionally accepted a separate consent order from Lewis & Gilman, Philadelphia, and Dailey & Associates, Los Angeles, advertising agencies for Amstar.

Little-cigar ban out of House committee
Macdonald bill now goes to Rules, then to floor for vote; if passed, it would be effective in 30 days, barring presidential veto

The House Commerce Committee last week reported out legislation to prohibit broadcast advertising of little cigars. The bill is identical to one already passed by the Senate.

The vote on the bill (H.R. 7482), taken last Tuesday (June 19), was 19-to-10. The measure, introduced by Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), is identical to legislation that passed the Senate on April 30 (Broadcasting, May 7). It amends the law banning cigarettes from the air waves to include little cigars, and defines the product as "any roll of tobacco wrapped in tobacco or any substance containing tobacco, other than any roll of tobacco which is a cigarette, and as to which 1,000 units weigh not more than three pounds."

The bill would become effective 30 days after enactment. There were amendments offered in the committee to change that provision. J. J. Pickle (D-Tex.) wanted a 90-day effective date; Dan Kuykendall (R-Tenn.) favored Sept. 1, and John Murphy (D-N.Y.) sought Jan. 1, 1974, as the effective date. But their amendments were defeated and the 30-day provision remained.

Reportedly, there was talk in the committee session of extending the ban to include all tobacco products, although

**BAR reports television-network sales as of June 3**

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended June 3</th>
<th>Total dollars week ended June 3</th>
<th>1973 total minutes</th>
<th>1973 total dollars</th>
<th>1973 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>25%</td>
<td>$453,700</td>
<td>1,625</td>
<td>$10,489,300</td>
<td>$9,555,700</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>7,946,500</td>
<td>21,064</td>
<td>176,824,200</td>
<td>139,398,800</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>8 a.m.-7 p.m.</td>
<td>2,197,200</td>
<td>6,387</td>
<td>87,967,000</td>
<td>70,520,900</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>1 p.m.-7 p.m.</td>
<td>1,695,800</td>
<td>2,080</td>
<td>43,732,300</td>
<td>32,382,800</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>5 p.m.-7 p.m.</td>
<td>1,912,200</td>
<td>3,344</td>
<td>82,547,400</td>
<td>11,294,600</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>7 p.m.-11 p.m.</td>
<td>18,811,400</td>
<td>8,634</td>
<td>476,698,400</td>
<td>402,667,500</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>2,529,900</td>
<td>3,449</td>
<td>51,906,600</td>
<td>28,092,800</td>
</tr>
<tr>
<td>Total</td>
<td>1,987</td>
<td>$33,825,700</td>
<td>43,579</td>
<td>$855,875,200</td>
<td>$693,913,100</td>
</tr>
</tbody>
</table>

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.*
no amendments were offered to that effect.

Also offered was an amendment by the committee's ranking Republican, Samuel Devine (Ohio), to insert language exempting from the ban little cigars, filtered cigarettes, or "wet" filtered cigars. (Those properties deal primarily with alkalinity and type of tobacco used.) But that amendment, too, was defeated.

The Commerce Committee last month held three days of hearings on the legislation (Broadcasting, May 28).

Earlier this year Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) and Senators Marlow Cook (R-Ky.) and Frank Moss (D-Utah) had persuaded R. J. Reynolds and P. Lorillard to drop broadcast advertising of their little cigars—Winchester and Omega, respectively (Broadcasting, Feb. 19). All other little-cigar makers—with one exception—subscribed to the agreement.

The exception was Consolidated Cigar Corp., which said it would proceed with a planned nationwide broadcast-advertising campaign for Dutch Treats little cigars. That decision led to Senate passage of a little-cigar bill, Senator Moss' S. 1165, and introduction of the Macdonald bill.

H.R. 7482 now goes to the Rules Committee before heading for the floor.

Study finds sponsors more conscientious

Major advertisers have tightened their internal controls over their advertising and are showing concern not only with claims substantiation but also with the image their advertising will create in the consumer mind. They are particularly concerned with questions of taste, ethics and influence on the young.

These are among the findings in a 114-page report, "Changing Practices in Advertising Decision-Making and Control," being issued today (June 25) by the Association of National Advertisers. It is by Victor P. Buell, associate professor of marketing at the University of Massachusetts School of Business Administration, and is based on extensive interviews with 63 executives at 20 major consumer-goods companies and 23 executives at 10 major advertising agencies in addition to other research and analyses.

Copies are available at $10 each from the publications department of ANA, 155 East 44th Street, New York 10017.

Too little for too late

Foote, Cone & Belding, New York, in the June issue of its Channel One newsletter, takes issue with CBS-TV's reaction to the delayed debut of the new season caused by the Writers Guild of America strike: "CBS, in a moment of benevolence, has formally agreed to a 10% cost reduction between Sept. 10 and 30, if it becomes necessary to run repeats instead of originals. This position is unacceptable to clients. The difference in value is clearly more than 10%. NBC has wisely opted to delay its new-season start until Oct. 1 (or later) in the belief that a mixture of old and new product would hurt fledging entries. ABC, remembering the extraordinary success of a few years back when it had a one-week jump on the other nets, will probably do everything short of airing wet prints to get on the air first."

Business Briefs

Agency appointments. Kitchens of Sara Lee, Chicago, division of Consolidated Foods Corp., is taking its baked goods to Benton & Bowles, New York. Account, which bills about $3.5 million with heavy activity in television, had been with Tatham, Laird & Kunder, Chicago, and was moved, according to Sara Lee spokesman, because of "certain unanticipated product conflicts." TLK & will keep Sara Lee's frozen prepared foods account.

Vita Food Products, New York, subsidiary of Brown & Williamson, has appointed Keenan, Keane & McLaughlin, New York, to handle its advertising. Vita does an estimated $750,000 in billings annually, mostly in TV. Kenyon & Eckhardt, New York, was previous agency.

Doyle Dane Bernbach, New York, lost Cool-Ray account to Foote, Cone & Belding, New York. Boston-based advertiser, subsidiary of American Optical Co., holds in excess of $2 million, 97% in TV. But DDB was awarded Celanese Fibers Marketing Co. account, which bills about $3 million-plus. Spokesman for Celanese es-

Far and away... the most listened to stations in Cadillac Country!

LOOK AT THE FIGURES: (Add 000)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>276.3</td>
</tr>
<tr>
<td>Consumer</td>
<td></td>
</tr>
<tr>
<td>Spendable</td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td>$652,907</td>
</tr>
<tr>
<td>Total Retail</td>
<td>$508,067</td>
</tr>
<tr>
<td>Sales</td>
<td></td>
</tr>
<tr>
<td>Automobiles</td>
<td>122.37</td>
</tr>
<tr>
<td>Gross Farm</td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td>$87,726</td>
</tr>
</tbody>
</table>

52.5% ** Total share of audience-all dayparts
81.0% ** FM radio ownership
60.0/60.0/69.2%** The latest rating survey confirms runaway shares of audience in the 7-10 am morning drive time, 3-7 pm evening drive time and 7-11 pm day parts, respectively! And each day part share is overwhelmingly greater than the combined total of the 16 other stations covered in the survey!

*20 counties where WWAM/WTWV-FM shows listener impact: Benzie, Clare, Crawford, Gladwin, Grand Traverse, Isabella (Mt), Kalkaska, Leelanau, Manistee, Mason, Mccosta (Mt), Missaukee, Osceola (J), Ogemaw, Oceana, Oscoda, Newaygo (Mt), Roscommon, Wexford.
**National Radio Research, Three-County Survey (Wexford, Missaukee, Oceola), October, 1971.
timated that 60% of those billings goes into some radio, much TV. DDB will handle advertising for company's complete line of fiber products, including Ar- nel and Fortrel.

Down South, ABC-FM Spot Sales has opened office in Atlanta with R. Kenneth Tonnig as division manager. Phone: (404) 525-6551. Address: 161 Peachtree Street, N.E., Atlanta 30303.


Looser rules on multimessages hinted at NAB

The TV code-review board of the National Association of Broadcasters indicated last week that interpretations of NAB's guidelines on multiple-product announcements may in some cases be liberalized.

The guidelines, adopted earlier this year by the association's television board at the request of the code-review board, require that messages for multiple products or services within the same commercial be related and introduced in commercials (BROADCASTING, Jan. 15). The guidelines will become effective Sept. 1.

Interpretations of those guidelines have sometimes been overly strict, Charles Batson, chairman of the code-review board and president of Cosmos Broadcasting Corp., told a meeting of the TV board last week. But, he said, it is now the feeling of the code board that, on a case-by-case basis, the guidelines may be somewhat broadened.

For example, he said, under current interpretation, shaving cream and razors cannot be advertised in the same 30-second spot. But he said those products would be allowed under a broadened interpretation of the guidelines on the premise that both are "related" to each other and to shaving and are part of a single message.

In the area of personal-product advertising the TV board commended the TV code-review board's application of stringent copy-review standards for personal products and extended for another year the code board's authority to determine the categories of personal products allowed to advertise under TV code standards. (At its meeting last week the TV board suspended for one year its requirement that the code board recommend specific personal-product categories for approval by the TV board.) The code board will thus have continued jurisdiction over all products except contraceptives and alcoholic beverages, advertising categories not approved by the TV board.

Also last week the TV board reviewed plans to restrict some fees paid by stations subscribing to the TV code.

And the TV board asked that a committee be formed to consider requiring NAB-member stations to subscribe to the TV code.

High rise. Advertising on network television reached $154.7 million in May, a 13.2% increase over May 1972 and an all-time high for that month, according to figures released last week by the Television Bureau of Advertising. Figures compiled by Broadcast Advertisers Reports, TVB said that weekend daytime rose by 22.4% over the previous May while weekend nighttime was down by 0.7%. Nighttime posted a gain of 17.1% over May 1972. TVB noted that the telecasting of the Watergate hearings contributed to the weekday daytime decrease.

Network TV time and program billing estimates by day parts and by network (add $000)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$45,737.5</td>
<td>$48,146.7</td>
<td>+5.3</td>
<td>$242,850.5</td>
<td>$271,411.6</td>
<td>+11.8</td>
<td></td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>33,923.4</td>
<td>30,681.5</td>
<td>-9.0</td>
<td>157,705.6</td>
<td>185,641.7</td>
<td>+18.0</td>
<td></td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>11,814.3</td>
<td>14,455.2</td>
<td>+22.4</td>
<td>85,580.0</td>
<td>85,769.8</td>
<td>+0.2</td>
<td></td>
</tr>
<tr>
<td>Nighttime</td>
<td>90,988.6</td>
<td>106,571.4</td>
<td>+17.1</td>
<td>491,295.3</td>
<td>571,017.8</td>
<td>+16.2</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$136,726.1</td>
<td>$154,718.1</td>
<td>+13.2</td>
<td>$734,145.8</td>
<td>$842,429.3</td>
<td>+14.7</td>
<td></td>
</tr>
</tbody>
</table>

Network TV time and program billing estimates by day parts and by network (add $000)

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$52,617.2</td>
<td>$57,918.5</td>
<td>$62,578.2</td>
<td>$173,113.9</td>
</tr>
<tr>
<td>*February</td>
<td>52,915.7</td>
<td>56,089.3</td>
<td>53,684.9</td>
<td>162,689.9</td>
</tr>
<tr>
<td>March</td>
<td>55,028.2</td>
<td>64,246.4</td>
<td>62,687.0</td>
<td>182,941.7</td>
</tr>
<tr>
<td>*April</td>
<td>50,805.8</td>
<td>59,489.1</td>
<td>59,412.8</td>
<td>179,707.7</td>
</tr>
<tr>
<td>May</td>
<td>47,487.8</td>
<td>56,423.2</td>
<td>50,807.1</td>
<td>154,718.1</td>
</tr>
<tr>
<td>Year-to-Date</td>
<td>$255,854.7</td>
<td>$294,204.6</td>
<td>$289,370.0</td>
<td>$842,429.3</td>
</tr>
<tr>
<td>*Revised</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TV challenges shaping up in Detroit

Racism in media charged by Conyers; WJJK-TV, WWJ-TV and WXYZ-TV appear to be primary targets

Even while the renewal granted one Detroit station in 1970 is still clouded as the result of a citizen group complaint, there were indications last week that trouble is brewing for the next renewal applications of broadcasters in that city, due by July 1. The basis for the complaints would be the same as charges filed against the city's three VHF stations in 1970—alleged failure to serve the needs of the black community.

And one of the broadcasters who may run into trouble in seeking a license for the 1973-76 period is the one whose renewal for the license period is still subject to a petition for reconsideration—Storer Broadcasting Co.

The first public announcement that Detroit stations may face petitions to deny came in a news conference Representative John Conyers (D-Mich.) held June 15 to call attention to a symposium on "racism in the media" in which citizen groups in the area, the United Church of Christ and National Organization for Women participated on the following day. Representative Conyers said that, in his view, "racism in the media" is the major problem facing Detroit's black community. He also noted that the concern generated within the community a year ago by firings of blacks from media jobs and "the constant racist activities of broadcast and print media has now resulted in the creation of the most diverse media reform group ever assembled in the Midwest."

The group, called the National Black Communications Caucus, is geared up for challenging the licenses of Detroit area radio and television stations "that ignore the legitimate needs of the minority community," the congressman said. "If our negotiating teams cannot extract binding and enforceable commitments prior to the deadline for filing a license challenge"—Sept. 1—he said, the group, aided by its "lawyers, media experts, negotiators and monitors" will make sure that the stations' renewal applications will not go unchallenged.

Representative Conyers is involved in the NBCC's activities. He has made his staff available to the organization.

An aide to Representative Conyers, Chuck Stern, said the group will focus primarily on the three network-affiliated VHF's—Storer's WJJK-TV, The Evening News Association's WWJ-TV, and ABC's WXYZ-TV. He also indicated that two of those stations stood better than an even chance of facing a petition to deny. "On the basis of past performance, we can begin working on those petitions," he said.

Mr. Stern did not identify the stations.
But the experience of the last three years suggests WJJK-TV and WWJ-TV. In 1970, a group called the Inter-Faith Centers for Racial Justice filed petitions to deny against the renewals of WWJ-TV and WXYZ-TV and a petition for reconsideration of the renewal that had already been granted the Storer station. But the group subsequently withdrew the petition against WXYZ-TV.

The commission last June denied the petition against WWJ-TV and renewed the station's license (BROADCASTING, June 5, 1972). Commission action on the long-pending Storer matter is expected soon, possibly this month.

The IFC is still a factor in the license-renewal process in Detroit, according to Mr. Stern. He said representatives of the NBCC will confer with IFC and that the two groups may work together in negotiating with the city's stations and, if it comes to that, in preparing petitions to deny renewals.

Representative Conyers, in his news conference, indicated his concern about the media did not end with the boundaries of Detroit, or even of Michigan. He said he was considering introducing legislation in Congress to shorten the broadcast-license period, this at a time when a major push is on in Congress to lengthen the license period.

Study charges FCC wove straitjacket TV wears today

Brookings report questions wisdom of such actions as banning powerful regional outlets in 50's, overemphasis on local-service needs

The trouble with television, say three authors of a Brookings Institution-published study out today, is the FCC.

Or rather what they say are the governmentally created scarcity of channels and official policies that, they contend, limit competition in the television industry.

It is these factors that are said to lie at the root of the major criticisms directed at television—it fails to exploit its potential for educating and informing and elevating tastes; it offers an inadequate variety of entertainment, and its content is controlled by a very few powerful organizations.

Roger G. Noll, a senior fellow in Brookings' Economic Studies Program, and Merton J. Peck and John J. McGowan, both of Yale University's Department of Economics and members of Brookings' associated staff, discuss these matters in the 342-page study, "Economic Aspects of Television Regulation."

The authors, in blaming the commission for a lack of program diversity, recall that the commission in the 1950's blocked the emergence of a fourth network—the Dumont network—when it rejected a proposal for powerful regional stations.

They also note that over-the-air pay

Custom takes beating as newer generation rises to top of NAB

The joint board of directors of the National Association of Broadcasters dumped tradition by a vote of 30 to 16 last week and elected Andrew M. Ockershausen, vice president of the Washington-based Evening Star Broadcasting Co., as its chairman.

Mr. Ockershausen's decisive victory put a radio man in the joint chairmanship to succeed a radio man. By tradition the job had rotated between radio and television. Though Mr. Ockershausen's corporate duties embrace both television and radio, he has been a member and the chairman of the NAB's radio board. The retiring chairman of the joint board is Richard Chapin of the radio-only Stuart Stations, Lincoln, Neb.

Mr. Ockershausen's election was also seen as an affirmation that a new generation was moving into power. Mr. Ockershausen, 44, had been challenged by Hamilton Shea, 58, of Harrisonburg, Va., executive vice president of Gilmore Broadcasting Co. Mr. Shea had campaigned—at the original urging of some members of the television board—as the symbol of maturity and experience (see "Men in the News," BROADCASTING, June 18).

The NAB television board was truer to form in its elections last week. Robert F. Wright, president and general manager of WTOK-TV Meridian, Miss., was elected chairman, succeeding Peter Storer, executive vice president of Storer Broadcasting Co., Miami Beach, whose term expired. Mr. Wright had been vice chairman. Elected to that post last week was Wilson Wearn, president, Multi-broadcasting Co., Greenville, S.C. Both Messrs. Wright and Wearn were unopposed.

There were contests for both chairmanship and vice chairmanship of the radio boards. The chairmanship was won by Clint Formby, president and general manager of KPAN-AM-FM Hereford, Tex., over Daniel W. Kops, president of Kops-Manahan Communications, New Haven, Conn., by a vote of 21 to 8. The vice chairmanship went to Harold Krelstein, president of Plough Broadcasting Co., Memphis, over Philip Spencer, president-general manager, WCSS(AM) Amsterdam, N.Y., also by a vote of 21 to 8. The vice chairmanship had been held by Wendell Mayes Jr., president of KKNV(AM) Austin, Tex., whose term expired.

All the chairmen and vice chairmen elected last week serve on the association's executive committee, which also includes Vincent T. Wasilewski, NAB president, and Mr. Chapin as the immediate past chairman of the joint board.

In remarks prepared for presentation at a joint-board session last Friday, the retiring chairman said that the NAB, during his tenure, had made a transition from "a posture of indecision and unorganized defense to one of reorganization and mounting strength."

Mr. Chapin added: "When you really stand back and survey the whole regulatory, public and congressional scene, you can enjoy the extravagance of being hopeful."

Before his election, Mr. Ockershausen had seen his role—assuming he got the chairmanship—as one of maintaining the momentum built up in the past year or two. He had said: "The industry is beginning to act rather than to react. I want to keep it going."

Custom takes beating as newer generation rises to top of NAB

The joint board of directors of the National Association of Broadcasters dumped tradition by a vote of 30 to 16 last week and elected Andrew M. Ockershausen, vice president of the Washington-based Evening Star Broadcasting Co., as its chairman.

Mr. Ockershausen's decisive victory put a radio man in the joint chairmanship to succeed a radio man. By tradition the job had rotated between radio and television. Though Mr. Ockershausen's corporate duties embrace both television and radio, he has been a member and the chairman of the NAB's radio board. The retiring chairman of the joint board is Richard Chapin of the radio-only Stuart Stations, Lincoln, Neb.

Mr. Ockershausen's election was also seen as an affirmation that a new generation was moving into power. Mr. Ockershausen, 44, had been challenged by Hamilton Shea, 58, of Harrisonburg, Va., executive vice president of Gilmore Broadcasting Co. Mr. Shea had campaigned—at the original urging of some members of the television board—as the symbol of maturity and experience (see "Men in the News," BROADCASTING, June 18).

The NAB television board was truer to form in its elections last week. Robert F. Wright, president and general manager of WTOK-TV Meridian, Miss., was elected chairman, succeeding Peter Storer, executive vice president of Storer Broadcasting Co., Miami Beach, whose term expired. Mr. Wright had been vice chairman. Elected to that post last week was Wilson Wearn, president, Multi-broadcasting Co., Greenville, S.C. Both Messrs. Wright and Wearn were unopposed.

There were contests for both chairmanship and vice chairmanship of the radio boards. The chairmanship was won by Clint Formby, president and general manager of KPAN-AM-FM Hereford, Tex., over Daniel W. Kops, president of Kops-Manahan Communications, New Haven, Conn., by a vote of 21 to 8. The vice chairmanship went to Harold Krelstein, president of Plough Broadcasting Co., Memphis, over Philip Spencer, president-general manager, WCXSS(AM) Amsterdam, N.Y., also by a vote of 21 to 8. The vice chairmanship had been held by Wendell Mayes Jr., president of KKNV(AM) Austin, Tex., whose term expired.

All the chairmen and vice chairmen elected last week serve on the association's executive committee, which also includes Vincent T. Wasilewski, NAB president, and Mr. Chapin as the immediate past chairman of the joint board.

In remarks prepared for presentation at a joint-board session last Friday, the retiring chairman said that the NAB, during his tenure, had made a transition from "a posture of indecision and unorganized defense to one of reorganization and mounting strength."

Mr. Chapin added: "When you really stand back and survey the whole regulatory, public and congressional scene, you can enjoy the extravagance of being hopeful."

Before his election, Mr. Ockershausen had seen his role—assuming he got the chairmanship—as one of maintaining the momentum built up in the past year or two. He had said: "The industry is beginning to act rather than to react. I want to keep it going."
television is restricted as to the kind of programming it can offer and that cable television systems are subject to expensive service requirements and limited in the number of television signals they can carry.

The authors contend that neither technical nor economic considerations justify the existing limits on television's potential for expansion. They say that if powerful regional stations were permitted it would be possible to blanket the nation with six independent and programmes in VHF channels. Messrs. Noll, Peck and McGowan attribute what they consider the errors of the commission's allocations policies not only to technical and economic but to philosophical considerations as well. They assert that the commission's policy has been guided by long-standing policies—preservation of local over-the-air broadcasting and the promotion of national "public-service" programs.

And both, they add, would be threatened by the kind of expanded television service they have in mind. Regional stations—or direct satellite to home broadcasting, another possibility they mention—would provide no local service. And the advent of pay television and cable television, they concede, might so fragment audiences as to wipe out the profits that permit stations to do local and public service programming. But they are advocates of what they call "viewer sovereignty." And they say that the commission's policy can be justified only by placing a high value on programs of limited appeal. They doubt that even socially desirable programs would be high enough in social value to justify the cost of preventing the development of the kinds of programs that viewers and advertisers are willing to support.

The authors suggest some sweeping reforms aimed at cutting broadcasting loose from the regulatory strings they regard as hobbles. But the results, they note, would not be regarded as desirable by broadcasters.

The authors would strip the commission of any responsibility for program regulation, thereby putting broadcasters on the same footing as the print media; establish as the means for achieving better television and assign a much lower priority to localism than it now enjoys (viewer taste would be relied on to determine the number of options), and limit the FCC's role in licensing to engineering and technical matters (restrictions on station ownership could be reconsidered in favor of more program options, from which to choose).

Such recommendations would make television less profitable, the authors acknowledge. But that does not trouble them. "While we understand the broadcasters' complaints about a policy that would reduce their wealth, we also believe that the public interest in broadcast policy should not be sacrificed in their behalf."

Mutual reaches 597 mark


MBS affiliates now total 597.

CPB, PBS make picks

Each has equal membership on review, monitoring committees

The selection process for members of two committees created under the May 31 partnership agreement between the Corporation for Public Broadcasting and Public Broadcasting Service has been completed. The panels include a "partnership-review" committee, which will meet at least four times annually over the next five years to assess the workings of the CPB-PBS relationship, and a monitoring committee, created to resolve conflicts over objectivity and balance of public-broadcasting programming, regardless of the funding source. Both groups have equal membership from CPB and PBS.

Members representing PBS on the partnership-review panel are Edmund F. Ball, chairman, Ball Corp., Muncie, Ind. (on behalf of WIPB-TV Muncie); Mrs. Allan E. Charles, vice president of the board of trustees, Stanford University, Stanford, Calif. (KQED-TV San Francisco); and Leonard Rosenberg, chairman of Chepeake Life Insurance Co., Baltimore (Maryland Center for Public Broadcasting). CPB representatives are Joseph D. Hughes, retired vice president of Richard K. Mellon & Son, Pittsburgh; Thomas Nicholas, senior vice president, Entertainment Inc., New York, and Jack Valenti, president of the Motion Picture Association. The PBS alternates are Mrs. Edith Cole, Detroit teacher and businesswoman (and wife of the General Motors president); Irby Turner Jr., city attorney, Belzoni, Miss.; John W. Ryan, president of Indiana University, Bloomington, and Robert G. Waldo, vice president for university relations, University of Washington, Seattle. The CPB alternate is Frank E. Schooley, University of Illinois, Urbana.

Named by PBS to the monitoring committee were Donald R. McNeil, chancellor, University of Maine, Portland (WMET[TV], Orono, Me.); Newton R. Minow, law firm of Sidley & Austin, Chicago (WTTW[TV], Chicago), and Frank Whiling, general manager of Channel 13, Houston (KUHT-TV Houston). CPB will have Dr. Gloria Anderson, associate professor of chemistry, Morris Brown College, Atlanta; Robert Benjamin, chairman, United Artists, New York, and Neil Freeman, artist, of the King Features Syndicate, New York. PBS alternates will be Salvatore A. Fauci, Simonds & Fauci, Endicott, N.Y.; Sidney L. James, Washington journalist and businessman; William Friday, president, University of North Carolina, Chapel Hill, and C. Bart Hawley, Borden Inc., Cincinnati. For CPB alternates: Albert Cole, Reader's Digest, Pleasantville, N.Y., and Irving Kristol, professor, New York University, and contributing editor, Wall Street Journal.

WFAA-TV's challenger wants wider hearing

The U.S. Court of Appeals in Washington two years ago overturned an FCC policy statement on comparative hearings involving renewal applicants on the basis that denied challenging applicants a full and fair hearing. The attorney for Wadeco Inc., which is seeking to supplant A. H. Belo Corp. as licensee of channel 8 in Dallas, feels the FCC has not yet absorbed that message.

Mr. Christensen, a member of Wadeco's appeal, will be a paragraph in the designation order stating that WFAA-TV will be judged "solely on its past record", and adding that whether that record "warrants a plus of major significance" is crucial. The paragraph noted that the court in the 1971 decision held that an incumbent licensee with such a "plus" could normally expect renewal in the face of a comparative challenge.

To Mr. Christensen, that is "an indefensible legal position—another attempt to institute the 1970 policy statement." In judging the licensee solely on its past record and failing to compare it with the new applicant in terms of integration and local ownership, he said, the commission leaves the new applicant "without hope of a fair hearing," Wadeco's principals include area businessmen, one of whom, James J. Wade, intends to serve as a full-time general manager if Wadeco takes over channel 8.

Mr. Christensen is a member of the firm of Welch & Morgan, which is active in representing challenging applicants—and which was counsel to two applicants who participated in the successful appeal of the 1970 policy statement.
ANNOUNCEMENT

New SMSA definitions were released April 27, 1973 by the Office of Management and Budget:
  o creating 4 new SMSA's
  o consolidating 12 existing SMSA's into 6
  o changing the title of 14 SMSA's
  o adding or deleting counties in 98 SMSA's

SRDS July issues of Radio, Newspaper and Television editions will report metro area statistics based on these new definitions.

SRDS Newspaper Circulation Analysis will report newspaper circulation penetrations based on the new metro area definitions.

When anything happens that relates to the buying of media, we're on top of it. That's our business.
Schlosser makes it to the NBC-TV top; Durgin goes to corporate level

The long-expected elevation of Herbert Schlosser to the presidency of NBC-TV was announced last week. He will succeed Don Durgin, who has been named to an executive vice president post at NBC, supervising a group of corporate functions. The appointments are effective July 2.

Mr. Schlosser, who is presently executive vice president of NBC-TV, will continue to have reporting to him the same television-network department heads who now report to him.

Reporting to Mr. Durgin will be Donald J. Mercer, vice president, station relations; Gerald E. Rowe, vice president, advertising; William J. Rubens, vice president, research and corporate planning; and John Scuoppo, vice president, promotion. These functions now are included in the staff activities reporting to David C. Adams, NBC's board chairman. Mr. Schlosser and Mr. Durgin will report to Julian Goodman, NBC president.

Continuing to report to Mr. Adams will be Thomas E. Ervin, executive vice president, who supervises the NBC law department and the NBC Washington office headed respectively by vice presidents Corydon B. Dunham and Peter B. Kennedy, and Robert D. Kasmire, vice president, public relations.

The announcement said that in Mr. Durgin's area, the development of staff services continues, reporting activities of NBC's main operating divisions—the television network, the owned television stations, NBC News and the radio division—will be emphasized. NBC said there are plans to expand the work of NBC research by establishing a unit to provide market research and planning services for the marketing organization recently announced within the sales department of NBC-TV. "With Mr. Durgin's long experience in broadcast sales and marketing," the announcement said, "he will play an important role, at staff level, in NBC's corporate sales-development planning and operations."

Mr. Schlosser joined NBC in 1957 as an attorney, subsequently headed talent and program administration for five years before moving to Hollywood in 1966 as West Coast program vice president. He has been considered virtually certain to reach the TV-network presidency ever since he was moved back to New York as executive vice president last June. In that post, he has received reports from all departments, and he has been a central figure, with Mr. Durgin, in putting new executives into a number of key posts, in devising program strategies and in network operation and planning generally (see "Man in the News," Broadcasting, May 14).

On the way. The suddenly expanding role of Herb Schlosser, then executive vice president, in NBC-TV affairs was seen last May during the annual convention of the network's affiliates. In picture Mr. Schlosser (far left) greets affiliate Fred Paxton, of WPSD-TV Paducah, Ky., at reception also attended by Don Durgin (second from left), then NBC-TV president, now executive vice president, NBC Inc. David Adams, NBC chairman, was also in affiliate-reception line (to right of Mr. Durgin in photo).

Radio in summer draws bigger crowds

More people listen to radio in summer than in winter in all day parts but morning drive time, according to a study issued by the Pulse Inc.

The study compared audience levels in the top-30 radio markets in the summer of 1972 with those of the summer of 1971 and found trends generally to be similar.

At 7 p.m. to midnight the male audience in summer was 134% of the audience in winter 1972. The female audience in summer 1972 was 123% of the winter audience. In 1971 it was 137%. Teenagers were 101% in 1972, 116% in 1971.

At 3-7 p.m., the figures were: men 107% in 1972 and 108% in 1971; women 110% in both years; teenagers 96% in 1972, 100% in 1971.

On 10 a.m. to 3 p.m., the comparisons were: men 104% in 1972, 105% in 1971; women 103% in both years; teenagers 349% in 1972 and 331% in 1971.

At 6-10 a.m., the results were: men 92% in 1972 and 86% in 1971; women 91% in 1972 and 87% in 1971, and teenagers 91% in 1972 and 87% in 1971.

Blacks again trouble Lynch stations

KEJL-FM Oklahoma City was knocked off the air briefly on Sunday, June 17, when a group of Black Muslims burst into the station's mobile van then engaged in a remote broadcast. The Muslims were reportedly angry over the station's failure to broadcast the weekly 30-minute Black Muslim program, Muhammad Speaks, and had demanded that the program be aired; otherwise, they reportedly said, they would shut the station down.

The disk jockey in the mobile studio, Steve Scott, reportedly protested in vain that the van lacked the necessary equipment, then flipped the switch taking the unit off the air after, he said, his life was threatened.

However, Harold Owen Jr., program director for the FM's AM affiliate, KBEY, who had been monitoring the van's broadcast—of a black youth celebration, at a local stadium—put a record album on the air at the studio after he realized the remote unit had gone silent.

Tom Lynch, who with his brother D. J. Lynch, owns the AM-FM combination, estimated the station was off the air for between 30 seconds and three minutes.

He said the troubles originated with a malfunctioning tape machine, which prevented the station from playing the Muslims' program. The equipment had not been functioning properly since 2:30, two and a half hours before the Muslim broadcast was scheduled. Mr. Lynch said Mr. Owen had told the Muslims, led by Minister Theodore G. X., before 5 a.m. that the tape machine was malfunctioning. But the minister reportedly accused

Houser looking at '76. Thomas J. Houser, who was a member of the FCC from January to October 1971 was back in the news last week as a worker in what could become Senator Percy's 'R-III' campaign for the Republican presidential nomination in 1976. Mr. Houser, who returned to the Chicago law firm in which former FCC Chairman Newton N. Minow is a partner, Sidley and Austin, is chairman of an exploratory committee that is researching the question of whether Senator Percy should make the race. Existence of the committee, formed in February, was made public in a letter and financial report received by the secretary of the Senate on June 8.

Mr. Houser, who signed the letter, said Senator Percy has not decided whether he will become a formal candidate, and does not expect to make that decision until 1975. Mr. Houser is no neophyte in politics. He managed Senator Percy's unsuccessful campaign for governor in 1964 and his winning race for the Senate two years later. He was special counsel to Senator Percy from November 1966 to August 1967. And last year, Mr. Houser was chairman of the Illinois Committee for the Re-Election of the President.
Johnson again blasts trimming of EEO list

FCC employment queries to go to new group of 19 stations, down from original 46

The FCC, as it has every license-renewal period since August 1972, last week queried a number of renewal applicants concerning their equal-employment-opportunity programs. The applicants are in Arkansas, Louisiana and Mississippi. And as he has in connection with a number of the commission orders directing such inquiries, Commissioner Nicholas Johnson objected, contending that the commission lacks a commitment to meaningful enforcement of equal-employment practices in programming.

The commission asked 19 stations for explanations of their employment practices after measuring the employment records of all stations in the renewal group against the criteria in use for almost a year for selecting stations for further inquiry: stations with at least 10 employees that have no full-time female employees or show a reduction in their number or, if they are located in areas with minority populations of 5% or more, employed no full-time minority-group members or reported a decline in their number.

Commissioner Johnson, however, said that the staff had found 46 stations meeting those criteria, not 19. And he noted that lists of stations that met the criteria had been similarly pared in the renewal periods terminating in October, February and April.

Commission officials say that the paring is aimed at eliminating stations where the admittedly crude criteria might work an injustice—if applied, for instance, at a station where minority-group employment was reduced in connection with a curtailment of over-all employment).

Commissioner Johnson said that the methods used for trimming the original list can only serve to dilute the original intention of the filings and impede any progress that might have been made since last August.

"To what extent is the commission willing to deal with this problem?" he asked. "The majority's action is sorrowfully indicative of their lack of commitment to any meaningful enforcement of equal employment practices."

Commissioner Johnson is not the only commission official dissatisfied with the agency's performance in enforcing equal-employment-opportunity rules and policies. Officials concede not only that the standards used for selecting stations for questioning are imprecise but that the commission has no policy for determining how to proceed in the matter once the requested information is obtained from the stations.

The development of recommended policy for dealing with those matters is said to be a high priority item in the commission's new Equal Employment Opportunity Unit that has been established in the general counsel's office. The unit, which is helping to administer the commission's equal employment program for the communications industry, is headed by Lionel J. Monagas, and a new assistant officer, Clarence V. McKee Jr. ("Closed Circuit," June 18).

The stations queried last week are KJRA(AM) Little Rock, KTLO-AM-FM Mountain Home, and KXL(AM) North Little Rock, all Arkansas; KSLO-AM-FM Opelousas, WJBO-AM-FM Baton Rouge and KPLC-TV Lake Charles, all Louisiana; WDBL-AM-FM, WOIK and WALT(FM), all Meridian, WELO-AM-FM Tupelo, WJDX(AM) and WZQ(FM) Jackson, and WYMI-AM-FM Biloxi, all Mississippi.
Jefferson-Pilot expansion continues with acquisition of P&S radio properties

WQXI-AM-FM Atlanta, KIMN Denver are sold in $15-million package as spin-off from pending merger

Pacific & Southern Broadcasting Co., New York, has reached an agreement in principle to sell to Jefferson-Pilot Broadcasting Co., Charlotte, N.C., the three radio stations not included in P&S's proposed merger into Combined Communications Corp.

The transaction, which is subject to FCC approval as well as the culmination of the P&S-CCC merger, carries an estimated consideration of $15 million. It would bring to Jefferson-Pilot WQXI-AM-FM Atlanta and KIMN(AM) Denver.

Under an agreement announced last April, five P&S stations would be transferred to CCC through an elaborate stock-exchange deal worth approximately $38.6 million (Broadcasting, April 23). The Atlanta and Denver radio properties could not be included in that transaction due to FCC rules barring the common acquisition of major-market radio and television properties in the same city of license. CCC already owns KRTV(TV) Denver, thus precluding its acquisition of KIMN. And since the firm would be purchasing WQXI-TV Atlanta as part of the P&S merger, the radio facilities in that market were also necessarily earmarked for spin-off.

Jefferson-Pilot was one of several firms to have expressed interest in purchasing the stations offered by P&S. It was, however, the only one that made a firm offer for all three stations, according to a spokesman. Several other companies had submitted bids to acquire portions of the package ("Closed Circuit," June 4). Nevertheless, the $15 million price Jefferson-Pilot finally offered was somewhat less than what P&S wanted; asking price for the Atlanta properties alone had been $14 million.

Jefferson-Pilot's present acquisition comes as a major expansion movement in that firm's broadcast inventory. Presently, the largest market in which it is involved in station ownership is Charlotte. The Denver audience is roughly twice the size of Charlotte's; Atlanta's is three times as large. All three stations have proved track records; WQXI AM and FM are ranked number two and three, respectively, in the local ratings; KIMN is the leading Denver station among 18-49 demographics. All three are on contemporary formats.

Through various subsidiaries, Jefferson-Pilot owns WBT-AM-FM and WBT-V(TV), all Charlotte; WBBT(TV) Richmond, Va., and WBG(AM) Greensboro, N.C. It also owns six newspapers, located in Clearwater, Fla.; Altus, Okla., and Beaumont, Jasper, Laredo and Texas City, all Texas. Charles Crutchfield heads the firm, which is a subsidiary of the Jefferson-Pilot Corp., a major insurance and securities enterprise. The parent firm, among other interests, owns two life-insurance companies, Jefferson-Standard Life Insurance and Pilot Life Insurance.

WQXI is full time on 790 kHz with 5 kw day and 1 kw night. WQXI-FM operates at 94.1 mhz with 100 kw and an antenna 410 feet above average terrain. KIMN operates full time on 950 kHz with 5 kw. R. C. Crisler & Co., was broker.

Changing Hands

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

- WQXI-AM-FM Atlanta and KIMN(AM) Denver: Sold by Pacific & Southern Broadcasting Co. to Jefferson-Pilot Broadcasting Co. for approximately $15 million (see this page).
- WNUS-AM-FM Chicago: Sold by McLendon Corp. to Globetrotter Communications Inc. for an estimated $4 million (see page 55).
- KFBD-AM-FM Waynesville, Mo.: Sold by Fred Breitacher Jr. to James DeAngio for $250,000. Mr. DeAngio is manager of KFBD stations, where he has been employed for past 10 years. KFBD operates daytime on 1270 kHz with 500 w. KFBD-FM is on 97.7 mhz with 3 kw and antenna 290 feet above average terrain.

Approved

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

- KKHV-TV and KHVO(TV) Hilo, both Hawaii: Sold by Western Telestations Inc. to Starr Broadcast Group Inc. for $4 million (see page 55).
- KKHV(AM) Honolulu: Sold by Western Telestations Inc. to Lawrence S. Berger and Marcus Loew for $400,000 (see page 55).
- WKOAP-AM-FM Binghamton, N.Y.: Stock of licensee Binghamton Broadcasting Inc. sold by Andrew and Doris Jarmer to Royal Industrial Corp. for $595,000. Royal Industrial, Norwalk, Conn., holding company owned by Charles P. Lemieux, will retain WKOAP. FM is being spun off to WAAL Radio Inc., owned by George and Charlotte Gray and others. Mr. and Mrs. Gray own WAAL(AM)-WAAM(FM) Worcester, and WGCY(FM) New Bedford, both Massachusetts. WKOP

Broadcasting Jun 28 1973 54

FEATURED BY AMERICA'S OUTSTANDING MEDIA BROKER

The Sale of

STATION WINZ, MIAMI
by
RAND BROADCASTING COMPANY

GUY GANNETT BROADCASTING COMPANY

for
$2,500,000

Has been approved by the FCC and closed.

The undersigned acted as broker in this transaction.

BLACKBURN & COMPANY, INC.

Washington, D.C.

Chicaco 60601

2000 E

1725 R Street, N.W.

(202) 331-9279

Atlanta 30309

1655 Peachtree Road, N.E.

(404) 973-5026

Beverley Hills 90212

9465 Wilshire Blvd.

(213) 274-8151

73-38

Broadcasting Jun 28 1973 54

54
Hawaiian sales okayed

Purchases by Starr, new KHVH Inc. mean aloha from broadcast ranks for Western Telestations Inc.

Starr Broadcast Group, New Orleans, is now the licensee of three television stations, following FCC approval last week of Starr’s purchase of KXVO-TV (ch. 13) Hilo, both Hawaiian. Western Telestations Inc. will receive $4 million for the ABC-TV affiliates.

The commission last week also approved the sale of KHVL(AM) Honolulu from Western to two stockholders of that firm, Lawrence S. Berger (the current Western president) and Marcus Loew. The new company formed for the purpose of acquiring that station, KHVL Inc., will pay Western $400,000.

With the present transaction, Starr’s television inventory will triple. It presently the licensee of WCVB-TV Bristol, Va., and also awaits commission action on its proposal to purchase WBLG-TV (ch. 62) Lexington, Ky., from Reeves Telecom Inc. and Roy B. White Jr. for $2 million (Broadcasting, May 14).

Western’s principal stockholders have been Messrs. Berger and Loew and Benjamin N. Berger, the former’s father. Under the KHVL(AM) sale agreement, the younger Mr. Berger and Mr. Loew will own 94% and 6%, respectively, of KHVL Inc. Lawrence Berger had owned 30% of Western; Mr. Lowe had owned 6%.

Starr, a publicly owned firm, is also owner of KXKL(AM) North Little Rock, Ark.; KMBL(AM)-FM Oakland-San Francisco; KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas; WBOB(AM) New Orleans; WLOK(AM) Memphis; KYOK(AM) Houston; KDYX(AM) Dallas; WNNN-FM New York and WWWW(AM) Detroit. Its largest stockholders are Peter H. and Michael F. Starr and William F. Buckley Jr.

Starr has for several years been one of the most active broadcast firms in station trading. Within the past two years it has purchased seven stations, sold one and unsuccessfully attempted to buy another—WCMJ(AM) Camden, N.J.

KXVO-TV operates with 100 kw visual, 20 kw aural and an antenna 140 feet above average terrain. KHVL operates with 4.68 kw visual, 589 kw aural and an antenna 610 feet above average terrain. KHVL is full time on 1040 khz with 5 kw. With the TV and radio sales, Western Telestations Inc. leaves the broadcast-ownership ranks.

Globetrotter wants to switch in Chicago

Buy of WNUS-AM-FM from McLendon will require sale of WVON

WVON(AM) Cicero, III., one of the nation’s better-known black-oriented stations, will be sold soon, it was learned last week. This followed an announcement that Globetrotter Communications Inc., the present WVON licensee, had agreed to purchase WNUS-AM-FM Chicago from the McLendon Corp., subject to FCC approval.

Under a plan announced by Globetrotter

SOUTHEAST Wanted – FM Stations

We are temporarily sold out of our FM inventory in the Southeast. We have buyers willing to pay premium prices for good FM facilities in markets of over 50,000 population.

CARIBBEAN

Excellent AM/FM opportunities in Puerto Rico and the Virgin Islands. Properties priced at $175,000 and at $900,000.

Contact:

Cecil L. “Lud” Richards
Washington, D.C. Office
Public broadcasting's 'P&L' statement

CBP issues financial report for fiscal '72 that shows income for TV and radio stations was well up over past year and spending rose proportionately.

Data issued by the Corporation for Public Broadcasting shows that income and expenditures for the nation's public television and radio stations were about equal in fiscal 1972. That income levels for those stations increased markedly over the preceding 12-month period. The CPB figures show that public television stations collectively took in $162,510,481, a 14.5% increase over fiscal 1971 (both periods ended June 30). Total television direct expenditures during the past fiscal year were $163,893,935, up 14.7% from the preceding year. That total includes direct operating costs of $123,486,227 (up 9%) and capital expenditures, which were allocated for the purchase of equipment (to improve facilities) of $40,407,708 (up 36.5%).

For the public radio stations eligible for CPB funding, the total income level last year amounted to $15,402,708, an increase of 27% over fiscal 1971. Direct expenditures increased by 32.6% to $15,743,974. Included in that figure were direct operating expenditures of $12,880,657 (up 22.7%) and capital expenditures of $2,863,317 (up 108.2%).

(A CPB spokesman noted last week that the fact that expenditures for both radio and television was slightly excess of income might be misleading. He said that over the years the ratio fluctuates both ways and is basically equivalent when averaged out over a period of several years. CPB officials were also quick to note that while fiscal 1972 saw a significant increase in income levels, they have yet to reach a point that they would consider healthy.)

The preceding computations do not take into consideration the amount of other costs absorbed by supporting institutions (value of donations of time and equipment, etc.), in the past two years. In fiscal 1972, that figure totaled $2,171,370 (an increase of 13.4%) for radio and $9,407,236 (a 25.3% rise) for television.

The figures also show that public broadcasters spent more money for facilities in fiscal 1971 than ever before. Capital expenditures more than doubled last year, bringing the total amount of facilities allocations made during the entire history of that medium to $18,259,285. The more than one-third increase in the same category for television licensees brought the total facilities allocations for that medium to $252,204,207.

State governments continued to be the largest source of funding for individual public stations, although the bulk of the state funds went to facilities operated by state agencies or state universities. State-government sources contributed 14.7% of public television's income last year; 22.3% in fiscal 1971. For radio, state governments added only 2.9%. But state universities, with their widespread sponsorship of noncommercial FM's, contributed 42% of the total radio income.

The five largest contributors last year were state government sources (14.7%), local schools and boards of education (11.9%), state universities (11.7%), intra-industry sources (10.3%) and national foundations (9.8%). The federal government came in sixth for television, contributing 9.5% to the total. For radio, the top five were state universities (42%), intra-industry sources (10.4%), subscribers and individuals (8.6%), local schools and boards of education (7.5%) and other local government sources (7.3%). The federal government was again sixth down the list, with a 6.3% contribution to the medium.

On the other side of the balance sheet, the top-five sources of PTV expenditures were production (27.1%), technical (21.9%), general and administrative (16.7%), programing (13.9%) and instructional (6.9%). The five largest radio expenditures were in the areas of programming (25.9%), technical (24.6%), general and administrative (22.5%), production (15.3%) and miscellaneous expenses (4.8%).

Public television stations last year paid salaries totaling $65,404,184. The figure for radio was $10,131,108.

KAYE goes before FCC in September

Commission will hear oral argument in stormy case in which counsel for station has been barred by administrative law judge

The KAYE(AM) Puyallup, Wash., renewal-hearing case, which almost literally blew up in an exchange of angry denunciations between the administrative law judge and the station's president, goes before the FCC for oral argument on Sept. 7.

The commission last week decided to hear the parties on KAYE's appeal from the order of Judge Ernest Nash, issued in December, dismissing with prejudice, KAYE's renewal application, and terminating the proceeding (BROADCASTING, Dec. 11).

Judge Nash said his action was based on his judgment that the station owner, James Nichols, had no intention of proceeding with the case in accordance with commission rules and procedures and that the station's counsel, Benedict Cottone, intended to wear him down with "tactics of disruption and disorder."

Judge Nash in September had recessed the hearing, which was held in Puyallup, and before the bench. The federal court noted at the proceeding and Mr. Nichols said he was unable to obtain new counsel on short notice (BROADCASTING, Sept. 18).

The barrister of Mr. Cottone came as a climax to an increasingly rancorous proceeding. Judge Nash said that Mr. Cottone had been continuously disor-
orderly, disrespectful and disruptive.”

For its part, KAYE had accused Judge Nash of bias and had tried, unsuccessfully, to have him removed from the case because of his alleged “prejudice.” Mr. Cottone has rejected as baseless the charges that he and Mr. Nichols were out to force a discontinuance of the hearing.

The commission’s Broadcast Bureau, in its comment on the KAYE appeal, recommended that the case be remanded for further hearing, if Mr. Cottone did not serve as counsel. The bureau said Judge Nash should have allowed KAYE additional time to obtain new counsel.

Mr. Cottone has attempted to bring some formal action against Judge Nash. The attorney asked the Federal Communications Bar Association to investigate the matter, but the bar has asked the commission to make its own inquiry.

The KAYE renewal proceeding was initiated in July 1970, when the commission designated the renewal application for hearing to determine whether the station had met its fairness doctrine obligations. Judge Nash in an initial decision a year later, recommended denial of the station’s renewal application. However, the case was remanded to him to allow him to make a rebuttal showing. That phase of the hearing began on Aug. 7, 1972, and ended in the recess Judge Nash called a month later.

Besides KAYE and the commission’s Broadcast Bureau, the parties who will participate are the Puget Sound Committee for Good Broadcasting and the B’nai B’rith, both of which had filed complaints that led to the renewal hearing.

Carpet at the FCC still gets hard wear
Fiscal ’72 report indicates no blackening in enforcement activity at the commission

The FCC cracked down—with varying degrees of severity—on 179 broadcast licensees or applicants as a result of alleged or proved violations of commission rules or the Communications Act, or because of questions about character qualifications, in fiscal year 1972.

Belated word on that statistic was contained in the FCC’s 38th annual report, published last week by the General Printing Office. The 289-page report is a compendium of commission doings in broadcast, cable television, common-carrier services, land-mobile operations and the other activities in which the commission is involved, in the year that ended June 30, 1972.

The section on “enforcement” in the chapter on issues involving moves to improve fairness doctrine and its licensees is causing each other. The 179 cases of broadcasters in trouble last year included 29 hearings—20 dealing with renewal applicants, three with revocation proceedings, five with license issues and one with a construction permit and one with an application for a permit.

The broadcaster - in trouble category also included four broadcasters who lost their licenses as a result of renewal or revocation proceedings begun in prior years, five who received short-term license renewals and 141 who were named in forfeiture actions (44 involved final forfeiture orders).

The record is similar to the one reported for fiscal year 1971—20 renewal application hearings ordered, eight renewal applications denied as a result of alleged or proved violations of short-term renewals granted to 10 applicants and 142 forfeiture actions taken (including 46 final orders).

The report is available from the U.S. Government Printing Office, Washington, for $2.85, including postage.

Giveaway in Dallas: Doubleday’s UHF
Owner looks for nonprofit group to take station and liabilities

Doubleday Broadcasting Co., New York, quietly offered to donate its struggling Dallas UHF, KDTV (tv), to a nonprofit organization that would be willing to assume that station’s contractual obligations.

Richard A. Anderson, Doubleday’s vice president and corporate business director in Dallas, acknowledged last week that KDtv, which has been on the air since February 1968, is up for grabs but he emphasized that none of the several institutions reported to have expressed an interest in acquiring the Dallas station is being given favorable consideration at this time.

“We have not advertised this,” Mr. Anderson said, noting that Doubleday’s decision to make a gift of the UHF came in the face of substantial financial losses and followed an unsuccessful effort to sell the facility.

He declined to comment on the prospects of Dallas’s public television station, KERA-TV, becoming the beneficiary of the offer. There have been numerous local licensees, he said, who have sought to obtain a license to operate a public service outlet as an outlet for its instructional programming. It is questionable, however, whether the PTtv station would be willing or able to assume responsibility for an estimated $1.2 million in outstanding film contracts and an annual $72,000-20 year lease for studios which would be contingent on the donation of KDtv. This is particularly so since the programming involved in KDtv’s film contracts would likely be incompatible with a PTtv format.

Doubleday has recently disposed of several broadcast properties in the Southwest—it is awaiting FCC approval on its proposed sale of KDEF-AM-FM Albuquerque, N. M., and KROD-AM (AM) El Paso to Media Horizons Inc. Mr. Anderson emphasized that activity, coupled with the KDtv offer, is “not by any means” an indication that the firm is contemplating an exit from broadcasting. “We’re still looking to upgrade our standing in major markets,” he said, noting that Doubleday last year purchased KDSW-AM St. Paul from Valjon Inc.

One-time KTTV head makes Watergate news
‘Post’ claims Moore is mentioned in Dean’s testimony

The Watergate scandal reached out last week to touch, if with uncertain effect, a prominent ex-broadcaster who is now a member of the White House inner circle, Richard A. Moore, who once was president of KTTV (tv) Los Angeles.

His name cropped up in the Washington Post on Wednesday (June 20) in a story said to have been based on two pages of a summary of sworn testimony that former White House counsel John W. Dean III gave the Senate Watergate committee in executive session on Saturday (June 16).

One of the disclosures attributed to Mr. Dean in the summary was that, at a meeting in La Costa, Calif., on Feb. 10, he, along with the men who were then President Nixon’s personal assistants, H. R. Haldeman and John D. Ehrlichman, “and special presidential counsel Richard A. Moore discussed paying money to the Watergate defendants.”

The summary added, according to the story, that “Moore was to go to New York and prevail upon [former Attorney General John N.] Mitchell to get money for the defendants. Mitchell ignored it.”

The Post account noted that although Morris H. Dees, Haldeman’s assistant and Mitchell have previously been implicated in the Watergate investigation, the summary of Mr. Dean’s testimony contains the first suggestion that Mr. Moore, who is still a White House aide, might have known about the payments to the defendants in the Watergate trial.

A second mention of Mr. Moore’s name in the Dean testimony was reported on Thursday by the Washington Star-News, which based its story on the full Senate summary noted the summary as saying that Mr. Moore had sat in on the interviews FBI agents conducted with Nixon campaign aides and White House officials in the early phases of the Watergate investigation.

Mr. Moore declined to comment on the report, citing the White House policy of withholding comment on leaks of Mr. Dean’s testimony. “But,” he said, “I look forward to clarifying the whole matter at the proper time.”

Mr. Moore also had a message for his “friends in broadcasting” who might be concerned about him. “They can rest easy,” he said. And the White House’s deputy news secretary, Gerald Warren, said, “Dick’s a member of the White House staff in good standing.”

Mr. Moore’s name was mentioned once before in connection with Watergate—in a passing reference made by Jeb Stuart Magruder to efforts administration officials had made, during the campaign, to settle on the best method for handling Watergate “as a public relations issue.”

Mr. Magruder, the former deputy chief of the President’s re-election committee, said Mr. Moore, former presidential aide Dwight Chapin and White
It's still 'K' in West and 'W' in East—but otherwise it's changed

The FCC has modified its rules governing the assignment of call signs to AM, FM and TV stations. The purpose, the commission said, is to reflect existing policies and resolve related problems. The new rules mark the end of the first-come, first-served policy, at least in its old form.

The commission said that if competing requests for a relinquished or deleted call sign are received within 15 days of the commission's notification of the sign's availability, the assignment will go to the first station asking for it but to the station with the longest continuous record of broadcasting under substantially unchanged ownership.

The commission, which initiated the call-sign rulemaking six years ago, on May 26, 1967, is retaining the ruling under which "K" call signs are assigned to stations west of the Mississippi and "W" call signs to stations east of it. But it will relax the rule where necessary to conform the call-sign assignments of stations that otherwise qualify for common call signs.

Similarly, although only four-letter call signs (plus FM or TV suffixes) will be assigned, as is now the case, call letters for new or converted stations may be made to conform to three-letter call signs of commonly owned stations.

The new rules spell out these procedures in connection with call-sign assignments: The commission will not accept a request for new or converted call sign until it has granted a construction permit; anyone applying for the transfer or assignment of a license or CP may request a new call-sign assignment when the application is filed, and when such an application is granted and the existing call signs conform to that of a commonly owned station not part of the transaction, the person acquiring the station or permit must request a different call sign within 30 days.

The commission also listed some negatives: Call signs will still be reserved and will not be made effective retroactively. What's more, a call that contains the initials in their usual sequence of the President of the United States, a living former President, or of the United States Senate or House of Representatives, or any department or agency, will not be available for assignment without suitable clearance.

The new rules are effective Aug. 6.

House Commerce gets out CPB bill

Included is Brown amendment holding down two-year funds by $10 million

Legislation containing a two-year, $120-million authorization for the Corporation for Public Broadcasting received unanimous approval last week from the House Commerce Committee.

The bill (H.R. 8538) is substantially the same measure that the House Communications Subcommittee approved after hearings two weeks ago (Broadcasting, June 18), but it incorporates an amendment, offered by the subcommittee's ranking Republican, Clarence Brown (Ohio), that was narrowly defeated in the subcommittee's markup of the bill. The Brown amendment, adopted on a voice vote, would cut $10 million from the subcommittee-approved CPB funding plan and restrict facilities grants to a two-year, $55-million program instead of the four-year, $115-million program provided in the subcommittee-approved version of H.R. 8538.

Under the committee's bill, CPB would be authorized to receive $50 million in fiscal 1974 and $60 million in 1975, plus an additional $5 million in each of those years on a matching-fund basis. Facilities grants, distributed by the Department of Health, Education and Welfare, would be $25 million in 1974 and $30 million in 1975.

Retained in the bill is a provision requiring stations to keep audio tapes of their public-affairs programs for 60 days after broadcast. (The requirement could be satisfied by CPB or "any authorized entity" retaining the tapes.)

On May 7 the Senate passed a bill providing a two-year, $130 million authorization for CPB and $115 million in facilities grants over four years (Broadcasting, June 21). The original H.R. 8538, sponsored by House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), was identical to the Senate-passed bill.

The revised House bill now goes to the Rules Committee, to be taken up on the floor. If the House-passed bill differs from the Senate's version, the bills will go to a Senate-House conference, where the differences will be resolved.

Macdonald said last week he was "pleased that the committee could report out this bill as rapidly as we have," predicting early passage in the House.

Mr. Brown said the bill "should meet the President's budget goals for the coming year." And the committee's ranking Republican, Samuel Devine (Ohio) called the compromise bill "reasonable" and said "we have some assurance that it will not meet with the same fate it suffered last year," when the President vetoed a two-year funding bill.

Communications scholarship: WJIC-TV Pittsburgh has awarded its first annual communications scholarship of $2,000, consisting of $1,000, 10-week summer work schedule at station and $1,000 check to college of winner's choice. Winner, Glenda Hudson of New Brighton, Pa., chosen on basis of ability and need, will study at California (Pa.) State College in fall.

The Quarton challenge. Iowa Broadcasters Association is establishing public charitable corporation to raise up to $300,000 over 10-year period to undertake program of awards, scholarships, research and teaching grants for Iowans in any field of endeavor. Project is outgrowth of offer by William B. and Elnora H. Quarton Foundation to match every dollar raised by association with two of its own. Mr. Quarton is retired general manager of WMT stations in Cedar Rapids.

The perils of pay

The National Association of Broadcasters is mounting a campaign against pay television and pay cable. At its meeting last week the NAB TV board requested that a new NAB committee include James Hulbert, NAB vice president for public relations, and Roy Danish, director of the Television Information Office—to explore methods to inform the public of its new TV and pay cable, if allowed to develop on a nationwide scale, would deprive viewers of sports and other programming they now see on free television.

Even more for ABC Radio

FCC writes off 'Maude' protests
Staff says no action warranted on complaints about abortion theme

That two-part episode on CBS-TV's Maude last November about Maude's abortion generated hundreds of complaints to the FCC—from viewers angry about stations that refused to clear the programs as well as from those angry about stations that cleared the programs. The insurance industry had instigated the program. "Smash-up," which had appeared in the old Armstrong Circle Theatre series. But in notifying CBS of that action, the commission said it had not been persuaded by CBS's contention that the fairness doctrine should not be applied to dramatic programs except in extreme cases ("Closed Circuit," Dec. 30, 1963; Broadcasting, Jan. 6, 1964).

Mr. Ray, in letter to the groups complaining about Maude, did reject one aspect of their complaint—that the Maude two-parter had violated the personal-attack rule, which is part of the fairness doctrine, by attacking "an identified group, namely all present and future unborn children." Since the rule discusses a personal attack in terms of an attack on "the honesty, character, integrity or like personal qualities of an identified person or group," Mr. Ray said, the kind of "attack" about which the groups were concerned was not covered by the personal-attack rule.

WXUR, WGCBl stations didn't get answer they wanted from FCC

As if the Rev. Dr. Carl McIntire and his WXUR-AM-FM Media, Pa., did not have enough problems, the FCC last week cited the stations for failure to comply with its personal-attack rules in connection with a Jan. 27, 1972, broadcast of a program allegedly accusing the United Church of Christ of financially supporting violent, subversive and anti-white militant groups.

The WXUR stations are to go off the air soon (unless its attorneys pull off a piece of legal magic), following the Supreme Court's refusal to hear a case in which the commission denied them license renewals on the grounds that they violated the fairness doctrine and personal-attack rules and had been guilty of misrepresentation (Broadcasting, June 4).

The commission's ruling last week amounted to a revival of two cases in which it ruled that radio stations had received sanctions in connection with their attacks on entities leaning toward the other end of the political spectrum. Also cited in last week's ruling were Red Lion stations in Baltimore, and another Red Lion station in Pittsburgh, which several years ago were the object of a landmark Supreme Court decision in which the legality of the fairness doctrine was affirmed.

The action against the Media and Red Lion stations was in response to their airing of a Life Line program which attempted to present the Church of Christ as part of a conspiracy to cause unrest in the nation's prisons through illegal and violent means.

Ironically, the action, which was issued through the office of FCC Complaints and Compliance Division Chief William B. Ray, was not the result of a complaint against those facilities (none was forthcoming), but rather of an inquiry into the station's actions. The WXUR and WGCBl stations had asked the commission to rule whether their broadcast of the Life Line program constituted a personal attack, whether they are obligated to give reply time equal to the time duration of the purported attack, and whether it would be permissible to introduce any forthcoming Church of Christ reply with an explanation and defense of the original broadcast.

Noting that the personal-attack rules require that offers of reply time be made no more than one week after the broadcast in question, Mr. Ray found that the stations had obviously not fully complied with the rules since their inquiry came three months after the broadcast. He said the amount of time to be given to the reply is subject to negotiations between the licensee and the attacked party, and that dissatisfaction on the part of the latter could be resolved through a complaint to the commission. Mr. Ray also found that prefiguring a reply by an unwarranted justification of the original attack "would not appear, on its face, to constitute a reasonable opportunity to respond."

While the WXUR and WGCBl stations have been operated autonomously, there has been a definite link between the two through family ties. WXUR-AM-FM, which are owned by Dr. McIntire's Faith Theological Seminary, were licensed to Brandywine Main Line Radio Inc., of which John H. Norris is president. WGCBl-AM-FM are owned by Red Lion Broadcasting Co. That organization is headed by John M. Norris, who is father of the WXUR president.
High court scuttles record pirates

California copyright law is upheld; ruling gives states power to enact stronger legislation than federal laws

States as well as the federal government can enact legislation to protect manufacturers against record and tape pirates who duplicate and then sell at cutrate prices popular records and tapes. What is more, the states can afford manufacturers even more protection than can the federal government.

A sharply divided U.S. Supreme Court issued that ruling last week, in upholding prosecution, under a California state law, of three individuals who had committed record piracy.

The defendants had contended that the state law conflicts with the U.S. Constitution, which provides for federal copyright legislation, and with the federal legislation, which was enacted in 1971 to protect record manufacturers against piracy. The California statute affords the record's creator protection for life; the federal statute, only for two-28-year periods.

Chief Justice Warren E. Burger, writing for himself and four of his colleagues, said that the Constitution does not preclude states from passing legislation to protect themselves against piracy.

Tracking the Playlist

With only six new records on the "Playlist" this week and only three new records breaking into the top-40 positions, activity this week was centered on strong midchart jumps by recently released recordings by Eagles, Stories, Charlie Daniels and John Denver. Paul McCartney continues his grip on the number-one position despite major shifts. In the top 10, Paul Simon's "Kodachrome" goes to number two, replacing "Daniel" (5), while "Give Me Peace" by George Harrison replaces "Pillow Talk" (8). In the number-three spot, Three Dog Night's "Shambala" (4) and Bloodstone's "Natural High" (9) break into the top 10 for the first time this week. The Carpenters (12) and Seals and Crofts (19) received bullets as well, with large steps on their way to the top 10. Breaking into the top 40 this week, all with bullets, are Chicago's "Feeling Stronger Every Day" ("Breaking In," June 16) at 31, Gilbert O'Sullivan's "Get Down" at 33 and Charlie Daniels' "Uneasy Rider" at 39. These records have been on the Playlist for only two weeks. New and bullet-edited on the "Playlist" this week are Lobo's "How Can I Tell Her?" (43), the Temptations' "Plastic Man" (60), Helen Reddy's version of Tanya Tucker's country hit, "Delta Dawn" (62), and Led Zeppelin's single, "Over the Hills and Far Away" (63) (see "Breaking In," page 63). Also new this week are Kris Kristofferson's "Why Me?" (70) and Dickie Goodman's novelty record, "Watergate" (73), which is probably the most successful of the recent spate of Watergate records now on the market.

Music

These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted." In terms of American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears.

- Bullet indicates upward movement of 10 or more chart positions over previous week.
<table>
<thead>
<tr>
<th>Week</th>
<th>Rank</th>
<th>Title/Artist (Label)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>32</td>
<td>No More Mr. Nice Guy (3:05) <em>Vicki Lawrence—MGM</em></td>
</tr>
<tr>
<td></td>
<td>33</td>
<td>Alice Cooper—Warner Brothers</td>
</tr>
<tr>
<td></td>
<td>34</td>
<td>Get Down (2:36) <em>Gilbert O'Sullivan—Mam</em></td>
</tr>
<tr>
<td></td>
<td>35</td>
<td>Give It to Me (3:07) <em>J. Geils Band—Atlantic</em></td>
</tr>
<tr>
<td></td>
<td>36</td>
<td>And I Love You So (3:14) <em>Perry Como—RCA</em></td>
</tr>
<tr>
<td></td>
<td>37</td>
<td>Leaving Me (3:20) <em>Indians—Wand</em></td>
</tr>
<tr>
<td></td>
<td>38</td>
<td>Money (3:59) <em>Pink Floyd—Harvest</em></td>
</tr>
<tr>
<td></td>
<td>39</td>
<td>Swamp Witch (3:47) <em>Jim Stafford—MGM</em></td>
</tr>
<tr>
<td></td>
<td>40</td>
<td>Uneasy Rider (3:53) <em>Charlie Daniels—Kama Sutra</em></td>
</tr>
<tr>
<td></td>
<td>41</td>
<td>You Are the Sunshine of My Life (2:45) <em>Stevie Wonder—Tamla</em></td>
</tr>
<tr>
<td></td>
<td>42</td>
<td>Goin' Home (2:10) <em>Osmonds—MGM</em></td>
</tr>
<tr>
<td></td>
<td>43</td>
<td>Steamroller Blues (3:07) <em>Elvis Presley—RCA</em></td>
</tr>
<tr>
<td></td>
<td>44</td>
<td>How Can I Tell Her? (3:59) <em>Lobo—Big Tree</em></td>
</tr>
<tr>
<td></td>
<td>45</td>
<td>Let's Pretend (2:51) <em>Raspberries—Capitol</em></td>
</tr>
<tr>
<td></td>
<td>46</td>
<td>Misdemeanor (2:36) <em>Foster Sylvers—Pride</em></td>
</tr>
<tr>
<td></td>
<td>47</td>
<td>Free Electric Band (3:15) <em>Albert Hammond—Mums</em></td>
</tr>
<tr>
<td></td>
<td>48</td>
<td>Back When My Hair was Short (2:39) <em>Gunhill Road—Kama Sutra</em></td>
</tr>
<tr>
<td></td>
<td>49</td>
<td>The Morning After (2:14) <em>Maureen McGovern—20th Century</em></td>
</tr>
<tr>
<td></td>
<td>50</td>
<td>What About Me? (2:40) <em>Annie Murray—Capitol</em></td>
</tr>
<tr>
<td></td>
<td>51</td>
<td>Thinking of You (2:17) <em>Loggins and Messina—Columbia</em></td>
</tr>
<tr>
<td></td>
<td>52</td>
<td>Little Willy (3:13) <em>Sweet—Bell</em></td>
</tr>
<tr>
<td></td>
<td>53</td>
<td>Give Your Baby a Standing Ovation (3:52) <em>Delia—Cadel</em></td>
</tr>
<tr>
<td></td>
<td>54</td>
<td>Touch Me in the Morning (3:51) <em>Diana Ross—Motown</em></td>
</tr>
<tr>
<td></td>
<td>55</td>
<td>Brother Louie (3:55) <em>Stories—Kama Sutra</em></td>
</tr>
<tr>
<td></td>
<td>56</td>
<td>First Cut is the Deepest (3:48) <em>Keith Hampshire—A&amp;M</em></td>
</tr>
<tr>
<td></td>
<td>57</td>
<td>I'd Rather Be a Cowboy (4:10) <em>John Denver—RCA</em></td>
</tr>
<tr>
<td></td>
<td>58</td>
<td>Tequila Sunrise (2:52) <em>Eagles—Asylum</em></td>
</tr>
<tr>
<td></td>
<td>59</td>
<td>Reeling in the Years (4:35) <em>Steeley Dan—ABC/Dunhill</em></td>
</tr>
<tr>
<td></td>
<td>60</td>
<td>The Night the Lights Went Out in Georgia (3:36) <em>Vicki Lawrence—Bell</em></td>
</tr>
<tr>
<td></td>
<td>61</td>
<td>Plastic Man (4:45) <em>Temptations—Gordy</em></td>
</tr>
<tr>
<td></td>
<td>62</td>
<td>Loving You is the Right Thing To Do (2:57) <em>Carly Simon—Elektra</em></td>
</tr>
<tr>
<td></td>
<td>63</td>
<td>Delta Dawn (3:08) <em>Helen Reddy—Capitol</em></td>
</tr>
<tr>
<td></td>
<td>64</td>
<td>Over the Hills and Far Away (4:42) <em>Led Zeppelin—Atlantic</em></td>
</tr>
<tr>
<td></td>
<td>65</td>
<td>Time to Get Down (2:53) <em>O'Jays—Philadelphia International</em></td>
</tr>
<tr>
<td></td>
<td>66</td>
<td>There's No Me Without You (3:28) <em>Manhattans—Columbia</em></td>
</tr>
<tr>
<td></td>
<td>67</td>
<td>Avenging Annie (4:58) <em>Andy Pratt—Columbia</em></td>
</tr>
<tr>
<td></td>
<td>68</td>
<td>Close Your Eyes (2:58) <em>Edward Bear—Capitol</em></td>
</tr>
<tr>
<td></td>
<td>69</td>
<td>He Did With Me (2:27) <em>Vicki Lawrence—Bell</em></td>
</tr>
</tbody>
</table>

*Continues on page 62*
The Colonel's quote...

"It seems to me to be a basic, indeed elementary concept that the primary purpose of advertising is to sell—to move goods and services. To do so, it may attract attention, create interest, provide information—it may alert, amuse, beguile, stimulate, tempt, and, heaven forbid, even persuade."

Commissioner Richard E. Wiley
Federal Communications Commission before the Broadcasters Promotion Association, Boston.

Programing changes at RKO prompt talk of Drake departure

Following the dismissal of two of RKO Radio's top-40 program directors within a week, reports began to surface last week concerning a split between RKO Radio Division President Bruce Johnson and Programing Vice President Bill Drake. Sources close to Mr. Johnson said that Mr. Drake was not consulted on the June 4 firing of Scotty Brink, programer of WRKO (AM) Boston and Mel Phillips, program director of WXLO (FM) New York, on June 15. Nor was he consulted, they claimed, on the replacements: Robin Mitchell, a disk jockey since last October on WRKO, for Mr. Brink, and Al Brady, station manager of WWJ (AM) Hackensack, N.J., for Mr. Phillips. It was also said that Mr. Johnson has been talking with veteran programers outside RKO about the possibility of replacing Mr. Drake.

Bruce Johnson denied that there was conflict between him and Bill Drake. As for the Phillips-Brink dismissals, he said the two were not related. "It was unfortunate that by coming within a period of two weeks they appeared to be something they were not," he said. He attributed Mr. Brink's dismissal to a "total disagreement on philosophies." Mr. Brink confirmed his statement. "(Programming) changes that came down from Bill (Drake) after the October-November ARB's seemed to me a giant step forward into the past. I knew I was going to have to fight in order to keep the station sounding fresh. I was very vocal about my objections." As for the dismissal of Mel Phillips, Mr. Johnson cited the "marked" ratings decline of the station over the past year. "We tried almost everything we could. Bill (Drake) spent a lot of time in New

from page 50 not expressly vest all copyright-protection power in the federal government. He also said the federal legislation has not preempted state control over all works that might be copyrighted.

The 1971 federal statute was not intended to affect the legal relationships governing recordings produced prior to Feb. 15, 1972, when the federal statute became effective, the Chief Justice said, and until Congress takes additional action to bring such recordings under federal control, he added, California remains free to prohibit the kind of action with which the defendants were charged. Joining the Chief Justice were Justices Potter Stewart, Byron R. White, Lewis F. Powell Jr. and William H. Rehnquist. The dissenters—who joined in condemning the practice of record piracy but felt that the majority was wrong on the applicable constitutional and statutory issues involved were Justices Harry A. Blackmun and William J. Brennan Jr., both of whom joined in two dissenting opinions, and Justices William O. Douglas and Thurgood Marshall.

PGW

SELLING MORE IN OUR 42nd YEAR

PETERS CRIFIN WOODWARD, INC.  Atlanta • Boston • Charlotte • Chicago • Dallas • Detroit • Los Angeles • Minneapolis • New York • Philadelphia • St. Louis • San Francisco

Broadcasting Jun 25 1973 62
York trying to straighten out the situation. But things had gotten so bad that Mel really wanted out too," he said. Meridee Merzer, music director of WXLQ, was also dismissed. He said that major changes in programing policy had been implemented by Mr. Drake last September. Of his experience with Bill Drake, Mr. Phillips said: "He's given up. I don't think he'll be there when his contract expires or maybe even before then."

**Breaking In**

"Clouds" — David Gates (Elektra) *Whether he is talking about rock-and-roll stars ("Guitar Man") or about meeting a new group ("Surrender"), he is not likely to rant on David Gates to romanticize it. Together with his group Bread, Mr. Gates has built up enormous strength in pop music. By keeping his songs brief, subjectively simple and tinged with a childishness ("I'm A Want You"), he has provided Elektra with its only consistent hit-maker besides Carly Simon. If there was a slight bit of panic in the offices of Elektra when the break-up of Bread was announced last month, fears were quickly allayed when it was learned that the songwriter/producer/lead singer of Bread, Mr. Gates, would continue his career as a solo artist for the company. "Clouds" is the first effort of his new career.

With the addition of a synthesizer, which is used to simulate wind in the beginning and horns in the middle of the song (these effects weren't heard in his earlier work), the Gates voice seems in fine form, ranging from smooth falsetto to powerful. It's a simple statement that clouds are like a love affair. Easy to grasp; David Gates does not venture far from the ground he had marked out with Bread. "Clouds" was released only last week and reports so far are scattered. But stations playing the new David Gates record included KILT (AM) Houston, and WSOA (AM) Savannah, Ga.

"Over the Hills and Far Away" — Led Zeppelin (Atlantic) *Despite what AM contemporary radio has done for the careers of this British band—and it has done quite a lot—Led Zeppelin has never considered a single for AM airplay as having real relevance. Witness the "Stairway to Heaven" phenomenon of last year: Culled from Led Zeppelin's last album, "Stairway to Heaven" proved unexpectedly successful on stations willing to program an album cut. It went to number one in Philadelphia, for example. But no amount of coaxing from Atlantic Vice President Jerry Greenberg could persuade the band to allow the company to release it as a single.

Again on Led Zeppelin’s newest album, House of the Holies, it seems that Mr. Greenberg and Atlantic ran into the same problem of getting the group to decide on a single. *House of the Holies is the group’s first album in more than a year and a half, and programmers jumped onto the album cut of their choice during the initial weeks of last month. Most preferred "D’yer Mak’er" for its vintage rock-and-roll sound. The second favorite was "Over the Hills and Far Away," which turned out to be the group’s choice as well; it was released as a single.*

**New from Cassettes Sciences**

A home entertainment/education center with a film player and computer terminal that work through a standard TV set was demonstrated in New York and Los Angeles last week by Cassettes Sciences Corp. of Los Angeles. The computer terminal, which officials said would retail for less than $500, is used with a conventional telephone to dial up computer-stored programing for display on the home screen. The terminal will have two versions: one to play super-8mm motion-picture films and one to play 16mm, both through attachments to the home TV set. The player, too, will retail for less than $500, according to Cassettes Sciences Chairman Benjamin C. Zlotin, who said the super-8 player and the computer terminal will

**NAB gets behind move for all-channel Radio board suggests ad hoc group to coordinate with NAFMB on matters of common concern**

Legislation in Congress to require that radio sets be equipped to receive both AM and FM broadcasts is to be explored in a meeting between the National Association of Broadcasters’ radio board and the National Association of FM Broadcasters.

At its meeting last week the radio board asked that an ad hoc committee be formed to meet with NAFMB on the all-channel radio bill and other matters of mutual interest. NAB has never taken a position on the legislation: NAFMB is in favor of it.

The radio board took the following other actions at its meeting last Thursday (June 21):

- Asked the staff to explore and make recommendations regarding governmental and other services that duplicate broadcast services. Items would include the Federal Highway Administration's proposal to transmit traffic information to motorists on unused AM frequencies (Broadcasting, April 9), and a carrier-current radio station operating in competition with commercial stations at Ocean City, Md. NAB has already expressed opposition to the last (Broadcasting, May 14).

- Adopted two resolutions in support of recommendations made by NAB's Small Market Radio Committee last month. The committee recommended petitioning the FCC to amend its rules to prohibit FM translators from extending a station's primary signal beyond its primary coverage area. It also recommended exploring the feasibility of establishing an employee trust for employees of NAB-member stations.

- Asked the staff to investigate automated equipment used for traffic and accounting functions with an eye toward setting NAB standards for such equipment.
Help your client get more for his advertising dollar

ADVERTISING COST CONTROL HANDBOOK
By Ovid Riso

Goes far beyond mere budget control. Outlines improved procedures for evaluating and handling every phase of advertising practice. Shows how barter and brokerage work in spot broadcasting. Helps you gain the upper hand negotiating for radio spot rates.

416 pp., illus., $17.95

CINEMATOGRAPHY

Malkiewicz. 216 pp., illus., 8½ x 11¼. A filmmaker's guide to cameras, films and filters, lighting equipment, picture quality control, and audiences. $12.95

Be available late this year, the 16mm player next spring.

Technical Briefs

Represents Sony. Anixter Bros., Skokie, Ill., has been franchised by Sony Corp. of America, to distribute Sony video-cassette equipment for use by cable-television systems. Sales will be made through Anixter-Pruzan, the company's national supply service to industry. Anixter-Pruzan has operations in Seattle, Los Angeles, St. Louis, Atlanta, Chicago, Dallas and New York.

Turntable time. Gates division of Harris Intertype Corp., Quincy, Ill., introduces new CB-1200 turntable for studio use. Unit features especially tight cueing and capacity to change speeds in midst of play, Gates claims. It is priced at $200.

To make Penney sets. RCA announced preliminary agreement with J. C. Penney Co. to manufacture stereo consoles and TV sets to be sold under "JCPenney" label. Since 1963, when it stopped manufacturing TV sets under another brand name, RCA has devoted full production to its own branded products.

Amplify, amplify. CATV Equipment & Installation Operation of GTE Sylvania Inc. announces additions to Series 2000 Pathmaker trunk amplifier stations. New features include extra wide-bandwidth for 30 channels plus forward operation, plug-in modules, attenuators and equalizers, 5 to 30 mhz sub-VHF return.

FCC staff ruling on NBC fairness called deadening to TV journalism

Network newsmen describe the chill of living under government's eye

NBC told the FCC last week that the commission's staff had extended the fairness doctrine unconstitutionally and in a way that would block investigative reporting on television in the future.

NBC made the assertion in an appeal to the commission to overturn the staff ruling that Pensions: the Broken Promise, an NBC News documentary presented on NBC-TV last September, appeared to have violated the fairness doctrine by not balancing criticisms of private pension systems with depictions of successful systems or other favorable reports (Broadcasting, May 7).

The FCC staff, NBC contended, misconstrued the program as one dealing with the entire pension problem in fact, it was intended to deal only with some of the problems in that field. And since problems are at the heart of investigative reporting, NBC said, the ruling endangers investigative TV journalism itself. The concept that "whenever a social problem is exposed on television, "balance" must be achieved by including "positive" material to minimize the nature of the problem is antithetical to the essence of journalism itself," NBC asserted.

Since NBC had not previously carried programs or news on pension systems that might be considered "balancing," the implication of the FCC ruling was that the network must now carry what NBC at one point called a program about "happy pensioners." But that, NBC asserted, would be "as unsound journalism as requiring that it be incorporated in the original program, since pension plans have existed for a long time and there is no news value in showing how they work when nothing goes wrong."

A sheaf of affidavits from NBC executives and newsmen—and one from a former president of the American Society of Newspaper Editors—underscored the "inhibiting" and "stifling" effect the ruling would have on investigative reporting. J. Edward Murray of the Detroit Free Press, immediate past president of the ASNE, saw in the ruling "dangerous implications not only for the future of television journalism for that of all press as well."

And though NBC said it was not challenging the constitutionality of the fairness doctrine itself, some of the newsmen's affidavits made clear that felt that it, too, stifles and inhibits.

NBC President Julian Goodman, a veteran of 20 years as a broadcast newsmen, said the fairness doctrine's effect has been to introduce the hand of government into the journalistic process. The staff ruling on the Pensions program is "a clear and present danger to the process of investigative journalism," Mr. Goodman said.

NBC's position was conveyed in a 33-page letter from Floyd Abrams for the New York law firm of Cahill, Gordon & Reindel, filed with the FCC late Thursday (June 21) along with 37 pages of supporting exhibits and affidavits.

One of the exhibits supported a charge in Mr. Abrams's letter that Accuracy in Media Inc.—on whose complaint the FCC staff ruling was issued—had attempted to use the ruling to "threaten the NBC affiliates" that carried the program. A letter to one affiliate from Abraham H. Kalish, AIM executive secretary, said in part: "AIM intends to enter notice of this fairness doctrine violation in the file of each station that carries Pensions: the Broken Promise. Please let us know if you did carry this program and if you have broadcast other programs that provided the requisite balance. If we do not hear from you, we shall assume that you carried the program and have not provided any other program to balance it."

The letter, dated May 23, also said NBC might challenge the fairness doctrine issue "but it is the licensee, not the network, that may have this used against him in any challenge to license renewal. NBC has an obligation not to play games with your license. We urge you to tell NBC that."

(In response, Donald J. Mercer, NBC station-relations vice president, wrote affidavits late June 1 that "unless the appellate procedure has been completed, we do not..."}

Broadcasting Jun 25 1973
Bill Monroe, NBC News:

"The most likely outcome of bold journalism, almost as certain as death and taxes, is trouble with the FCC."

believe any licensee is in jeopardy because of what we consider to be incorrect [FCC] staff action," but each affiliate should consult its own legal counsel.

Although NBC did not challenge the constitutionality of the fairness doctrine, it did contend the staff ruling was inconsistent with both the doctrine and the First Amendment. The FCC staff sub-
stituted its judgment for that of professional journalists and thus improperly placed itself "at the heart of the jour-
nalistic process," NBC said.

The Pensions program took three months and cost $200,000 to produce and was less than half sponsored, NBC noted, adding that imposition of "the burden inher-
ent in the staff opinion is hardly the way to encourage boldness on television."

Some of the inhibitions and other problems were dealt with in more detail in the accompanying affidavits.

Reuven Frank, president of NBC News when the documentary was broadcast, said the ruling would mean that "we in television news must never examine a problem in American life without first ascer-
taining that we had piled up enough points on the other side, a little bank account of happiness to squeeze on an area of public concern. Otherwise, we should be overdrawn, and would have to schedule a program in payment of the debt."

The fairness doctrine, Mr. Frank said, is well known to executives, producers and lawyers, but newsmen "learn of it when they run afoul of it," he said:

"There is the nuisance, the conferences with lawyers, the examination by other hands who sweated over, the time taken from other jobs, the uncon-
geniality and the constant atmosphere of unspoken accusation, the need to recall matters of long ago by one whose whole professional conditioning is to his next deadline, and the knowledge that many rungs above him executives who would not know his face will recognize his name henceforth as 'the guy who caused us all that trouble.' I have known these feel-
ings myself, which is a small matter, and I have had to counsel and dissuade others, good people whom I needed, which is a large matter indeed."

Mr. Frank said the fairness doctrine has required the inclusion of material which had no journalistic validity I could determine and which was neither infor-
mative nor interesting" but that news managements have adapted to it. "It is a messy and niggling situation" he said, "but we have come to accept it."

But, he asserted, "the implications of this new ruling are another matter. Per-
haps not most of what we do, but cer-
tainly most of what we should be proud-
est of, would be made so difficult as to be practically impossible."

In another affidavit NBC newsman David Brinkley said the commission staff ruling was based on concepts of fairness that are "alien to the practice of jour-
nalism."

David Schmerler, producer of Pensions, reviewed details of its production and the awards it has won—one of them a Pea-
body calling it "broadcast journalism at its best" on the same day the FCC staff ruling was issued.

Bill Monroe, Washington editor of the Today program, said: The FCC, while speaking for boldness, turns around and punishes those who practice it. There are, in fact, no rewards for courage. It is thoroughly understood in the industry that the most likely outcome of bold journalism, almost as certain as death and taxes, is trouble with the FCC."

---

Revamped criminal code seen jeopardizing freedom of information

Proposed revisions in the criminal code have been attacked from a number of quarters as deterrents to the free flow of information to the public.

National Association of Broadcasters President Vincent Wasilewski, in a state-
ment submitted to the Senate Subcom-
mittee on Criminal Laws and Procedures, which has been holding hearings on the bills—S. 1 and 251400—said the pro-
posals contain provisions that "will lay the groundwork for irreparable harm to the most basic underpinnings of a free society."

The bills would, among other things, establish severe penalties for those who disclose defense and other government information and also for those who receive and disseminate it to the public.

The "most troublesome" of the pro-
visions, Mr. Wasilewski said, are those that would remove as a defense, in a criminal case involving disclosure of classified information, the legitimacy of the classification. Such a provision, he said, "would establish the executive branch of government as the ultimate tribunal for the determination of what information the public is entitled to re-
ceive."

He said other provisions involving theft of government documents and in-
formation "would have such a chilling effect on the source of information and the individuals who seek it that the com-
posite result of the legislation might well signal the beginning of a new 'ice age' for the First Amendment. The courts, not the executive branch, should deter-
mine the kinds of information that should be withheld from the public," he contended.

Testifying earlier before the subcom-
mittee, CBS Washington Vice President Richard Jencks said the proposals, em-
"nure" was divided in S. 1 and 1400, were "con-
siderably more restrictive than current law" and will "keep from the American people a great deal of information they must have if they are to exercise the re-
sponsibilities imposed upon them by a democratic form of government."

In a statement submitted to the sub-

---

PRODUCTION MUSIC
is your image!

Acquisition of CINEMUSIC'S "SUPER 10" is a gambit in TODAY'S SOUNDBIT 10 L.P.—183 Super-Aids, including: Station Logos, Show Themes, Openers & Closers, "Now" Rhythms for commercials & programming, News & Sport Signatures, Documen-
taries, Space-Ecology, Silent Movie Music, Persuasion Effects, and more.

David F. Smith of WXXI, San Jose, Calif., writes:

"We found 'Super 10' to be a most impressive tool in production, and have adopted its logo themes as Station mortar."

Bill Powell of WMEX, Macen, Ga., states:

"Was amazed that you were able to offer such a current and quality sound for such a low price."

SEND FOR DEMO & INFO TODAY—
Now being recorded: CINEMUSIC'S "STUDIO SESSION."
A sizzling package featuring "Rock Concert," "Creature Features" and over 100 Production Aids and ideas. Reserve now.

CINEMUSIC INC.
THE "LIVE" LIBRARY
300 W. 55th St., New York, N. Y. 10019
Area 212-757-3795

---

STRIKE BREAKERS

STUDENTS AND OUT OF STATE NON-UNION TEMPORARY EMPLOYEES ARE BEING USED BY

WESTINGHOUSE BROADCASTING CO.

IN AN EFFORT TO BREAK A LEGAL STRIKE BY I.A.T.S.E., SUPPORTED BY THE MUSICIANS UNION AND ALL LABOR COUNCILS, A TACTIC OUT OF THE DARK AGES OF LABOR RELA-
TIONS, A TACTIC WESTINGHOUSE WOULD NEVER TRY AGAINST THEIR LARGE INDUSTRIAL UNIONS. THEY NOW USE WITH IMPUNITY AGAINST SMALL BROADCASTING LOCALS IN THESE GROUP W CITIES:

WBZ-TV CHANNEL 4 BOSTON
WJZ-TV CHANNEL 13 BALTIMORE
WQED-TV CHANNEL 2 PITTSBURGH
KYYW-TV CHANNEL 3 PHILADELPHIA

Broadcasting Jun 25 1973
committee, the Radio Television News Directors Association said that, "at the least, the present legal protections for the news media and others, in making disclosures of government information to the general public, should be continued," and, hopefully, strengthened. The administration's bill, S. 400, threatens to undermine these existing legal protections for the press and the public, RTNDA said.

Grant Dillman of UPI, who represented the Joint Media Committee, a group of news organizations that includes RTNDA, also urged the subcommittee to reject the national-security provisions.

Motion Picture Association of America President Jack Valenti expressed another concern over the administration bill—provisions against dissemination of obscene material.

Mr. Valenti said he opposed a part of S. 1400 that would define material as obscene "unless it constitutes a minor portion of the whole product... is reasonably necessary and appropriate to the integrity of the product as a whole to fulfill an artistic, scientific, or literary purpose, and is not included primarily to stimulate prurient interest." Such a provision, he said, would "hobble" artistic expression and could lead to censorship of the Bible or Shakespeare.

"Disseminate" in the bill means to "transfer, distribute, dispense, display, exhibit, broadcast, or lend, for profit or otherwise."

### Half a loaf

The California senate has passed legislation that would require a majority of a committee or of the chamber to object to the presence of TV cameras and radio recorders before such equipment could be barred. The policy previously had been to require removal of TV-radio gear on the objection of a single member. Four weeks ago, the state assembly had revised its rules to include TV and radio coverage, with equipment, as eligible to cover any hearing that was open to the public (BROADCASTING, June 11). The California senate also passed a bill that would overrule TV blackout provisions for sports events, if a publicly owned stadium was sold out three days before the date of the event. The bill now goes to the state assembly.

### All eyes on Dean

The three commercial TV networks said last week they were planning to provide full live coverage of today's (June 25) scheduled testimony by John W. Dean 3d, former White House counsel, in the Senate Watergate hearings. They did not rule out the possibility of common coverage of Dean testimony on subsequent days as well. Under the rotation plan they have followed since June 5, NBC-TV has primary responsibility for hearing coverage on the first day, CBS-TV on the second and ABC-TV on the third, but each is free to provide additional coverage whenever it wishes. Mr. Dean had been scheduled to testify last week, but the hearings were postponed in deference to the summit talks in progress between President Nixon and the Soviet Union's Leonid Brezhnev.

### The inch, the mile

Inspired by acclaim of public television's gavel-to-gavel coverage of the Senate Watergate hearings, Public Broadcasting Service President Hartford N. Gunn Jr. has called on Congress to open its floor debates to television on a regular basis.

Mr. Gunn made the proposal June 13 at a Harvard University symposium on "Communications—The Citizen's Right to Know." He stated that initiation of congressional floor debates to television as a truly open forum through unimpeded TV coverage could provide needed exposure for the legislative branch at a time when the Presidency, through its easy access to the airwaves, is very much in the public eye.

"Here we are today with an imbalance in the checks and balances of government—the continuing growth of the executive branch and the withering of the legislative branch," Mr. Gunn said.

Mr. Gunn asserted that public knowledge and understanding of government had been greatly advanced by television's Watergate coverage. "Those of us in broadcasting, especially those of us in public broadcasting, could and should provide coverage of a wide range of many other subjects," he said.

### NAB board settles for partial privilege

The National Association of Broadcasters joint board last week voted to support the newsmen's-privilege legislation approved a week before by House Judiciary Subcommittee No. 3, headed by Representative Robert W. Kastenmeier (D-Wis.) (BROADCASTING, June 18).

The bill, H.R. 5928, would give journalists blanket immunity from enforced disclosure of information and sources before all governmental bodies except state and federal courts, where the protection would be qualified. Courts could require disclosure if the information were deemed indispensable, unobtainable elsewhere and needed to serve "a compelling and overriding public interest."

In a unanimous resolution, the NAB board reiterated the position it took originally in favor of absolute privilege. But it recognized the need for what the resolution called "a minimum shield to assure the free flow of information to the American public by all communications media."

### Warning on beeper reports

FCC has issued a sharp reminder to all broadcasters that rules require them to identify the source of political or contro-
versal-issue programing furnished them for broadcast.

The reminder followed an announcement by Representative Torbert H. Mac- douald (D-Mass.), chairman of the House Communications Subcommittee, that he will conduct an inquiry into the practice of government agencies providing radio stations with "beepers"—telephoned reports—for inclusion in newscasts (BROADCASTING, May 14).

The commission said its rules require stations to make an announcement when they air recorded material that has been furnished for broadcast and that involves discussion of political or controversial public issues.

FCC dismisses charge

WCCO slanted news

An allegation by the publisher of 28 weekly newspapers in the Minneapolis-St. Paul area that WCCO-AM-TV Minneapolis and the commonly-owned Minneapolis Tribune distorted news in an attempt to discredit its competitor has been rejected by the FCC.

Sun Newspapers Inc. had charged that during November 1972 the Tribune and the stations engaged in a conspiracy aimed at casting Sun in a negative light through the presentation of allegedly false and misleading news stories pertaining to the firing of 13 Sun editorial employees (BROADCASTING, March 26). The FCC said that Sun's request "clearly asks" it to "review news content and judgment." The agency declared that this "is the area the commission has determined it is inappropriate for it to enter." The commission said Sun had failed to offer any evidence beyond its original allegation that would show that WCCO-AM-TV's broadcasts "violated any commission rule or policy, were unreasonable or were in bad faith."

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. June 20</th>
<th>Closing Wed. June 13</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>Net income</th>
<th>Shares outstanding</th>
<th>Approx. Shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>21 1/4</td>
<td>25</td>
<td>- 3 3/4</td>
<td>- 15.00</td>
<td>31 1/2</td>
<td>21 1/4</td>
<td>17,029</td>
<td>361,866</td>
</tr>
<tr>
<td>AAI COMMUNICATIONS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CCA</td>
<td>N</td>
<td>39 1/8</td>
<td>40 1/4</td>
<td>- 1 1/8</td>
<td>- 2.79</td>
<td>62 1/2</td>
<td>35</td>
<td>7,074</td>
<td>276,770</td>
</tr>
<tr>
<td>CBS</td>
<td>N</td>
<td>31 1/8</td>
<td>31 5/8</td>
<td>- 1/2</td>
<td>- 1.58</td>
<td>52</td>
<td>30 1/2</td>
<td>28,315</td>
<td>881,304</td>
</tr>
<tr>
<td>CONCERT NETWORK*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COX</td>
<td>N</td>
<td>24 1/4</td>
<td>23 1/4</td>
<td>+ 1 3/4</td>
<td>+ 4.30</td>
<td>40 1/4</td>
<td>21 5/8</td>
<td>5,850</td>
<td>141,862</td>
</tr>
<tr>
<td>FEDERATED MEDIA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GROSS TELECASTING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LIN</td>
<td>N</td>
<td>6 7/8</td>
<td>7 1/4</td>
<td>- 3/8</td>
<td>- 5.17</td>
<td>14 3/4</td>
<td>6 1/4</td>
<td>2,296</td>
<td>15,785</td>
</tr>
<tr>
<td>MOODY</td>
<td>N</td>
<td>5 5/8</td>
<td>5 1/4</td>
<td>+ 3 1/8</td>
<td>+ 7.14</td>
<td>10 4/5</td>
<td>15 1/8</td>
<td>385</td>
<td>2,165</td>
</tr>
<tr>
<td>PACIFIC &amp; SOUTHERN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAHALL</td>
<td>N</td>
<td>4 1/4</td>
<td>5</td>
<td>- 3/4</td>
<td>- 15.00</td>
<td>12 1/4</td>
<td>4 1/4</td>
<td>1,297</td>
<td>5,512</td>
</tr>
<tr>
<td>SCRIPPS-HOWARD*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STARKE</td>
<td>N</td>
<td>10</td>
<td>9 5/8</td>
<td>+ 1/8</td>
<td>+ 8.89</td>
<td>14 3/4</td>
<td>9 1/8</td>
<td>2,131</td>
<td>13,550</td>
</tr>
<tr>
<td>STORER</td>
<td>N</td>
<td>17 3/8</td>
<td>18 1/4</td>
<td>- 7/8</td>
<td>- 4.79</td>
<td>44</td>
<td>15 7/8</td>
<td>4,391</td>
<td>76,293</td>
</tr>
<tr>
<td>TAFT</td>
<td>N</td>
<td>26 1/2</td>
<td>31 3/8</td>
<td>- 4 7/8</td>
<td>- 15.93</td>
<td>58 5/8</td>
<td>25 7/8</td>
<td>4,147</td>
<td>109,895</td>
</tr>
<tr>
<td>WOODS CORP.*</td>
<td>N</td>
<td>23 1/2</td>
<td>24</td>
<td>- 1</td>
<td>- 4.16</td>
<td>589</td>
<td>13 4/8</td>
<td>384</td>
<td>12,477</td>
</tr>
<tr>
<td>WOODS CORP.*</td>
<td>N</td>
<td>7/8</td>
<td>1</td>
<td>- 1/8</td>
<td>- 12.50</td>
<td>1 5/8</td>
<td>7/8</td>
<td>292</td>
<td>255</td>
</tr>
<tr>
<td>Total Stock Index</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Broadcasting with other major Interests

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. June 20</th>
<th>Closing Wed. June 13</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>Net income</th>
<th>Shares outstanding</th>
<th>Approx. Shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAR</td>
<td>A</td>
<td>3 1/2</td>
<td>3 1/4</td>
<td>+ 1/4</td>
<td>+ 7.40</td>
<td>5 3/8</td>
<td>2 5/8</td>
<td>1,259</td>
<td>4,406</td>
</tr>
<tr>
<td>AVCO</td>
<td>A</td>
<td>9 3/4</td>
<td>10 5/8</td>
<td>- 7/8</td>
<td>- 8.23</td>
<td>16</td>
<td>9</td>
<td>11,478</td>
<td>111,910</td>
</tr>
</tbody>
</table>

Broadcasting Jun 25 1973 67
Media

Elected VP's of Kaiser Broadcasting Corp., are general managers Lee C. Hanson, wkrd-TV Detroit, Melvin A. Harris, wkbf-TV Cleveland, William Ryan, wbks-TV Philadelphia, and Jay B. Sondheim, kbbk-TV San Francisco.

Tom Straszewski, general sales manager, kncb-TV Los Angeles, appointed station manager.

Robert F. Fuzi, director of special projects and programming, noncommercial wttw(TV) Chicago, named general manager, noncommercial kcpt(TV)

Robert D. Gordon, VP and general manager, wcpo-TV Cincinnati, appointed by National Association of Broadcasters President Vincent Wasilewski as member of Television Information Committee of Television Information Office, succeeding William A. Gleitz, president and general manager of wpmy-TV Greensboro, N.C., whose term expired. Appointment was made during NAB's joint board meeting last week (see page 48).

Earl Noel, general manager, krvg-TV Westlake, Tex., appointed general manager, krvg-AM-TY.


Harold M. Wheelahan, marketing manager, wgso(AM)-wqut(AM) New Orleans, assumes additional post, manager, wqut.

James L. Sullivan Jr., assistant manager, wbsb-FM Waterbury, Conn., joins wbis(AM) Bristol, Conn., as general manager.

John Kendall, sales manager, wrrw(AM) Montgomery, Ala., joins wmuw(AM) Wetumpka, Ala. as general manager.

Robert Putnam Jr., program director, wosc(AM)-FM Oswego, N.Y., named general manager, wour(AM) Utica, N.Y.

John H. Hicks, president and general manager, klvi(AM)-kbpo(AM) Beaumont, Tex., elected chairman. John H. Hicks III, executive VP, named president...
and general manager of stations, and Robert Steven Hicks, local sales manager, appointed executive.

George H. Anderson, WGAN-TV Portland, Me.; Donald P. Campbell, WMAR-TV Baltimore, and Paul Raymond, WAGA-TV Atlanta, elected to CBS-TV Affiliates Advisory Board, representing districts one, two and three, respectively.

Jeanne Couture, secretary to Robert Lemon, president, NBCL Radio, named manager, broadcast records, standards, practices and compliance—new department—at NBC-owned WMAO-TV Chicago.


Helen B. Huber, executive secretary, Indiana Broadcasters Association, resigns after 25 years in post. She is succeeded by Michael K. Rogers, former state representative and now VP, Howard S. Wilcox Inc., Indianapolis public relations firm.


Dan Griffin, director of news and programming, WEEF-AM-FM Boston, joins WOR(AM) there as director of operations, heading news, programing, and engineering departments.

Lorna Adolph, with WBLV-TY Baltimore, appointed operations director.

Bob Chernet, head of news operations, noncommercial WJUM-FM Coral Gables, Fla., appointed operations director. Ken Neit, with news department, WJUM, appointed public relations and promotion director. (This corrects May 21 item.)

Carl Zimmermann, news and public affairs director, WITI-TV Milwaukee, named to newly created post, director of communications.

Broadcast Advertising

James J. Johnston, president and chief executive officer, Griswold-Eshleman, Cleveland, elected board chairman, Louis F. Ruf, treasurer and VP-administration, elected senior VP. Henry Ford, account executive there, appointed VP. Robert Kwiat, formerly with Kwiat, McLatchy, Chaisson & Buchman, Cleveland agency, named VP-design and art direction.

Gerald Schoenfeld, WJMA-ME Whitman, Kelly, Na- son. New York-based agency, elected board chairman. He is succeeded by Robert J. Palmer, VP-marketing services. Mr. Schoenfeld succeeds Shelton Weeks, who was named chairman of execu- tive committee.

Hank Wislak, VP-account supervisor, DKG, New York, elected senior VP-management supervisor.


Edward Brody, manager of management science department, and Dennis Farring- ton, account supervisor, BBDO, New York, elected VP’s. Hugh Thrasher, ac- count supervisor, agency’s Boston office, also elected VP.

William E. Waite and Louis R. DiJoseph, VP’s and associate creative supervisors, Young & Rubicam, New York, appointed senior VP’s, Y&R International. (This corrects June 18 item.)

Allen S. Feurer, general sales manager, WPHL-TV Philadelphia, named VP-sales.

John Rohrbeck, Western sales manager, KNBC-TV Los Angeles, named general sales manager.

John G. Curren Jr., with sales staff, WVUE-TV New Orleans, appointed national sales manager.


Gerald P. Noonan, general sales manager, KETV-TV Omaha, named national sales manager, KCMO-TV Kansas City, Mo.

Mike Howe, sales representative, WFAA-TV Dallas, appointed regional sales manager.

John Hare, sales manager, KXYZ(AM) Houston, named general sales manager, and Don Friedman, account executive, KXYZ, appointed sales manager.

Everett Kunin, account executive, KWKW(AM) Los Angeles, named general sales manager. He succeeds Stan Byrnes who resigned that post to devote full time to sales activities of station.

Thomas A. DeMuth, sales manager, WAVE(AM) Louisville, Ky., named general sales manager. Joe McDevitt, with WAVE, appointed local sales manager, and Manetta Tomlinson, with WAVE, appointed sales service representative.

Ted Listing, account executive, WARY(AM) Albany, N.Y., appointed general sales manager. He succeeds Pete Williams, who has become partner in Hal- pin/Williams agency there.

Dan DiLoreto, with WOOD(AM) Miami, named national sales manager.

Gary Allen, account executive, KOKE(AM) Austin, Tex., joins KROV(AM) Welsaco, Tex., as general sales manager.

Mike Aitkin, with WETU(AM) Wetumpka, Ala., appointed sales manager.

Winifred C. Heavey, manager, sales inventory and systems, CBS-TV New York, appointed to newly created post, director of sales services.

Sandra Kennedy, previously with CBS Radio Spot Sales and RKO Radio Representa- tives, New York, joins Avco Radio Sales there as director, radio research.

Robert Riemenschneider, VP and media director, Clinton E. Frank, Los Angeles, named corporate media director. He will be based in Chicago. Mr. Riemenschnei- der is succeeded by Michael McDonald, associate media director, Los Angeles.

Margaret Darnell Rosser and Paula Hen- dricks, associate media directors, Com- ton Advertising, New York, named VP’s.

James O. Beavers, VP and associate media director, Campbell-Ewald, Detroit, appointed director, West Coast program- ming, and manager of Los Angeles office.

J. D. Varner and Bernard Guggenheim, VP’s, C-E, appointed group directors, media department.

Helen J. Engelbrecht, media analyst and buyer, Leo Burnett, Chicago, joins Chi- cago, Partnership/Griswold Eshleman, there, as media director.

Thomas V. Kohler, media supervisor, D’Arcy, MacManus & Masius, New York, joins Gerald Clarke, New York agency, as media director.

Jack Hilton, executive VP-chief operating officer, Dialog New York, J. Walter Thompson’s new public-communications division, elected senior VP.

Richard L. Henson, group supervisor, Fuller & Smith & Ross, Pittsburgh office. named VP. He will be based in Cleveland.

Thomas W. Adkins, account executive, Young & Rubicam International, New
York, named VP. Mr. Adkins will be based in agency's Houston office.

Tim Arnold, with MFA Insurance Co., joins D'Arcy-MacManus & Masius, St. Louis, as account executive with responsibility for MFA account.

Suzanne E. Seavey, production assistant, Cargill, Wilson & Acree, Atlanta, named assistant account executive. Maria P. Lyons, traffic manager, CW&A, named assistant account executive.

Lloyd Mackenroth Jr., director of financial and public relations, Caldwell-Van Riper, Indianapolis agency, elected VP.


Programing


Jim Kelter, formerly sports director wtv7(Tv) Evansville and wtwo(Tv) Terre Haute, both Indiana, joins kmty(Tv) Omaha as sports director.

Nick Freeman, production and operations manager, kiro-TV Seattle, named program director.

Ira J. Lipson, program director, wwww(FM) Detroit, joins wfaa(TM) Dallas-Fort Worth in similar capacity.

Jim Russell, assistant program director and music director, wmil(MW) Milwaukee, joins wqfm(FM) there as program director.

Jill Marti, producer and personality, wcav-TV Philadelphia, joins wcav-BV Philadelphia as supervising executive producer.

Doug Clark, operations director, wbaltv Baltimore, appointed producer-director.

Richard Kelly, VP-marketing, Primary Television Services, video cassette duplication firm, joins Time-Life Films, multimedia division, New York, as business and industry marketing director. David M. Block, marketing director, Time Inc. Book Clubs, joins Time-Life multimedia as promotion and advertising director.

Melissa Frank, music director, kgtr-am-fm San Diego, joins Musicom Inc., Los Angeles music consulting firm. She is succeeded by Arthur Schroeder, with station.


Paul Pippert, assistant farm director, kcmo(AM) Kansas City, Mo., named farm director.

Elinor Richardson, telecommunications consultant to Los Angeles city school system, and also instructional TV consultant to California State Department of Education, joins noncommercial kcls(TV) Los Angeles, as program director. Station is scheduled to begin operation in October.

Broadcast Journalism

David Bukbaum, senior producer, ABC Evening News with Howard K. Smith and Harry Reasoner, named to newly created post, director of operations, ABC News's television documentaries.

Paul Udell, correspondent, NBC News, New York, assigned to NBC News's Saigon bureau.

Al Mann, news director, wbcm-Tv Chicago, joins uptvn, New York, as producer, and Charles McCuen, with Illinois Office of Public Instruction, joins upitv as Chicago correspondent.

Joe C. Harris Jr., assistant city editor, wcbs-Tv New York, named news director, wkrc-Tv Cincinnati.

Bill McCloskey, with news department, wtgt(Tv) Washington, joins wash(FM) there as news director.


Charles Rowe, anchorman, ABC-owned wls-Tv Chicago, assumes additional duties as newscaster, ABC FM Radio Network.


Gene Ferguson, investigative reporter, whol(AM) Akron, Ohio, joins kpkl-am-fm Los Angeles as news writer and investigative reporter.

Sheila Stainback, sports researcher, Newsweek Magazine, joins wiod(AM) Miami as general assignment reporter.

Jim Mitchell, news correspondent, wcbs-Tv New York, joins wbem-TV Buffalo, N.Y., as First Team News co-anchorman.


Alvin Rosenfeld, NBC, elected secretary, State Department Correspondents Association.

Cablecasting

Royce R. Bussey, with CATV sales staff, Anixter-Pruznan, named manager of firm's Atlanta office.

E. C. Oldfield, assistant to the president, Telecable Corp., Norfolk, Va., appointed treasurer.

Paul Price, former business editor, Palm Beach (Fla.) Post, joins Burnup & Sims Inc., West Palm Beach, as director of communications.

Equipment & Engineering

Robert T. McTigue, senior VP, Oak Industries Inc., Crystal Lake, Ill., elected executive VP. Frederick C. Rueckert, director, corporate planning, and Robert J. Hartney, director, corporate relations, joined D & O's.

Ivan D. Burton, sales engineer, RCA broadcast systems, joins Philips Broadcast Equipment Corp., Houston office, as Southwest regional manager.

Jay W. White, treasurer, GTE Sylvania Inc., New York, elected VP.

J. Joseph Howe, operations manager, Gallo Wine Sales of New Jersey, joins C-Cor Electronics Inc., State College, Pa., as controller and treasurer, for CATV equipment manufacturer.

Mr. McTigue with wirl(AM) Garden City, N.Y., appointed VP, advertising and marketing, Audio Services Inc., Southfield, Mich., audio engineering firm, Jack L. Spiess, engineering staff, ASI, named director of broadcast engineering.

John Zandi, engineer, noncommercial wumw(FM) Milwaukee, joins wqfm(FM) there as chief engineer.

D. L. Bondon, plant manager, Prodelin Inc., Hightstown, N.J., division, appointed West Coast general manager of Prodelin, Santa Clara, Calif.

Allied Fields


Richard B. Lavine, director, Los Angeles office, Federal Trade Commission, appointed to newly created post, assistant executive director for regional operations with responsibility for supervision of activities of FTC's 12 regional offices.

Hank Rieger, VP-public information, West Coast, NBC, elected president, Hollywood chapter, National Academy of Television Arts and Sciences.

Broadcasting Jun 25 1973
As compiled by Broadcasting June 13 through June 19, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. afr.—annual. aux.—auxiliary. C—critical hours. CP—construction permit. D—day. DIA—directional antenna. ERP—effective radiated power. khz.—kilohertz. kw.—kilowatts. LS local sunrise/sunset. mhz.—megahertz. mod.—modifications. N—night. PSA—preservice announcement. SCA—subcommunity communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. tr.—transmitter. TPO—transmitter power output. U—unlimited hours. v.s.—visual, w.—watts. "—educational. HAAI—height of antenna above average terrain. CARs—community antenna relay station.

New TV Stations

Actions on motions


Other action

- Review board in Jackson, Miss. TV proceeding, granted joint motion by Lamar Life Broadcasting Co., Dixie National Broadcasting Corp., Jackson Television Inc. and Channel 3 Inc., competing applicants, for extension of time through Aug. 31 to file exceptions, briefs and statements regarding initial decision released April 20 and through Oct. 15 to file (Docs. 19442, 19443). Initial decision proposed grant of application of Dixie National for station WPTV-DT to service Consumer Union of Lamar Life, Civic Communications Corp., Jackson Television and Channel 3 Inc., for same facilities. Action June 14.

Call letter actions

- G&B Religious and Educational Broadcasting Corp., South Bend, Ind.—Granted WMSI-TV.
- Station of Wisconsin Educational Communications Board, Colfax, Wis.—Granted WWHC-TV.

Existing TV stations

Final actions

- KFVT-TV El Paso—Broadcast Bureau granted application of Cox Communications Inc., quarters, 10, P.O. Box 1722, El Paso, for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.
- WPAC-TV New Orleans, La.—Broadcast Bureau granted application of Wireless Television Corp., quarters, 10, P.O. Box 1722, El Paso, for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.
- WBFS-TV Miami—Broadcast Bureau granted application of WBFS TV-1 in Miami, the licensee of Channel 12 for television station WSBF-TV, Inc., for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.
- WBTV-TV Charlotte—Broadcast Bureau granted application of Eastern Television, quarters, 10, P.O. Box 1722, El Paso, for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.

Actions on motions

- Administrative Law Judge Judge Chet F. Naunowicz Jr., in New York (WPXJ Inc. and Forum Communications Inc.) TV proceeding, on request of Broadcast Bureau, extended to July 19 time to file proposed findings of fact and conclusions, and to Aug. 1 time to file reply findings in proceeding (Docs. 18711-2). Action June 13.
- Administrative Law Judge Judge Chet F. Naunowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Broadcast Co.) TV proceeding, dismissed petition by Valley Television for reconsideration of order denying Valley's request for renewal of license to operate, trans., in city of Las Vegas, for license to operate, trans. in city of Las Vegas, for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.
- Administrative Law Judge Judge Chet F. Naunowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Broadcast Co.) TV proceeding, dismissed petition filed by Western (Docs. 19519, 19581). Action June 4.
- Administrative Law Judge Judge Chet F. Naunowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Broadcast Co.) TV proceeding, denied request by Valley of license to operate, trans., in city of Las Vegas, for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.
- Administrative Law Judge Judge Chet F. Naunowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Broadcast Co.) TV proceeding, dismissed petition by Valley Television for reconsideration of order denying Valley's request for renewal of license to operate, trans., in city of Las Vegas, for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.

For the Record.

Call letter actions

- G&B Religious and Educational Broadcasting Corp., South Bend, Ind.—Granted WMSI-TV.
- Station of Wisconsin Educational Communications Board, Colfax, Wis.—Granted WWHC-TV.

Existing TV stations

Final actions

- KFVT-TV El Paso—Broadcast Bureau granted application of Cox Communications Inc., quarters, 10, P.O. Box 1722, El Paso, for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.
- WBFS-TV Miami—Broadcast Bureau granted application of WBFS TV-1 in Miami, the licensee of Channel 12 for television station WSBF-TV, Inc., for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.
- WBTV-TV Charlotte—Broadcast Bureau granted application of Eastern Television, quarters, 10, P.O. Box 1722, El Paso, for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.

Actions on motions

- Administrative Law Judge Judge Chet F. Naunowicz Jr., in New York (WPXJ Inc. and Forum Communications Inc.) TV proceeding, on request of Broadcast Bureau, extended to July 19 time to file proposed findings of fact and conclusions, and to Aug. 1 time to file reply findings in proceeding (Docs. 18711-2). Action June 13.
- Administrative Law Judge Judge Chet F. Naunowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Broadcast Co.) TV proceeding, dismissed petition by Valley Television for reconsideration of order denying Valley's request for renewal of license to operate, trans., in city of Las Vegas, for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.
- Administrative Law Judge Judge Chet F. Naunowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Broadcast Co.) TV proceeding, denied request by Valley of license to operate, trans., in city of Las Vegas, for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.
- Administrative Law Judge Judge Chet F. Naunowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Broadcast Co.) TV proceeding, dismissed petition by Valley Television for reconsideration of order denying Valley's request for renewal of license to operate, trans., in city of Las Vegas, for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.
- Administrative Law Judge Judge Chet F. Naunowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Broadcast Co.) TV proceeding, dismissed petition by Valley Television for reconsideration of order denying Valley's request for renewal of license to operate, trans., in city of Las Vegas, for license to operate, trans., and to increase authorized antenna height to 10,000 ft. Action June 4.
Summary of broadcasting

Compiled by FCC, May 31, 1973

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air STA*</th>
<th>CP's</th>
<th>Total on air CP's</th>
<th>Total authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,368</td>
<td>5</td>
<td>4,381</td>
<td>4,486</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>522</td>
<td>1</td>
<td>523</td>
<td>523</td>
</tr>
<tr>
<td>Commercial TV-VHF</td>
<td>504</td>
<td>1</td>
<td>505</td>
<td>505</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>189</td>
<td>0</td>
<td>189</td>
<td>189</td>
</tr>
<tr>
<td>Total commercial TV</td>
<td>683</td>
<td>1</td>
<td>684</td>
<td>686</td>
</tr>
<tr>
<td>Educational TV</td>
<td>568</td>
<td>0</td>
<td>568</td>
<td>568</td>
</tr>
<tr>
<td>Educational TV-VHF</td>
<td>88</td>
<td>0</td>
<td>88</td>
<td>88</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>122</td>
<td>0</td>
<td>122</td>
<td>122</td>
</tr>
<tr>
<td>Total educational TV</td>
<td>210</td>
<td>0</td>
<td>210</td>
<td>210</td>
</tr>
</tbody>
</table>

* Special temporary authorization.

New FM stations

Applications

- **Holliday, Calif.**—Broadcasting Co., Inc., seeks to change 92.3 MHz, 3 kw, KAAA, 175 feet, P.O. address 4904 Cleveland Ave., N.W., Fort Worth, Texas. Estimated construction cost $49,195; first-year operating cost $7,891; revenue $20,656. Principals: Kenneth A. Holliday, treasurer, and John H. Schumacher, president.

- **Baltimore, Md.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change the call letters to WZLQ, 98.3 MHz, 3 kw, to Westat, 11111 New York Ave., N.W., Washington, D.C. Estimated construction cost $32,134; first-year operating cost $7,799; revenue $20,000. Principals: Robert H. Johnson, chairman; John H. Schumacher, president; and William A. Schumacher, secretary.

- **New York City, N.Y.**—Broadcasting Co., Inc., seeks to change KAAA to WINS, 1060 AM, 5 kw, with near-collinear beam. Total construction cost $131,000; first-year operating cost $10,000; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **San Francisco, Calif.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to KMAE, 107.5 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **New York City, N.Y.**—Broadcasting Co., Inc., seeks to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **Philadelphia, Pa.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WMAE, 95.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **Chicago, Ill.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WMAE, 95.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **Boston, Mass.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **New York City, N.Y.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **San Francisco, Calif.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **New York City, N.Y.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **Philadelphia, Pa.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **Chicago, Ill.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **New York City, N.Y.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **San Francisco, Calif.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **New York City, N.Y.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **Philadelphia, Pa.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **Chicago, Ill.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **New York City, N.Y.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **Philadelphia, Pa.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.

- **Chicago, Ill.**—Broadcasting Co., Inc., seeks to file petition for approval of the FCC to change KAAA to WQSC, 92.1 MHz, 3 kw, with near-collinear beam. Total construction cost $100,000; first-year operating cost $7,500; revenue $20,000. Principals: Kenneth A. Holliday, treasurer; and John H. Schumacher, president.
Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations:

Modification of CP's, all stations

- KNMT(FM) Jackson, Calif.—Broadcast Bureau granted mod. of CP to make changes in a.m. system; ER 162 w.; ant. height 990 ft.; remote control permitted. Action June 14.
- WCRV-FM Macon, Ga.—Broadcast Bureau granted mod. of CP to delete SCA requirement to include 4.6 miles south of Lanier Heights, near Macon; change antenna height, from 700 ft. to 300 ft.;減少功率 from 7,000 to 7,000 ft.; remote control permitted. Action June 7.
- KQ7CH Plains, Mont.—Broadcast Bureau granted mod. of CP for the purpose of changing the UHF translator and decrease power to 5 w. Action June 7.
- KX6AC Westerville, Mont.—Broadcast Bureau granted mod. of CP to allow increase of output power of UHF translator to 100 watts. Action June 7.
- WJOZ(FM) Southern Pines, N.C.—Broadcast Bureau granted mod. of CP to change and transfer to corner of Short and Long Streets. 1.6 miles southwest of Southern Pines; change trans. and ant.; ER 3 kw.; ant. height 300 ft.; make changes in a.m. system. Action June 8.
- KI01A Oakes and Ellendale, both North Dakota—Broadcast Bureau granted mod. of CP to delete Ellendale from principal community of UHF translator and specify name as North American Broadcasting Corporation, Inc., June 8.
- WGBF-FM Scranton, Pa.—Broadcast Bureau granted mod. of CP for change of transmitter. ER 1 kw. Action June 7.
- KEYS Corpus Christi, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 6, 1974. Action June 8.
- KZQ7AC Myton and area, Utah—Broadcast Bureau granted mod. of CP to change frequency of FM translator to 103.9 mhz. Action June 11.
- KZKOA-AM Vernon, Utah—Broadcast Bureau granted mod. of CP to change frequency of FM translator to 95.3 mhz, ch. 237; increase power to 75 kw.; make changes in a.m. system. Action June 8.
- WNOV Norfolk, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 13. Action June 8.
- WQ6AA Keyser, W. Va.—Broadcast Bureau granted mod. of CP to change type trans. of UHF translator and increase output power to 1 kw; make changes in a.m. system. Action June 13.

Translators

- Actions
  - K276AA Salida and Buena Vista, both Colorado
<table>
<thead>
<tr>
<th>Name</th>
<th>Title and Details</th>
</tr>
</thead>
</table>
| JANSKY & BAILEY             | Atlantic Research Corporation  
Shirley Hwy. at Edull Rd.  
Alexandria, Va. 22314  
(703) 284-3406  
Member AFCCE                |
| A. D. Ring & Associates     | CONSULTING RADIO ENGINEERS  
1771 N St., N.W. 20036  
WASHINGTON, D. C. 20036  
Member APOOB               |
| SILLIMAN, MOFFET & KOWALSKI | CONSULTING ENGINEERS  
711 14th St., N.W.  
Republic 7-6646  
Washington, D. C. 20005  
Member APOOB               |
| HAMMETT & EDISON            | CONSULTING ENGINEERS  
Radio & Television  
Box 88, International Airport  
San Francisco, California 94128  
(415) 342-5208  
Member APOOB               |
| JULES COHEN & ASSOCIATES    | CONSULTING ENGINEERS  
Suite 716, Associations Bldg.  
1145 19th St., N.W. 659-3700  
Washington, D.C. 20036  
Member APOOB               |
| STEEL, ANDRUS & ADAIR       | CONSULTING ENGINEERS  
2039 K Street N.W.  
Washington, D. C. 20006  
(202) 222-4664  
(301) 227-8725  
Member APOOB               |
| VIR N. JAMES                | CONSULTING ENGINEERS  
Applications & Field Engineering  
Computerized Frequency Surveys  
345 Colorado Blvd.  
8000 Fessler  
Washington, D.C. 20006  
(202) 783-0111  
Member APOOB               |
| E. Harold Munn, Jr.,        | CONSULTING ENGINEERS  
& Associates, Inc.  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339         |
| ROSNER LAMB, INC.           | Communications Consulting and Engineering  
235 West 57th Street  
New York, New York 10019  
(212) 246-3967             |
| DAWKINS ESKY                | Consulting Radio Engineers  
Applications/Field Engineering  
P.O. Box 3127—Olympic Station  
90212  
BEVERLY HILLS, CALIF.  
(213) 272-3344             |
| SPOT YOUR FIRM'S NAME HERE  | To Be Seen by 120,000** Readers—among them, the decision making sta-  
tion owners and managers, chief engineers and technicians—applicants for  
AM-FM-TV and facsimile facilities.  
*1970 Readership Survey showing 3.2  
readers per copy.              |
| COMMERCIAL RADIO MONITORING | PRECISION FREQUENCY MEASUREMENTS  
CO.  
Monitors Repair & Certified  
102 S. Market St.  
Lee's Summit, Mo. 64063  
Phone (816) 526-3177         |
| APPLIED VIDEO ELECTRONICS,   | CONSULTING ENGINEERS  
INC.  
Box 75, Brunswick, Ohio 44212  
(216) 273-4443  
SYSTEMS DESIGN—INSTALLATION  
SERVICING—EQUIPMENT BROKERAGE |
Ownership changes

Applications

**WBLG-TV**, Lexington, Ky.—Sells transfer of control of license from WBLG-TV, Inc., to Roy E. White Jr., and Reves Telecom Corp. (100% before, none after). Action June 15.

**KCQF** and **WPJD** (both AM), Jackson, Miss.—Transfer of license from Easy Industries Inc., owner, to WEX Inc., wholly-owned subsidiary of McCormick Communications Inc., for $325,000. Seller, McCormick; buyer, WEX. Action June 15.

**KOKL(AM)**, Okmulgee, Okla.—Broadcast Bureau granted license to serve Okmulgee, Okla. Action June 15.

**KNES** and **KULR** (both AM), Farmington, N.M.—Transfer of license from Federal Communications Inc., owner, toนมsan d County Broadcasting Inc., owner, for $100,000. Seller, McCormick; buyer, นมsan d County Broadcasting Inc. Action June 15.

**KOKK(AM)**, Modesto, Calif.—Broadcast Bureau granted license to serve Modesto, Calif. Action June 15.

**KSID(AM)**, Rapid City, S.D.—Broadcast Bureau granted license to serve Rapid City, S.D. Action June 15.

**KAMQ(AM)**, Los Angeles, Calif.—Broadcast Bureau granted license to serve Los Angeles, Calif. Action June 15.

Cable

Applications

**WBSN** (TV), Detroit, Mich.—FCC granted certificate of compliance and authorized General Communications and Entertainment Co. to carry following television signals in the Detroit area: KOFT-TV and KOAT-TV, both Albuquerque, N.M.; WLBK-TV and WTXJ-TV, both Austin, Texas; WTVN-TV and WTVX-TV, both Baltimore, Md.; WDEL-TV and WJZ-TV, both Baltimore, Md.; WTAQ-TV and WCMY-TV, both Buffalo, N.Y.; WCVB-TV, Boston, Mass.; and WMUR-TV, Manchester, N.H. Action June 13.

**WCTV** (TV), Orlando, Fla.—FCC granted certificate of compliance and authorized General Communications and Entertainment Co. to carry following television signals in the Orlando area: WTVJ-TV, both Orlando, Fla.; WJNO-TV, both Orlando, Fla.; and WFTV-TV and WJXT-TV, both Jacksonville, Fla. Action June 13.

**WCKU(AM)**, Athens, Ga.—FCC granted license to serve Athens, Ga. Action June 13.

**KQAS** (TV), Fitchburg, Mass.—FCC granted certificate of compliance and authorized General Communications and Entertainment Co. to carry following television signals in the Fitchburg area: WPOS-TV, both Worcester, Mass.; and WSBK-TV, Boston, Mass. Action June 13.

**WDTN** (TV), Dayton, Ohio—FCC granted certificate of compliance and authorized General Communications and Entertainment Co. to carry following television signals in the Dayton area: WSTM-TV, both Columbus, Ohio; and WBNS-TV, Columbus, Ohio. Action June 13.


Actions

**KQAS** (TV), Fitchburg, Mass.—FCC granted certificate of compliance and authorized General Communications and Entertainment Co. to carry following television signals in the Fitchburg area: WPOS-TV, both Worcester, Mass.; and WSBK-TV, Boston, Mass. Action June 13.

**KQAS** (TV), Fitchburg, Mass.—FCC granted certificate of compliance and authorized General Communications and Entertainment Co. to carry following television signals in the Fitchburg area: WPOS-TV, both Worcester, Mass.; and WSBK-TV, Boston, Mass. Action June 13.
Help Wanted Management

Central Kansas 100KW FM needs station manager strong in competitive sales, programming and FCC. Salary plus profit sharing, attractive fringe packages. Send resume and photo. Box F-117, BROADCASTING.

General Manager for aggressive, growing number one Midwest AM, Terre Haute, Indiana. Must be creative, no background in radio, salary plus profit sharing, fringe benefits. Write Box F-156, BROADCASTING.

Boxaster, creative to WOJO, send all Spanish Mason program in station money flows. Salesman, on the shores dedicated, potential. Send resume to Mr. Rebito, Station Manager, WIVE, WVEO, Box 220, Richmond, Va. 23221.

Assistant to the president. Growing communications company with television, radio, newspaper and cable TV interests. Must be highly motivated, have good experience. Under minimum supervision, must have ability to formulate and execute corporate policy while maintaining good relationships with company executives. $32,000 salary plus profit sharing and bonus. Mail confidential resume to president, Box F-163, BROADCASTING.

Help Wanted Sales

Christian Commercial AM and FM; well established in Southeast has openings for sales managers whose track record indicates he can plan and execute an aggressive personal sales program. Must have outstanding permanent growth position, highest character references required. Rush resume to Manager, WVEP, 1039 South 8th Street, Ashland, Ky., 40101.

Salesman for broadcast equipment company wanted. Send complete resume and track record. Box F-132, BROADCASTING.

Sales manager—Metro Washington, D.C. Up to $25,000 base plus commission. Immediate opening. Send track record and references. EOE. Box F-172, BROADCASTING.

Radio pro or the desire to be one. Must have interest in sales and making money. Solid country 22 years Virginia. Give all details first letter. EOE. Reply Box F-180, BROADCASTING.

Salesman Midwest. Guaranteed $16,000. Hard worker, dedicated, potential to $20,000. Resume and sales record to Box F-188, BROADCASTING.

Salesman, on the shores of Lake Michigan where the money flows. Starting $13,000 plus potential, 9 Sales record, resume to Box F-197, BROADCASTING.

Immediate opening—sales manager for Station W21, a growing Midwestern county. Excellent opportunity. Prior radio sales experience required. Box F-203, BROADCASTING.

Wanted: Salesman. Start with us and grow fast. We will train you. Good account list. Great opportunity. Interviewing in a growing market. Resume to Box F-211, BROADCASTING.


Good opportunity, plus commission for Salesmen or program man wanted learning to sell. Continuous professional sales training. Dale Low, KISS-KSSM Mason City, Iowa.

KTAC AM/FM calling. Expanding sales crew on AM/ FM #1 rated Rock stations, Tacoma 42,000 population. Ell also demand man at least 4 years experience in the street selling Rock format. Aggressive go-getters with complete experience to top achievements. Phone Jim Nolly, 206-473-0085.

DJ/salesman for fast growing station will make $10,000+ with much greater earnings potential. Sales or on-air experience necessary, fringe benefits. Contact for interview WMCL Radio, McLeansboro, III. 60959, 615-643-2321.

Spanish-American sales representative to accept unexcelled responsibility and opportunity in Chicago. Please send all details as to background and requirements in the first letter. It will be answered promptly. Reply to WCNO, 200 State Bank Plaza, Evanston, Ill. 60204.

To the good life: top rated Contemporary FM on Cape Cod, large market. Must have good personal charac ter, creative, technical production ability and willingness to take direction. Send air check and resume to Box C-179, BROADCASTING.

Help Wanted Announcers

Help Wanted Technical

Announcer for morning or midday shifts, black oriented station, should have one or two year's experience in strong knowledge of soul and hopefully some back ground in Latin music. Station located in NE market of half million. Rush tape and resume to Box F-190, BROADCASTING.

Shenandoah Valley, Virginia MMR station looking for night man to play "The Album Sound". Good voice, rounded knowledge of music. 3rd endorsement required. Good MRR, tape and resumes. Send air check, resume and references to Box F-194, BROADCASTING.

Don't miss your chance. With 5 KW 24 hour station located in beautiful, medium, Mid-Atlantic market. Home of state university. Audience rated No. 1. Send air check, resume, requirements, snapshot to Box F-223, BROADCASTING.

Anouncer with 1st phone needed by Adult Contemporary, 5 KW 24 hour station located in beautiful, medium, Mid-Atlantic market. Home of state university. Audience rated No. 1. Send air check, resume, requirements, snapshot to Box F-223, BROADCASTING.

50 KW clear KAAY taking applications for night jock. Must have first class FCC license. Members of minority groups of both sexes are encouraged to apply. Send tape and resume to Wayne Mos, KAAT, Box 1790, Little Rock, Ark. 72203.

Las Vegas Rocker, 10 KW, growing into multi station need. Bring blast personality 2:6 pm with strong production. Looking for someone for possible PD in year or less as current PD advances. Tape and resume to Tom Robinson, PD, KLUC, Box 14805, Las Vegas, Nev. 89114.

The original oldies station needs Up Tempo MMR jock, heavy on production! Give it your best shot now! Santa, Calif. 92730. Attention Earl Trout, III.

Medium market station needs full timer as newsmen and for other positions. Contact George Taylor, WALE, 18 N. Main, Fall River, Mass. 02272.

Personality "cooker" for Top 40 format. Contact immediately. Rusty Potz, WCCM/AM, Hartford, Conn.


Spanish-American background for unusual opportunity in Chicago area. Prefer first class, but will consider second class. Resumes and all details in first letter. It will be answered promptly. Reply to WOJO, 2008 State Bank Plaza, Evanston, Ill. 60204.

Wanted: Contemporary jock, creative, tight, strong production, good vibes. Competitive medium market, stable, professional organization. Tapes and resume to WSAR, Box 927, Fall River, Mass. 02722. An Equal Opportunity Employer.

Michigan MDR CBS affiliate has two immediate openings. Drive time announcer and continuity production person. No floaters or beginners. Salary negotiable, many excellent positions in Michigan's newest broadcasting facilities. Equal Opportunity Employer. Application and resume to Jerry Schroeder, Program Director, WSVG, 400 Mason St., Saginaw, Mich. 48602, 517-852-4456.

A Massachusetts radio station in city of 20,000, primary coverage area of 150,000 people is looking for a staff announcer with a good education, excellent voice, talent in commercial production experience. Money commensurate with ability. Contact GM at 617-879-1610.

Alabama station seeks Top 40 announcer, Equal Opportunity Employer. Box 968, Cullman, Ala. 35055.

A peer of on-air talent that helps make finding a job easier. Broadcasters helping broadcasters. B-14-734-5418.

Help Wanted Technical

Need engineer with thorough knowledge of micro processing, mainframe, AM/FM, stereo. Must have own car or be willing to relocate. Send resume. Salary open. Box F-55, BROAD CASTING.

Assistant Chief—major market group owner. Midwest AM Directional and FM experience. New competition, all equipment, lines. Box F-105, BROADCASTING.

Assistant chief, Suburban East, Long Island. Must be an excellent all-around technician with ability to deal with RF problems and develop good FM program. Send resume and recent references and requirements to Box F-131, BROADCASTING.

Wanted . . . Experienced and energetic engineer for AM/FM operation in competitive market in Missouri. Reply to Box F-143, BROADCASTING.

Help Wanted Technical Continued

Chief engineer for four tower DA 56KW/1KW located in southern Maryland, D.C. Must have recent facilities, be experienced. Send resume and salary required to Box F-147, BROADCASTING.

Chief engineer for 1000 KW directional AM station located in southern New York to New Jersey market. Must be experienced in operation of directional antenna systems. Must be capable of handling directional pattern and familiar with Comtempo format. An Equal Opportunity Employer. Box F-215, BROADCASTING.


Engineer with some announcing experience for an AM/FM operation in eastern Virginia. Excellent start ing salary and company benefits. Send resume and cover letter. Application to George H. Sparks, WIVE, 2154 Route 6, Box 586, Murphysboro, Ill. 62961.


Help Wanted News

Wanted: Aggressive broadcaster who really means it when he says: "I want to get involved" in news gathering, reporting and the community in which he works. An Equal Opportunity Employer. Box F-171, BROADCASTING.

Northeast metro station seeks experienced professional broadcaster /journalist. Start $150/wk for top digger. Tape and resume to Box F-184, BROADCASTING.

Northwest metro station seeks experienced professional broadcaster /journalist. Start $150/wk for top digger. Tape and resume to Box F-194, BROADCASTING.

Newark, New Jersey station looking for news director and announcer. Must be experienced in news. Send resume and job requirements to WODA, 1640 Columbia Ave., Camden, N.J. 08102.

Help Wanted Programing, Production, Others

Individual for radio traffic, continuity and production in metro Washington area. Prefer experienced person but will consider part-time and/or black candidate. EOE. Send background details. Box F-123, BROAD CASTING.

Secretary for radio VP office in Metro Washington, D.C. Must be experienced and capable. Immediate opening. Send resume and references. EOE. Box F-175, BROADCASTING.

Program Director for new R&B format. Rush resume to Box F-224, BROADCASTING.

Creative man to take over production department. Offering a top job on a top contemporary station. Great opportunity for man on the grow. Opportunities for advancement in well respected chain. Tapes, resume to KMMS, Box 177, Sioux City, Iowa.

EOE
Situations Wanted Management

Sales manager full time 5000W AM top 30 markets experience in all or ownership duties. In Western, Midwestern smaller markets. Strong sales, P&L, and management skills. Need to make $24,000. Engineering and programming experience. References. Box F-195, BROADCASTING.

General Manager, 18 years' experience, 14 in management. Profit oriented. Handle people well. Now managing in top 40. Can do the job for you. Box F-140, BROADCASTING.

I knew all phases of AM and FM radio, live or auto. Student. I was pres. of local radio cable, married. Will manage your small or medium market station, prefer, Midwest. Box F-177, BROADCASTING.

Top Federal Gov't. exec. ready to move into broadcast industry. Excellent management and record for station development. Excellent credentials sales, programming experience. Clean personal reputation. Box F-225, BROADCASTING.

General Manager, experienced, major, large, medium market stations with good record for sta-
tion operation. Excellent sales, sales, program-
ing experience. Box F-204, BROADCASTING.

Interested in a proven sales conscious GM who has increased profits 40% in his current posi-
tion? I am looking for an AM-FM Stereo combination with good facilities in a city size of 25 to 150 thou-
sand people. Station must be carrying a minimum of 175 thousand with much greater potential. Prefer the Southeast or southern New England. Box F-204, BROADCASTING.

General Manager, experienced, major, large, medium market stations with good record for sta-
tion development. Excellent credentials sales, program-
ing experience. Box F-225, BROADCASTING.

Situations Wanted Sales

Top rated announcer seeks combination sales and sports position. Fifteen years' experience. Box F-193, BROADCASTING.

Situations Wanted Announcers

Top ticket Black jack with 1 year experience in every-
time. Desires small or medium market station that offers time and resume. Salary $155 min. Box F-209, BROADCASTING.

Enthusiastic, creative announcer, first phone, desires permanent, full time position in southern Calif. Light maintenance. Married. 31. Please reply to Box F-214, BROADCASTING.

Experienced announcer, 1st phone, seeks second job. Prefer early morning. Needs to have the desire to win and accept challenge. Box F-220, BROADCASTING.

Young, hard working, versatile sportscaster looking for opening in small market. 4 phone, 4 years college sta-
tion as sports director and dj, 6 months com-

Illegal announcer, 1st, want back in growth ca-
top 40. Adult MOR. 1/2 years experience (music/ 
dj). Does not want 1/2 completing college. 
Will travel. Dependable, competent, married. 4-21, 090-4950.

20 years old. Disc jockey combo man. Have first phone, very good board, voice clear, concise, good pronunciation. I am very willing to learn and thrive. Box F-205, BROADCASTING. Contact Greg Gregorick at 413-751-9255. 157 Nagaia Dr. 35162.

Contemporary Rock jock for medium market opera-
tion. Need permanent, stable position, preferably in West. Facts: 7 years experience; BS Degree in Broad-
casting first phone; background in news, sports, music, FCC R&R; have managed FM educationa-
tional station. I am Fred Leenhouts. 2052 22nd Ave., Monroe, Wis. 53566. 608-235-2853.

Experienced radio announcer, TV technician with radio-TV background and first class license seeks job anywhere. Box C-106, BROADCASTING.

Fresh first, music expert, 26, seeking immediate Progres-
svic/Contemporary jock or combo position. Ma-
ture, creative, ready for direction. Terry Ray. 412-781- 
2155.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Female dj, experience, versatile, creative, tight board control and third endorsed. Box F-788, BROADCASTING.

Creative, industrious, strong copy write, 3rd phone, excellent pro., music knowledge, go anywhere. Needs to live in area. Check me out. Box water, 38 years. BROADCASTING.

Top 40 dj, announcer. Production, automation and air experience. 3rd, dependable, single, will relocate, good references. Box F-195, BROADCASTING.

Situations Wanted News

Newsmen experienced in gathering, writing and re-
producing news. Excellent production experience. Writing to relocate for right opportunity. All markets. Box F-247, BROADCASTING.

Broadcast (journalist). Experienced (9 years) professional, free lance.愿意 seeking permanent position with creative news team. Specialty is street and investigative reporting. Box F-145, BROADCASTING.

Recent grad with BA in Broadcast Journalism. Expe-
rinced in news, interviews, production and board 
work. Call 512-672-3140 or 612-672-3061 (messages).

Experienced newspaper-editor with college degree is seeking position as a reporter. Presently working at a 50,000 watt top 25 market station. Will consider management position. Box F-207, BROADCASTING. 1047 W. 38th St., Kansas City, Mo. 64111. Call 816-531-8893.

Dedicated and experienced sports director. Strong on pbp. Experienced in most types of radio. Will con-
sider combination positions. Will relocate for right opportunity. Excellent personal and professional ref-
efrances available now. Box F-248, BROADCASTING.

Seeking position with C&W station in the South or Southwest. 25 years old, strong on news, program-
ing announcing. 8 years experience, available now. Call after 6 PM. 601-332-0358.

News director Mctendon trained, 15 year broadcast professional with proven track record. First phone, will consider talk show, Charles Ben.

Wanted Management

Top position for management--Master in English. Past work experience--newspaper journalist for local DC paper. Published booklet on environmental pollution; worked for HEW, Dept. of Enviro. Published in Mid-Atlantic area. Box E-288, BROADCASTING.

Five years of creative production and tight board. First phone seeks combo or production position. Bachelor College, free to travel. Box F-148, BROADCASTING.

Program manager/director/announcer. Young, sucessful, aggressive and first phone with knowl-
edge of all types of music and production from Easy Listening to Progressive. Good air shift. Now em-
ployed in medium market--Cefit. Box F-170, BROADCASTING.

Experienced Top 40 PD looking for middle market businessman who knows business and needs a crea-
tive programmer that understands an audience, a crea-
tive mind and a budget: $15,000. Box F-207, BROAD-
CASTING.

First ticket experienced PD, announcer, newsmen, production. Seeking on-air opportunity as PD or an-
newsmen, newsmen, management or small market with good future. All locations considered. Excellent contacts, 10 years experience. Will consider medium, small or medium market. Please box BROADCASTING.

Wanted Technical

Metro market technical director strong in engineering 
management wears broader responsibility with pro-
gressive group w/ signal generation, facility development, technical, 28, married, BS degrees. East Coast. Box F-166, BROADCASTING.

Young, energetic, capable, first class. Nine years ex-
perience of most types of New communications and 
radio. Formal voice training. Will combo. Box F-199, BROADCASTING.

Chief engineer looking for position within seventy miles of Milwaukee, Wis. Has extensive experi-
ence, FM Stereo, RCA, remote control. Prefer combo 
with an engineering background. Will relocate. Box F-199, BROADCASTING.

Chief engineer: 12 years electronics, vocational in-
structor all phase AM/FM, multiplier, hi-power. I 
break it, I'll fix it, or build you one. 1-912-923- 
9644 after 6 EDI.

Broadcasting Jun 15 1973 78

Wanted: two highly qualified men for CE positions, also maintenance technicians for new VHF stations in Boise and Pocatello, Idaho. Call 208-336-0087.

Wanted: a highly qualified man for CE position, also maintenance technician for new VHF station in western New York. Call or write TelePrompTer of Jamestown, 316 Washington St., Jamestown, N.Y., 14701, 716-664-7370.

Immediate opening for mobile unit supervisor. Maintenance and operation experience with TV-44, PC-70, PCP-7090 and BC systems. Must have experience in film production techniques necessary. Send resume and salary requirements to: Widing Video Center, Division of Bell & Howell, 8850 S. Inkster Rd., Romulus, Mich. 48174.

Immediate opening: Engineer to assume responsibility for state-of-the-art television production facility with new color television, audio and AV areas. Planning and design of campus-wide distribution system. Must have engineering background. Apply in person to help get project off the ground and work with young dynamic staff. Contact David Campbell, Manager, Media Production Coordinator, Learning Center, Univ. of Wis.-Parkside, Kenosha, Wis. 53140, 41-543-2129.

Help Wanted
Programing, Production, Others

Major East Coast ABC affiliate seeking experienced building and set designer with strength in camera and film direction with experience in complete resume with requirements along with various sketches or slides of your sets. Box F-155, BROADCASTING.

Major market Southeast network affiliate seeking experienced promotion-director who excels in both videotape and film direction. Send salary requirements, resume and demo reel to Box F-148, BROADCASTING.

Scene designer for Baltimore area public television production can offer experienced production services. Contact Robert Gibson, Maryland Center for Public Broadcasting, Owings Mills, Maryland. 301-336-5660, Ext. 537.

Graduate assistanship in film, Bachelors degree required. News, film and documentary experience preferred. Contact Chairman, Radio-TV Film, Oklahoma St. Univ., Stillwater, Okla. 74074. OSU is an Equal Opportunity Employer.

Help Wanted Technical

An opening exists for a technical director in the Detroit area with an expanding television production company. Applicant should have knowledge of the electronic and operational knowledge of color cameras, videotape machines and associated equipment. The job will entail overseeing technical quality of all facets of color production. Excellent starting salary, salary tends to increase with experience. Send resume to Edsell Production, Inc., 2415 Telegraph Rd., Southfield, Mich. 48075.

Television engineers for new Virginie NBC affiliate transmitter and studio installation and maintenance. Experienced preferred. Salary: $11,000.

WANTED: Television engineers. The electronic equipment manufacturer, located in Detroit, is seeking a Development Engineer. Send complete resume to Box 89-1, BROADCASTING.

Help Wanted Management

PTV manager for university station. Master's degree preferred, requires five years broad professional experience with special opportunity for active participation in station. Write by July 10, Gordon Tullie, Radio-Television Services, WSU, Pullman, Wash. 99163.

Help Wanted Sales

TV Salesman: Immediate opening for experienced radio or TV salesman in expanding Michigan market. Send complete resume to Box F-206, BROADCASTING.

Situation Wanted Technical


Situation Wanted

Immediate opening for chief engineer for new station. Must have FCC license and minimum of 5 years experience. Must be contractor and not under contract. Interested write to Box 147-1, BROADCASTING.

Cable TV Engineer: Experience with CATV cable, Good communication skills. Send resume to Box 147-2, BROADCASTING.

Situation Wanted

Help wanted for expanding 8,000 subscriber system. Established cable company located in the city of Kankakee, Illinois. Box 767, BROADCASTING.

Help Wanted Technical

Chief Engineer wanted by established 11,000 subscriber cable system. Must have five years experience in similar capacity. Must have valid FCC license, be skilled in electronic repair, fabrication, maintenance and supervision. Good opportunity. Send resume to Box 89-2, BROADCASTING.

WANTED TO BUY EQUIPMENT

Marlified, reconditioned and new Narti equipment in stock. Immediate delivery. Terms available. BESCO, 5855 Stemmons, Dallas, Texas 75247. 214-630-3600.


Special Sale: Rebuilt cartridge tape playback machine. Tape: Telecine 600P & Spoolmaster 500P, $195.00; Tapecorder 700P, $250.00; Tapecorder 700P/500 (Stereo), $350; Spool 600P (Stereo), $300; Spoolmaster 500, $175.00; Caruscel 4970, $80; Spool "A" deck reconditioned, $75; Also: Ampex 602 reconditioned, $450; Gates Level Devil reconditioned, $225; Karm System-symmetrical, new, $225; Telecine 700P/5005 (Stereo), rebuilt, $350, 90 day warranty. Terms: Check with order, FOB Rockville, Maryland.

FOR SALE EQUIPMENT

Wanted: Furrier, qualified and experienced in fur cleaning. Cash or order approved for any resident within the state of Illinois. Box 89-3, BROADCASTING.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics certificate, G.I. Bill. Write, Box 1007, Grantham, 19345. Western Electric, Box 23872, Oakland, Calif. 94628.

Wanted tubes—sold. CECO, 2115 Avenue X, Brooklyn, N.Y. 11235. 212-646-6300.

CABLE

Help Wanted Management

Established Illinois cable operation seeks experienced manager to supervise 11,000 subscriber system, fully engaged in cable television and related operations. Excellent opportunity for growth and promotion. Strong sales and marketing background required. Excellent benefits. Send resume to Box 147-3, BROADCASTING.

WANTED TO BUY EQUIPMENT

Wanted: two Ampex TA-55B, 5SKV UHF-TV klystron tubes with tubes, not tubes. Require power supplies. Must be in good condition. Will consider small and large units. Contact K. Murphy, WSN-5TV, 312-929-1200.

WE还需要了解其他的文本内容吗？
Instructions Continued


REI teaches electronics for the FCC first class radio telephone license. Over 90% of our students pass their exams. Classes begin July 13, 813-955-4122, REI, 609 Caroline St., Fredericksburg, Va. 22401, phone 703-133-1441.

Now Bryan Institute in St. Louis, 1st class FCC license, approved for Veterans. 314-752-4391.

First Class FCC License theory and laboratory training in six weeks. Be prepared ... let the masters in the nation's largest network of first class FCC licensing schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools. Write or phone the location most convenient to you. Elkins Institute in Dallas, 2127 Inwood Rd. 214-327-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 880 Silver Lene.

Elkins in Houston**, 3518 Travis.

Elkins in Memphis**, 1362 Union Ave.

Elkins in Minneapolis**, 4103 E. Lake St.

Elkins in Nashville**, 2106-8th Ave. S.


Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio**, 503 S. Main.


MISCELLANEOUS

DeeJays! 11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Meriden, Calif. 95338.

Prize partial Prize partial National brands for promotion, contests, programming. No barrier, or trade . . . better! For fantastic deal, write or phone Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-644-3700.

"Free" Catalog . . . everything for the deejays! Comedy books, airchecks, wild tracks, old radio show. FCC, tests, and more. Write: Command, Box 26246, San Francisco 94126.

Free weekly radio broadcast. 28 minutes. Starlight Chapel, Box 2401, Paterson, N.J. 07910.

RADIO

Help Wanted Management

GENERAL MANAGER CALIFORNIA

Key West Coast station needs outstanding radio executive with proven record of successful station management in major market. $50,000 plus stock participation. Direct resume to:

Box F-129, BROADCASTING

Confidence assured.

Help Wanted Sales

WOAI Radio, 50,000 watts, San Antonio, has an immediate opening for an aggressive Account Executive to assume an established list. Excellent draw and commission plan, plus many outstanding company benefits. Forward resume and earnings history to:

Don Green
Sales Manager
WOAI Radio
Box 2641
San Antonio, Texas 78209

Help Wanted News

NEWS DIRECTOR

Number one station in Georgia's second largest city offers challenging position for a top man who can sell, dig, research, write and deliver news and direct a three man news operation for a Contemporary station. Send tape, photo and resume to:

WDAK
Box 1840
Columbus, Georgia 31902

An Equal Opportunity Employer

Situations Wanted Management

Twenty years experience. All phases, sales, operations and programming. Seeks management position in top 60 markets. Presently executive in allied field.

Box F-139, BROADCASTING

GENERAL MANAGER STATION OR GROUP EXPERIENCE AS FOLLOWS:

Vice President of group operation: Responsibility—Seven stations—sales, programming, promotion, public relations, union negotiations, budgeting, income projections, personnel—gross billings five million per year.

General Manager—large market; Station increased in rating from number four to number one; gross doubled; profit increased from zero to $220,000.00.

General Manager—small market: Small operation—seven people, sold, collections, wrote, announced and managed—station operated at 40% profit.

Box F-186, BROADCASTING

Help Wanted Sales

SALES ENGINEERS

We are looking for sales engineers to represent a major radio broadcast equipment manufacturer. Desirable background includes: experience as chief engineer and/or manager of radio stations. Salary plus commission, travel expense, fringe benefits and relocation.

Send resume in confidence to:

Box F-210, BROADCASTING

An Equal Opportunity Employer

Situation Wanted News

O & O ANCHORMAN

Writer/Reporter in 5th market wants to step up.

Box F-178, BROADCASTING

TELEVISION

HELP WANTED

WANTED EXECUTIVE NEWS PRODUCER

To produce a vibrant new look at the news at a network affiliate within the top 15 markets.

Box F-218, BROADCASTING

Equal Opportunity Employer

NEWS DIRECTOR

Avco Broadcasting Corporation, WLWT/WLW, Cincinnati, is looking for a News Director. Applicants must be able to present evidence of a definite success pattern in their professional careers. Company offers excellent starting salary and fringe benefit package. Please send complete resume including earnings history and requirements to:

Richard Reed
Vice President - General Manager
Avco Broadcasting Corporation, WLWT
140 W. 9th Street
Cincinnati, Ohio 45202

An Equal Opportunity Employer M/F.
TELEVISION
Help Wanted Management

DIRECTOR, COMMUNICATIONS MEDIA PROGRAM

The State University of New York, College at Buffalo, announces a vacancy in the position of Director, Communications Media Program. This Program is a new undergraduate curriculum in which students will specialize in a variety of communications subjects, including print-journalism, broadcasting, journalism, graphics, public relations, advertising, and many other fields. The Director must be an experienced teacher and scholar in a communications field, with experience as an academic administrator and experience in a communications industry. The position requires curricular management, student advisement, faculty recruitment, internship supervision, and relations with an advisory committee of Buffalo media executives, as well as a faculty advisory committee.

Salary: $18,500 - $19,500, plus benefits.

Send resume to: Dr. Charles S. Olton
Associate Vice President for Academic Affairs
State University College at Buffalo
1300 Elwood Avenue
Buffalo, New York 14222

Help Wanted Sales

GROWTH OPPORTUNITIES IN TV & RADIO BROADCAST EQUIPMENT! We are a leading producer of TV and Radio broadcast equipment with the following openings:

TV BROADCAST SALES ENGINEERS/QUINCY

Our TV Sales Department is seeking well trained and experienced sales engineers to handle product application and preparation of bids and proposals. Experience in TV station operations, TV marketing, transmitter and antenna installations, and systems planning, is essential.

TV & RADIO BROADCAST FIELD ENGINEERS/QUINCY

Our Service Department is seeking well trained and experienced TV and Radio Field Engineers. TV service should be in transmitters, antennas, or studio equipment. Extensive travel is required; expenses paid.

ASSISTANT MANAGER (Broadcast Engineering Exp'd)
FOR OUR NYC MERCHANDISING CENTER

Your responsibilities will include broadcast equipment sales and retail operations. Formal technical training is desired. Experience in station operations and engineering required. Sales experience helpful.

Salaries commensurate with experience, full company benefits, including hospitalization, life insurance, profit sharing, plus paid relocation expenses. Send resume and salary history in confidence (indicate position desired) to: TOM BORDON, Employment Supervisor.

GATES DIVISION
HARRIS-INTERTYPE CORPORATION
123 HAMPSTEAD ROAD, QUINCY, ILLINOIS 62201 U.S.A.

Help Wanted Technical

ONE SENIOR VIDEOTAPE ENGINEER
AND
THREE JUNIOR VIDEOTAPE ENGINEERS

Northeast videotape facility has four new openings for experienced engineers who have either Network and/or station background, of at least three years.

Ampex Quad experience is essential; work on either AVR-1's and an ADR-150 is fantastic. Maintenance background and ability to learn are other requisites for these demanding positions.

RBC, Inc. is seeking applicants nationwide for relocation to the area in which our VTR facility is located. Our staff is fully aware of this advertisement.

Profit Sharing, stock options, and many other extras will be made available to the person's chosen. All written inquiries will be answered. Interviews will be held during July, with anticipated employment beginning in September.

If you are the person to fill one of these once-in-a-lifetime positions, then write (please do not call):

Mr. Peter Feldman
Director of Engineering
RBC, Inc.
26 Ladder Hill Road, South
Weston, Connecticut 06880

Technical Continued

FIELD
SERVICE
ENGINEERS

Tape Recorders

Ampex has an immediate opening for a qualified field service engineer to work in the Southeastern region of the United States. Experience in servicing broadcast or closed circuit and television cameras is required. Ampex equipment knowledge is desirable—will provide training. Excellent fringe benefits and company car included.

Please send your resume or call Paul Hansel, 1680 Tully Circle, Suite 134, Atlanta, Ga. 30339. (404) 633-4131. An Equal Opportunity Employer M/F.

Help Wanted News Continued

WANTED
CO-ANCHOR MAN

An attractive experienced newscaster willing to be part of a dynamic team.

Major Market
Box F-219, BROADCASTING

Situations Wanted, Announcers

WHAT MAKES
Box F-192 RUN?

Talk-variety television does. No Sammy Glick here, but a literate, natural, versatile entertainer and moderator.

Ready for a new assignment in a major market. Send for videotape highlights of the hour daily show I'm doing now.

Box F-192, BROADCASTING

Situations Wanted News

O & O Newsman

in 5th market wants secondary anchor and reporting in equal or larger market.

Box F-179, BROADCASTING
FOR SALE Stations

Brokers & Consultants to the Communications Industry
THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Wash., D.C. 20038
1723 B St. S., N.W.
Suite 988
202/223-1553

CHAPMAN ASSOCIATES®
business brokerage service

Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

BROADCASTING'S CLASSIFIED AD ORDER FORM

NAME

ADDRESS

CITY

STATE

ZIP

PHONE

HELP WANTED

□ Management

□ Sales

□ Announcers

□ Technical

□ News

□ Programming

□ Production, Others

SITUATIONS WANTED

□ Management

□ Sales

□ Announcers

□ Technical

□ News

□ Programming

□ Production, Others

WANTED TO BUY

□ Equipment

□ Stations

□ Equipment

□ Stations

ADDITIONAL CATEGORIES

□ Instruction

□ Comedy Material

□ Miscellaneous

INDICATE desired category: □ Radio  □ Television  □ Cable

INSERT time(s). Starting date __________. Box No. □ Yes □ No ($1 Additional)

□ Display Inches ———  □ Non-Display

COPY:

____________________________________

© Copyright 1973 Broadcasting Publications, Inc.
Speaking technically: AFCCE's Elizabeth Dahlberg

To oversimplify: There are broadcasters, there is an FCC and there are rules, dictated by the latter and complied with by the former. Out of those rules sometimes comes ambiguity. In such cases, a middleman is called for, one who can step in and put all the pieces together. It is for such purposes that communications attorneys exist. It is also the role of the communications consulting engineer.

Elizabeth Dahlberg is a consulting engineer. She is also a woman. The last time anybody checked, there were only two practicing female consulting broadcast engineers in the country. Elizabeth Dahlberg, then, is 50% of that profession's total female work force. And out of the 125 professionals belonging to the Association of Federal Communications Consulting Engineers, hers is the only nonmale voice. Which is not why the association last April chose Mrs. Dahlberg as its president.

Mrs. Dahlberg believes that the reason is uncomplicated. "Every [elected] position is for one year and you can't be re-elected," she notes. "They run out of people to take the job." According to Mrs. Dahlberg, it was simply her turn.

A concurring note from one of her associates in AFCCE: "The election was a matter of choosing one of the respected members of the group. Her turn came up like one of the boys."

Mrs. Dahlberg, nevertheless, is not one of the boys. She is a quiet, sensitive woman, friendly without being markedly extroverted and competent beyond reproach. If she is troubled by the fact that her profession in general and AFCCE in particular have yet to become institutions upon which the feminist movement has had a tangible impact, she does not express the feeling publicly. For Mrs. Dahlberg, it's more a matter of getting on with the job, preferring to remain aloof from politics as it affects her engineer's profession.

Getting on with the job, for Mrs. Dahlberg, means being a partner in the Washington engineering firm of Lohnes & Culver, where she has worked for the past 17 years. With AFCCE's lack of a central headquarters, a good portion of the association's business—that which is necessary beyond the group's monthly luncheon meetings—is conducted in her office.

It is a quiet place, as noise is not a part of her profession. Beyond the clacking of a typewriter and the quiet strains of occasional conversation, her office is peaceful, offering welcome sanctuary for one so engrossed in technicalities and mathematical computations.

Controversies do not readily originate, nor are they pursued, at the AFCCE. The organization serves as a unifying vehicle for some 55 professional consulting engineers and an additional 70 persons who, through their status as representatives of a broadcast-allied equipment manufacturer or as a technical official with a multiple-station owner, are included as associate members—although they may neither vote nor hold office. The group's main efforts, aside from the internal exchange of ideas, are the filing of comments with the FCC on technical regulatory matters.

Accordingly, a primary concern of the association is the commission's current radio re-regulation inquiry. AFCCE's rules and standards committee maintains a close liaison with the agency's re-regulation task force, which is headed by Commissioner Richard Wiley. It has been an influential input in the establishment of several new technical rules promulgated by the commission during the past year. And AFCCE takes credit, among other accomplishments, for the development of a standardized concept that will eventually enable all directional AM patterns to be determined by computer.

Mrs. Dahlberg is optimistic that re-regulation will eventually prove beneficial both to consulting engineers and their clients in terms of time and effort saved. That optimism is tainted somewhat, however, by a recollection of what many engineers consider to be less-than-admirable technical policies to have come out of that agency. The commission's handling of television and FM allocations in the 1950's would be included; so would the AM freeze, which was lifted by the commission several months ago.

"They've now made the rules so tight that there aren't going to be as many [allocations] as we certainly would like," she notes. This is particularly true, she feels, with respect to existing stations that under the new rules are barred generally from improving their facilities unless they do not place an adequate signal over their city of license.

Most engineers place the blame for presumed shortcomings at the FCC on the absence of a commissioner versed in the intricacies of technical problems—specifically, an engineer—on the seven-member agency. With Mrs. Dahlberg no longer a commissioner from the engineering community as to the proportion of antiquated FCC technical rules running as high as 50%, there exists in that quarter a universal belief that an engineer-commissioner would go a long way toward bringing reason to regulation from a technical standpoint. The fulfillment of that objective is AFCCE's "big push," if such a term is applicable to an organization whose credo is to be thorough rather than swift. Toward that end, the introduction by Congressman Harley O. Staggers (D-W., Va.) of legislation that would require the appointment of an engineer to the FCC (Broadcasting, May 28) was heartening news to AFCCE.

But controversies, again, are not well received at AFCCE, as Mrs. Dahlberg is well aware. She has had 28 years—three more than the age of AFCCE itself—in her profession to ponder that fact, having started as a radio engineer with the now defunct Washington firm of Raymond M. Wilmotte Inc. in 1945.

Before that, her interest, for as long as she can recall, was in the area of mathematics. And loathing the prospect of becoming an educator in that field, she turned to statistics and landed a job, appropriately, as a statistician at the National Bureau of Standards. She was assigned to the radio division there, and, as Mrs. Dahlberg recalls, "it was decided that I would do engineering work. So I thought I was an engineer."

Nearly three decades later, Mrs. Dahlberg, and those with whom she has contact, take that fact for granted.
Well, Mr. Engman?

If it didn't waste so many people's time, cost so much money that could be put to more productive use and violate first principles of law, the Federal Trade Commission's continuing campaign to require substantiation of advertising claims would be laughable. The latest exercise, directed at 11 manufacturers of shampoos, carries things beyond the point of absurdity.

Take, as an example, these excerpts from the FTC's instructions to Procter & Gamble, which is to supply information related to Head & Shoulders: "(A) (i) a definition of the term 'dandruff'; (ii) a complete explanation of all the causes of dandruff; (iii) a complete explanation of the process by which the product operates to remove and prevent the return of dandruff for a period of time following use of the product: (iv) a definition of the term 'regularly' as used in the context of the ad; (B) an indication of the name and percentage of the share of the market of the best-selling five (5) shampoos in each of the following categories: (i) dandruff shampoos, (ii) all shampoos; (C) (i) indicate what, if any, uniform tests have been devised either by professional or industry or related parties for the measurement of the effectiveness of the product in removing dandruff. . . . (D) if determination of the effectiveness of the product in removing dandruff involved any tests, surveys or experimental methodology, submit all pertinent details of the test or survey procedure, including but not limited to: (1) the number of sample subjects, (2) the sex, age, type of hair and length of hair of each sample subject..." But why go on? The point is that P&G and 10 other companies must now submit another mountain of paper to the government's obscenely overstuffed files so that civil servants may paw through it in pursuit of incrimination.

There is an inherent injustice in this procedure, unless the country has elected to abandon its historic principle of innocence presumed until guilt is proved. If the FTC thinks shampoo advertising is misleading or defrauding the public, it should exercise its authority to instigate prosecution and assume the burden of proof. A return to that fundamental would be a welcome sign that the agency's new chairman, Lewis Engman, is as much devoted to the law as his predecessor was to regulatory fads that generated publicity.

Acceptable compromise

As reported here a week ago, Representative Robert W. Kastenmeier (D-Wis.) and his Subcommittee No. 3 of the House Judiciary Committee have reported out a newsmen's-privilege bill that would restore a good many rights that recent court decisions have abrogated or put into question. The bill would confer absolute immunity from enforced discovery or confidential information before all government bodies except state and federal courts, where the immunity would be qualified.

Last week the board of the National Association of Broadcasters endorsed the Kastenmeier bill, thus retreating from its previous support of legislation providing complete protection. The board took the action with some reluctance, it is said, but on representations by respected Washington authorities that the Kastenmeier shield is as thick as the Congress may realistically be expected to forge.

The Washington authorities consulted by the NAB board are probably right, much as this publication regrets accepting their evaluation. Before his Watergate investigation began to monopolize his time, Senator Sam Ervin (D-N.C.) was at work on shield legislation that was also less than absolute. He and his subcommittee just might accept the provisions of the Kastenmeier bill. With the subcommittees in agreement, the bill would have a chance of passage in both Senate and House.

Assuming that potential, broadcasters ought to unite behind the decision of the NAB board and work for adoption of the Kastenmeier legislation. There must, however, be no indication of further retreat. Kastenmeier may be as much as can be had. It must also be the least to settle for.

Young blood

For the first time in recent years a contest had developed for the joint-board chairmanship of the National Association of Broadcasters. The younger (44), aggressive, good-looking Andy Ockershausen, fresh from a two-year chairmanship of the radio board, was victor last week over Hamilton Shea (58), a 25-year veteran who had been imported by television directors to bid for the NAB's top elective post.

The NAB board would have been in good hands under either man. Chairman Ockershausen is familiar with NAB problems and pressure points by virtue of four years as a board member and two on the executive committee. As vice president of the Evening Star station group, he headquarters in Washington, where the action is.

Both the television and radio boards are also in good hands: Bob Wright and Wilson Wearn, of TV, and Clint Formby and Harold Krelstein, of radio.

But the best slate of chairmen and vice chairmen wouldn't be worth beans without an industrious and intelligent headquarters staff. Under Vince Wasilewski, president, and Grover Cobb, senior vice president now convalescing after a heart attack, the material seems to be there, it challenged to perform.
Bill Evans is now at WXII-TV, down in North Carolina, and WXII-TV is in Winston-Salem.

The Winston-Salem/Greensboro/High Point Market is No. 1 in North Carolina.

To sell it in North Carolina you have to sell it on Winston-Salem’s No. 1 station* where Bill is the Sales Manager.


*Source: 1972 SMSA

WXII-TV, newest member of the Multimedia Team, with WFBC-AM-FM-TV, Greenville, S.C.; WBIR-AM-FM-TV, Knoxville, Tenn.; WMAZ-AM-FM-TV, Macon, Ga.; and WWNC-AM, Asheville, N.C.

Represented by KATZ.
When KOVR and the Chicano community get together, it means "Progreso."

And that's progress.

Because this June we're celebrating the second anniversary of "Progreso," a television showcase for the Mexican-American community. Produced by the Sacramento Concilio, a coalition of 27 organizations, it serves as the voice of over 200,000 Chicanos in KOVR's ADI market.

Every week the Concilio produces and hosts this one-hour bi-lingual show on KOVR. And we cooperate by providing air and studio time, production facilities, technical personnel and financial support.

As "Progreso" starts its third year, we predict it will be even more successful in making TV accessible to the Chicano community.

KOVR-CHANNEL 13
Stockton/Sacramento, California
A McClatchy Broadcasting Station

*U.S. Census 1970