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.
1973 National Finalist for the "Emmy" Award. Category: Community Service

1973 Silver Gavel Award of the American Bar Association for "outstanding public service in increasing public understanding of the American system of law and justice" for the series "Bars to Progress"

The First Milton S. Eisenhower Award for "distinguished coverage of the heart story" for the documentary "Heart Attack!"

In Maryland Most People Watch

WMAR-TV

TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
CBS will try again to telecast 'Sticks and Bones.'

A new advertising philosophy for Toyota.

Network time this fall stands to become a scarce commodity as advertisers queue up in a seller's market. Food processors, faced with Phase III restrictions and product shortages, are finding the waiting a lonely game.

A day at OMB: FCC brings its new renewal form, broadcasters and citizen groups try to exercise their blue pencils.

Wiley again on the trail of fairness relief.

More frowns than smiles in reactions to "Johnson ratings."

Changing times at the NAEB: new image, old problems.

Norris bid for Pennsylvania UHF tainted by memories of Media, Red Lion.

Senator McClellan sets the cable copyright machinery in motion.

A war of words on CATV pole attachments and FCC jurisdiction.

How 'The News Twisters' got on the Watergate reading list.

Changing times at the NAEB: new image, old problems.

Norris bid for Pennsylvania UHF tainted by memories of Media, Red Lion.
WTEV delivers a land of tradition and culture rich in sales opportunity

Providence can boast of the best in the old and the new. Left - 18th century First Baptist Church in America, first church of its denomination in the new world. Extreme left, upper - The John D. Rockefeller Library, one of the newest additions to one of the oldest of colleges, Brown University. Extreme left, lower - Newly completed Civic Center.

This New England area is recognized for its high cultural and religious standards. Hand in hand goes the stability and steady economic progress of the Providence Market. With an Effective Buying Income of almost six billion dollars and retail sales totaling almost three billion dollars, the Providence market offers unusually rewarding opportunities. Reach it with WTEV.

WTEV Providence—New Bedford—Fall River Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

Representative: THE MEEKER COMPANY, INC.

Closed Circuit.

Sidetracked

There was no timetable last week on final House proceedings on remedial license-renewal legislation. Some broadcasters are beginning to worry about general legislative climate and loaded agenda of House Subcommittee on Communications and Power, which is grappling with energy crisis. Only one witness remains to be heard on renewal legislation, FCC Chairman Dean Burch, who's to be active Army duty until July 23. Congress recesses Aug. 3 until after Labor Day (Sept. 4).

Hope is that bill can be reported by House subcommittee before Aug. 3 recess. If that happens, full committee and House action could follow promptly. There are 231 sponsors of 115 bills on renewal relief, and at least another 60 House members have been recorded as favorable. In Senate there are 12 bills with 22 sponsors, and perhaps 60 of 100 senators are said to have assured broadcasters of sympathetic consideration.

Price of journalism

Now that they have had more time to check their figures, network-TV sources estimate Senate Watergate hearings coverage is costing each network minimum of $100,000 per coverage day—in some cases much more. Estimates of NBC losses range as high as $300,000 per coverage day, but ABC has told Wall Street specialists its own losses net down to about $100,000 per day, and CBS sources estimate their own bottom-line reduction at around $100,000-$110,000. With 20 days of hearings held and covered through last Friday (July 13)—10 of them covered by all three networks simultaneously—three-network cost in profits thus could have already passed $6-million mark.

Nearing the wire

White House staff last week submitted four names to President Nixon for his consideration of successor to FCC Commissioner Nicholas Johnson. Those surviving staff's final cut were Glen O. Robinson, University of Minnesota law professor; James Quello, retired manager of WJR-AM-FM Detroit; Herbert B. Caham, Westinghouse Broadcasting area vice president in Baltimore, and Luther Holcomb, of Dallas, vice chairman of Equal Employment Opportunity Commission. There were strong cross-currents of political pressure. Some said clout behind Mr. Quello, including that of House Minority Leader Jerry Ford (R-Mich.) was strongest, to replace Mr. Robinson. Vice President Agnew, former governor of Maryland, was said to be in Mr. Caham's corner. Two other candidates who didn't make staff list were still drawing strong support: Bill Hoover, KXEN-TV-FM Ada, Okla., and W. Frank Hardin, State Telecasting Co., Columbia, S.C. In some circles it was said, however, that congressional opposition to appointment of broadcaster might rule out any choice from field.

Looking down road to next Republican vacancy (notably when Chairman Dean Burch returns to private life), Washington insiders say there's support for Brian Lamb, assistant to Clay T. Whitehead, director of Office of Telecommunications Policy. Mr. Whitehead plays role in recommendations of FCC nominees and is said to be among those backing Professor Robinson for Johnson seat. Mr. Lamb, who intends to leave present post, says FCC doesn't figure in his plans, though he will not foreclose possibility of consideration.

More rankings?

What may be pilot for other studies of television operations in individual markets is under way in Los Angeles under $140,000 grant from John and Mary Markle Foundation, which has been funding communications-research project in recent years. Los Angeles work is being done as summer project of 10 law students under supervision of Professor Geoffrey L. Cowan, of UCLA law school. Mr. Cowan is son of Lou Cowan, former president of CBS-TV, and was once in "public-interest" law practice in Washington.

Back burner

Hope is fading that Senator Sam J. Ervin Jr. (D-N.C.) will deal any time soon with newsmen's-privilege legislation pending in his Constitutional Rights Subcommittee. Reasons are two-fold: time-consuming nature of senator's ongoing Watergate hearings and failure of subcommittee members to reach consensus on provisions. Situation is also precarious in House. Representative Robert W. Kastenmeier's (D-Wis.) Judiciary Subcommittee has approved qualified bill that broadcasters say they can live with as minimum protection for sources and information. But some print groups—notably American Newspaper Publishers Association—are steadfastly opposed. Question now is whether Judiciary Committee feels there is enough media support to justify favorable action on bill.

Washington windfall

Corporation for Public Broadcasting is expected to announce shortly grant of $305,000 to noncommercial WETA-TV Washington for production of black-affairs series. Pilot for series, entitled Interface, is now in production, with financing coming from previous $40,000 CPB grant. Interface would augment black programing on PBS interconnection, which at present is confined to Black Journal (already funded by CPB for forthcoming season). Soul, PBS series produced by WNET-TV New York, disappears from interconnection this fall, although CPB has provided WNET with $175,000 to produce two specials under Soul format (see page 34).

Stepping out?

Reports persist that there'll be executive reorganization at Hughes Television Network, New York, with Richard Bailey Sr., 63-year-old president and founder, either retiring or moving to another assignment. Mr. Bailey was reported on vacation last week and unreachable. He formed Sports Network in 1956. Later it became Howard Hughes interest.

Expensive tab

Sterling C. (Red) Quinlan has picked working title for book he's writing on Boston Herald-Traveler's loss of WHDH-TV. He's calling it "The $100-Million Lunch." Boston case was originally opened after House subcommittee disclosed off-record conversations, payoffs by WHDH-TV grant, between late Robert Chote, Herald-Traveler publisher, and late FCC Chairman George C. McConnaughey, during two luncheons in 1956. Though those conversations had no role in ultimate FCC decision awarding WHDH-TV, channel 5, to rival Boston Broadcasters, now operating it as WCVB-TV, channel would never have been put up for grabs if Messrs. Chote and McConnaughey had lunched separately on those occasions. Mr. Quinlan has written on broadcast matters before. When he was still ABC VP in Chicago, he did novel, "The Merger," based on union of ABC and United Paramount Theaters.

Ready market

Viacom Enterprises is understood to be planning to place off-network Family Affair into station release next year. Company considers 1974 appropriate time to offer 137 half-hour segments of series, since it projects there will be scarcity of adult situation comedies at that time.

Australian roulette

Point system set up by Australian Broadcasting Control Commission and slated to go into effect Aug. 15 threatens to cut into lucrative U.S. TV program exports, which amounted to more than $12 million in 1972. System gives 10 points to one-shot variety-drama programs locally produced and to ballet, poetry readings and other arts programs; five to local newscasts plus half-point to local quiz shows, and no points to imported shows. Stations are required to amass 120 points per week or be subject to suspension or revocation of license.
More good news from TVb. Advertiser investments in TV last year were 14.5% above year before, largest gain for any medium. National advertising was up 12.9%, local up 20%. Advertisers spent $4.1 billion buying time in TV medium, while audience spent $4.7 billion buying 17.1 million new TV sets. * Bad news from Ford. That motor company has taken all radio advertising off air; it had been on in 47 markets. Spokesman said company was going into newspapers for summer, would decide in next month whether to rejoin radio in fall. * IRS into the act. New York Times reported Friday (July 13) that Internal Revenue Service has begun broad investigation of recording industry tax returns to determine if payola is going out in guise of legitimate business expenses. And Assistant Attorney General Henry E. Peterson has told Senator James Buckley that Justice Department's probe into payola "promises to develop into one of major proportions." (Also see story, page 35.) * Players want mean sportscasters. National Football League Players Association, in pleading to FCC, accuses TV networks of delegating unwarranted and possibly illegal responsibility in selection of sportscasters to NFL Commissioner Pete Rozelle, and says practice "chilling effect on objective, unbiased and fair sports commentary." Mr. Rozelle has said he's taking hands-off posture in future. * Wasielewski's warning. NAB President Vincent T. Wasielewski Jr. told Colorado Broadcasters Association Friday that radio should be as concerned as television about threat of pay cable to programming now on free broadcasting. (Also see story page 20.) * New Boss for NPR. Lee C. Frischknecht, now vice president and treasurer, National Public Radio, Washington, has been named network's president, succeeding Donald R. Quayle, now with Corporation for Public Broadcasting. * One on, one off. Philadel- delphia local of International Alliance of Theatrical Stage Employees, on strike against Group W's KYW-AM-TV Phila- delphia, ratified new contract by 58-23 vote. But tentative IA agreement with group's KDKA-AM-TV Pittsburgh has fallen apart. * Fiscal problems. Winters-Rosen Productions, Hollywood, threatened with bankruptcy, was subject of foreclosure sale last week by James F. Talcott Co., Los Angeles lenders. Talcott was only bidder for number of specials and series, including George situation comedy series. Winters- Rosen reported Friday that Timex, which was to sponsor George on barter basis in 36 markets, has canceled.

"Chilling effect on objective, unbiased and fair sports commentary." Mr. Rozelle has said he's taking hands-off posture in future.

At Deadline

'M sticks and Bones' to get its crack at CBS- TV audiences

Network reschedules Papp drama for Aug. 17; affiliates had revolted first time around

Sticks and Bones, controversial drama postponed by CBS-TV last March in face of uprising against it by affiliates, was rescheduled Friday (July 13) for August 17 at 9-11 p.m. EDT. Robert D. Wood, CBS-TV president, announced rescheduling late Friday afternoon after advising affiliates of decision. He noted he had said originally it would be presented later "when the context of its showing will be less distressing and its possible application to actual events less immediate." (BROADCASTING, March 12.)

Drama, bitter allegory about blinded war veteran driven to suicide on his return home, was originally scheduled for March 9—which, as it turned out, was about time prisoners of war and other Vietnam veterans were beginning to return. Shown in advance by closed circuit, affiliates put up massive protest. By time CBS-TV announced postponement, 69 stations—including all members of CBS-TV affiliates advisory board—had sent notice they would not carry it.

Play was second produced by Joseph Papp under what had been envisioned as long-term contract for production of quality dramas for CBS. When postpone ment was disclosed, he accused CBS of censorship and swore he'd produce no more for that network. At last he relented enough to say he would return if CBS carried program immediately after last veterans returned, but CBS authorities disclosed few weeks ago they had not picked up his option for another season (BROADCASTING, July 2).

Edwin W. Pfeiffer of WPTV-TV Providence, R.I., chairman of CBS-TV affiliates board, and many other affiliate leaders could not be reached for comment Friday evening. Those few who were were undecided about carrying program, but one, Charles Crutchfield of WBT (TV) Charlotte, N.C., said flatly his station would not carry it. Number of affiliates originally said they would not carry it if rescheduled, but others said they would and relatively small number were critical of CBS for postponing.

Mr. Wood said he had not consulted any affiliate in advance of rescheduling decision—although he said he had ad vised affiliates chairman Pfeiffer as courts— that he had no idea what affiliate reaction would be. Program will be available for sponsorship, but originally scheduled presentation was only fractionally sold. Commercial considerations in rescheduling were minor, Mr. Wood said. "We just had to bring this thing full circle," he asserted.

Kinley steps into cable bureau, seen as chief-to-be

Ex-Gray aide, Lichenstein friend, named to deputy's post in FCC division; Schildhause doesn't join speculation he's leaving

David Kinley, 32, was approved by FCC last week as new deputy chief of Cable Television Bureau ("Closed Circuit," July 9), and stepped into new job on Thursday amid speculation he was chosen as successor to bureau's current chief, Sol Schildhause.

Mr. Kinley, who is lawyer, has no experience in cable television or communica tions generally. But he has held number of high-level jobs in government in past five years, with considerable experience in administrative work.

Speculation that Mr. Kinley was picked as possible future chief is based on several factors. One is that, at 53, Mr. Schildhause is currently recovering from second heart attack in eight years, and may be expected to seek early retirement. (He is due back on job July 23.)

Reports of his departure from commis sion have circulated periodically over past several years.
One of the strongest things The Mike Douglas Show has going for it is young women.

And they're going for it stronger than ever.

When it comes to young women (18 to 49), The Mike Douglas Show is #1 and still climbing in many markets. Big markets and small markets.

The May ratings are the latest chapter in a long-time success story, and here are some people, places, and figures to back it up.

#1 with women 18 to 49 with ARB and NSI in:

New York (up 4%NSI) Pittsburgh
Sacramento Terre Haute
Utica Binghamton (up 57%ARB)
Philadelphia (up 14%ARB) Reno
Indianapolis Tampa (up 17% ARB)
Jacksonville Columbia-Jefferson City
South Bend Syracuse

And there's more. For further information write: Group W Productions, 90 Park Avenue, New York, N.Y. 10016. Or call (212) 983-5081.

Source: Nielsen ARB Feb.-March-May 1973. Audience estimates are subject to qualifications available on request.
lines set in earlier speculation. If Mr. Schidhause remains beyond chairman's departure, however, picture of cable bureau leadership is it now shaping up could change. But that would depend on who succeeds Mr. Burch.

Meanwhile, one person who does not share in speculation about Mr. Schidhause is Mr. Schidhause. Reached on Friday (July 13) at daughter's home in Long Island, where he is vacationing, Mr. Schidhause said he has no plans for leaving. "I'm coming back to work, and I plan to stay," he said. "There are a lot of interesting things to do."

Mr. Kinley's appointment came as no surprise to Mr. Schidhause. Chairman Burch discussed it with him, as means of strengthening cable bureau's administrative machinery, and Mr. Kinley visited Mr. Schidhause at his home.

Mr. Kinley was recommended to Chairman Burch by his special assistant, Charles Lichenstein, who had worked with Mr. Kinley at Federal Bureau of Investigation and Department of Health, Education and Welfare.

New deputy chief has spent most of his time in Washington with L. Patrick Gray III, former acting director of FBI, whose nomination to be director collapsed under weight of spreading Watergate scandal.

Mr. Kinley was executive assistant to Mr. Gray both at FBI and, earlier, when Mr. Gray was head of Justice Department's civil division. Mr. Kinley came to Washington as member of staff of Robert Finch, first secretary of HEW, for whom he had worked when Mr. Finch was lieutenant governor of California. Before leaving HEW, Mr. Kinley was deputy assistant secretary for community and field services.

Mr. Kinley, who is not married, is native of Fort Worth, Tex., graduated from Principia College, Elsberry, Missouri, and Harvard Law School, then clerked for year for Judge Gilbert Jergert of Ninth Circuit Court of Appeals (Northern California), now retired.

Sick call

Here's updated (to July 13) report on broadcast and FCC executives now or recently hospitalized:

*J. Leonard Reinsch,* 65, president of Cox Broadcasting, Atlanta, at Johns Hopkins hospital, Baltimore, diagnostic center, after muscular problem, presumably induced by fall several weeks earlier. Tests so far have proved negative and should be concluded this week.

Irving Waugh, 61, president of WSM Inc., Nashville, recuperating at home following cardiac vascular surgery June 22. He is expected to return to office in month, is now handling limited correspondence.

Grover C. Cobb, 52, senior executive vice president of National Association of Broadcasters, recovering from cardiac infarction suffered May 14, is expected to return to office on curtailed schedule Aug. 6.

Wallace Johnson, 54, FCC Broadcast Bureau chief, is at home after corrective surgery fortnight ago involving old appendix and hernia. Operation had no relation to intestinal surgery he underwent several months ago. He expects to return to FCC July 23.

Sol Schidhause, 56, chief, FCC Cable Bureau, also expects to return to office on modified schedule July 23, after having suffered mild heart attack, his second (also see Kinley appointment story, above).

John Macy, 56, president, Council for Better Business Bureaus, Washington, and formerly president, Corporation for Public Broadcasting, reported making "excellent progress" following heart attack suffered July 7 while visiting son at camp in West Virginia. No date has yet been set for his release from Greenbrier Valley hospital, Roncoveater, W. Va. Year ago, Mr. Macy underwent two operations for twisted colon—one factor in his decision to step down from CPB post.

Justice Dept. to brandish big stick against waivers of cross ownership rule

Department of Justice says it is considering oppositions in wholesale lots to petitions for waiver of FCC rule requiring breakup by Aug. 10, 1975, of commonly owned, co-located television stations and cable television systems.

Department in pleading filed with commission last week, said it has on hand copies of 61 petitions for waiver of cross ownership rule, and will file opposition to many of them. Pleading was request for extensions of time for filing oppositions. Department, noting lack of necessary resources, asked that deadlines—ranging from May 21 to July 20—be moved back to periods ranging from July 9 to Aug. 17.

Department, which has already filed against two petitions for waivers, filed against two more last week—one by Bob Magnes of Helena, Mont., the other by Thoma Broadcasting Companies of Asheville, N.C. Mr. Magnes owns about 46% of Capital City TV Inc., licensee of KBLI-TV Helena, and is chairman of board and controlling stockholder of Tele-Communications Inc., whose subsidiary owns cable television system in Helena. Thoma is licensee of WANC-TV Asheville, N.C., and owns cable system there.

Justice said neither petition provides facts justifying waiver. In Helena situation, Mr. Magnes' control of only cable system and only television station made divestiture "particularly appropriate," said Justice. And in Asheville, Justice noted that Thoma had said only that WANC-TV is not profitable. This has nothing to do with station's viability or salability, Justice said, adding that there is no indication it cannot be made to pay own way, or that buyer cannot be found.

I. Martin Pompadur, VP and assistant to ABC Inc. President Elton Rule, assumes operating responsibility of four divisions previously reporting to Mr. Rule: ABC/Dunhill Records, ABC Record and Tape Sales, ABC Entertainment Center, Los Angeles, and ABC's three farm publications.

Douglas H. Dittrick, VP of operations for American Television & Communications Corp., Denver, named president, Viacom Communications Division, New York, effective Aug. 1. Mr. Dittrick will be responsible for all of Viacom's cable television systems and will direct all franchising activities and expansion of Viacom, Viacom's pay-cable operation. He fills post that has been vacant for more than year, since Richard Forsling resigned.


James C. Richdale Jr., for past five years president of Corinthian Broadcasting Corp.'s TV stations division in New York, will return to company's KHOU-TV Houston as president and general manager. By Sept. 1. Move is attributed to station's need for additional executive attention and Mr. Richdale's desires. Dean Borba, general manager of KHOU-TV, will become VP and station manager when Mr. Richdale returns.

In One Year, Mutual Black Network Has Established the Most Effective Means to Reach and Sell 23,500,000 Blacks with a $48 Billion Buying Power.

Only Mutual Black Network, with its 70 affiliates, provides a direct route to Black America. Now beginning its second year of operation, MBN blankets Black America with news, sports and features written, produced and broadcast exclusively by blacks in the black perspective.

Don’t just take our word for it. Check the RADAR IX Potential (March, 1973) and see how we reach 39% of the total black population (age 12 and over) every week.

For rates and availabilities, contact your Man from Mutual.
Fifteen years ago, Economy Finance became one of the first financial institutions to lend money for CATV. Through the years, we've been among the first to introduce such plans to the radio and television industry as ten-year term, no equity kicker and the two-year principal moratorium. 

Now, Economy is pleased to announce another first. Firstmark. Our new name, and the name for our growing family of affiliated companies, which offer diversified financial services on an international scale. So, when you want to see who's first in creative financial services ... look to Firstmark.

Call COLLECT: Ask for Dave McCormick or Bill Van Huss.
On May 9, 1973, WDCA-TV, the UHF independent in Washington, D.C., telecast “Watermelon Man”—one of the never-before-shown-on-television features from Screen Gems’ Volume VII. Viewers ate it up. Well, almost.

The fact is, fully one fourth of the viewers watching television during the peak 9:00-11:00 p.m. hours preferred “Watermelon Man” to the programs being shown on all three networks as well as one VHF independent—programs like “Cannon,” “Medical Center,” “Mystery Movie,” “Owen Marshall,” and “Merv Griffin.”

Here are the details:

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Volume VII from Screen Gems

REFLECTIONS

As we start our 11th year in business, it's difficult not to reflect on a lot of things. We have many new competitors in our field. When we started we were alone and the concept of studying anything but a rating book was new. The idea that you could find out why the ratings come out the way they do was startling. It was a hard sale then, but now our success has inspired many others to try their hand at it. They each go at it in their own way. By now, occasionally as many as three stations in a given market are all doing studies at the same time. Still nobody approaches the problem in quite the same way we do and very few with the same rewarding results.

News has expanded and become a key to station imagery and ratings. Almost every move to improve a newscast that looks good and can be copied, is on the air on competitive stations in the same market in a few days and in other markets in a few weeks. The real key to success, however, is still to knowing why you're doing what you're doing and not relying on being only a mirror of your competitor.

If you'd like to talk more about it, give us a call for a no-obligation presentation.

Datebook

Lofton lofts another one
EDITOR: It was interesting to note in your story about CBS, their alleged payola problem and a possible cover-up of the situation [BROADCASTING, July 9], that CBS News denies there was any cover-up, saying that a team within the Evening News with Walter Cronkite staff has been assigned the story and a report will be ready to air within two to three weeks. In keeping with the spirit of an outside special prosecutor—an idea based on the assumption that one cannot openly and mindlessly act as one's own judge and jury—wouldn't it be better for all concerned and wouldn't the network's investigation have more credibility if CBS asked investigating teams from either NBC or ABC to come in and report on the matter?—John D. Lofton Jr., editor, Monday, Republican National Committee, Washington.

New need for old mike
EDITOR: If I could get my hands on an old, original carbon microphone, I would have it mounted and exhibit it in the Coca-Cola archives. Of course, I want another one and I realize they are hard to come by.

We have been using radio almost since 1927. In 1930, we went network with a 15-minute sports program MC'ed by Graham McNamee and Grantland Rice. Our string symphony was conducted by Leonard Joy, who composed some signature music which we later purchased and have used since then (the Coca-Cola theme song).—William G. Kurtz Jr., director, department of archives, Coca-Cola Co., Atlanta.

McHUGH and HOFFMAN, INC.
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M'H

M&B

Monday, Republican National Committee, Washington.

August

Aug. 1—Senate Copyright Subcommittee hearing on aspects of S. 1381, proposed copyright revision bill (CATV fee schedule, carriage of sporting events by cable, exemption for religious broadcasters). 9:30 a.m., Room 1114, Dirksen Senate Office building, Washington.


This week

July 15-17—New York State Broadcasters Association annual convention, Otesaga hotel, Cooperstown.

Also in July

July 17—July meeting, Northern California Cablecasters Association, Bay Cable, Berkeley.

July 18—Extended date for filing reply comments in proceeding on FCC jurisdiction over agreements by public utilities and cable TV operators for pole line attachments or conduct space.

July 18—Annual meeting Shenandoah Valley Educational Television Corp. Shenandoah Valley ETV production center, Harrisonburg, Va.

July 19-19—Seminar on television documentary, sponsored by Alabama Broadcasters Association and broadcast and film department, University of Alabama.

July 19-20—Summer meeting, California Broadcasters Association. Del Monte Hyatt house, Monterey.

July 21—Motion picture seminar, jointly sponsored by Motion Picture Laboratories, Society of Motion Picture-Television Engineers and Memphis State University. Included will be session on video tape-to-film transfers. Memphis State University Center, Memphis.


July 24—Oral argument on FCC jurisdiction over pole attachment arrangements for cable television companies. 9:30 a.m., FCC, 1919 M Street, N.W., Washington.

August

Aug. 1—Same. Copyright Subcommittee hearing on aspects of S. 1381, proposed copyright revision bill (CATV fee schedule, carriage of sporting events by cable, exemption for religious broadcasters). 9:30 a.m., Room 1114, Dirksen Senate Office building, Washington.

What does it really cost to own Collins broadcast equipment?


Quality is traditional at Collins. It accounts for Collins being the prime name in space communications.* It accounts for all those 25-year-old Collins transmitters still going strong. It enables Collins to give a two-year warranty. That kind of quality means lower cost-of-ownership.

Our field service engineers are on the job round-the-clock. They never walk away from a customer's problem. That means faster return to normal—and that means lower cost-of-ownership.

But don't wait for long-term proof. Figure initial costs, too. Check Collins prices. They're competitive.

You can afford Collins equipment. And you'll profit from it.

Contact Collins Radio Company, Broadcast Division, Dallas, Texas 75207 or call 214/235-9511.

*Every American voice from space has been heard over Collins systems.
Changing with the times: Toyota aims for impact

Since its introduction of products into the U.S. market in 1958, Toyota has relied heavily on television, supported by radio, as our primary media. This media strategy was a product of our marketing plan and the economics of advertising in a highly competitive automobile world.

Toyota began its roll-out in the U.S. from a Los Angeles base—a deliberately chosen starting point. The import-car market was there, established and growing. And Californians have a habit of welcoming the new guy on the block.

Initially we were faced with two objectives: first, saturate the immense L.A. market with advertising that would show the product, demonstrate its advantages—and get the buyers in the showrooms. The obvious choice was television. Second, and at the same time, Toyota had to establish a "corporate" image, not only to attract buyers but also to attract new dealers. National magazines offered us the "image" factors, but far too much coverage. We elected to use regional editions, quarter-page, black-and-white ads. But at least we could say, "as advertised in Life".

Problem: money. As a new advertiser, and a small one, it quickly became apparent that our limited funds could not go far enough to cover both bases. And it was equally apparent that no one of our fledgling Toyota dealers could afford television rates in Los Angeles.

Solution: Toyota Dealer Advertising Association. The organization was patterned after domestic dealer associations, with dealer contribution and distributor funds generated on a per-unit basis and pooled for greater effectiveness. The great majority of these TDAA funds went straight into spot TV and the race was on.

The rest is history. The concept worked TV sold Toyota, and as we rolled out from the L.A. market, the dealer association concept rolled with us.

By 1970 we had achieved national distribution. Twelve separate Toyota dealer advertising associations had become, collectively, one of the largest users of spot TV and radio in the U.S. Since funds were generated locally—they were spent back locally. And since funds were generated on a continuing basis, they were spent back on a continuing basis. For the most part, Toyota was a 52-week spot advertiser.

The Toyota dealer advertising association system worked. It met our needs as a growing company, involved our dealers and distributors in the advertising, and generated sufficient funds to spread the word about Toyota as a significant advertiser in a powerful but expensive medium—television.

In April of 1973, Toyota changed this system. Our dealers and distributors were relieved of the need to contribute funds to a dealer advertising association. Full responsibility for Toyota product advertising in the United States has moved back to our national headquarters in Torrance, Calif.

Why? because we as an advertiser have changed. Because the market has changed and we must move to meet these new conditions.

Toyota Motor Sales U.S.A. is now a true national advertiser and we can advertise Toyota products on this basis. The obvious benefit is the ability to move from pure spot buying in hundreds of separate markets into the efficiencies—and prestige—of national media.

Toyota Motor Sales Inc, now operates in a much more competitive small-car market and we must meet that competition. When we began operation in the U.S. there were, for all effects, only two cars vying for the small-car buyer—Volkswagen and Toyota. Today, there are 28 different brand names going after that buyer. Some of these competitors can (and do) back up their entries with massive amounts of advertising dollars.

Our challenge is to appear as important in the consumer's mind as any other small-car advertiser and to do it without drastically increasing ad expenditures that last year totaled more than $20 million—most of it spent in TV. The solution is to stop spreading our advertising over the entire year as it was practiced under our old system. We now operate in four seasonal periods, or "impact periods" as we call them. The benefits are obvious. By impacting funds, we can—when we're in the market—appear as large as any advertiser through saturation buying.

Television has been and is expected to remain Toyota's primary advertising medium. We're beginning to feel at home in the network world. Last year's summer Olympics and this spring's Elvis Presley special proved to be enormously successful. We're well into network participation plans for the coming fall and winter flights.

Spot TV will, of course, remain as a tactical medium used to support and reinforce our schedules in selected major markets.

Spot radio will continue its role as a supportive medium in many of those same metro market areas. It complements our TV advertising and completes the audience spectrum.

One of broadcasting's success stories is Toyota. Our goal is to see that the success story continues. We're just revising our strategy to meet the conditions on the battlefield.
THIS IS RON & VAL TAYLOR'S INNER SPACE

"The kickoff was excellent. Dominated by striking, often remarkable close-quarter camera work, the program was compact, informative and winningly informal. . . . It made a snug contrast to the formidable marine safaris, and ultrasophisticated equipment of the Jacques Cousteau 'specials'"—New York Times, June 7, 1973.

"... Inner Space is a dandy of an underwater sea-exploring show. Last night's first fantastic photographic views by Ron and Val Taylor of the great white shark off the coast of Australia were absorbing. . . ."—New York Post, June 7, 1973.

(referring to the NBC O&O's) "... they've come up with an underwater action-adventure docu series of strong audience-gathering potential . . . the results were spectacular in both camera work and adventure content."—Variety, June 13, 1973.

"During years of filming and exploring, the Taylors have virtually become citizens of the reef community."—National Geographic, June, 1973.

Among markets currently cleared:

WNBC—New York  WSB—Atlanta  KRON-TV—San Fran.
KNBC—Los Angeles  WPLG—Miami  KPLR—St. Louis
WMAQ—Chicago  KING—Seattle  KBTV—Denver
WKYC—Cleveland  KFMB—San Diego  KTAR—Phoenix
WRC—Wash. D.C.

Thirteen (13) half hours available for Sept. '73, Jan. '74, or as specials.

Contact PROGRAM SYNDICATION SERVICES, 347 Madison Ave., N.Y., N.Y. 10017 for further information. (212) 532-1560.
“WGN? It’s like an old friend. I listen to it in the car. I watch it at home...I guess if you live in Chicago, you can’t help tuning in WGN.”

WGN is Chicago
TV sales for new season go through the roof

Prices skyrocket in sellers' market; networks see biggest fourth quarter; spot, in nearer term, reported strong

Television-network salesmen were coasting last week—toward what they said would assuredly be the biggest fourth-quarter sales record in TV history. The big selling job for fall was over. All three networks had their new prime-time schedules better than 90% sold for the fourth quarter—and sold more extensively than ever into the next year as well. What remained to be done was to put together the remaining bits and pieces, being careful not to sell everything in sight so that some spots would be left for regular-series advertisers preempted by specials.

"Sales are and have been superb." That was the way one network sales vice president put it, and all indications were that superb was the word not only for sales in prime time but in other day-parts as well—and in spot TV, too. There were a couple of potential clouds on the horizon—shortages in gasoline and food supplies—but network officials insisted they had not yet produced much thunder, much less any threat of really stormy weather. One company in each field reportedly had asked for "relief"—to be let out of commitments—and the networks were in the process of selling off their time to other advertisers.

For the most part, however, network officials looked upon the gasoline and food shortages, particularly the latter, as having had their biggest impact in keeping sales down, rather than in threatening wholesale cutbacks yet to come. The general feeling was that the food companies, because of uncertainty about supplies and pricing, "didn't buy as much as they would have," as one official put it, or "didn't create the special budgets that they would in normal times," as another said (also see story on page 18).

Spot TV as well as network business was booming, according to spot sales experts, but there was more apparent concern over the food and gasoline shortages' potential impact on spot than on net-work. "I don't know whether I should turn pessimistic or remain bullish," one spot-TV executive reported, explaining that "I'm not concerned about anything that's actually happening in spot, but because of things I read about what might happen."

He said later he had decided to remain optimistic at least until the details and probable effects of the government's Phase 4 economic policy became known. If spot salesmen were beginning to get a mild case of the doubts, however, there were no signs that their network counterparts had been infected. In fact, business was so firmly under control that the vice presidents in charge of sales at two of the three networks were on vacation last week.

There were also some figures to suggest how good network business currently is, and some to suggest why the fourth-quarter outlook is so rosy.

A current business gauge is provided by weekly reports compiled for Broadcasting by Broadcast Advertisers Reports. They show that as of mid-June network sales for the year to date were running about 14% ahead of year-ago levels, while prime-time sales were up about 15% (Broadcasting, July 9; also see page 20).

Clues to the high sales volumes booked for fall were found in estimates, compiled from a number of agencies, of the prices the networks are getting for time in their new 1973-74 prime-time schedules.

The networks keep their rate lists closely guarded, presumably for negotiating purposes, and often in fact do not put a precise value on a precise spot but offer packages of units in several programs at one over-all package price. It's part of a process that some network executives call "bidding," rather than "selling."

But some of the asking prices had leaked out through agencies and in a number of cases were at levels that would have seemed astronomical a few years ago, with minutes pegged at $120,000 each in CBS's All in the Family, apparently an all-time high for a regular series; $90,000 in NBC's Sanford and Son; $76,000 in ABC's Marcus Welby, M.D. ("Closed Circuit," July 9).

Prices being paid for positions in 1973-74 programs, compiled more or less piecemeal from a number of agencies, often showed variations—sometimes large variations—from one agency to another on the same programs. These were explained as due to differences in allocation of prices to specific programs within different multiprogram packages in most cases. Rounding and some hedging to prevent identification of the agency source were also involved.

The prices quoted below are all stated in terms of one-minute units:

On ABC, prices reported on new program entries included Bob & Carol & Ted & Alice at around $58,000; Suspense Movie at $56,000 to $58,000; Toma about $48,000, Mr. and Mrs. $46,000 to $60,000, and Griff about $54,000.

Among continuing ABC programs: Tuesday Movie of the Week from $64,000 to $78,000; Rookies from $57,000 to $78,000; and Family Affair from $48,000 to $55,000.

Variations on a theme: Whether one took the cue from ABC's James Shaw's "90%-plus" sellout or CBS's Carl Tillmanns's "we substantially sold" or NBC's Mike Weinblatt's "we're extremely well sold and very happy about it," the message from the networks was clear last week: There'll be a bounty in TV advertising this fall.

Broadcasting Jul 16 1973 17
$66,000; Streets of San Francisco $50,000; Odd Couple $56,000 to $60,000; Love American Style $32,000 to $36,000; Sunday Night Movie $62,000 to $67,000; Monday Night Movie $68,000 to $76,000; Owen Marshall around $62,000; Room 222 around $57,000; Partridge Family $46,000 to $48,000; Kung Fu about $53,000; FBI around $56,000; and Vice $58,000.

Among CBS's new entries, New Adventures of Perry Mason was pegged from $49,000 to $70,000; Calucci's Department $46,000 to $54,000; Coljack $86,000 to $90,000 and Roll Out around $65,000.

Among continuing CBS shows: Man-nix and Barnaby Jones around $68,000 each; Gunsmoke $76,000 to $84,000; Lucy about $80,000; Dick Van Dyke $68,000 to $78,000; Medical Center $68,000 to $74,000; Mary Tyler Moore Show $82,000 to $90,000; Carol Burnett Show $72,000 to $78,000; The Walters $80,000 to $85,000; Cannon $86,000 to $92,000; Sonny and Cher $74,000 to $80,000; Hawaii Five-O about $88,000; Mau-ra $56,000; The Magician $58,000; Mannix $98,000; Bob Newhart about $72,000; and Thursday and Friday Night Movies $45,000 to $46,300.

On NBC, new-program prices were said to include Loisa Luck at around $60,000; Lovers about $48,000; The Magician $42,000 to $55,000 and Chase around $55,000.

Among continuing NBC programs, prices quoted included Ironside at $64,000 to $76,000; Emergency around $46,000; Sunday Night Movie on $62,500; Monday Night Movie about $59,000; Saturday Night Movie from $45,000 to $65,000.

Network sales officials were not talking about specific prices but said that rates generally were up somewhat, in all cases stressing that the increases were within government guidelines. But they were uniformly gung-ho about the state of businesses generally.

James T. Shaw, ABC-TV vice president of sales, said he had no doubt this year's fourth quarter would produce his network's highest gross ever. He could single out no product category as conspicuously responsible for the surge. "Everyone seemed to spend more in scale, from one category to another."

In Mr. Shaw's view the booming business of all three networks is "in keeping with the runaway economy." Like executives at the other networks, he declined to put a precise percentage figure on the extent of the fall off, except to say it was "90% plus." And Warren Boorman, ABC-TV vice president and general manager of sales, who was sitting in on the telephone interview, added that "when we're around 92 or 93% said, we consider that we're sold out" because the remaining time must be held for the use of regular series advertisers when they have episodes pre-empted for specials.

Both men felt that this fall's sales gains arise less from increases in basic unit prices than Mr. Boorman called "the fact that this year there haven't been any fire sales—prices have held up."

At CBS-TV, Carl Tillmanns, vice president and general sales manager, speaking in the absence of vacationing sales Vice President Frank Smith, reported sales "going very well in the day-parts." As for prime time specifically, as he said, "We're not sold out—we're never sold out—but we are substantially sold" and "in better shape than we were a year ago, though we started there weeks later this year."

Executive Vice President of the CBS-TV line-up because of the gasoline shortage, but Mr. Tillmanns said he had been told—though not by Exxon—that "they're re-look at what they can say" in future advertising, and he hoped they would "be back soon to all of our rollouts, he noted, are changing their copy.

Among food advertisers, he said, one asked for relief some time ago "and we sold off for him," and another has asked to delay his start until October. "We're not barrage by food advertisers saying they want to get out," he said, a sentiment in which officials of the other networks concurred.

Mike Weinblatt, NBC-TV sales vice president, who was reached by telephone later, said he was "very sold out" that the fourth quarter sold-out percentage was "in the 90's—we're extremely well sold and very happy about it." Like the others, he said NBC had experienced no real problem with gasolines and foods; only one gasoline advertiser has asked for relief and only one food company, he said, the latter involving third-quarter as well as fourth-quarter commitments.

Mr. Weinblatt was especially pleased with NBC's accomplishments in selling automotive advertisers, including Chevrolet, Ford, Toyota and Datsun as well as Chrysler, a long-time big spender on NBC. "And motorcycles," he added. "That fat is taking off in advertising, too."

He also was impressed with increases in long-term buying and firm buying. "I've never seen as many advertisers willing to talk about long-term and firm commitments," he said. "Close to 90% of all our business is firm." Officials at the other networks say it is a continuing trend and continuing to grow—probably because, as Mr. Weinblatt put it, "people have confidence in television and don't want to have to scramble around and maybe lose out."

Under current economic controls, food suppliers may raise prices to food processors but food processors may not pass those costs on to consumers.

Packing with 20 food processors and only one, Hebrew National Kosher foods, said its fourth-quarter advertising plans would definitely not be affected by Phase 4. Half of the companies are said to be taking a wait-and-see attitude. The others had begun or were planning cutbacks.

A spokesman for Campbell Soup Co. confirmed that it had asked for "relief" from September and October commitments on CBS-TV. This was due more to its experience in product distribution than the price squeeze, he said. But he added, "The heat's on, there's no question about that." Another spokesman for one of the company's advertising agencies admitted that they were "holding off until the last moment. The next two weeks will materially affect what we do. It's a lot easier to sell off than to try to buy late."

Borden's Sacramento tomato juice is planning to complete its current spot-TV schedule in the Northeast, Midwest and California before "holding back in the fall," a spokesman said. "We're waiting for better news from the farm."

A spokesman for George A. Hormel & Co., Austin, Minn., said it was cutting back advertising, primarily on TV. It is trying to hold on to commitments made through October but may have to cancel its entire November-December TV schedule. That's the time Hormel pushes its line of smoked hams for the holidays.

A spokesperson for ABC, the company said, the company had planned on buying on ABC's Tonight Show, CBS's late-night movies and on various ABC prime-time variety shows.

A spokesman for Leon Shaffer Gelnick Advertising, which handles Parks Sausage Co., said Parks had already cut back its 1973 advertising by 50%. Instead of running a major radio campaign from January through May, as planned, it ran through February. He said that the company was "very selling the crunch" and was hoping Phase 4 would give it the economic leeway to advertise in the fall—"our heaviest season." If all goes well, Parks will run a heavy radio campaign in New York, Philadelphia, Washington, Boston, Baltimore, Providence, R.I., and Hartford, Conn. Parks originally had allocated about $850,000 to 1973 advertising.

Oscar Mayer & Co. has canceled local TV flights in New York and Chicago for this fall. It has also cut back its fall network-TV schedule from nine weeks to five weeks. A spokesman for the company said Mayer spends about $7 million yearly on advertising, 85% in TV. He expects only a "nominal increase—just to keep even" in the 1974 budget. The budget won't be firmed up until some time in August.

Frito-Lay was forced to sell off second- and third-quarter TV buys on all three networks because of the potato shortage caused by last winter's severe flooding. At present, a spokesman for

Pinch moves down the line from food processors to radio and TV

Caught between the price freeze and the suppliers, the middlemen are either cutting back ad dollars for fall or cautiously eyeing them

Food processors, currently caught in the price-profit squeeze of the Nixon administration's "phase three and a half," economic policy are hedging fourth-quarter radio and TV commitments in hopes of finding relief under Phase 4.
the company said, "we're being cautious." He expected media plans for the fourth quarter to be firmed up by this week (July 16). Frito-Lay allocated 85-90% of its 1973 media budget to TV.

The Vienna Sausage Manufacturing Co. has stopped its radio and TV advertising. It is considering a full promotion, a spokesman said, but "in view of the current situation, as close to 100% as possible may have to be canceled."

And one well-known processor of frozen dinners is considering canceling its fourth quarter spot-TV campaign in 70 markets, which represents 30% of its planned fourth-quarter media expenditures. Again, it all depends on Phase 4.

Hygrade Food Products Corp. doesn't ordinarily advertise in the fourth quarter, a spokesman for the company explained, but added "it's definitely going to be tight for '74." Hygrade spends about $1 million yearly in advertising, the bulk of it in TV.

Those companies that expressed optimism for the fourth quarter included: Land O'Lakes (poultry and dairy products), La Choy Food Products, Banquet Foods Corp., H. J. Heinz Co., Kraft Foods, General Foods Corp., Libby, McNeil Libby, Swift & Co. and Esskay Quality Meats Co. Company spokesmen said they planned to go ahead with fourth-quarter commitments but were unanimous in saying that if the situation did not improve they would be forced to take another look at those plans.

NAD upholds two, turns down five

The National Advertising Division of the Council of Better Business Bureaus announced last week that the Ford Motor Co. has agreed to modify copy used in TV and print advertising for its Lincoln Continental and Continental Mark IV automobiles.

The Ford agreement was one of two complaints upheld by NAD last month; the other was a print campaign for Marathon Oil. NAD also dismissed five complaints last month on grounds that the challenged claims had been substantiated.

Among them was a complaint against STP Corp. radio commercials that claim STP gas additive keeps engines cleaned and in tune; another was against Colgate-Palmolive's claim of "continuous action" for Hour After Hour antiperspirant deodorant.

**Business Briefs**

**Betting basics.** Parimutuel race tracks may purchase "appropriate advertising" on broadcast stations identical to that permitted state-operated off-track betting facilities, FCC has ruled. Decision clarified April ruling in which New York State's OTB service was told that commercials encouraging patronage or explaining use of its facilities would be permissible under lottery rules (Broadcasting, April 2). Commission said it will apply same guidelines to pari-mutuel tracks that are licensed by state governments. Clarification was requested by Harness Tracks of America Inc.

**Ice-maker come-on.** Frigidaire Division, General Motors Corp., Dayton, Ohio, has begun TV campaign on ABC-TV, CBS-TV and NBC-TV through August on behalf of its Top Freezer refrigerators. Frigidaire will offer an automatic ice-maker free to purchasers of refrigerators during promotion period. Agency is Needham, Harper & Steers, New York.

**Pasta in summer.** Golden Grain Macaroni Co., San Leandro, Calif., last week for first time broke $400,000 summer TV spot campaign in 55 major markets for Rice-A-Roni and Noodle-Roni, as well as magazine campaign in conjunction with California Avocado Advisory Board. Beginning in fall, Golden Grain Macaroni plans $1.7-million TV campaign, as well as continuance of $1 million magazine campaign. Agency is Vantage Advertising and Marketing Associates, San Leandro.

**Double expenditures.** Best Western Motels, Phoenix, announces $2-million advertising budget for 1973-74, twice size of last year's, with TV leading list that also includes radio, as well as consumer publications, outdoor and trade journals. Firm is currently running radio spots in 55 markets. New major radio flight will be announced soon, according to officials of Admark Corp., in-house agency for company.

**Summer trip.** Toyota Motor Sales USA Inc., Torrance, Calif., kicks off seven-week summer campaign using TV spots in over 200 markets as part of $3-million all-media campaign. Agency is Clinton E. Frank, San Francisco.

**Color combat.** Perry Como and Jackie Gleason will be squaring off this September for TV showdown. Mr. Como will be introducing GTE Sylvania's GT-matic color TV, which is billed as first true self-adjusting color receiver, having no external color knobs. Fourteen-week spot campaign will run in 44 markets. Agency is Doyle Dane Bernbach, New York. Jackie Gleason will be pitching GE color sets on CBS-TV's Great Entertainer series and ABC-TV's NFL Monday Night Football. Grey Advertising, New York, is agency.


**Agency appointment.** Fotomat Corp., La Jolla, Calif., has appointed BBDO, New York, to handle its $2 million-plus account. General Media Services, La Jolla, will continue to place advertisements. Fotomat is active in spot radio and TV.

**High recall rates found for radio commercials**

The high recall value of radio commercials is underscored in a new study conducted by Gallup & Robinson, Princeton, N.J.

Ernest Rockey, president of Gallup and Robinson, listed some of the findings: several hours after exposure to radio, listeners could recall commercials they heard, describing in detail those commercials which impressed them; recall scores for 29 hours after exposure were not significantly different from those achieved 11 hours after the commercial was heard; radio recall scores showed "an impressive range," as high as 41%, and auto radio "appears to be an advantageous environment for radio commercials, with recall of in-car listeners higher than those of in-home listeners."

The study is based on more than 5,000 random telephone calls. Fuller details of the study will be issued by Radio Advertising Bureau, New York, within the next eight weeks.

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**BAR reports television-network sales as of June 24**

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<th>Day parts</th>
<th>Total minutes</th>
<th>Total dollars</th>
<th>1973 total minutes</th>
<th>1973 total dollars</th>
<th>1972 total dollars</th>
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<td>Monday-Friday Sign-on-10 a.m.</td>
<td>73 $ 509,100</td>
<td>1,832</td>
<td>$ 11,859,500</td>
<td>$ 11,213,000</td>
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<td>Monday-Friday 10 a.m.-6 p.m.</td>
<td>994 $ 7,767,200</td>
<td>23,853</td>
<td>$ 198,380,800</td>
<td>$ 170,329,200</td>
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<td>Saturday-Sunday Sign-on-6 p.m.</td>
<td>251 $ 2,652,000</td>
<td>7,142</td>
<td>$ 96,241,300</td>
<td>$ 94,502,300</td>
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<td>Monday-Saturday 6 p.m.-7:30 p.m.</td>
<td>95 $ 1,655,900</td>
<td>2,369</td>
<td>$ 48,847,300</td>
<td>$ 43,361,100</td>
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<td>Sunday 6 p.m.-7:30 p.m.</td>
<td>2 $ 36,000</td>
<td>362</td>
<td>$ 8,815,300</td>
<td>$ 7,757,700</td>
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<td>Monday-Sunday 7:30 p.m.-11 p.m.</td>
<td>397 $ 18,382,400</td>
<td>9,814</td>
<td>$ 531,551,100</td>
<td>$ 461,174,000</td>
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<tr>
<td>Monday-Sunday 11 p.m.-Sign-off</td>
<td>174 $ 2,454,400</td>
<td>3,967</td>
<td>$ 59,348,900</td>
<td>$ 45,803,600</td>
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<td>Total</td>
<td>$33,457,000</td>
<td>49,339</td>
<td>$955,044,200</td>
<td>$834,140,900</td>
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*Source: Broadcast Advertising Reports, network TV dollar revenues estimates.*
Both sides have their say on new TV forms

Meeting at OMB brings together broadcasters and citizen groups to argue fine points of FCC's proposed annual and renewal forms; insiders worry about what's in them, outsiders worry about what's not.

Broadcasting-industry and citizen-group representatives last week spent a day tinkering with the new annual reporting and license-renewal forms the FCC is proposing to require television licensees to file. There was not much chance of any major revisions being made, but the session helped indicate the new forms were developed with at least the hope they would upgrade programming.

The forum for the confrontation was a meeting held by officials of the Office of Management and Budget, which is responsible for giving final clearance to the forms. But since OMB has no authority to require substantive changes, the session was devoted generally to talk about "burdens" imposed by some questions (the broadcasters' effort to use that complaint as a means of attacking certain questions did not appear to make much headway) and the need for clarification of others, and, on the citizen groups' part, the need for additional questions.

The FCC's Barry Cole, who is the major architect of both the renewal form and the annual reporting form, keynoted the meeting with the observation the commission is interested in obtaining more detailed information on broadcasters' performance in eight areas—news, public affairs, children's programming—which would be provided in the annual reporting form—and material on attempts to meet local problems, public-service announcements, children's programming, commercials.

Throughout the session, when complaints arose about questions designed to elicit information in those areas, Dr. Cole's response was that the commission needs the information to develop a total "composite picture." He said there were no "magic" numbers involved as to desirable amounts of the programming and commercial material involved. But at one point he said that letters "would probably" be sent to stations whose records in those areas raised questions as to whether their performance was adequate to meet the public interest.

The broadcast-industry representatives were members of an industry committee that works with OMB on FCC-initiated forms and is headed by attorney Frank Fletcher. He expressed concern about the burdens imposed on broadcasters in requiring them to delve back three years to find answers to questions about the children's programming they have carried and, if network affiliates, whether they carried more than 50% of news and public-affairs programs their networks offered.

They also wondered about the definition of "local" in connection with the new question concerning the number of local and national public-service announcements broadcasters carried. And they were worried about the possibility of the question itself inducing broadcasters to forgo national PSA's so that they could not be criticized for not carrying enough local PSA's. (This matter was a matter of particular concern to the Advertising Council, which was represented by Lewis W. Shollenberger, its vice president.)

The broadcasters were concerned, also, about possible "entrapment" resulting from the requirement that, instead of filing a report on its ascertainment-of-community-needs survey with the commission, a broadcaster merely "certify" to the commission that it has complied with the ascertainment process and maintain the results in the station's public file. Mr. Fletcher said that in view of the wide disagreement among commission and private communications attorneys as to what constitutes compliance with the ascertainment process, the "certification" requirement asks a broadcaster to "stick his neck out."

Citizen-group representatives—Frank Lloyd, the new director of the Citizens Communications Center, and Ralph Jennings, of the Office of Communication of the United Church of Christ—were at least as concerned about the questions that were not being asked as those that were. They felt several questions from their side, which are to be dropped, should be retained. They cited the question for news staff; another, the name of the person making day-to-day programming decisions.

The OMB officials who presided at the meeting, Harry Shettell and Nicholas Stoer, when reviewing the comments they heard and any others the parties want to make in writing, then confer with the commission on possible modifications in the forms.

Both the citizen groups and the broadcasters have more substantive complaints about the forms the commission adopted in May, in connection with new license-renewal procedures (Broadcasting, May 7), than were aired last week. The United Church of Christ has already initiated the commission for reconsideration, and Black Efforts for Soul in Television, represented by CCC, has filed a notice of appeal in the U.S. Court of Appeals in Washington.

Commission officials have pointed out that those accused of burden, since the new rules and forms they incorporate are not yet effective and will not become effective until after OMB clears the forms.

But last week, the broadcasters and the citizen-group representatives said it was the commission that is premature in moving ahead with the forms. Albert H. Kramer, outgoing director of CCC, said the litigation and petition for reconsideration could affect the commission's rules. He and Mr. Fletcher also cited pending license-renewal legislation in Congress that would, if enacted, require major changes in commission policies.

The FCC's executive director, Jack Torbet, who also attended the meeting, said the commission could not be bound by petitions for reconsideration or litigation once it enacted a rule. If it did, he said it would not be able to act.

The mixture of citizen groups and broadcast industry representatives produced a brief, yet effective, outburst. Afternoon. Mr. Jennings started it, in a discussion of PSA's, saying broadcasters used them as "plugs for time they can't sell." The broadcasters and lawyers present made it clear they were not at all.

As far as those who had reacted, Mr. Jennings said, "I didn't like the smart-ass remark you made about me."

That was a reference to Mr. Fletcher's remark, in the morning, about "second-guessers"—those likely to file petitions to deny all applications—he said the changes in the renewal form were designed to aid. And he categorized the United Church of Christ as the "best second-guesser of all." Mr. Fletcher, red-faced, denied making a "smart-ass remark" about Mr. Jennings; said he had never met him before.

After that, the proceeding quieted down again.

Other broadcast-industry representatives who were present were George Gray, of Avco Broadcasting Corp.; Carl R. Ranyer, of McKenna and Wilkinson; Wallace Dunlop, of Westinghouse Broadcasting Co.; James Popham, of the National Association of Broadcasters; Robert B. Cochran, of WMAR-TV Baltimore; Joseph DeFranco, CBS, and Howard Monderer, NBC.

Walbridge says mouthful about pay cable

He announces name of Committee to Protect the Public from Paying for What It Now Gets Free on TV

A special committee of the National Association of Broadcasters held its organizational meeting last week and mapped preliminary plans for a broad assault on the siphoning of programming from free television by pay cable.

Willard Walbridge, Capital Cities Communications, Houston, who is chairman of the 10-member group formed late last month (Broadcasting, July 2), said leaders of the cable industry have been increasingly frank about the intentions of pay-cable entrepreneurs.

Cable, which "once was a supplementary system, now has the objective of replacing the free system" of broadcasting, Mr. Walbridge asserted.

He said the committee, at its meeting last Wednesday (July 11), set the follow-
Wiley revives talk of experiment with fairness

In talking to farm broadcasters, he brings up Whitehead's suggestion that doctrine be eliminated in one market for a trial run

Talk of an experimental lifting or at least modification of the fairness doctrine was revived recently by FCC Commissioner Richard E. Wiley, who has special responsibilities in the areas both of "re-regulation" and fairness.

The commissioner discussed such a possibility in a speech to the National Association of Farm Broadcasters, in Washington, in which he reviewed commission progress in its re-regulation project, and noted that "provocative questions have been raised about the wisdom of applying the doctrine uniformly in all markets."

But, as in past discussions of such a test, he appeared to be talking only about radio outlets, not television stations, which are far less numerous. He cited the example of Washington, D.C., which has more than 40 radio stations, and asked: "Does the public interest require that each station present news, public affairs and local programming—or could the dynamics of the market place insure that all stations would be made available to the listening public?"

The commissioner was not specific in discussing the kind of experiment he had in mind—whether it would involve the suspension of the doctrine or some alteration in a manner in which it is now applied. He said only that an experiment involving "a different application" of the doctrine in a particular area might provide "useful information."

The original suggestion for de-regulation of radio was made by Clay T. Whitehead, special assistant of the Office of Telecommunications Policy, in October 1971. He said then that the commission might select a market where de-regulation, including a suspension of the fairness doctrine, might be tested (Broadcasting, Oct. 11, 1971).

Since then, the possibility has been discussed in public from time to time, though not in any manner indicating firm plans had been drawn. Indeed, Commissioner Wiley has said privately that the commission could not begin to focus on the possibility of a test until after reviewing comments in the inquiry into the commission's procedures for ascertaining community needs, a proceeding in which comments are not due until Aug. 1. (Among other things, the inquiry is designed to help the commission determine whether different procedures should be used by radio and television stations and by outlets in different-size markets.)

Furthermore, the commissioner, who heads commission task forces working on both re-regulation and a massive fairness-doctrine inquiry, noted in his speech that tough legal problems would be involved even in an experimental suspension of the doctrine. He pointed out that the doctrine is "mandated" not only by the commission but by the Communications Act.

"I can assure you, however, that this will be the subject of further and more intensive commission evaluation," he added.

The commissioner also indicated that the fairness inquiry, which was initiated two years ago, is not likely to be completed soon. He said he was "hopeful that the project would be completed by the end of the year."

Comissioner Wiley, in discussing the commission's over-all re-regulation program, disclosed plans for bringing regulator and regulated into closer communication. He said that beyond its decision to periodically mail summaries of regulation actions to licensees, the commission will be improving telephone communication with broadcasters (the re-regulation task force hopes to distribute a list of specific commission personnel to call on specific problems) and intends to establish "soon" a regional meeting experiment in which commission experts can engage in a "candid exchange of views with licensees from several states."

Mr. Wiley spoke at the opening night dinner of the three-day NAFB summer convention attended by 178 association members in Washington July 9-11. The convention also featured appearances by Secretary of Agriculture Earl L. Butz and leaders in environment, economics and agriculture focusing on such topics as price controls, the energy crisis and agricultural legislation. Presiding at the NAFB sessions was Russell Pierson, association president, the farm service director for WKY-AM-TV Oklahoma City.

FCC wants to talk over AT&T rates again

Commission invites those involved to session next month to determine various aspects of complex proceeding

The FCC is calling in the concerned parties for another go at resolving the rate-making puzzle involving the relationship, if any, between the program transmission facilities AT&T employs for the networks and those it provides occasional users.

The commission last month held an oral argument on whether the commission will allow AT&T to file new rates for occasional users that would boost their costs by some $10 million annually. It has permitted the company to file new tariffs for contract users (the networks) reducing their rates by some $18 million.

The commission, which has given itself
Charges fly over Panama City U
Conflict-of-interest allegations and hints of White House influence ascribed to political entities

The possibility of a conflict of interest involving Small Business Administration regulations and an allegation of White House "intervention" cropped up last week in connection with the grant last year of a television permit to a group in Panama City, Fla. The St. Petersburg Times reported that the apparent conflict of interest involved L. Charles Hilton, Jr., listed as a 25% stockholder of the permittee of channel 13, Panhandle Broadcasting Co., and a former president of Small Business Assistance Corp., a small-business investment company licensed by the SBA.

Mr. Hilton and his Washington communications attorney, Vincent Pepper, deny any conflict of interest is involved; they say that the impression of one result of the application filed with the FCC. However, there appears to be a question of at least a possible misrepresentation to the commission.

An alleged conflict was said to involve a $400,000 commitment made to Panhandle by the SBAC while Mr. Hilton was its president. SBA regulations prohibit a small-business investment company from providing financing directly or indirectly to any of its stockholders, stockholders or other associates—unless an exception has been granted.

As an officer of SBAC, Mr. Hilton said, he was a director of the television company. But he was only the legal, not the financial, officer of the station to which he was credited in the application filed with the FCC; the SBAC was the beneficial owner. He and Mr. Pepper said Mr. Hilton was listed as the legal owner as a matter of "convenience"; if the SBAC were listed, voluminous data on the dozens of principals of the SBAC and its parent corporation would have had to be filed with the commission.

However, Mr. Pepper said, "there was a breakdown in communications" within the corporation and it failed to note in the application that Mr. Hilton was holding 25% of the stock for SBAC. Mr. Pepper said that if a misrepresentation was involved, it was clearly "inadvertent."

The stock has been transferred to SBAC without his knowledge, a transaction that will be reported to the commission within the 30-day reporting period, Mr. Pepper said.

The problem came to light in January, according to Mr. Pepper, when a second issue of stock was made to the original stockholders, and stock was issued in Mr. Hilton's name. Mr. Hilton signed it over to SBAC, but, Mr. Pepper said, it took another five months for the legal complexities involved to be completely resolved.

Both the SBA and the FCC are checking into the matter. Anthony DeMuzio, an SBA official, said staffers would review the facts in SBA's files and probably pursue the investigation in Panama City. Commission officials were awaiting a report from Mr. Pepper on the situation. And after being informed of the explanations being offered, a commission official said, "This is going to require some clearing up."

Construction of Panhandle's station, WDTB-TV, is nearing completion and it is expected to be prepared to go on the air within a few weeks. However, Panhandle has yet to apply for a license to cover the construction permit.

The suggestion of "intervention from the White House," results from a notion to that effect a commission economist working on the case, Julius Kurtz, made on March 18, 1972, on an informal "control card" he maintains. But he said he does not recall the basis for it.

"I don't have the slightest indication of where it came from," Mr. Kurtz said last week—other than that a call or message would not have come directly from the White House. He said his level would have been too low for that to come to him, I don't know. But I jotted it down."

The notation was made after the staff recommended approval of the grant, but before the grant was made on April 5, 1972.

Mr. Hilton traces Panhandle's problems, including the allegations of White House "interference," to politics. Florida Republican State Chairman L. E. (Tommy) Thompson is one of four shareholders in the station. "Everybody's after Tommy's ass, and I'm in the middle," Mr. Hilton said.

He also noted that Panhandle had been obliged to contend with the protest lodged against its application by WJAY-TV Panama City, the only station currently in the market. The protest was based in part on economic grounds. And commission officials indicated that attorneys for WJAY-TV had shown revived interest in the Panhandle application after the story broke in the St. Petersburg Times.

Hooks wants to know what it takes to get time extension from FCC

FCC Commissioner Benjamin L. Hooks says that, in view of the commission's refusal to grant an extension of time to file petitions to deny the renewal application of 11 Mississippi and Louisiana stations, he is interested in what the commission does consider sufficient grounds for granting such extensions.

The commissioner, in dissenting to the commission's denial, noted that "allegations of an act of God, an historical legal argument and a presidential declaration of disaster" were inadequate to support the request for an extension filed by the Southern Media Coalition.

The SMC, which is based in New Orleans, had filed petitions to deny against a number of stations regulated in behalf of various citizen groups (Broadcasting, May 7). In requesting an extension of time for filing against addi-
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Johnson's list: how the ranked react to rankings

McGannon pleased to be on the top; Rogers calls commissioner 'hostile'

Some sputtered with indignation, others gloated, but most group TV-station owners were noncommittal last week about FCC Commissioner Nicholas Johnson's relative ranking of network affiliates' operations in the top-50 markets (Broadcasting, July 9). A spokesman for ABC-TV, four of whose stations ranked in the bottom 50% of the list, refused comment until network officials had a chance to go over the 264-page report. NBC-TV, which on the whole fared pretty well in the reckoning, said it would have no comment at all.

A spokesman for Cox Broadcasting said the list was fodder for "some newspapers that have never been friends of television" and that the "broadcasting industry should put little attention as possible to it." He said: "The most important aspects missing [from the evaluation] is quality. If you put five hours of garbage on the air and someone else puts on one hour of good public service, this report makes you out to be five times better. I also wish he would have dated the data on each station. I mean, if it's based on FCC filings, he's comparing data that was filed in 1969 and '70 with others that were filed for '72-'73."

Taft Broadcasting, which fared the worst of all the group owners, released a statement by Lawrence H. Rogers II, president, on Monday (July 9) calling Mr. Johnson "hostile" and "confused." In part, Mr. Rogers said: "Mr. Johnson's statistic-laden parting salvo at broadcasting confused a lack of profitability with public service." He cited Taft's WTVN-TV Columbus, Ohio, which, he said, was ranked number 18 in minority employment in Mr. Johnson's report and in the top 25% in percentage of minorities in top positions, but was ranked 136th out of 144 in the overall table. "Underneath it all Mr. Johnson is simply said, hostile to the free-enterprise system of broadcasting," Mr. Rogers said. "Mr. Johnson is entitled to his personal opinions ... I dissent."

A Taft competitor in Columbus had an understandably different reaction to the "Johnson rankings." A full-page ad in its parent Columbus Dispatch with the bold headline "WBNS-TV. Only Number 22, But We'll Try Harder! Promise." The text went on to emphasize that, according to the commissioner, WBNS was not among the top 100 stations in the United States, ahead of stations in such markets as New York, Baltimore, St. Louis and Seattle, and remarked that "Frankly, we are nearly bursting our TV tubes with pride!" Thad-produced by Ron Casecll on the streets the morning after Mr. Johnson's dissent was released—concluded with the observation, "WBNS-TV is 22 today, but tomorrow we want to be Number One. As Commissioner Johnson might say, anyone who makes a claim like that deserves watching."

Donald H. McGannon, president and chairman of the board of Group W Broadcasting, which fared the best of all the group owners of five television stations ranked in the top five, said: "We're happy with the results. We're just not sure about the circumstance involved in the methodology." Mr. McGannon expressed perplexity, though, on why WJZ-TV Boston, which was ranked 31st, did not do as well as the other Group W stations, but said, "You can't say that 31 out of 144 is a bad showing."

A spokesman for CBS-TV said it "would be happy to answer questions [about the report] but not until we have a chance to see and absorb the material." Unofficially, however, he commented that CBS-owned stations "seemed to do better than the other two networks." And asked why he felt that WBBM-TV Chicago had not done as well as the other CBS stations (it was ranked 74th while the others were in the 20's and 40's), the spokesman said that WBBM has been through some tough times, especially concerning its news operation. But we think it has turned around dramatically in the recent past, if you believe the Chicago press. We also have a new general manager there, you know."

(Commissioner Johnson's rankings of 144 stations, assembled by groups, appear in this week's "For the Record," page 46).

Future rankings not on agenda, either from Johnson or FCC

The elaborate rankings of top-50-market television ratings that form the core of FCC Commissioner Nicholas Johnson's study of television broadcasting apparently will be a one-time thing.

Commissioner Johnson, who is leaving the FCC, said last week he hoped the FCC would continue ranking stations.

However, the commission has apparently ruled out such projects, at least for the time being. In initiating the rulemaking that resulted, in May, in new license-renewal procedures and new annual reporting and license-renewal forms for television, the commission had proposed to rank stations on the basis of the news, public affairs and "other" (exclusive of sports and entertainment) programming they will report. But in its order adopting those procedures, the commission said it was "not yet ready" to adopt such ranking (Broadcasting, May 7).

Change of life for the NAEB

Odd man out in public broadcasting seeks a new place in the sun

There have been many public casualties in public broadcasting this past year. They have also been some private ones. Witness the National Association of Educational Broadcasters.

Last March, public broadcasting was in tatters. Fragmented; sorely in need of funding, under administration attack on both its structure and operation; the medium needed a new way. It came, in the form of a partnership between the Public Broadcasting Service and the Corporation for Public Broadcasting. Up until then, PBS had been merely the manager of the PTV interconnection; NAEB had represented the stations. Overnight, NAEB lost its principal reason for being.

Yet NAEB is still there, albeit with a shrunken constituency, a smaller staff working a smaller budget base. Its executives, too, have been looking for a new way. They think they've found it in a new identity and purpose: "The national society of professionals in telecommunications."

Translated, that means that NAEB is no longer a trade association but a professional organization, and one hoping to attract members from a far less parochial base than in the past. Targets of its organizational embrace: instructional organizations, cable operators, proponents of cassette technology and any others who would pledge allegiance to its representational banner.

NAEB's redefinition of priorities began at somebody else's meeting—one on March 31 in which the PBS board decided that public TV stations must muster their forces under one roof. PBS's role had until then been limited to the business of scheduling and transmitting programming. Individual stations had been united under NAEB. And NAEB was not a party to the pending conciliation negotiations with CPB.

To alleviate the obvious shortcomings of this arrangement, the PBS board told the Exchange, the Commission for Broadcast Stations, a semiautonomous arm of NAEB serving as a national representative of PTV licensees. Subsequently, public radio outlets formed a new organization, the Association for Public Radio Stations (still in the formative stage at a temporary headquarters in Iowa City).

With the departure of ETS, NAEB saw several of its key personnel joining the crosstown exodus to PBS's more affluent headquarters at Washington's
L'Enfant Plaza. Among them was Charles Marquis, the association's legislative authority, who assumed similar duties at PBS. Presley D. Holmes, who had headed ETS at NAEB, joined the division at its new home. Another NAEB alumnus, former Information Director Ed Pfister, had made the switch several months before when he became assistant to PBS Chairman Ralph Rogers.

If officials at NAEB were distressed with the changes, they did not say so publicly. Indeed, the party line has been and remains one of anticipation and optimism. The "New NAEB," as the organization now characterizes itself, is determined to meet the challenge set by President G. Harold; "he wants to preserve the stability of that which is tried and true and yet be adaptively responsive to the innovative and new."

Under its new definition, NAEB is concentrating in three areas: professional development, information and publications, and research and planning. Into the first fall: a national convention and regional conferences; the "Educational Broadcasting Institute," a series of professional seminars and workshops; Professional Emphasis Groups," comprising "informally constituted clusters of NAEB members with related professional interests," and a personal placement service, and listings of job vacancies and openings. The second is to encompass a regular association newsletter; the Public Telecommunications Review, a bimonthly anthology of writings pertinent to the industry; an annual telecommunications directory listing persons, organizations and other data concerning telecommunications activities, and a number of special publications and research projects. In the third, NAEB has established: a field information and data report service, offering varied reports on various topics of importance in the field; an accelerated research program covering educational and cultural topics and a program information clearinghouse, providing an index of data sources for production underwriting.

Responsibility for the administration of those activities rests with five individuals, working directly under Mr. Harley. William D. E. P. Liston, former director of instructional services, will be responsible for instructional and educational development; James A. Fellows, formerly director of professional services, assumes responsibility for internal personnel administration, membership development, monitoring of contract and grant activities and the research and planning of services to membership; Stephen E. Millard, formerly director of informational services, will administer NAEB staff publications, press relations, and advertising in other publications; Mary Lynn Moody, formerly convention and conference coordinator, retains that responsibility, and H. Holt Riddleberger, who has resigned as director of ETS, takes responsibility for federal regulation and legislation, liaison with cable interests and broadcast licensees and projection of telecommunications development.

If NAEB has made the organizational preliminaries to achieve its broadened objectives, one formidable task remains:

Saw no evil. Richard A. Moore, the former president of KTV(TV) Los Angeles and now special counsel to the President, last week had his turn at the witness's microphone in the Senate Watergate hearing. Mr. Moore described his role as a kind of "white-haired" advisor to the younger men on the White House staff, and said he believed that President Nixon knew nothing of the Watergate cover-up until after John W. Dean III, then White House counsel, informed the President, on March 21, at Mr. Moore's urging.

funding. Public broadcasting's eternal nemesis is NAEB's. Membership fees, its officials acknowledge, will not be sufficient to achieve all its stated goals in the transitional period. Accordingly, NAEB has sought, and is awaiting approval, of several foundation grants. Its highest hopes rest with the Ford Foundation, which has been approached for a grant "in the low six figures." Other foundation sources are expected to provide lesser sums, the spokesman said.

Whether NAEB's promises, plans and press releases can be translated into tangible change for the better remains to be seen. Public broadcasters, sympathetic to the cause, seem to feel the medium has much to gain and little to lose, a feeling expressed by Donald Taverner, president of noncommercial WETA-FM-TV Washington and a member of the PBS board. "NAEB," Mr. Taverner said, "has always had elements of both a professional and trade association. Now, with the new structure, it seems to me, NAEB has an opportunity to limit its scope to the professional kinds of concerns—many of the things that have been done hit-and-miss by other organizations in the past."

Senate gets reform bill repealing equal time

The Senate Rules Committee last week formally reported to the floor political-spend legislation repealing the equal-time provision of the Communications Act for federal-office candidates and establishing over-all campaign-spending limits. The committee had approved the bill (S. 372) late last month (Broadcasting, July 2). The measure would also set limits on individual contributions to campaigns and create an independent Federal Elections Commission to keep tabs on contributions and expenditures. The bill is scheduled to come up on the Senate floor next week.

Red Lion, WXUR will haunt Norris try for UHF permit

Family connections to stations that fell by the fairness doctrine likely to be entangled in hearing

What may be a long postscript to the WXUR-AM-FM Media, Pa., whose renewal applications were set for hearing in January 1967, principally on charges of fairness doctrine violations three years later denied the renewals, and the stations went off the air two weeks ago, after last-minute appeals were overruled by the courts and the commission (Broadcasting, July 9).

The principal link between the two cases is John H. Norris. He and his wife now own 45% of Red Lion; his father, the 89-year-old Rev. John M. Norris, owns the remainder, John H. Norris is also president, general manager and a director of Brandonwine-Main Line Radio Inc., which was the licensee of WXUR-AM-FM, and is a director of Faith Theological Seminary, which owned the licensee corporation.

The elder Norris in January 1968 had asked for a hearing on the television application, after he had waited almost three years for commission action. By that time, Red Lion was already involved in the court case that was to result in the landmark Supreme Court decision in 1969 upholding the constitutionality of the commission's fairness doctrine.

The commission, in designating the application for hearing, said that because of the younger Mr. Norris's connection with both licensees, the issues in the Media proceeding are relevant to the Red Lion case.

Red Lion had made a "special undertaking" to comply with the requirements of the fairness doctrine pending judicial determination of the doctrine's constitutionality. But the commission, in its order, said it questioned whether it could rely on those promises in view of John H. Norris's connection with both operations and the fact that questions had been raised in the WXUR hearing as to whether those stations had complied with similar promises.

Accordingly, the commission said, it could not act on the television application.
until the record in the WXUR proceeding had been completed. Therefore, it said, the Red Lion hearing could not begin until the one involving the Media stations was completed.

With the judicial and regulatory string having run out—and the stations off the air—the way was finally cleared for the hearing on the Red Lion television application if the applicant was still interested. And it is.

The issues to be determined the record of the younger Norris in operating WXUR-AM-FM, as reflected in the record of the hearing, and whether, in the light of that record, the commission can rely on Red Lion's promise to comply with the fairness doctrine.

The completion of the WXUR case also means the way was cleared for commission action on the renewal applications of WCCB-AM-FM. They have been on the deferred list since Aug. 1, 1972, with action held up according to the commission staff, pending the outcome of the WXUR case. The commission is expected to consider in the next several weeks the matter of how to proceed with the stations.

In a separate but related matter involving the Red Lion and Media stations, Mr. Cottone, who represents both, appealed to the commission from a staff ruling last month that WXUR and WXUR had failed to comply with the commission's personal-attack rules in connection with a Jan. 27, 1972, broadcast (BROAD-
casting, June 22). Mr. Cottone said the ruling is unconstitutional. The broadcast in question was part of the Life Line series, and allegedly accused the United Church of Christ with providing financial assistance to violent, subversive and antiwhite militant groups.

Mr. Cottone argued that ruling was not only improperly applied to a type of program exempt from the personal attack rules and was inconsistent with previous FCC rulings but was a "prejudicial" action.

He said the stations "were singled out...for adverse ruling" even though the chief of the complaints and compliance division, William B. Ray, who issued it, was aware that there were many other stations throughout the country which carried the same broadcast and failed to comply with the requirements of the personal-attack rules. The rules require a station within seven days of broadcasting a personal attack to provide the person or group mentioned a tape, transcript or accurate summary, and a reasonable opportunity to reply. The ruling resulted not from a complaint but from a request by the stations for a ruling as to whether the broadcast constituted a personal attack.

From Wiley to Steinem
A record total of 104 broadcast organizations, including stations, networks, program syndicators and equipment manu-

facturers, have signed to attend the 12th executive conference of the New York Broadcasters Association in Cooperstown, N.Y., July 15-17. Among the panelists and speakers will be FCC Commissioner Richard E. Wiley, Sena-
tor Jacob Javits (R-N.Y.), Ms. magazine editor Joan Steinem, and Lieutenant Gov-

Signal Companies eyes merger into United Aircraft
An agreement in principle for the merger of Signal Companies Inc., Beverly Hills, Calif., into United Aircraft Corp., East Hartford, Conn., was announced last week. Signal owns 49.9% of group broad-
caster Golden West Broadcasters Inc.

The agreement, subject to the approval of the stockholders of both companies and the FCC, calls for the exchange of three shares of Signal stock for one share of new convertible preferred stock of United Aircraft. The transaction is esti-
mated to be in the $750 million range.

Signal Cos, operates internationally in transportation, petroleum, natural gas, and aerospace. It had total sales last year of $1.46 billion with earnings of $40.6 million. United Aircraft specializes in aerospace and industrial products. It had 1972 sales of over $2 billion, with earn-
ings of $50.6 million.

Harry J. Gray is president and chief executive officer of United Aircraft. Forrest N. Shumway, president and chief executive officer of Signal Cos, and Wil-
liam E. Walkup, chairman and executive vice president, will become members of the board of United Aircraft after the merger is approved by stockholders.

Changing Hands

Announced
Following sale of broadcast station was reported last week, subject to FCC approval:

* WYPR (AM) Danville, Va.: Sold by David P. Welborne and Charles Lowe to Harry S. Reiner and Richard Camp-
bell for $380,000. Mr. Reiner has con-
trolling interest in WEXT (AM) West Hart-
ford, Conn. Mr. Campbell is presently general manager of WYPR. WYPR operates daytime on 970 kHz with 1 kw.

Broker: Blackburn & Co.

Approved
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 45):

* KXEN (AM) San Bernardino, Calif.: Sold by Valjon Inc. to Lincoln and Sylvia Dellar for $525,000. Buyers have majority interest in KACV (AM) Fort Huéeméne, Calif. KXEN is full time on 1290 kHz with 5 kw.
Short leash for Jones

Bob Jones University has been issued short-term renewals until June 1, 1974, for its WMMU-AM-FM Greenville, S.C. Applications for the renewals had been deferred since June 1970, pending a Commission of Civil Rights-requested FCC investigation to determine if the stations were in compliance with rules prohibiting employment discrimination.

In issuing the short-term renewals, the commission noted the stations' effort to improve the over-all employment status of minorities and women. (There are presently two black women on station's staff of 13.) Renewals are subject to conditions: Affirmative recruitment efforts must be maintained outside the white-only school; employees may not be recruited from BJU, and the licensee must submit its affirmative-action procedures to the commission each time it files a position at the stations.

Media Briefs

Detroit challenge fizzles. FCC has refused to reconsider staff action dismissing informal complaint by Inter-Faith Council for Racial Justice against renewal of Storer Broadcasting's WJBK-TV Detroit. IFC in 1970 had accused WJBK-TV of having no channels open for establishment dialogue with black listeners. Commission supported Broadcast Bureau's finding that IFC challenge "lacked the requisite factual support to warrant an evidentiary hearing."

Stamp of approval. FCC has adopted new rules specifying that licenses and permits require only seal of commission for authentication. Before rules were amended, authentication required signature of secretary of commission as well as FCC seal. To avoid delay in processing applications, forms with signature of former Secretary Ben F. Waple, who retired June 30 (BROADCASTING, July 2), will be used until new forms are available.

ABC regions. ABC-TV opened a series of five regional meetings with affiliates last week, holding sessions last Tuesday (July 10) in Los Angeles and on Thursday (July 12) in Denver. Others will be in New York July 24, in Fort Lauderdale, Fla., on July 25 and in Chicago on July 27.

RCA and blacks. Creation of an RCA-NBC scholarship in telecommunications at Howard University, Washington, was announced by NBC last week. It will consist of annual $800 stipend to a undergraduate student and a $500 unrestricted grant to Howard University, and will start in 1973-74 academic year. NBC said one reason for selection of Howard was that it is one of few black educational institutions offering undergraduate degree in communication arts. RCA scholarship in science has been in effect at Howard since 1953.

BPA's best. Broadcasters Promotion Association, Chicago, has arranged with Michigan State University, East Lansing, for school to judge national broadcast promotion awards. Under agreement, entries are to be sent directly to Michigan State, with school selecting judges and handling judging of awards. Awards, now known as BPA/Michigan State University promotion awards, will be presented in three categories—audience promotion, sales promotion and community involvement—at BPA seminar in Cleveland next November.

In new quarters. Joe Fitz-Morris Co., public relations-promotion firm in broadcast and advertising field, has moved to new offices at 295 Madison Avenue, New York 10017. Phone: 212-889-3170.

More for ABC. ABC-TV has announced signing of WCJB-TV Gainesville, Fla., as its 178th primary affiliate.

Back again. CBS announced return as affiliate of WEMP(AM) Milwaukee after eight-year absence. WEMP, owned by Consolidated Broadcasting Corp., is full time on 1250 kHz with 5 kW.

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McClellan pushes copyright button

He sets short hearings on aging bill that includes cable and pro sports

Senate Copyright Subcommittee Chairman John McClellan (D-Ark.) last week scheduled a two-day hearing on the CATV issue and other aspects of the copyright-infringement bill, signaling his intention to deal with the legislation during the first session of the 93d Congress.

The senator had announced he would hold such a hearing when he reintroduced the copyright bill (S. 1361) last March (BROADCASTING, April 2).

On Aug. 1, following a session July 31 on proposed copyright exemptions for library photocopying and for educational institutions, the McClellan Subcommittee will examine the CATV royalty schedule, the application of the compulsory licensing provision to the carriage of sporting events by cable, and the proposed copyright exemption for religious broadcasters.

Spokesmen for each side of an issue will be afforded a total of 40 minutes for their presentation.

Principal witnesses on the CATV-fee issue will include Jack Valenti, president of the Motion Picture Association of America, David Foster, president of the National Cable Television Association and a spokesman for the National Association of Broadcasters.

On the sports issue, representatives of professional baseball, basketball, football and hockey are expected to testify, as is one from the National Collegiate Athletic Association.

The Religious Broadcasters Association and publishers of gospel music will address themselves to the remaining aspect.

A spokesman for the McClellan subcommittee said last week that the senator's decision to hold the hearing follows "an informal report" from FCC Chairman Dean Burch, who told the senator he has been unsuccessful in his efforts to mediate a compromise between cable interests and copyright owners on copyright fees (BROADCASTING, April 9).

Senator McClellan wants the copyright-revision bill to reach the Senate floor by the end of the first session of the 93d Congress, the spokesman said.

He said the Subcommittee is likely to deal with the legislation in September, followed by consideration by the parent Judiciary Committee in October. This timetable, he said, would insure that the bill could be voted upon by the Senate early next year and passed to the House, where it would not be taken up by Representative Robert W. Kastenmeier's (D-Wis.) Subcommittee No. 3 of the Judiciary Committee.

S. 1361 is nearly identical to copyright bills Senator McClellan has introduced in the past two Congresses. Among other things, it would make cable systems liable for copyright payments and establish quarterly fees under a compulsory licensing system. Fees would range from 1% of gross receipts from subscribers, up to $40,000, to 5% of gross receipts over $160,000.

The bill also, in effect, allows professional sports organizations to continue determining when and where their games are to be telecast. (This is done by making it a copyright infringement for a CATV system to carry a professional sporting event into the local service area of one or more TV stations, "none of which has received authorization to transmit said program within such area."

Thus, the bill as currently drafted prohibits cable systems from using their compulsory licenses to circumvent the sports copyright law. At the same time, it provides for litigation, or “writ of mandamus” if necessary, by professional sports organizations, particularly football, impose on home games.

The McClellan spokesman said the sports provision reflects the fact that "we inherited an existing policy" which has not been changed either by legislation or by FCC rule. If a new policy on blackouts is to be formulated, he said, it could perhaps be incorporated into the copyright-revision bill. But, he noted, the present bill does not preclude CATV systems from negotiating for the television rights to professional sports contests.

In addition, the copyright bill grants royalties to recording artists for the use of their music on cable or TV. Cable operators would pay 2% of their net revenues or a prorated fee based on the proportion of their programing occupied by records.

A Copyright Royalty Tribunal would be established in the Library of Congress to distribute royalties and make adjustments in fees.

FCC guidelines for pole tolls?

Agency gets conflicting advice on assertion of new jurisdiction; cables want it, broadcasters don't

The National Cable Television Association has told the FCC it would incur little additional administrative burden by declaring that CATV pole-attachment agreements fall within its regulatory jurisdiction, as long as the commission provides national guidelines establishing "uniformity" in pole-rental contracts.

The NCTA statement was filed in a commission inquiry into whether it has the authority to include pole-attachment matters in its general CATV regulatory scheme. In the same proceeding, the commission heard from a number of common-carrier interests which argued in unison that it lacks authority to enter this concededly new area of regulation. The opposition was led by the National Association of Broadcasters that, if it asserts jurisdiction over pole attachments, it could become "engulfed in an endless chain of piecemeal proceedings" in cable, none of which would conform to the Supreme Court's mandate that the commission limit its cable regulation to matters that are "reasonably ancillary" to its regulation of television.

The commission's inquiry, upon which it has scheduled oral argument for July 24, is in response to a pending proposal by California Utility Co. to double its annual pole-rental fees, from $3 to $6. The matter has been put before the commission by NCTA and the California Community Television Association, which have argued that it is representative of the need for federal interference in the administration of pole attachments (BROADCASTING, April 30, et seq).

But as far as NAB is concerned, the commission's decision to hold an inquiry on the matter signals its commitment by the commission to the development of a wired nation." An FCC movement on this narrow issue, in which its authority to regulate is questionable at best, NAB said, would present a number of other issues no less related to cable operations and no more related to the areas over which the agency has already asserted jurisdiction. "What about increased construction costs, equipment costs, salaries, inevitable copyright fees, programming costs, franchise fees, limitations on subscriber charges, the cost of providing access channels, and a host of other potential cost items?" the NAB asked. The commission, it charged, "is only seeing the tip of the iceberg when it addresses the isolated subject of increased charges for pole usage." It asserted that commission action on the limited topic would be entirely inappropriate in the absence of congressional legislation that would give it authority "over all aspects of pole usage."

But in the NCTA's opinion the immediate issue is not as clear-cut as the NAB would have the commission believe. The agency, the NCTA said, "faces not a question of whether utility-poles communications space will be regulated, but a question of whether the regulator will be public or private. Noting that, at present, most state public-utility commissions have declined jurisdiction over pole-attachment arrangements, the NCTA contends that this is not true if the FCC does not assert jurisdiction...there will be no regulatory supervision" and phone companies, electrical utilities and other pole lessors will be left entirety to their own devices in formulating charges to the CATV industry.

The NCTA asserted that it is necessary, at the same time, for the commission to issue standardized guidelines for pole-rental agreements mandating that cable operators have nondiscriminatory access to utility poles. The charge for pole usage, it said, ought not to exceed costs to the lessor. And, it added, "it may be necessary" for the commission to hold hearings to determine what those costs are.

The question of FCC jurisdiction was argued by the cable and common-carrier interests on differing interpretations of congressional intent. According to the NCTA, the FCC has authority to delve into the pole-attachment issue because it is empowered to regulate "all interstate communication" by wire and cable. And
Congress's definition of "wire communications," the NCTA argued, includes all transmissions "by and of wire, cable or other like connection ... including all instrumentalities, facilities, apparatus, and services incident to such transmission." Pole attachments, NCTA submitted, clearly fall into the designation of "facilities, apparatus and services" since they are essential to the realization of the cable transmission.

On the other hand, the common-carrier filing concluded that since pole attachments are not part of the actual communication, they are exempt from federal regulation. The position taken by AT&T summarized that line of argument: "The primary thing that constitutes 'wire communications' is the transmission of messages between different points," AT&T said. Common carriers, electrical companies and other pole lessors, it asserted, "in no way participate in the origination, termination or transmission of CATV communications that pass over the cables attached by the CATV to their poles or laid in their conduits."

The National Association of Regulatory Utilities Commissioners noted that Children's United Burger in 1969, while still on the U.S. Court of Appeals in Washington, had ruled that neither CATV operators' use of their own connection facilities nor their use of existing utility poles "involves a common carrier relation." The companies are regulated by the FCC purely for their common-carrier status, they are therefore not responsible to the federal government for the administration of those parts of their physical plant that are not incidental to common-carrier transmissions, NARUC claimed. Regulation of pole attachments, it asserted, "is best left to the state and local governments based on local conditions."

**Harvesting the grapevine on local origination**

**NCTA gathers suggestions of system operators on how to program that channel**

When it comes to gathering information on how to program a local origination channel, cablecasters complain they are limited to grapevine information and hit-or-miss long-distance phone calls to other cable operators. The National Cable Television Association, in response to the problem, will issue a "Cablecasting Guidebook," which will compile the suggestions from cable operators around the country designed to alleviate the information shortage.

Most of the suggestions indicate that operators should orient their channel toward distinctly local interests. A Springfield, Ill., cable operator highlighted the community-service section (the guidebook is divided into 18 sections, each pertaining to a distinct program format) with the comment that a local origination channel should not attempt to compete with broadcasters for mass audiences. Examples of community-service programming include a five-day plan to stop smoking that was cablecast over the Toledo, Ohio, system and the Tyler, Tex., system presentation of a half-hour program on a city bond issue. In Reading, Pa., the cable system empowered the mayor and police chief to pre-empt all 12 channels on the cable system for emergency messages. Residents then would be advised to turn to local origination channel for further information.

Sports have long been a staple of local origination. The guidebook offers ideas apart from the standard fare of football and basketball games. Quarter-midget auto racing is a popular local-origination offering in Terre Haute, Ind.; karate lessons in Charlottesville, Va.; golden-glove boxing in Holyoke, Mass., and snowmobiling in Butte, Mont. A novel offering of the Lakeland, Fla., system was two half-hour programs in which viewers were treated to a birds-eye view of the city from 6,000 feet above.

A section of "Edges and Gimmicks" offers a variety of ways to present popular, relevant local origination. Whether it be bedtime stories for children at 7:30 p.m., candid shots of the community for program lead-ins or a local employment-of-the-week contest, cable operators' suggestions indicate a willingness to experiment.

The Fort Myers, Fla., system killed three birds with one stone with one of its ideas. Television sets are placed in motel office windows and tuned to the local original channel to indicate which motels in the area have vacancies. A record is kept by the cable operator and cablecast in the late evening hours. And so travelers need only look at the television screen and are spared needless driving and telephone calls; the cable operator enhances his community image, and motels are more receptive to being wired for cable.

The guidebook contains sections on program formats including children's, medical, hobby, news, political, public access and talk shows. Lists of program distributors and free programming are also included. A limited edition of the guidebook is available from NCTA. Cost is $15 for members and $30 for non-members.

**Sterling opts for pay cable in Manhattan**

With finances faltering, system operator ties with Home Box Office for first such operation in city

The anticipated move of Sterling Manhattan Cable Television Inc. into pay television was taken last week when the company said it would begin a sports, feature movie picture and special-events pay channel next fall.

The venture will be operated with Home Box Office Inc., New York, which, like Sterling Manhattan Cable, is a subsidiary of Sterling Communications Inc.

**PUBLIC NOTICE**

WHEREAS a written report to the municipality indicating the type of cable television system deemed suited for the municipality has been filed with the Clerk of the Village of Greenport in accordance with the requirements of the New York Commission on Cable Television, notice is hereby given of the following:

a. The political boundaries of the area for which a franchise is proposed to be awarded is the Village of Greenport, Long Island, New York.

b. The system shall have a minimum capacity of 20 TV channels and have a broadcast capability within the main trunk lines. Initially, the system shall carry 11 Class I channels (off-the-air TV stations) and one Class II channel (locally-originated weather channel). Equipment used in the distribution plant shall be of current state of the art design, and the entire plant shall be capable of meeting applicable technical standards imposed by the FCC's and the New York State Commission's rules on cable TV. A CATV system satisfying the above is now installed and operating in the proposed franchised area.

c. Applications for the franchise shall be submitted in writing by September 17, 1973 and any and all applications received by the Village of Greenport will be available for public inspection during normal business hours at the office of the Village Clerk located at 236 Third Street, Greenport, New York.

d. The name, address and telephone number of the municipal officer who may be contacted by persons interested in additional information concerning the proposed award is William Lieblin, mailing address c/o Village of Greenport, 236 Third Street, Greenport, New York 11944, tel. 516-765-1142 or 516-477-2115.

DATED: June 25, 1973

BY ORDER OF THE VILLAGE BOARD
VILLAGE OF GREENPORT, NEW YORK
MABEL HARRIS, VILLAGE CLERK
On all our Late News Broadcasts and three of our Early News—in Chicago, St. Louis, L.A., Philadelphia, and New York—we're taking you right into the Newsroom, where the real life drama of newsgathering unfolds. That's news. This is the New York Newsroom. And this is Rolland Smith and Dave Marash. At 11:00 they knock off work to bring you the news.
Don’t sell in-depth financial planning short

Successful CATV systems demand expertise in every field—franchising . . . operations . . . finance. At BCA we know the important effect on profitability that positive financial planning can have. We’ve made that our specialty.

Let us assist you in:
• Arranging your long term debt financing
• Securing short term financing
• Assembling detailed data for profitable funding

Call Jim Ackerman (317 / 923-2353) for more information.

Grand Rapids nervous about GE pulling back on cable operations

Franchise already has been granted, but cable firm is retrenching and city officials are concerned about its commitment to quality

A touchy franchise situation has developed in Grand Rapids, Mich.

The town of 60,000 has tentatively awarded General Electric Cablevision, Schenectady, N.Y., the franchise pending final negotiations. In the last month, however, GE Cablevision has quietly withdrawn its franchise applications in six cities and will no longer compete for any additional franchises. The action was taken “to better balance General Electric’s allocation of investment resources,” according to one company official.

City officials in Grand Rapids are now noticeably concerned about G.E.’s commitment to build a quality cable system in their city if it is awarded the franchise.

The two parties will begin final negotiations soon. A GE Cablevision vice president said his company will commit itself to build the system provided no “unreasonable demands” are made by the city during final negotiations. He also stated that a rumored recapture clause—which would allow the city to buy back the franchise for the original construction cost minus depreciation if the owner should decide to sell out—would be unacceptable because the final figure would not be indicative of the system’s market value.

Aside from these differences, both parties are hopeful that agreement will be reached. If negotiations fail, the city would approach Continental Cablevision, Boston, which the city had judged second-best qualified to meet its needs.

General Electric Cablevision’s operating systems currently serve over 85,000 subscribers. Additional franchises have been awarded to the company in three cities (San Antonio, Tex., is one) and plans are to continue with their construction. An official of the company says there “are no plans” to discontinue its current cable holdings.

principally owned by Time Inc. Home Box Office will supply programing.

The move marks the beginning of pay cable in New York City proper (Sterling Manhattan covers lower Manhattan). A spokesman said that subscribers will pay an undetermined monthly charge for pay cable above the regular monthly fee of $6.

Sterling Communications, which recently reported a net loss of more than $10 million in the fiscal year ended last March, said at that time it was considering the possibility of launching a pay-cable television service in Manhattan (Broadcasting, July 9).

How the Republicans tried to twist 'The News Twisters'

'Times' reports that Colson ordered purchase of 1,000 copies of Efron book that attacked the networks for leaning to the left

Another broadcast angle of the Watergate mess was revealed last Monday (July 9) when the New York Times reported that aides to White House Special Counsel Charles Colson purchased 1,000 copies of Edith Efron's "The News Twisters" in an effort to boost the book onto the best-seller lists. In the first part of a two-part series on an alleged "sabotage program" of Republican agents against Democratic presidential candidates, the Times said Mr. Colson instructed re-election scheduling secretary, Herbert L. Porter, to pay $8,000 to Richard Howard, a Colson aide, to buy 1,000 copies of the Efron book. A study purporting to show bias by TV-network news departments in their coverage of the 1968 presidential campaign. A spokesman for Mr. Colson confirmed he had authorized the expenditure, but said that the purchases were made "at Mr. [H. R.] Haldeman's insistence."

A spokesman for the publisher of "The News Twisters," Nash Publishing, Los Angeles, said it had no records of a single, 1,000-copies purchase and he believed the books were bought in "drabs." The book is in its fourth printing and has sold about 25,000 copies to date, the spokesman said.

CBS to fight citation for contempt for airing courtroom sketches

CBS officials said last week they would appeal a decision by a federal district judge in Florida holding CBS in contempt for telecasting courtroom sketches in violation of the judge's order.

Chief Judge Winston E. Arnow of the U.S. district court for northern Florida issued the contempt ruling Saturday, July 7, after a hearing in Pensacola, and fined CBS $500. Attorneys for CBS filed notices of intent to appeal to the U.S. Circuit Court of Appeals in New Orleans.

One appeal is expected to challenge the First-Amendment constitutionality of Judge Arnow's barring of sketches, which some legal authorities say is without U.S. precedent in similar court cases. The other appeal will be against the contempt citation itself.

Judge Arnow had ordered CBS News correspondent Jed Duvall and artist Aggie Whelan not to broadcast sketches drawn by Miss Whelan during pre-trial hearings held in his court for the so-called "Gainesville Eight," seven members and one supporter of the Vietnam Veterans against the War who have been charged with conspiring to disrupt last summer's Re-
Why Television Is the Number-One News Medium

Among all mass media, television is now regarded as the fastest, fairest and most complete. That was a central finding in a massive survey just reported by the respected Bureau of Social Science Research, of Washington. It confirms other studies of public attitudes by the Roper organization, which year after year has found television holding a position of primacy as a journalistic force.

How did television achieve that rank; why does it keep gaining in stature? The answers will be found in a comprehensive article that the editors of Broadcasting have been preparing for publication in the Aug. 13 issue.

All the elements in the intricate system of television news collection and presentation will be examined: the networks, news services, the stations. All of the marvelous range of stories—from Watergate hearings in Washington to a fire in a New Orleans saloon to the election of a black mayor in Los Angeles to the size of the corn crop in Cedar Rapids—will be explored in their mechanics, purpose and cost. The case studies of news programs and documentaries will be extensive and profusely illustrated.

Augmenting its regular circulation of 36,563, which includes the cream of broadcast-oriented marketing and advertising executives, all members and key staffers of the FCC and officials of other governmental bodies involved in broadcast regulation or legislation, Broadcasting will deliver copies of its Aug. 13 issue to every member of the United States Senate and House of Representatives and to the governors of all states.

If you count your news department to be a factor in television journalism—or if you are a network, a wire service, a programer, or anyone else supplying to the business of television news, you'll want to tell about it in the Aug. 13 issue of Broadcasting. Closing date for your advertising is Aug. 6. For details and space availabilities, contact your nearest Broadcasting representative.

You belong in Broadcasting Aug 13
Dick, Jane and Sally take a back seat to TV in inner-city reading study

Educators find new subject matter for Philadelphia youth in scripts of top shows

Some 30 prime-time network-TV shows—including ABC's Kung Fu, The FBI and Mod Squad; CBS's Lucy Show; Mannix and Waltons; and NBC's Sanford and Son and Ironside—are teaching Philadelphia ghetto kids how to read.

"Every Hollywood production company we've asked to send us scripts," says Miavel P. Marcase, the assistant superintendent of schools in Philadelphia, and the man most responsible for getting the program off the ground, "has responded enthusiastically. So far, it's been a dream of cooperation."

The production companies have provided Dr. Marcase and his staff with master scripts for programs which the staff has taped directly from the TV set.

The sketches were subsequently broad-

Big one for TVS: sports from Moscow

Special network will provide 10 hours of programming on tape delay to 150 TV's

TVS Television Network, New York, which has been building its power-base as a sports programming force for the past 11 years, now is preparing for its most ambitious project: the coverage of the World University Games from Moscow, Aug. 15-25, over 150 TV stations at a combined production and time-charges cost of about $1 million.

TVS, which was acquired earlier this year as a subsidiary of Corinthian Broadcasting Corp., will provide stations with 10 one-hour programs. Eddie Einhorn, president of TVS, said last week that all coverage will be relayed to the U.S. via satellite, but will be carried on a tape-delay basis because of the seven-hour time difference between Moscow and the eastern portion of the U.S.

The games will spotlight university athletes from 70 countries, including the U.S., and TVS's coverage will emphasize track and field, gymnastics and basketball. The announcers for TVS will be Bud Palmer, Merle Harmon, Dick Bank, Gordon Maddox, and Donna De Verona. The Soviet Union will arrange for the pick-up.

TVS will have a staff of 12 in Moscow.

Mr. Einhorn said that sponsors for the World University sports coverage are J. C. Penney (McCaffrey & McCall), State Farm Insurance (Needham, Harper & Steers), Colgate-Palmolive (Ted Bates), Wilkinson Blades (Bates), Equitable Life Insurance (Foote, Cone & Belding), Warner-Lambert (J. Walter Thompson) and Norwich Pharmacal (Benton & Bowles).

The games are not TVS's first international foray. Last month the company arranged for the telecast on 130 stations in the U.S. of a 90-minute program, which was originated by Waging and featured top U.S. collegiate basketball players.

For more than a decade TVS has arranged for the setting up of an independent network to telecast sports events. It has specialized in basketball and in 1973-74 will present about 10 games from the major college conferences.

Soul! 'kept alive by two-show grant

Soul!, the WNET-TV New York black-affairs program that earlier this year seemed destined for the discard pile for lack of funding, has been given a temporary lease on life by the Corporation for Public Broadcasting board of directors.

The board, meeting last Wednesday (July 11) in New York, voted to approve $175,000 to finance two special presentations of the WNET program.

CPB said that the grant, though limited in scope, would give Soul! enough funding to retain its present production staff at least through December. The program has been seen nationally through the Public Broadcasting Service interconnection.

The two Soul! specials specifically covered in the CPB grant, each to run at least one hour, are "Ailey on Air," a dance program by New York's Alvin Ailey American Dance Theater, and "From the Roots," an examination of gospel music.

CPB said that the board's action was taken with the hope that WNET will be able to find other funding sources for Soul! after funds from the latest allocation run out next fall. During the past season, CPB granted a total of $290,000 for Soul!'s production.

Smith is 'most objective,' Sevareid 'least objective' in Sinding study

He public believes the most liberal network TV newsmen are also the least objective, according to the results of a nationwide telephone poll done by Sinding and Co., Swarthmore, Pa., and released last week by King Features Syndicate.

According to the survey, conducted June 22-28 and based on answers from 2,236 persons, the newscasters most rated as liberal were CBS's Walter Cronkite (34.8%), NBC's David Brinkley (29.6%) and CBS's Eric Sevareid (28.4%). They were followed by Roger Mudd (CBS), Barbara Walters (NBC), Frank McGee (NBC), Harry Reasoner (ABC), Dan Rather (CBS), Howard K. Smith (ABC) and John Chancellor (NBC).

Mr. Sevareid was described as "least objective" by 15.7%; Mr. Cronkite and David Brinkley followed with 13.9% and 9.2%, respectively.

Described as "most objective" was Mr. Smith (15.1%), followed by Mr. Chancellor (14.2%) and Mr. Reasoner (11.8%). Mr. Cronkite was fourth with 10.4%.

The top three in terms of trust and accuracy ratings were Messrs. Chancellor (55.8%), Cronkite (54.6%) and Reasoner (54.3%).

RTNDA picks cream of year's news shows

The Radio Television News Directors Association has chosen four stations to receive its national television news awards.

The Edward R. Murrow Award for excellence in reporting on a significant community problem was given to CBTL(TV) in Toronto for Housing, produced by Tim Kotcheff. Winner for on-the-spot news reporting was KDKA-TV Pittsburgh for its coverage of the 1972 floods. News director there is William Aber. KIRO-TV Seattle received the award for best investigative reporting for its program dealing with a horse-racing scandal, under the supervision of news director Clifton Kirk. A special citation for TV News was awarded to KAKE-TV Wichita, Kan., for Private Club Bias, produced by news director Paul Threlfall.

The awards, made annually by RTNDA, will be presented to the winning stations at the association's conference Oct. 8-13 in Seattle.
The Broadcasting & Playlist

These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the particular station on which it is being played this week. As such, the ranking is approximate and not to be considered a definitive measure of popularity.

Bullet Indicates upward movement of 10 or more chart positions over previous week.

Tracking the Playlist

With 10 bullets below the top-40 positions and seven new songs on the chart this week, a number of records are making their way to the upper positions, seemingly replacing those records--such as George Harrison's "Here Comes the Sun" or Carly Simon's "You're So Vain"--that have been active for more than 12 weeks. "Will It Go Round In Circles" by Billy Preston (eight) enters the top 10 for the first time this week, while Barry White's "I'm Gonna Love You" (15) drops out. Other shifts in the top-20 spots were minor. Breaking into the top-40 for the first time this week--all with bullets--were Lobo's "How Can I Tell Her" (34), The Intruders' "I'll Always Love My Mama" (35), Helen Reddy's "Delta Dawn" (36) and Sly and the Family Stone's "If You Want Me to Stay" (38) ("Breaking in," July 9), which jumped from 72 last week. Also awarded bullets for moves of 10 spots or more this week are four R&B cross-over records (this category of records has been slow for a few weeks but seems to be picking up movement now as Barry White, the Spinners and Sylvia, other strong cross-overs, begin to drop): "Are You Man Enough" (48) by the Four Tops, "Time to Get Down" by the O'Jays (50), Johnnie Taylor's "I Believe In You" (55) and the Manhattan's "There's No Me Without You" (53). Davis Gates's first solo single, "Clouds" (42), and Dawn's "Has Anybody Seen My Sweet Gypsy Rose" (41) are also bulleted.

New and bulleted on the chart this week are "Bongo Rock" by the Incredible Bongo Band (61), "You Love" by Donnie Osmond (62) and Kris Kristofferson's "Why Me" (63), which has been on the chart before. Gladys Knight's first record on her new label, Buddah, is new at number 68, as is War's "Gypsy Man" (71), Jeanne Pruitt's "Satin Sheets" (74) and Jerry Reed's "Lord, Mr. Ford" (75), which also was on chart before.

Over-all rank

<table>
<thead>
<tr>
<th>Title (length)</th>
<th>Artist-label</th>
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</thead>
<tbody>
<tr>
<td>Kodachrome (3:24)</td>
<td>1 1 1 1</td>
</tr>
<tr>
<td>Natural High (4:02)</td>
<td>4 2</td>
</tr>
<tr>
<td>Give Me Love (Give Me Peace on Earth) (3:32)</td>
<td>3 3 5 3 3</td>
</tr>
<tr>
<td>My Love (4:08)</td>
<td>2 4 4 4 6</td>
</tr>
<tr>
<td>Yesterday Once More (3:50)</td>
<td>8 7 6 9</td>
</tr>
<tr>
<td>Shambala (3:27)</td>
<td>9 5 5 6 6</td>
</tr>
<tr>
<td>Bad Bad Leroy Brown (3:02)</td>
<td>6 1 8 6 6</td>
</tr>
<tr>
<td>Wil It Go Round In Circles? (3:42)</td>
<td>14 8 7 9 8 8</td>
</tr>
</tbody>
</table>

Rank by day parts

<table>
<thead>
<tr>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-10 a.m.</td>
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<tr>
<td>1 2 4 6</td>
</tr>
</tbody>
</table>
The revolutionary concept in the barter/due bill field started by International Promotional Consultants, Inc. several months ago has been the fastest growing and most successful barter system available to businesses in the U.S. and abroad.

Charge-A-Trade is a computerized barter system. Its unique membership structure operates on a credit card basis instead of the usual due bills, credit memos, or scrip. Broadcast members can choose from a full range of products and services of other members. Since members are trading dollar amounts of credits rather than credit for specific items, Charge-A-Trade overcomes the inherent shortcomings of other barter systems.

As soon as membership in Charge-A-Trade is approved, the broadcast member receives an immediate line of credit based on their credit rating. All accounts are fully insured and there is no expiration date on credits. Gift certificates for prizes or gifts and traveler checks are also available which can be charged to members barter account.

The Charge-A-Trade card is as good as cash. There are no restrictions, such as seasonal and space available, on reservations. Members don't even have to tell the reservationist that the Charge-A-Trade card will be used in payment; and food and bar is included with all hotels.

Charge-A-Trade service charge is based on the actual amount of "purchases". The maximum service charge is 15% and the percentage decreases as the "purchases" increase. The service charge is only on "purchases" not on sales. The first years' membership fee and yearly dues is $250.

Broadcast members can now trade advertising time for products and services such as:

Airline Tickets
Acreage
Advertising
Apartments, Rentals
Automobiles
Bicycles
Boats
Broadcast/ Promotions
Business Franchise
Clothing
College
Commercials
Costume Jewelry
Cruises
Furniture
Games
Generators
Homestories
Hotels
Incentive Programs
Jewelry
Jingles
Life Insurance
Lithographs


**The Broadcasting Playlist continued from page 15**

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist/label</th>
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<tr>
<td>38</td>
<td>30</td>
<td>30</td>
<td>Monster Mash (3:00)</td>
<td>Parrot</td>
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<tr>
<td>27</td>
<td>31</td>
<td>31</td>
<td>Money (3:59)</td>
<td>Harvest</td>
</tr>
<tr>
<td>19</td>
<td>32</td>
<td>32</td>
<td>Pillow Talk (3:41)</td>
<td>Sylvia-Vibration</td>
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<td>37</td>
<td>33</td>
<td>33</td>
<td>Swamp Witch (3:47)</td>
<td>MGM</td>
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<tr>
<td>42</td>
<td>34</td>
<td>34</td>
<td>How Can I Tell Her? (3:59)</td>
<td>Big Tree</td>
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<tr>
<td>35</td>
<td>39</td>
<td>39</td>
<td>I'll Always Love My Mama (3:04)</td>
<td>Gamble</td>
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<tr>
<td>48</td>
<td>36</td>
<td>36</td>
<td>Delta Dawn (3:08)</td>
<td>Capitol</td>
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<td>40</td>
<td>37</td>
<td>37</td>
<td>And I Love You So (3:14)</td>
<td>Perry Como</td>
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<tr>
<td>72</td>
<td>38</td>
<td>38</td>
<td>If You Want Me To Stay (2:58)</td>
<td>Epic</td>
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<tr>
<td>29</td>
<td>39</td>
<td>39</td>
<td>Daddy Could Swear, I Declare (3:42)</td>
<td>Soul</td>
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<tr>
<td>34</td>
<td>40</td>
<td>40</td>
<td>You'll Never Get To Heaven (3:59)</td>
<td>Stylistics</td>
</tr>
<tr>
<td>62</td>
<td>41</td>
<td>41</td>
<td>My Sweet Gypsy Rose (2:51)</td>
<td>Dawn-Bell</td>
</tr>
<tr>
<td>60</td>
<td>42</td>
<td>42</td>
<td>Clouds (2:45)</td>
<td>Elektra</td>
</tr>
<tr>
<td>33</td>
<td>43</td>
<td>43</td>
<td>I'm Doin' Fine Now (2:48)</td>
<td>New York City-London</td>
</tr>
<tr>
<td>44</td>
<td>44</td>
<td>44</td>
<td>Goin' Home (2:10)</td>
<td>Asylum</td>
</tr>
<tr>
<td>49</td>
<td>45</td>
<td>45</td>
<td>Tequila Sunrise (2:52)</td>
<td>Atlantic</td>
</tr>
<tr>
<td>40</td>
<td>46</td>
<td>46</td>
<td>Back When My Hair Was Short (2:39)</td>
<td>73</td>
</tr>
<tr>
<td>47</td>
<td>47</td>
<td>47</td>
<td>Roll Over, Beethoven (4:30)</td>
<td>United Artists</td>
</tr>
<tr>
<td>71</td>
<td>48</td>
<td>48</td>
<td>Are You Man Enough? (3:24)</td>
<td>Atlantic</td>
</tr>
<tr>
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<td>49</td>
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<td>Over the Hills and Far Away (4:42)</td>
<td>Atlantic</td>
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<tr>
<td>75</td>
<td>50</td>
<td>50</td>
<td>Time To Get Down (2:53)</td>
<td>Atlantic</td>
</tr>
<tr>
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<td>51</td>
<td>51</td>
<td>I'd Rather Be a Cowboy (4:10)</td>
<td>RCA</td>
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<td>41</td>
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<td>52</td>
<td>Let's Pretend (2:51)</td>
<td>Capitol</td>
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<tr>
<td>73</td>
<td>53</td>
<td>53</td>
<td>There's No Me Without You (3:28)</td>
<td>Columbia</td>
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<tr>
<td>51</td>
<td>54</td>
<td>54</td>
<td>Blockbuster (3:12)</td>
<td>Bell</td>
</tr>
<tr>
<td>65</td>
<td>55</td>
<td>55</td>
<td>I Believe In You (3:56)</td>
<td>Tolman</td>
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<tr>
<td>53</td>
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<td>56</td>
<td>He Did with Me (2:27)</td>
<td>Bell</td>
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<td>35</td>
<td>57</td>
<td>57</td>
<td>Give It to Me (3:07)</td>
<td>Osmond</td>
</tr>
<tr>
<td>52</td>
<td>58</td>
<td>58</td>
<td>What About Me? (2:40)</td>
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<td>The Hurt (4:16)</td>
<td>Cave</td>
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<tr>
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<td>You Are the Sunshine of My Life (2:45)</td>
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<td>Bongo Rock (2:36)</td>
<td>Pride</td>
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<td>62</td>
<td>Young Love (2:18)</td>
<td>MGM</td>
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<td>63</td>
<td>Why Me? (3:25)</td>
<td>Monument</td>
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<tr>
<td>64</td>
<td>64</td>
<td>64</td>
<td>Doin' It To Death (5:05)</td>
<td>Wiley</td>
</tr>
<tr>
<td>65</td>
<td>65</td>
<td>65</td>
<td>Hocus Pocus (3:18)</td>
<td>Sire</td>
</tr>
</tbody>
</table>

Broadcasting Jul 16 1973
Over-all rank
Last week
This week
Title (length)
Artists—label

66 66
Sunshine (3:43)
Mickey Newberry—Elektra

70 67
Free Electric Band (3:15)
Albert Hammond—Mummy

66
Where The Peaceful Waters Flow (4:22)
Gladys Knight and the Pips—Buddah

46 69
Wildflower (4:08)
Skylark—Capitol

32 70
Tie a Yellow Ribbon (3:19)
Dawn—Bell

71
Gypsy Man (5:22)
War—United Artists

66 72
L. A. Freeway (3:20)
Jerry Jeff Walker—MCA

39 70
No More Mr. Nice Guy (3:05)
Alice Cooper—Warner Brothers

74
Satin Sheets (2:58)
Jeannie Pruitt—MCA

75
Lord, Mr. Ford (3:25)
Jerry Reed—RCA

Week by day parts
6-10a 10a-3p 3p-7p 7p-12p

63 69 85
70 66 66
6 71 63 64
65 71 62 *
56 69 * *
73 68 70 67
69 67 74 69
* 78 67 70
66 76 68 *
64 75 * 74

Alphabetical list (with this week's over-all rank):
And I Love You So (37), Are You Man Enough? (46), Back When My Hair Was Short (46), Bad Bad Leroy Brown (49), Behind Closed Doors (39), Blockbuster (34), Bongo Rock (61), Boogie Woogie Bugle Boy (10), Brother Louis (38), Clouds (42), Daddy Couldn't Swear, I Declare (39), Daniel (24), Delta Dawn (38), Diamond Girl (11), Don't Let Me Be Misunderstood (42), Down the Street Every Day (18), Frankenstein (29), Free Electric Band (67), Get Down (14), Give It to Me (77), Give Me Love (Give Me Peace on Earth) (2), Goin' Home (44), Gypsy Mama (22), I Don't Need No Doctor (46), I've Gotta Be Me (56), If You Don't Know Me by Now (56), How Can I Tell Her? (24), I'll BeTrue (56), I'll Be With You (55), I'd Rather Be a Cowboy (31), If You Want Me to Stay (39), I'll Always Love My Mama (33), I'm Doin' It My Way (56), I'm Gonna Love You (19), Kodachrome (11), L.A. Freeway (72), Let's Pretend (52), Live and Let Die (25), Long Train Runnin' (13), Lord, Mr. Ford (75), Madamemanor (27), Money (51), Moonwalk (36), NothingThingAfter (39), My Love (4), My Sweet Gypsy Rose (41), Natural High (2), No More Mr. Nice Guy (70), One of a Kind (Love Affair) (17), Old Plow (32), Playground in My Mind (9), Right Place Wrong Time (20), Roll Over, Beethoven (47), Satin Sheets (74), Shambala (8), Snook (37), Snowed Under (39), So Very Hard To Go (39), Soul Maconca (18), Sunshine (68), Swamp Wilch (53), Taquile Sunrise (45), There's No Me Without You (53), Tie a Yellow Ribbon (70), Time To Get Down (50), Touch Me in the Morning (30), Uneasy Riders (36), Waiting For My Love (58), Where Peaceful Waters Flow (68), Why Me? (63), Wildflower (66), Will It Go Round In Circles? (8), Yesterday Once More (5), You Are the Sunshine of My Life (66), You'll Never Get to Heaven (40), Young Love (62).

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

from page 35
tion, Mr. Appel then said—according to Mr. Saffir—that "That's not the only reason. We have reasons of our own," Thursday, in a formal statement, CBS said that its cooperation with Senator Buckley was "subject to its primary responsibility to the federal investigative authorities, and to the integrity of its own thorough-going investigation." The statement said the Buckley staff could talk to its own corporate staff, but not to anyone within the records division itself.

The CBS News investigation into possible payola involving its parent company was also drawn into last week's controversy between the company and the senator. Mr. Saffir said that David Wynshaw, the ousted Columbia Records executive and assistant to ex-President Clive Davis, told him he had not been contacted by any CBS reporter, despite the statement by CBS News President Richard Salant that his investigation would "keep probing, even if it leads to the top." A spokesman for CBS News confirmed that organization's nonpursuit of Mr. Wynshaw, but said it was because they knew he wasn't granting interviews. (Mr. Saffir, on another tack, reported that Mr. Wynshaw told him that the $250,000 he says CBS paid for payola went in entirety to tip-sheet publisher R.K. Budman for disbursements to program directors.)

Mr. Saffir said he did meet with CBS Records Group President Goddard Lieberson on July 6, with CBS President Arthur Taylor and Mr. Appel in attendance. He characterized the CBS executives as "definitely cooperative at that time. The change in policy became apparent when he subsequently tried to set up appointments with other Columbia executives last week.

In related news, a meeting of representatives of the member companies of the Recording Industry Association of America was held last Tuesday (July 10) in New York. Mr. Liebersohn, who replaced Mr. Davis as CRG president, was elected to fill Mr. Davis' post as chairman of RIAA. Two weeks earlier, RIAA called for record companies to conduct their own investigations into allegations of payola in the record industry. It was reported that last week's discussions centered on facilitating those internal investigations.

Breaking In
"Gypsy Man"—War (United Artists) *

* War, a group with one of the most original sounds to emerge this year, is a consistent hitmaker. And the band's latest, "Gypsy Man," has received so much airplay since its release that it probably will head right up station play lists, making it the hot hit for the group this year. "The World Is a Ghetto" and "Cisco Kid" came before.

War produces a dense, chanting sound with three or four musicians laying down intricate cross-rhythms. The melody is carried entirely by a vocal chorus. Instruments that conventionally would carry the melody—guitar and keyboard—are used to provide a droning bottom to War's murky sound.

Disk jockeys will enjoy talking over the 23-second intro to this record—the sound of rushing wind. It will add drama to the sound of any radio station. Even though the record is almost five and a half minutes long, there is a false ending about three-quarters of the way through that will afford programmers the opportunity to come out of the song about a minute early. But programmers and disk jockeys who take that course do so at their own risk, since audiences are reported to be reacting favorably to the alternately whining and staccato harmonic solo at the end of the record.

Stations playing the new War single last week included KLIF (AM) Dallas, KILT (AM) Houston, KJER (AM) and KOUL (AM) Seattle, Wash., WCOL (AM) Columbus, Ohio, and WFL (AM) Philadelphia.

"Let's Get It On"—Marvin Gaye (Tamala) *

"Let's Get It On" is quite a departure for this Motown recording artist of 10 years. It is blues-based and far raunchy than anything Marvin Gaye has done before. His last three records—"What's Going On," "Mercy, Mercy Me" and "Trouble Man"—were distinguished by their smoothness—quintessential soul, as opposed to R&B or blues—and by the distinctive Marvin Gaye falsetto. Little of that is apparent in his latest.

Mr. Gaye's penchant for writing lyrics that may sound "relevant" at first but end up sounding superficial after not much scrutiny ("We're all sensitive people with so much to give . . .") is forgivable, since words are not the major part of his appeal or success. The range of his fine voice—from incredibly high-pitched ecstasy to low-down, come-hither-lover—and tight, multilayered production by the stable of Motown back-up musicians are able to plant enchanting aural pictures easy to enjoy.

"Let's Get It On" is predictably breaking pop from Detroit top-40 play. Strong R&B play and sales have begun to carry it up those charts which measure retail activity. As pop play spreads in the next few weeks, it probably will begin to appear on Broadcasting's airplay-based chart.

Stations playing the new Marvin Gaye single last week included WDRQ (FM) Detroit and CKLW (AM) Windsor, Ont.

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

- **BELIEVE IN HUMANITY**, Carole King (Ode).
- **EVERYONE'S AGREED**, Stealers Wheel (A & M)
- **FREEDOM FROM THE STALLION**, Hues Brothers (RCA).
- **GLAMOR BOY**, Guess Who (RCA).
- **HERE I AM**, Al Green (Hi).
- **JIMMY LOVES MARYANN**, Looking Glass (Epic).

Broadcasting Jul 16 1973 37
Cartridge VTR’s: headache cure in the control room

RCA, Ampex (and soon IVC) are helping cut costs, errors and signal problems with this relatively new equipment

A former observer of TV studio master control rooms would be amazed at the serenity there today. And those who monitor commercials for advertising agencies might notice that certain stations rarely have color-phase problems, garbled audio or black between spots. The reason: cartridge video-tape recorders.

Over 100 television stations across the country have now purchased either the RCA TCR-100 or the Ampex ACR-25 cartridge VTR’s. It generally is held that such machines eliminate a number of problems of reel-to-reel VTR’s, especially when programming short, back-to-back segments.

The chief engineer for WOCA Washington, Don Doughty, who had the prototype for the TCR-100, says he enjoys the cartridge machines because “engineers no longer have to work long into the night dubbing commercials onto a master tape for the next day’s use.” He adds that three reel-to-reel VTR’s can be replaced by one cartridge VTR for commercial breaks. “This not only reduces the possibility of human error but it also frees the reel-to-reels for studio use rather than tie up a local production.”

Both machines work something like this. Video segments are recorded on two-inch, pre-packaged video-tape cartridges. The cartridges themselves, which vary in length from one to six minutes depending on the manufacturer, are loaded onto a continuous belt within the video-tape cartridge machine which delivers the cartridges to the heart of the system, the transports. Both systems have two transports which contain the “heads.” The tapes are taken to the transport slots, injected and threaded. Once threaded, the tape is cued to a point a few seconds ahead of the message start. While transport A is playing, the machine threads and cues the cartridge in transport B. When the cartridge in transport A reaches the point two seconds for the RCA model prior to the end of the message, the machine automatically pre-rolls the tape in transport B. Two seconds later the TCR-100 performs the video switch and delivers a fully synchronized color picture to the video line from transport B. The VTR then rewinds the tape in transport A and sets up the next cartridge to be aired. The number of carts the machine plays back-to-back in each sequence is programmed by the operator before the break.

Advantages of cartridge VTR’s over reel-to-reel VTR’s are said to be smoother, cleaner station breaks, consistent color quality, less chance of error—and there-

Drew in for Drake at RKO; on-air exodus at KHJ

Paul Drew, program director of KHJ(AM) Los Angeles, was named vice president in charge of programming, RKO General Radio, last Wednesday (July 11). He replaces Bill Drake, who has returned to the programming consultancy and radio syndication firm of Drake-Chenault Enterprises. Mr. Drew will relinquish his post as KHJ programer; Bruce Johnson, RKO General Radio president, said a replacement would be named shortly.

In other RKO-KHJ developments, morning personality Robert W. Morgan—one of the best-known top-40 morning men in radio—resigned from that station July 6. With his departure, KHJ had lost more than half its air staff in less than a month. Several weeks ago, “The Real” Tom Steele, afternoon drive personality on KHJ for almost 10 years, left the station in a contract dispute, and Mark Elliot, with several RKO stations for almost five years, left in a dispute over a change in his air shift, according to Mr. Drew.

Equipment & Engineering

Changing Formats

* KCEY(AM) Turlock, Calif., formerly programming top 40, has switched to modern-country format, which is to include selections appearing on both contemporary and country charts.
* WQXK-FM Hialeah, Fla., which had been presenting beautiful-music, nonpersonality format since it underwent ownership change Nov. 1, 1972, adopted modern-country format July 2.
* WRP-FM Rossville, Ga., which had been programming combination of oldies rock during daytime and progressive rock nights, has adopted country format.
before fewer make-goods—and reduced operating costs.

Comparable cartridge VTR's are priced at $55,000 for the RCA TCR-100 and $180,000 for Ampex' AC-25. KPRC-TV Houston estimated that the TCR-100 would save $33,732 per year over conventional reel-to-reel costs. Head contact for a 30-second spot is about 32 seconds with the machine versus 14-15 seconds for a reel-to-reel. Averaging 100 or more spots a day, the station estimated it would save $9,652 in head costs per year. Labor requirements shrink from 130 seconds per 30-second spot to six seconds per spot for each machine. Yearly labor savings would amount to 913 hours or $9,130. KPRC-TV estimated that it also costs $14,950 per year to make up the daily spot reel which would not normally be needed with a cartridge VTR.

Aside from monetary gains, color-bar checks need only be made at the beginning of each day, the cartridges themselves take up one-third the space of a conventional six-inch boxed reel, cartridges are easier to catalogue and the video tape has a longer life because it is enclosed. Production benefits include the ability to add and insert dealer tags, make multi-dubs on to reel-to-reel, assemble commercials, and assemble programs integrating live and recorded programs, as frequently found in newscasts.

RCA and Ampex are currently vying for the, two-inch cartridge VTR market. Since its prototype was first introduced in 1970 RCA is the leader in the field with over 120 machines in use. Ampex says over 60 of its CR-25 have been delivered since its entry into the market in 1972 and a "backlog for $12 million of the equipment currently exists." Ampex offers random access, a debated advantage, along with manual access which both machines provide; the Ampex unit can play a second spot sandwiched between two others whereas the minimum length for the RCA middle-slot spot is 20 seconds; maximum length of the RCA cartridge is three minutes, the Ampex six. An Ampex unit holds 24 cartridges and the RCA 22. According to one engineer, "RCA has the experience and Ampex the added features."

International Video Corp. will deliver its first BCR-200 to WLTV-TV Tampa-St. Petersburg, Fla., this October. Six or twelve one-inch tape decks are mounted vertically and the decks can be automatically programed to follow the desired sequence. If one deck were to fail the unit can be programed to skip the malfunctioning track and continue to the next. Cost of the unit, depending on the configuration (six decks or 12), ranges from $66,000 to $99,000. It is being aimed "at markets below the top 100," according to a marketing official.

Whatever the fate of the competition, television viewers, station managers, advertisers and especially video-tape machine operators are sure to come out winners. Better quality and improved efficiencies could bring true the statement of one RCA salesman who expects that "80% of the population in this two-state area "will have a machine like this [the VTR cart machine] within the next year."

FCC comes down hard on illegal CB operators

FEB investigations prompt indictments against those unlawfully using citizen-band radio causing significant radio-television interference.

A concerted effort by FCC staff to crack down on an increasing number of illegal citizen-band operators has resulted in charges against 200 individuals within the past three months. That disclosure, from a spokesman with the FCC's Field Engineering Bureau, came in the wake of a commission announcement that it has found 16 unlicensed CB operators in the West two-area guilty of violations that could subject each defendant to a fine of up to $10,000 and a year's imprisonment. In addition, the commission has announced that an 11-count indictment was brought two weeks ago against a Detroit organization, known as United CB'ers of America, and its president, charging both with distribution of counterfeit FCC radiotelephone operators licenses, making false statements to the commission and violating certain mail-fraud statutes. Although the precise size of the organization is not known, FCC officials believe it operated on a national level and that many of its members are unlicensed operators. Its president, George Bennett, who also is accused of criminal contempt for allegedly violating a quo warranto court injunction barring him from operating CB equipment, does not hold a valid FCC operator's license, an FEB source said.

Those recent developments underscore what is accused of a rampant proliferation of unauthorized operations in the citizen band. And while the primary deterrent of this situation is being experienced by licensed CB operators who are being subjected to a serious court injunction barring them from operating CB equipment, the FCC spokesman said. This, he said, is the result of the popular use by unlicensed operators of line-ups of programs that increase the signal strength of the CB unit, which also causes significant distortion in aural and visual broadcast signals in areas close to the CB transmitter. Unlicensed CB operations, according to the FCC spokesman, is "the biggest problem" the bureau is currently facing. In response to the need for increased supervision of CB transmissions nationwide, the bureau last April established three separate engineering teams, each with a staff of 10, to travel to areas of the country in which violations are suspected. The spokesman estimated that an additional 500-600 indictments can be expected within the next six months.

Public FM's now can charge for SCA use, but cannot make money

Noncommercial FM stations are now authorized to charge fees for sideline transmission of instructional, subscription programming. But in permitting such operations, the FCC has stipulated that no money is to be made in the process.

The commission's action amended a rule which had stated that public FM stations' use of subsidiary communications authorizations must be of an entirely noncommercial, nonprofit nature. The new provision states that subscription sideline transmissions, while permissible, may not result in revenues in excess of actual costs.

The commission stated that the source of the program material may be an educational institution, an independent production interest or the station itself. But in any case, it said, the material to be transmitted must be of a nature authorized for educational SCA operations.

To make the distinction between program sources clearer, the commission designated two separate categories to be used in billing subscribers. One includes material that is prepared by an educational entity; the other, programs that, while considered of value to audiences, do not constitute educational material.

Point-to-point putdown

The FCC has notified WANN(AM) Waynesboro, Va. that it will not grant a request to permit intermittent transmission of coded messages for the purpose of alerting members of a Waynesboro emergency first-aid unit. In a letter to the licensee, the commission stated that it had "entirely discouraged the transmission of private point-to-point messages in the AM broadcast band, primarily because such usage does not square with the definition of broadcasting contained in the Communications Act (i.e., the dissemination of radio communication intended to be received by the public)."

The FCC said that it feels widespread adoption of such practices would quickly result in the de facto reallocation of broadcast frequencies for other uses. Point-to-point messages may be carried by AM stations only under emergency conditions.
ONE NAME THAT GIVES YOU TWO ADVANTAGES IN CATV FINANCING

TAKE
Walter E. Heller International Corporation
One of the world’s largest business finance companies.

ADD
Oak Industries Inc.
A leading producer of CATV equipment.

YOU GET
Heller-Oak Cable Finance Corp.
A very special finance company that has confidence in cable with funds and expertise to develop an individual financing program for any size cable need including systems, equipment, and expansion of services.

Ask for our "Confidence in Cable" brochure or for one of our representatives to call on you.

Call or write:
Heller-Oak Cable Finance Corp.
Samuel L. Eichenfeld, Vice President
105 West Adams Street
Chicago, Illinois 60690
(312) 346-2300

Financial Briefs
Scripps-Howard Broadcasting Co., New York, reported increase in revenues and net income for six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
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<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.14</td>
<td>$1.13</td>
</tr>
<tr>
<td>Revenues</td>
<td>$4,017,500</td>
<td>$3,121,000</td>
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<tr>
<td>Net Income</td>
<td>$1,048,500</td>
<td>$764,000</td>
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</table>

Ogilvy & Mather International, New York, reports first-quarter 1973 net income down by $160,000 from first-quarter 1972. For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.32</td>
<td>$0.42</td>
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<tr>
<td>Billings</td>
<td>$9,214,000</td>
<td>$9,270,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>$87,767</td>
<td>$178,000</td>
</tr>
</tbody>
</table>

Scott M. Young, Vice President
Crystal Lake, Illinois 60014
(815) 459-5000

New test equipment. North American Phillips Corp. has announced development of HF sweep generator to be distributed by Test & Measuring Instruments, Inc., Hicksville, N.Y. Instrument covers range from 3 mhz to 860 mhz in eight panel-selected sweep ranges. Setting accuracy is better than 1% and unit sells for $575.

Measuring static. Singer Instrumentation, Los Angeles, has introduced radio-noise meter for measuring broadband interference. Meter operates at frequencies of 834 khz or 100 khz. It sells for $1097.

RCA sets a record in first six months
Firm tops the $2-billion mark in revenues for the first time
Record sales and net income were achieved by RCA Corp. in the second quarter and first half of 1973. In announcing results last Thursday (July 12), Robert W. Sarnoff, RCA chairman, said that sales for the six months rose by 11% to $2.05 billion, marking the first time in the company's 54-year history that first-half sales topped $2 billion.

Mr. Sarnoff reported that all operations within RCA, except the government segment, showed advances in sales and forecast that American business would close out 1973 with a record of "substantial growth," though the second half should produce a slower rate of growth because of government fiscal restraints imposed in the second quarter.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.14</td>
<td>$1.13</td>
</tr>
<tr>
<td>Revenues</td>
<td>$2,046,100,000</td>
<td>$1,850,000,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>$88,000,000</td>
<td>$76,400,000</td>
</tr>
</tbody>
</table>

CBS sales and profits up in first-half 1973
Earnings rose nearly 25% and revenues increased 12%
CBS Inc. reported last week that estimated net income and revenues amounted to $40.3 million and $719 million respectively for the first half of 1973.

William S. Paley, chairman, and Arthur R. Taylor, president, said earnings rose by 23% and revenues by 12% over the comparable period last year. They pointed out that sales and earnings for the first six months and the second quarter of this year represent a "new CBS high for those periods, enabling CBS to achieve its ninth consecutive quarter of sales and earning improvements over comparable year-earlier periods."

For the second quarter of the year, net income was estimated at $23.4 million on estimated sales of $355.3 million, a 14% rise in earnings and an 11% jump in revenues.

The figures do not include a non-recurring gain of $5.4 million, resulting from the first-quarter sale of the New York Yankees.

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.41</td>
<td>$1.13</td>
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<tr>
<td>Revenues</td>
<td>$719,000,000</td>
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<tr>
<td>Net Income</td>
<td>$40,300,000</td>
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</table>

Sonderling turns down take-over proposal by Clarence Jones firm
An unsolicited offer to buy 246,800 shares of Sonderling Broadcasting Corp. stock and five-year debentures totaling $3.5 million has been rejected by board chairman Egmont Sonderling and two other shareholders.

Egmont Sonderling said he had received an unsolicited letter dated July 3, 1973, from City Communications Inc. offering to buy from him and two others 246,800 shares of Sonderling common stock for $18 per share in cash and $4 per share in five-year debentures. He said the offer imposed conditions, including City obtaining, through a tender offer, sufficient additional shares to give it 51% of Sonderling's outstanding shares.

Egmont and Roy Sonderling said they have notified City they do not intend to accept its offer. They identified the third shareholder as Mason Louny, a director of the corporation.

Center City is headed by Clarence B. Jones, publisher of the Amsterdam News, a black-interest newspaper. Mr. Jones also is active in Inner City Broadcasting Corp., which bought black-oriented WLIB (AM) New York in 1972.

months, with earnings per share up 33% for third quarter and up 18% for nine months. For nine months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net Income</th>
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<tbody>
<tr>
<td>1973</td>
<td>$1.02</td>
<td>$8.66</td>
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<td>1972</td>
<td>$0.88</td>
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</table>

ABC Inc. said it plans to buy on open market over next few months up to 500,000 shares of ABC stock to be held in treasury and available for various corporate purposes. These shares are in addition to 300,000 shares purchased by ABC earlier this year.

San Juan Racing Association, which owns six radio stations in continental U.S., as well as race track in Puerto Rico, may acquire up to 100,000 shares of its own stock over next three months under plan approved by its board of directors. Company's stock is traded on New York Stock Exchange and has been selling recently at approximately $14.25 per share. There are 2,151,773 shares outstanding. Shares to be acquired will be used for general corporate purposes.

**Broadcasting Stock Index**

**Weekly market summary of 142 stocks allied with broadcasting**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. July 11</th>
<th>Closing Tues. July 3</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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**Total** 313,333,800,000

**AMECO**

**AMERICAN ELECT. LABS**

**AMERICAN TV & COMM.**

**ATHENA COMM.**

**BRunup & SIMS**

**CABLECOM-GENERAL**

**CABLE FUNDING CORP.**

**CABLE INFO. SYSTEMS.**

**Broadcasting Jul 16 1973**

41
<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Wed., July 11</th>
<th>Closing Thu., July 12</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>Change in stock price</th>
<th>Approx. Shares outstanding (000)</th>
<th>Total Market capitalization (000)</th>
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**Note:** The table above shows the stock performance for various companies from July 11 to July 12. The changes in stock price and market capitalization are also provided.
Media

Albert B. Sturgis, program manager, KBHK-TV San Francisco, named station manager. WPDL-TV Chicago. Both stations are owned by Kaiser Broadcasting Co., partnership of Kaiser Broadcasting Corp. and Field Communications Corp.

Gary D. Edens, VP and general manager, KQY(AM) Phoenix, appointed to additional post, VP and general manager. KKF(AM) there. Southern Broadcasting Co., owner of KQY, recently acquired KKF(AM). Thomas M. Churchill, president and general manager, KKF(AM), named VP and station manager.

Louis W. Austin, account executive, WROG(AM) Buffalo, N.Y., named manager, WROI(AM) there. Both stations are owned by Taff Broadcasting Co., Cincinnati.

Dick Walker, national sales manager for KKR(AM) Redding, Calif., and KBPR(AM) Medford and KOTT(AM) Klamath Falls, both Oregon, owned by California-Oregon Broadcasting Co., named station manager of KOTT(AM).

Hank Booth, former news director, KLEO(AM) Wichita, Kans., joins KLWN-AM-FM Lawrence, Kans., as manager.

Ken Kroemer, sales director, KCLN-AM-AM Clinton, Iowa, appointed manager and sales manager. Rod Church, news director, named operations manager.

Paul Ward, with KOST(AM) Los Angeles, named operations manager, KEZS(AM) Sacramento, Calif.

Dean Ward, general sales manager, WCEE-TV Rockford, Ill., appointed assistant manager.

Broadcast Advertising

Marvin Hong, Mike Mangano and John Noble, creative management supervisors, Doyle Dane Bernbach, New York, elected senior VPs.

Joseph A. Albanese and Harold J. Greer, VPs-management supervisors, Grey Advertising, New York, named senior management supervisors.

Angela Kinnely, research supervisor, ABC Radio, New York, named manager of sales development.

Carleton F. Loucks, VP, regional sales, Radio Advertising Bureau, New York, named senior VP, local and regional sales, and Richard J. Montesano, VP, marketing and research, appointed senior VP.

Bette McGhee, with Avco Broadcasting Corp., Cincinnati, appointed to newly created post, director of corporate marketing development.

Ken King, former VP and general manager, KERTV(AM) Denver, named national sales manager, KOTV(AM) Klamath Falls and KORI(AM) Medford, both Oregon, and KRR(AM) Redding, Calif., owned by California-Oregon Broadcasting Co.

Ron Dobson, with NBC-TV participating program sales, New York, named director, sports sales.

Alvin Balkin, sales service manager, CBS Radio network sales, New York, named business manager. He succeeds Jack Suppler, appointed director, program practices, CBS Radio (Broadcasting, July 2).

Charles B. Gardner, creative director, Albert Jay Rosenthal & Co., Chicago, elected VP.

Daniel H. Dolpins, head of his own company, Dolpins Marketing Resources, named VP and management supervisor, Warren, Muller, Dolobowsky, New York.

David B. Fullerton, creative director, and Robert E. Gorence, account supervisor, Young & Rubicam, Chicago, named VPs.

Stanley Paluch and Clifford Kasik, art directors, Richard Lane, media research director, and Francine Goldfine, associate media director/radio and TV, all Arthur Meyerhoff Associates, Chicago, elected VPs.

Richard D. Lamley, account supervisor, Norman, Craig & Kummel, New York, elected VP.


Larry Matlock, account executive, KFRC-(AM) San Francisco, appointed sales manager.

Bill Gately, with KKFR-AM-FM Mesa, Ariz., joins KVEG-AM-FM Las Vegas as director of sales.


Michael D. Wortsman, account executive, KEZ(AM) (formerly KPSJ) San Jose, Calif., appointed local sales manager.

Shirley Thompson, account executive, W. Ayer-Jorgensen-MacDonald, Los Angeles, named VP-media placement, Harris Media Services, Los Angeles.

Lawrence D. Mazur, manager, merchandising and sales, Rent A Car division, Hertz Corp., appointed director, merchandising and advertising, Car Leasing division.

Kenneth E. Kramer, VP, Vantage Advertising, San Leandro, Calif., named executive VP.

Programming

Eric Pleskow, executive VP and chief operating officer, United Artists Corp., New York, named president and chief executive officer, effective Oct. 1. He succeeds David V. Picker, who is leaving to form his own motion-picture production company, which will enter into exclusive contract with UA for financing and distributing films.

James F. Major, program manager, WTTV-Milwaukee, joins WJW-TV Detroit in same capacity. Both stations are owned by Storer Broadcasting Co.

Gordon Johnson, director of Bonneville Program Services, division of Bonneville International Corp.,
Salt Lake City, resigns. He is succeeded by Richard D. Alsop, with Bonneville. 
Paul H. Evans, director of Bonneville broadcast relations, assumes additional responsibilities in area of international program distribution.


Paul Freeman, associate producer, NBC-TV's *Hee Haw* series, Universal Studios, named manager, film programs, West Coast, NBC-TV.

Arthur Lewis, executive story editor, Hollywood, CBS-TV, named director, program development there. Mr. Lewis is succeeded by Joanne Brough, story editor.

Robert Hamilton, legal department, Universal Studios, named executive associate to Universal Television Vice President Stuart Erwin Jr.


Claudia Reinhold, program director, WQMS-AM-FM Washington, resigns. She is succeeded by Mike Cuthbert, announcer with station.

Frank DuBree, disk jockey, WPBS(FM) Philadelphia, joins KOWL(AM) South Lake Tahoe, Calif., as program director.

Ed Reynolds, disk jockey with WMYQ(FM) Miami, named music director.

Sam Smith, former sports director, KGNC-AM-FM-Amarillo, Tex., joins WSBT-AM-FM South Bend, Ind., in same position.

Mike Smith, former Air Force captain, joins WFBG-AM-FM Greenville, S.C., as sports reporter.

**Broadcast Journalism**

Steve Skinner, assistant news director, WABC-TV New York, named news director, KGO-TV San Francisco. Both are ABC-owned stations.


Patrick Emory, anchorman, KDXX-TV Pittsburgh, joins KM0X-TV St. Louis as anchorman, evening news.

Julius Hunter, reporter/anchorman, KSOU-TV St. Louis, assumes additional duties, weekend news director.

Warren A. Bell Jr., former reporter, WTNH-TV New Haven, Conn., joins WBLT-TV Baltimore as on-air reporter.

Ray Pohman, anchorman, Sunday evening news, WREC-TV Memphis, named anchorman, weekday evening news. He is succeeded by Mike Lawhead, reporter there.

James R. Hood, news director, KPIX(AM) Phoenix, joins Associated Press, Denver, as *Broadcast* specialist. He is succeeded by Olaf Thorvaldsen, managing editor there.

Don Lennox, associated with Eyewitness News, KABC-TV Los Angeles, named executive producer of program.

Tim Richardson, special assistant to regional director, Office of Economic Opportunity, Kansas City, Mo., joins WTTG(TV) Washington as co-anchorman, *Black News*.

Carol Preston, with news staff, WFBF(AM) Syracuse, N.Y., joins KDKA-AM-FM Pittsburgh as general-assignment and on-air reporter.

J. J. Smith, news director, WGCW(FM) Cleveland, joins news staff of WQAR(AM) there.

**Cablecasting**

John J. Faubert, executive director of Joint Council for Economic Opportunity of Plattsburgh and Clinton county, both New York, named systems manager of Plattsburgh cable system of Atlantic Communications Inc., subsidiary of Wometco Communications Inc.

Ted Hightshoe, chief technician, True Vue Cablevision system, Creston, Iowa, named system manager. True Vue is subsidiary of Heritage Communications Inc., Des Moines, Iowa.

Leon Robitzsch, with Burnup & Sims, West Palm Beach, Fla., named manager, CATV underground division, with responsibility for underground cable installations in East.

James H. Gardner, news director of western New York system, Teleprompter Corp., assumes additional responsibilities as sales manager, Jamestown, N.Y., system.

Kip Farmer, with United Video Inc., subsidiary of LVO Cable Inc., Tulsa, Okla., named subscriber services coordinator, LVO Cable.

**Equipment & Engineering**

Peter J. Schenk, group VP, Western Union Telegraph Co., named president, Telcom Inc., McLean, Va., electronics and communications systems firm.


Harry Stutzman, with WOW(AM)-KFUX(FM) Omaha, appointed chief engineer.


Edward Gruskin, with Cassette Sciences Corp., Los Angeles, named executive VP. Firm develops systems for showing films on home television sets among other activities.

**Allied Fields**


Rick Sklar, operations director, WABC(AM)-FM New York, joins faculty of St. John's University, New York, as professor in communications department. He retains his WABC position.

Robert E. Stromberg, chief, accounting branch, international and satellite division, FCC's Common Carrier Bureau, retires after 39 years with commission.

**Deaths**

Henry Greenfield, 76, general manager of WEDV(AM) New York until retirement in 1963, died at his home in New York on July 8. Mr. Greenfield was advertising manager of *The Daily Forward*, Yiddish newspaper, when station was acquired by *Forward* in early 1930's. Mr. Greenfield was named general manager of WEDV(AM), at that time virtually all-Yiddish station and now broadcasting in 17 languages with emphasis on Yiddish and Hebrew. He is survived by wife and three sons.

Gerard B. McDermott, 72, former owner of KBR(AM) Burlington and KMC-
Hal Venho, 46, associate director, NBC-TV, New York, died June 29 after long illness. Mr. Venho was with NBC for over 20 years, serving in a variety of capacities including two-year stint as associate director, The Tonight Show. He is survived by his wife, Ruth, one daughter and one son.

For the Record.

As compiled by BROADCASTING July 3 through July 10, and based on filings, authorizations and other FCC actions.

New TV Stations

Application

Riverhead, N.Y.—Suburban Broadcasting Corp. seeks UHF ch. 25 (714-722 mhz): ERP 371.1 kw vis., 92.7 kw aur. HAAT 378.6 ft.; ant. height above ground 200 ft. P.O. address 425 Broadhollow Road, Melville, N.Y. 11746. Estimated construction cost $567,700; first-year operating cost $30,000; revenue (budgeted to offset station at W-SVL (TV) Patchogue, N.Y. Geographic coordinates 40°21'11"N, 72°45'38"W west long. Type trans. RCA T7U-12 A1A. Type ant. J222-D1B. T amp-26, 1750 watts. Owner: Robert Miller, Gordon & Hesley consulting engineer, Steel, Adair Myers, Fla. (David Lundquist, 3340 S. Broad St., Chicago, Ill.; Robert A. Rosen, board chairman; 20.5%); and David H. Polinger, president (15.8%). Suburban is permittee of WSNL (TV) Mt. Rose, west side of mountain and small business interests in New York, New Jersey and elsewhere. Ann. June 18.

Final action

Naples, Fla.—Gulfshore Television Corp. FCC granted VHF ch. 26 (542-558 mhz): ERP 33 kw vis., 53.4 kw aur. HAAT 710 ft.; ant. height above ground 722 ft. P.O. address 4085 N. Tamiami Trail, Naples 33901. Estimated construction cost $992,000; first-year operating cost $293,194; revenue $250,000. Geographic coordinates 26°17'34"N, 81°44'09"W north lat., 301°33'10"W west long. Type trans. RCA T7U-30B. Type ant. RCT TFU 30 JDA. Legal counsel Yanson & Associates; consulting engineer Jules Cohen & Associates, both Washington, Principals: G. Verne Lundquist Jr., president (35.4%); F. F. Yanson, vice president (5.4%); et al. Mr. Lundquist is president of Fort Myers Broadcasting Co., licensee of WINK-AM-FM-TV Fort Myers, Fla. He also is sole proprietor of Custom Film Service, Fort Myers. Mr. Yanson is president (52%); Powell & Yanson Inc., real estate brokers, Naples. He also is secretary-treasurer (10%) Yanson Chevrole Co. in Chicago Heights, Ill. Action July 3.

Action on motion

Administrative Law Judge Isadore A. Honig in Montgomery, Ala. (Alabama Educational Television Commission [WAVE-AM-TV]), granted extension of time to file transcript to granting of Fact. Mr. Honig was with NBC for over 20 years, serving in a variety of capacities including two-year stint as associate director, The Tonight Show. He is survived by his wife, Ruth, one daughter and one son.

 existing TV Stations

Final actions


FCC denied motion by ABC Inc. asking for postponement of oral argument on possible changes in prime-time access rule (Doc. 19622). Action July 6.


FCC dismissed application by Linda Edwards and others for review of Board action denying request for addendum of ascertainment in issue proceeding involving renewal of licenses of Alabama Educational Television Commission (AETV) for eight educational TV stations and license to cover WTVQ (TV) Demopolis (Docs. 19422-30). Action July 3.

FCC denied motion by Southwestern Bell Corp. for rehearing of May 4 decision by FCC to grant 4-H license to New York University TV. Action June 4.


WAVE-AM-TV Louisville, Ky.—FCC denied Kentucky Coalition for Better Broadcasting extension of time to file petition to deny renewal applications for WAVE-AM-TV. Action July 3.


KATU-TV Portland, Ore.—Broadcast Bureau granted CP to change type trans. type ant.; make changes in ant.; and add remote control studio from 18650 ft. HAAT to 1,560 ft.; ERP vis. 87.1 kw, aur. 17.4 kw. Action June 26.

KCPX-TV lake city—Broadcast Bureau granted mod. of license covering change of studio location to 1000 West 33rd Street, South, Salt Lake City. Action June 26.

WSVA-TV Harrisonburg, Va.—Broadcast Bureau granted CP to change aur. ERP to 0.832 kw; type ant.; and add changes in antenna (height). HAAT 2,210 ft. Action June 26.

WLUK-TV Green Bay, Wis.—Broadcast Bureau granted CP to install aux. trans. at main trans. location; change studio location to 787 Lombard Avenue, Green Bay; and add remote control from studio location. Action June 26.

Actions on motions

Administrative Law Judge John H. Conlin in Dallas (A. H. Bylo Corp. [WFAA-TV] and WADECO Inc.), TV proceeding, set certain procedural dates and rescheduled hearing for Oct. 15 in Dallas at time and place to be specified in subsequent order; in separate action, granted motion by A. H. Bylo to amend application and accepted further supplement to application (Docs. 19744-A). Action July 3.

Administrative Law Judge Frederick W. Dennis in High Point, N.C. (Southern Broadcasting Co. [WNOC-TV] and Furniture City Co.), TV proceeding, denied motion by Frederick K. Barber Jr. to quash subpoena issued to him July 2; in separate action, granted petition by Furniture City to amend application to reflect fact that J. H. Froelich Jr., stockholder, has acquired ownership of Lincoln Furniture Co. effective May 14 (Docs. 19866-7). Action July 3.


Other actions

Review board in Boston, TV proceeding, denied petition by Dudley Station Corp., to add number of issues against Community Broadcasting of Boston Inc. proceeding involving mutually exclusive application by RKO General Inc. for license for WNAV-TV Boston, and those of Dudley and Community; for new TV station on same facilities (Docs. 18759-60-61). Action July 6.

Review board in Florence, S.C., TV proceeding, granted petition by Broadcast Bureau for extension of time of proceeding from July 16 to file reply comments to parties' views, as to significance of stipulated data in proceeding involving application of Daily Telegraph Printing Co. for CP to change facilities of WTVY-TV Florence, S.C. (Doc. 18650). Action July 3.

Review Board in Dallas, TV proceeding, granted request by Broadcast Bureau for extension of time to file comments on petition to amend May 23 hearing order in Dallas TV proceeding until expiration of 14 days from receipt of administrative law judge's order resolving question of intervention (Docs. 19744-3). Action June 29.

EDWIN TONBERG & COMPANY, INC.

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

New York—60 East 42nd St., New York, N.Y. 10017. 212-687-4242
West Coast—P.O. Box 21B, Carmel Valley, Calif. 93924. 408-375-3164
East Coast—1000 Chesapeake Drive, Havre de Grace, Md. 301-839-5555

Broadcasting Jul 16 1973

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<th>Owner</th>
<th>Composite rank</th>
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<th>News</th>
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*Note: The table above ranks the top 50 television stations in the U.S. based on a composite ranking system that includes local news, commercialization, financial performance, and minority ownership.*

The ranking is based on a composite system, which includes several factors:

- **Local News**: This factor measures the station's local news production, with points assigned based on the number of hours dedicated to news programming.
- **Commercialization**: This factor assesses the station's revenue generation, with points awarded based on the station's financial performance and the value of its programming.
- **Financial Performance**: This factor evaluates the station's financial health, with points assigned based on the station's profitability and the value of its programming.
- **Minority Ownership**: This factor measures the station's ownership by minority groups, with points awarded based on the percentage of minority ownership.

Each station is assigned points in each category, and the composite ranking is calculated by summing the points across all categories. The stations are then ranked from highest to lowest based on their composite score.

*Source: Broadcasting July 15, 1973*
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<th>Composite rank</th>
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<td>Westinghouse</td>
<td>KDKA-TV Pittsburgh</td>
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<td>WMBL-TV Inc.</td>
<td>WTEV-TV Providence</td>
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<td>110</td>
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<td>WHAS Inc.</td>
<td>WHSN-TV Louisville</td>
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<td>WXYZ Television System</td>
<td>WXYZ-TV Oklahoma City</td>
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<td>Wometco Enterprises</td>
<td>WLOS-TV Greensboro/Spartanburg/Asheville</td>
<td>111 143</td>
<td>137</td>
<td>12</td>
<td>60</td>
<td>50</td>
<td>59</td>
<td>125</td>
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</table>
New AM stations

Application

Steamboat Springs, Colo.—Big Country Radio Inc., seeks 1320 khz, 1 kw. P.O. address c/o John H. Gay, 815 Reed Street, Lakewood, Colo. 80215. Estimated construction cost $39,410; operating cost $39,300; revenue $58,000. Principals: John H. Gay (100% jointly with members of family). Mr. Gay is owner of KAAAT(AM) Denver and 85% owner of KPNF(AM) Shendandoah, Iowa. Mr. Gay is also consulting engineer. Ann. June 28.

Final action

Iowa City—FCC denied petition by Burns, Rieke and Vinita, Okla.—Broadcast Bureau granted license, on condition of submission of revised organization plan, to the effect that no revenues will be derived from the station's operations. Proceeding involves competing applications of Burns, Rieke and Braverman Broadcasting Co. and AM at Iowa City (Docs. 1959-97). Action July 3.

Initial decision


Actions on motions

Administrative Law Judge Frederick W. Denniss in Iowa City—FCC denied petition by Burns, Rieke and Vinita, Okla.—Broadcast Bureau granted license, on condition of submission of revised organization plan, to the effect that no revenues will be derived from the station's operations. Proceeding involves competing applications of Burns, Rieke and Braverman Broadcasting Co. and AM at Iowa City (Docs. 1959-97). Action July 3.

Other actions

Review board in Brunswick, Ga. and Jacksonville, Fla., AM proceeding, granted request by Integrated Broadcasting Co. for extension of time through July 5 in which to file responses to exceptions and memorandum brief in support of exceptions to initial decision released May 17 in proceeding (Docs. 1944-8, 19450). Action June 29.

Review board in Charlevoix, Mich., AM proceeding, granted request by McQuillan Broadcasting Co. for extension of time through July 5 within which to file reply brief to exceptions and supporting brief of hearing officer in proceeding, designated as final decision released May 21 (Doc. 19610). Action July 5.

Designated for hearing

Banning and Yucaipa, Calif., both California—FCC set for hearing mutually exclusive applications of Bud's Broadcasting Co., Dale A. Owens and Frederick R. Cote for authority to replace deleted facilities of former KAGS Broadcasting and, of H & B Broadcasting Co. for some facilities at Yucaipa. Action July 3.

Existing AM stations

Applications


**Summary of broadcasting**

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On all STA*</th>
<th>CP's</th>
<th>Total on air</th>
<th>Not on air</th>
<th>Total authorized</th>
</tr>
</thead>
</table>

- **Commercial AM**: 4,367 5 20 4,392 42 4,434
- **Commercial FM**: 2,412 1 34 2,446 133 2,580
- **Commercial TV-VHF**: 505 0 6 511 511
- **Commercial UHF**: 180 0 5 185 512
- **Total commercial TV**: 694 1 9 704 617 765
- **Educational FM**: 574 0 25 599 81 680
- **Educational TV-VHF**: 88 0 3 91 91
- **Total educational TV**: 210 0 17 227 9 237

*Special temporary authorization.*

**Translators**

- **KQGE Chino, Ariz.** - Broadcasted Grant CP for VHF translator to change frequency from 146.6 to 146.8 mhz; change type of tower, increase power; change via to K6AF Shiprock, N.M., and makes change in antenna system. Action June 29.
- **KODI Chino, Ariz.** - Broadcasted Grant CP for VHF translator to change frequency from 146.6 to 146.8 mhz; change type of tower, increase power; change via to BPTT-2491, Many Farms, Ariz., and makes change in antenna system. Action June 29.
- **KOFD Mesa, Ariz.** - Broadcasted Grant CP for new UHF translators to serve Many Farms, operating ch. 46 by re-broadcasting KOAT-TV Albuquerque, N.M., and ch. 66 by re-broadcasting KGQM-TV Albuquerque. Action June 29.
- **KTSW Wellington and Dodson, both Texas.** - Broadcasted Grant CP for UHF translator in chape- line of shoes; increase primary station to KVII-TV Amarillo, Tex., and to relocate via K7AQ Memphis, Tex. Action June 29.

**Modification of CP's, all stations**

- **WCTR-FM Birmingham, Ala.** - Broadcasted Grant CP to change frequency from 1610 to 1740 mhz; change antenna system. Action July 3.
- **KKXU-TV Beetle, Alaska.** - Broadcasted Grant CP to change frequency from 457 to 521 mhz to 4,367 ft.; increase power; change via to serve KOAT-505 Albuquerque, N.M., and makes change in antenna system. Action June 29.
- **WCOO-FM Minneapolis-St. Paul, Minn.** - Broadcasted Grant CP to change frequency from 570 to 640 mhz; change antenna system; change time to Oct. 1, 1979. Action June 29.
- **WRX-FM Excellent, Calif.** - Broadcasted Grant CP to change frequency from 1610 to 1740 mhz; change antenna system. Action July 3.
- **WKLV-FM Chicago, Ill.** - Broadcasted Grant CP to change frequency from 1610 to 1740 mhz; change antenna system. Action July 3.

**Ownership changes**

**Applications**

- **KBAL (AM) Morro Bay, Calif.** - Seeks assignment of license from Mineral King Broadcasters and Elbert H. Dean, joint venture dba Mygro Bay Broadcasting, for $25,000.00; Sellers: Elbert H. Dean, Robert E. Browning, and Donald H. Steele. Action June 3.
- **KSTK (AM) St. Paul, Minn.** - Broadcasted Grant CP for new UHF translators to serve Many Farms, operating ch. 46 by re-broadcasting KOAT-TV Albuquerque, N.M., and ch. 66 by re-broadcasting KYTV-TAComa, Wash. Action June 29.
- **KSWG (AM) Waverly, Fla.** - Seeks assignment of license from Coastal Broadcasting Inc. to WSGA Inc. for $682,000.00; Sellers: Donald K. Jones, president; Waverly Buyers: John Z. Davis, president. Action June 3.
- **KSFJ (AM) San Francisco, Calif.** - Broadcasted Grant CP to change frequency from 146.6 to 146.8 mhz; change type of tower, increase power; change via to serve KVII-TV Amarillo, Tex., and to relocate via K7AQ Memphis, Tex. Action June 29.
- **KLSJ (AM) Denver, Colo.** - Broadcasted Grant CP to change frequency from 146.6 to 146.8 mhz; change type of tower, increase power; change via to serve BPTT-2491, Many Farms, Ariz., and makes change in antenna system. Action June 29.
- **KKB4M Mesa, Ariz.** - Broadcasted Grant CP for VHF translator to change frequency from 146.6 to 146.8 mhz; change type of tower, increase power; change via to serve KOAT-505 Albuquerque, N.M., and makes change in antenna system. Action June 29.
- **KBB4F Mesa, Ariz.** - Broadcasted Grant CP for new UHF translators to serve Many Farms, operating ch. 46 by re-broadcasting KOAT-TV Albuquerque, N.M., and ch. 66 by re-broadcasting KGQM-TV Albuquerque. Action June 29.
- **KTSW Wellington and Dodson, both Texas.** - Broadcasted Grant CP for UHF translator in chape- line of shoes; increase primary station to KVII-TV Amarillo, Tex., and to relocate via K7AQ Memphis, Tex. Action June 29.

**Call letter actions**

- **KPKI (FM) San Jose, Calif.** - Granted KEIZ (FM). Action June 29.
- **WKPE-FM Cocoa Beach, Fla.** - Granted WRTK (FM). Action June 29.
- **WFTL-FM Fort Lauderdale, Fla.** - Granted WGLO (FM). Action June 29.
- **WESM (FM) Prince Frederick, Md.** - Granted WMJS (FM). Action June 29.
- **KTBC-FM Austin, Tex.** - Granted KBJB (FM). Action June 29.

- **WVOC-FM Ocean City, Md.** - Granted WEMV (FM). Action June 29.
- **WQTL-FM Fairfield, Conn.** - Granted WPLZ (FM). Action June 29.

Other action

- **Review Board in Cayce, S.C., FM proceeding.** In response to comments of William D. Watson, et al., issue to determine to what extent WCAY (FM) Cayce, licensed to Lexington County Broadcasters deviates from FCC-proposed procedures for market surveys and effect on applications and effect of qualifications of Lexington County to be licensee. Action June 29.

Call letter applications

- **WJQJ (FM) Rockford, Ill.** - Seeks WQFL (FM). Action June 29.

Broadcasting July 16 1973

49
Bellamy, vice president, Daniels of Calif. each Actions Publishing, to none nois, to

Mr. Small has interests in WTO(FM) Canton, Ohio, and WHKK-FM Erlander, Ky., Action July 3.


WFM(A)-WJO(FM) Placysville, Miss.—Broadcast Bureau granted transfer of control of Tung Broadcasting Co. from Mr. Jones to Mr. Jones without change in license and without any change in interest. Action June 29.

KELL(A) (Helena, Mont.— FCC granted assignment of license to KELL (AM) Helena, Mont. for $300,000. Sellers: Tien et al. Buyers: KLFK (AM) Great Falls, Mont. who also owns KYLI (AM) Glasgow, Mont. who also owns KMIC (AM) Missoula, Mont. Action July 3.

KW(A) (Walla Walla, Wash.—Broadcast Bureau granted license of assignment of license from Leader Broadcasting Co. to STL Inc. for $100,000 plus $31,700 for 22.5% of licenses from Mr. LeRooux, Mr. Sellers: Carl S. Tyler, John R. Smith (43%), Mr. Tyler is general manager and Mr. Smith is also executive vice-president of KSWM (AM) Oregon, Ore. Mr. Lienker is partner in Bertelson-Lienker Memorial Chapel, Ontario. Action June 29.

Cable

Applications

The following operators of cable television systems have filed for station assignments, license renewals and new station applications:

- **Bellamy, vice president, Daniels of Calif. each**

- **Actions Publishing, to none nois, to**

- **Mr. Small has interests in WTO(FM) Canton, Ohio, and WHKK-FM Erlander, Ky., Action July 3.**

- **WEG(A) (Rose Hill, N.C.—Broadcast Bureau granted assignment of license from Eastman Broadcasting Co. to Mid America Television Inc. for $4,677,500. Sellers: Robert E. Eastman, president and general manager, and Mr. Eastman owns KAFY (AM) Bakerfield, Calif. Buyers: Lurrel L. Small, president, 53%, et al. Mr. Small is principal of Intermedia Inc., whose interests are in WTOA-FM) Canton, Ohio, and WHKL-FM, Canton, Ohio, Action June 9.**

- **WFM(A)-WJO(FM) Placysville, Miss.—Broadcast Bureau granted transfer of control of Tung Broadcasting Co. from Mr. Jones to Mr. Jones without change in license and without any change in interest. Action June 29.**

- **KELL(A) (Helena, Mont.— FCC granted assignment of license to KELL (AM) Helena, Mont. for $300,000. Sellers: Tien et al. Buyers: KLFK (AM) Great Falls, Mont. who also owns KYLI (AM) Glasgow, Mont. who also owns KMIC (AM) Missoula, Mont. Action July 3.**

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**Help Wanted Management**

**Money making staff desires station.** All members experience. AM-FM/FM, Nice air. New building.

Seeking country lock who can hold established evening audience. Reply to Box G-16, BROADCASTING.

**One of America's largest radio-TV groups has a rare opportunity for AM/FM combination in Southeast. Firmly established 21st rated adult oriented station.** This person will be the voice for a radio pro, strong on sales and administration. Excellent sales potential. Send resume today to Box G-167, BROADCASTING.

**Help Wanted Sales**

Manager with successful experience. AM-FM Dallas, Texas. Chance for advancement. Send complete and detailed resume to Box G-12, BROADCASTING.

Sales Manager. Top 10 Market, NE, MOR AM. High compensation and fringe benefits for a well-organized, promotion-minded professional. With a strong local track record. Box G-148, BROADCASTING.

Good guarantee plus commission for salesmen or program man wanting to learn sales. Continuous professional sales training. Dale Low. KLSJ/KSKM, Mason City, Iowa.

Would you like to work in one of the nation's most delightful Valley towns? A beautiful place to live. 45 miles from San Francisco. KVON exclusively serves this area of 100,000 population. We are seeking an outstanding radio sales person, who would inherit an excellent list. The station and market are booming. Call or write: 707-253-1440, P.O. Box 480, Napa, Ca. 94565.

WEEF talk radio for Delaware County, Pa. wants one addition to present sales force. Must be creative, enthusiastic, flexible, hard charging, and have desire and ability to function as exceptional sales professional. Send resume and salary requirements to Box G-144, BROADCASTING.

Immediate opening on aggressive sales staff. Good Account List. Excellent working conditions. Not just a job, but a future? Interested? Call now... John Powell, Station Manager, WELK, Charlotteville, Va. 604-977-5091.

Midwest AM needs salesman for number one account list. Salesman must be a general manager type of man to baby my list like I have, $10,000 first year. You are invited to apply. Send resume to Box G-150, Alden, Kansas.

Immediate opening for strong salesperson to take on solid, established market and build a solid future. Excellent compensation with full range of company benefits. Send resume and salary requirements to Box G-150, Alden, Kansas.

Jack Z. Bennett, WHBF Radio, Telco Building, Rock Island, IL, 62201 or call 509-786-5441. An Equal Opportunity Employer.

Active account list—Prime Territory, Metro Trenort.

21 ARB and 21 Pulse rated station in 300,000 market offers superior earning potential with generous salary/commission plan to an aggressive experienced salesperson. Send resume to Lewis Edge, WHWH, Princeton, N.J. 08540. No phone calls please.

Ready to move into a larger market? Saginaw, Mich.

I'm seeking you in sales. AM/FM Contemporary FM 21 Country, NBC. Immediate opening due to power increase. Send resume to WSAG, Box 1776, Saginaw, Mich.

Strong, solid radio salesperson wanted in one of the best medium radio markets in the country. Superior rating, major programming to sell. Excellent working conditions and fringe benefits. Ready made account list. Box G-152, Del. Times, Philadelphia, PA. Filled with commission arrangement. Send complete information to WSOS Radio, Box 2250, Decatur, Ill. 62526.

Top 75 markets group owned AM/FM needs aggressive salesman. Located in Southeast, and new AM-FM ratings put station on verge of huge growth. Excellent salary and commission structure. If you have sufficient experience and are ready for a major move, write Vice President-Radio, Park Broadcasting, Terrace Blvd., Ingham, MI 48405.

**Help Wanted Announcers**

Seeking newscaster. Strong in all fields. Must have 3 years' experience. Send resume and salary requirements to Box G-160, BROADCASTING.

An opportunity to join a growing East Coast station, G-160, BROADCASTING.

An excellent news director with proven track record in major markets is desired to direct all phases of news for major market. Strong sales potential and good earning opportunities. Salary and fringe benefit package competitive. Box 480, Napa, Ca. 94565.

Opening for late afternoon drive only. Reply to Box G-160, BROADCASTING.

**Help Wanted Technical**

Class B-FM, Stereo, automated needs chief who can do an occasional commercial. Salary. Send resume to Box G-96, BROADCASTING.

Needed:立即 Systems and operating technician to handle all associated equipment. Send resume and salary requirements to Box G-145, BROADCASTING.

Director of engineering for 4 station group in South- west. 2 AM and 2 TV stations. Heavy work experi- ence required. Must have good operating experience. Send resume and salary requirements to Box G-145, BROADCASTING.

**Help Wanted Salesman**

Sierra Nevada Gold FM station on air around Aug. 1st. Need pro for mornings. Experience a must. Call 201-609-1565. Ask for PD.

Opportunity in Australia. Salary range $30,000 to $40,000 (U.S.). Sydneys top radio station has exceptional career opportunity for an outstanding broad- caser, currently higrated in a market of million or more. Must be capable of handling afternoon drive time format of music, information, and some tele- phone talk. A moderate accent is essential. Air mail full resume, photo, ratings, performance and air check by July 20 to Box 29, P.O. Clarence Street, Sydney, N.S.W. 2001 Australia.

Voice of the U of O ducks wanted now. The "Green Machine" is looking for a sports P.B. available. Job covers state network radio/exc,ordination, every- thing involved in doing best sports job for the University of Oregon. Must have 3-5 years experience. Send tape to KUGNEEAIEDIO, P.O. Box 590, Eugene, Oregon or call Dave Whitbread collect, (503) 344-6216. Equal Opportunity Employer.

Seeking chief engineer, strong on maintenance, R & B sta- tion, group operated, New Orleans. Salary com- mensurate with experience. Box G-145, BROAD- CASTING.

AUDIO production specialist position available at poor station and good town. Waltham, MA. Send resume and equipment requirements to Box G-145, BROADCASTING.

**Help Wanted Manager**

**Modern Country announcer needed immediately. Must be experienced pro, sharp airman, production, commercial, remote." Great opportunity in South Georgia's most progressive city. Send tape or contact Mr. Hill, WUAJ Radio, Albany, Georgia.

Senior announcer/salesman. Half board shift. Half sales. Selling inexpensively! Experienced! Mel Gullib, WMJS, Box 547, Prince Frederick, Md. 20678.

C-W announcer for evening shift starting Aug. 20. Good small market, beautiful area. Send resume and salary requirements to Box G-145, BROADCASTING.

New stereo solid Gold FM station on air around Aug. 1st. Need pro for mornings. Experience a must. Call 201-609-1565. Ask for PD.

Opportunity in Australia. Salary range $30,000 to $40,000 (U.S.). Sydney's top radio station has exceptional career opportunity for an outstanding broad- caser, currently higrated in a market of million or more. Must be capable of handling afternoon drive time format of music, information, and some tele- phone talk. A moderate accent is essential. Air mail full resume, photo, ratings, performance and air check by July 20 to Box 29, P.O. Clarence Street, Sydney, N.S.W. 2001 Australia.

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Help Wanted News

Experienced newsmen to gather, write, and edit local news. Equal Opportunity Employer. Box G-129, BROADCASTING.

Wanted: Professional broadcast journalist with experience in all phases of news gathering and reporting. Contact Mike Anthony, KJAK, 7075 W. Hampden Ave., Denver, CO. 80227.

Newsmen/announcer for sign on shift. Start Aug. 20. Good opportunity with chain, good station, good town. WMBT, Mt. Sterling, Ky.

Help Wanted Programing, Production, Others

Program Director for new R&B format. Rush resume to Box F-224, BROADCASTING.

Program Director—suburban Country Music station serving market of quarter million needs experienced Modern Country Music Director. Must be proven morning man, creative production expert, be able to take charge of programming department and staff. Send resume, salary requirements, tape, AIB or Pule, Equal Opportunity Employer. Box G-67, BROADCASTING.

Individual to write advertising copy for AM and FM, $110/wk to start. Must have experience. Job starts Aug. 6. Write or call H. M. Thayer, WSHG, Kington, NY 12401. Personal interview will be necessary.


Strong afternoon DR personality for fulltime central Florida MOR. Strong production skills necessary. Salary plus available Sick pay with top rated, stable operation. Resume, picture, air check, references and salary requirements 1st letter. Box G-190, BROADCASTING.

We need a capable person for promotional and PR copy writing and editing. Excellent radio and CATV corp. (15,000 subscribers) located in a beautiful SW coast Fla. market with new broadcasting facilities. Capabilities and complete resume, writing samples if available and picture to Pete Bred, GFC Marketers, 1170 3rd St., St., Naples, Fla. 33940.

Community minded fulltime MOR seeking knowledgeable PD for medium sized market.Must be open minded, creative and willing to move to a new environment/position. Send resume and two recent airchecks to box G-203, BROADCASTING.

Help Wanted Sales

Many sales problems are caused by inferior products, ever, in radio. We are pushing sales of little improving product. Let's solve your sales problems, beginning with a superior product. Box G-148, BROADCASTING.

Salesman covering ten states in the South looking for profitable sideline products or service to sell radio stations, especially in midwestern and Southeastern areas. Must be able to generate new business. Box G-129, BROADCASTING.

Michigan or Midwest sales/marketing opportunity desired. Young vet with BA plus graduate study. Unusual communications background. Currently employed. Call 313-781-7580.

Help Wanted Announcers

First ticket, experienced PD seeks job with young growing company. Box G-102, BROADCASTING.

Helpfully, married 31 year old professional, first home phone, second car, strong in computer production work, and news delivery, seeks Up Temp-Summer or Con- temporary format for position in southern California markets. Free to relocate for right position, for resume, tape and references call 419-352-4314.

DJ, right board, good news, commercials, 3rd phone. Can follow up. Box G-203, BROADCASTING.

Beginner, but mature and creative. Black. 3rd en- dored, well trained in newscasts on news and commercials. Box G-19, BROADCASTING.

Currently Program Director at number one medium size market looking for same or air shift in same size market. Work with proven Pulse record. Box G-146, BROADCASTING.

DJ, tight board, good news, commercials, limited experience. Willing to move. Box G-175, BROADCASTING, ready now. Box G-147, BROADCASTING.

Wanted: Experienced MOR personality presently in top station major mar- ket seeks new challenge. Major market only. Box G-150, BROADCASTING.

Easy going DJ, friendly delivery, good news, com- mercials, tight board. Will go anywhere. Ready to go. Box G-152, BROADCASTING.

Are you looking for a hard working draft exempt young black announcer with 3 years. Experience in R&B or Top 40. With refreshing voice and good knowledge of music, seeking a change and will re- locate if price is right. Because radio is my life. Available Sept. 1st, but let's talk now. For more info, Box G-171, BROADCASTING.

U.S.-Canada. 11 year pro looking to settle. Family, children in large or medium markets only. Box G-185, BROADCASTING.


Two years experience in major midwest market. News production, talk host. Seeks air position with creative people at progressive FM. Will do news, public affairs with insight and creativity. Third. Medium-major. Box G-194, BROADCASTING.

Disc Jockey, Contemporary MOR or Top 40, medium market or college town. Permanent. Also sports. Ex- perienced, college DJ. Box G-220, 9724 W. Melvina, Milwaukee, Wis. or 1-414-462-9356.

Experienced announcer, right board, creative produc- tion, good looks, good ratings. Spacious House Broadcasting School graduate. Willing to relocate anywhere. Box G-195, BROADCASTING.

Sports director all play-play-play. 4 years experience news, disc jockey, will relocate. Call 305-279-6768.


Roelh, in the morning is not edible, but is palatable, not breathing, but is alive. Roelh in the morning is good for you.

Situations Wanted Technical

Chief Engineer with strong track record in engineer- ing and management in top 4 markets, 12 years experience. Excellent communicator, currently $21K, minority. Box G-109, BROADCASTING.

Take charge experienced engineer for Texas AM & FM automated using preventative maintenance who likes to work with great staff. Excellent people. De- lightful climate. No beginners. $900.00 month. Box G-137, BROADCASTING.

Experienced Con man, first phone audio engineer, progressive/Top 40 DJ presently employed medium market. Box G-161, BROADCASTING.

Former chief 5 kW DA presently employed microwave testing desires return broadcast AM or FM with heavy maintenance or construction responsibility. Have high power experience. Desires work with good staff. Pay is adequate. De- lightful climate. No beginners. Eq. 900.00 month. Box G-137, BROADCASTING.

Chief engineer—25 years experience AM/FM, SCA, Automation, DA, Proofs, construction. Western region only. 303-364-3663.

Situations Wanted News


Experienced commercial dj and major college sports- director is looking for play-by-play. Box G-175, BROADCASTING.

Dependable, Authoritative newscaster seeking position on 24 hour news station or Top 40 format in large or medium market. 11yrs experience. Broadcast grad. Salary negotiable. Will relocate. Box G-128, BROADCASTING.

I want to be a news director, but my boss won't quit. Box G-134, BROADCASTING.

First phone, AM/FM maintenance and proofs experi- ence. Desires return broadcast as chief of small station. Box G-139, BROADCASTING.

News director seeking full time roles with extensive play by play, 6 years experience with play by play, news director/producer and board, married family man. Possible sports or sales or news combination. Box G-168, BROADCASTING.

Experienced, creative, highly intelligent (and female). Top level sales, Marketing. Will relocate. Pref- er north-east/solid news operation. Box G-177, BROADCASTING.

Aggressive, energetic newscaster with BS looking for characterization. Prefer NE. Box G-131, BROADCASTING.

Knowledgeable sportscaster-newswoman available now; Three yrs pb baseball, basketball, football. Broad- cast degree. Resume and tape available. Box G-136, BROADCASTING.

Note: This is a one-time opportunity. We are no longer accepting resumes. Thank you.
Situations Wanted

Programming, Production, Others

If you are looking for a new idea in programming, check out the ideas and facts. Box G-103, BROADCASTING.

Our solid program director available. We're a new station and hired him to handle programming and production. He has worked in midwest market, has no interest in new stations. Special interest is relevant news and talk programs. See resume for details. Charles Street. 606-366-5672

Help Wanted Sales

Immediate opening with the news leader. Must have med/tech knowledge and experience. Locate in beautiful Northern Minnesota to send complete resume to Box G-136, BROADCASTING.

Situations Wanted

Programing, Production, Others

If you are looking for a new idea in programming, check out the ideas and facts. Box G-103, BROADCASTING.

Our solid program director available. We’re a new station and hired him to handle programming and production. He has worked in midwest market, has no interest in new stations. Special interest is relevant news and talk programs. See resume for details. Charles Street. 606-366-5672

Help Wanted Sales

Immediate opening with the news leader. Must have med/tech knowledge and experience. Locate in beautiful Northern Minnesota to send complete resume to Box G-136, BROADCASTING.

Help Wanted Technical

Chief engineer for VHF, Mid Atlantic stations requires good organization with positive attitude. Box G-53, BROADCASTING.

Chief engineer with initiative plus proven administrative capabilities and technical skills for northern major group owned television only. Box G-53, BROADCASTING.

Television electronics specialist positions available approximately August 15, upper midwest university. Work with university media development team via installation, operation and maintenance of television and audio equipment in the application of instructional technology. Bachelor’s degree and/or FCC first class broadcast license and knowledge of sales and broadcast sales procedures. Previous experience in traffic, operations, accounting or with reps or agencies preferred but not necessary. Good base, commissions, and travel allowance. Send resume to B.C.S., c/o Jack Finlayson, Box 7483, Colorado Springs, Colorado 80923. An Equal Opportunity Employer, Male/Female.

Help Wanted Announcer

Sports assistant TV. Back-up work for TV Sports Director. Film Features, Radio sports, but no play-by-play. College collapse. WMAT-TV, Box 2147, Cedar Rapids, Iowa 52406.

Situations Wanted

Technical

Dedicated, 16 years contemporary experience, PD, DJ, sports, production, also presently doing TV news. Axious to hear from chain or individual. I am qualified and wanting long association with stable organization. Have or have had Blue sky and smoke. Situational opportunity and fair reward, please. Box G-163, BROADCASTING.

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Ben Hooks: an old hand at breaking new ground

To some, Benjamin Lawson Hooks is the Jackie Robinson of the FCC. He broke the color line, the first black to be named to the commission. But the 48-year-old lawyer and ex-judge, with years of accumulated cool and sophistication behind him, does not see himself as a black man out to prove himself in a lily-white league. For one thing, he appears to feel there are so many blacks in positions of power today that his appointment was no big deal. For another, if it was ever necessary to prove himself, he accomplished that in a tougher league than the federal bureaucracy—the legal and judicial systems in Tennessee.

But Commissioner Hooks is not indifferent to the significance of his present role. He knows blacks look to him to be particularly sensitive to their needs and concerns, as well as to those of other minorities. But he sees a larger role for himself, as for any black made visible by the public office he holds—a role that transcends the special needs and interests of race. A Tom Bradley in the mayor's office in Los Angeles or a Ben Hooks at the FCC, he feels, stands as a symbol to blacks and whites. "If such a person were destructive, he could tear the country apart," the commissioner says. "If I said there was no hope in the system, it would have more effect than if a white man said it."

But that is not his message. His message is that there is hope, and he is the proof. He grew up poor in Memphis, and suffered the outrages of racial discrimination. He roved in the back of the bus as a young man, and as a GI guarding Italian war prisoners in Georgia in World War II was obliged to stay outside while enemy troops ate in a whites-only restaurant. But it wasn't all physical hardship and psychic scars. There was a loving family and a protective neighborhood filled with friends.

For whatever reason of birth or culture, he had a healthy ego. He always felt he was as good as the next man, of whatever color. As he says, "I never had any hang-ups." What he did have was ambition. And whether his aim was to advance his own life or, as he says now, "to help end the conditions that permitted indignities to be heaped on people because of race or poverty," it has come to the same thing.

After returning from service in World War II, Mr. Hooks took a law degree from DePaul University College of Law in Chicago. He began practicing law in Memphis, and if he was obliged to contend with white-only law libraries and white-only bar associations and with court clerks who insisted on calling him "Ben" when they were not calling him "boy," he made his way. In 1961, he became the first black named to a public defender's office in Shelby county. Four years later, he became the first black judge of a court of record in the South, when he was appointed to the criminal court bench in Shelby county. Two years later, he won election to a full eight-year term on the bench, but resigned in 1968 as his other interests expanded.

In the mid-1950's, he had entered the Baptist ministry, and in 1956 was given a church in Memphis. Eight years later, a congregation in Detroit, after hearing him preach, offered him a church there, and he accepted. Meanwhile, he was getting into business—in banking and later in a fast-food franchising operation—and into organizations by the score: civil rights organizations among them, but also boards of directors for obscure colleges like Gorine College of Cosmology, as well as the Masons, Elks, the Memphis area Chamber of Commerce and the Memphis chapter of the United Nations Association. With all that, he made time for television in Memphis—he was producer and host of one black-white talk show on WMC-TV and was a panelist on a religiously oriented program on WREC-TV.

Comissioner Hooks, who celebrated his first anniversary on the job July 5, has not impressed some colleagues with the zeal with which he attacks his work. They agree that he is bright but complain that he does not appear to do his homework and that he seems interested in little else than minority affairs. And blacks, he had been told, whether on the commission would be a standout suggest their disappointment by describing Commissioner Hooks as still in the learning stage. He, however, shrugs off such criticism, says that he is putting in long hours at the office, and is developing a deep interest in such matters as land-mobile radio and cable television which should qualify him as something more than a one-issue commissioner.

Furthermore, he says, his interest in the FCC's own affirmative action programs and his work as back-log commissioner have given him a good grasp of the commission's internal structure. "I may surprise some people," he says. "I may know more than they think.

On one point regarding the first black commissioner, there is general agreement: He is no hard-nosed regulator, let alone a radical. He speaks eloquently of what he believes are broadcasters' failures to meet the needs of minorities. But he would be reluctant to strip a license from a station for almost any reason. And he makes no apologies for that. As a judge, he recalls, he issued more suspended sentences than anyone else on the bench. "Everything in my background indicates that people deserve a second chance."

And to him, compromise is honorable and useful, and not to be denigrated. "I'm not going to take a position just to get attention," he says. "I will fight for as much as I can get at one time, with hope of moving forward at a later time."

That kind of pragmatic approach is natural to a politician. And elective politics is what Commissioner Hooks might turn his hand to next. His only plans for the immediate future, he says, are to stay where he is, in what he talks of as a "challenging" job. But he has thought enough about a political future to have figured out that he could run for either local office or for the Senate or House in any one of three places—Washington, D.C. (where he recently bought a home), if the district is given home rule; Memphis, where he maintains a residence, or Detroit, where he was a minister for eight years.

After ticking off these possibilities, he says, "There are so many opportunities for black people today." To the extent that is true, some of the credit is due the Jackie Robinson generation of blacks in the public eye. To the extent it is true tomorrow, it may be due the Ben Hookses and Tom Bradleys and those other "symbols" who continue to help define blacks and other minority-group members to themselves and to America.
True to form

Nicholas Johnson is ending his career on the FCC in a burst of publicity about his “ranking” of television-network affiliates in the 50 biggest markets. His closing act, as it may hopefully be called, was totally in character. Once again Mr. Johnson took an adversary role against licensees that depend for their lives upon FCC justice.

Mr. Johnson’s “ranking” was, of course, fundamentally flawed. It is silly to pretend that qualitative appraisals of television services may be drawn from such statistics as the hours devoted to broad program categories, the incidence of commercials or the ratio of program expense to revenue, no matter how those sterile figures may be hoked up by computer talk.

Another part of Mr. Johnson’s report gives rise to still more serious question. Forty-seven pages contain explicit instructions in the legal procedures and political tactics of attacking licensees. Here is a government document, prepared and distributed at government expense, that advocates and teaches citizen action to satisfy the private prejudices of one member of the FCC. And the impropriety is accentuated by that member’s historic refusal to disqualify himself from cases involving licensees he has publicly maligned.

Mr. Johnson revealed his insensitivity early in his term when he began making speeches and writing magazine articles berating licensees by name for all kinds of fancied malpractices and went right on voting when they went before the FCC.

Later it was revealed by Rolling Stone that royalties from his book, “How to Talk Back to Your Television Set,” had been going to the Citizens Communications Center of Washington, a law firm representing challengers to broadcast licensees, but Mr. Johnson never removed himself from any case involving a Citizens Communications Center client.

Now he has codified his defiance of the elementary principles of judicial impartiality in a 264-page report that acquires official status as a “dissent” to the renewal of a number of licenses that are wholly irrelevant to Mr. Johnson’s report.

He has said he is still undecided about his future plans. For the sake of the profession, it must be prayed that they exclude a return to the teaching of law.

Over or out

Charges of payola and drugola and suspicions of worse have been running through the record and radio businesses for six weeks now. They started when CBS fired Clive Davis, the head of its immensely profitable CBS/Records Group, and accused him of diverting company money to personal use (Broadcasting, June 4, et seq.). They have been growing ever since, though CBS did not mention payola or drugola in connection with Mr. Davis and CBS officials insist that diligent investigation since then has produced no evidence of either.

The charges meanwhile are under investigation by a federal grand jury, the Department of Justice, a Senate copyright subcommittee, Senator James Buckley (Conservative-Republican-N.Y.) and individual members of the recording industry.

We do not say the charges are true or untrue, because we do not know. We do know that most of those that have reached print are purely speculative, stemming either from a belief that CBS would not have acted as drastically as it did in the Davis case if it were not trying to hide something bigger, or from a leak of alleged testimony by a single grand jury witness, or from both the belief and the leak. On its face that seems a flimsy framework to support charges of the magnitude of those now making the rounds.

If payola exists, whatever the currency employed, it should be rooted out. We hope that the various investigations currently in progress will be thorough, but we also hope they will not be allowed to drag on unnecessarily. Until the truth is known—whatever the truth may prove to be—the music business will be functioning in an atmosphere of uncertainty and suspicion, to the detriment of all who are engaged in it.

Looking for public support

The National Association of Broadcasters has formed a new committee, which held its first meeting last week, to devise strategy for keeping pay-cable operations from siphoning the main attractions from free TV. The aim is to get more protection than is offered by present FCC rules, which have been under reconsideration.

This publication has consistently expressed misgivings about a solicitation of government protection in a form that denies any communications medium specific forms of programing. It seems distressingly close to censorship to us when an FCC decree that cable television may not display for special fee the major sports, movies and entertainment series that are on broadcast television.

Still the broadcasters have a point in arguing that they would be unfairly victimized if a cable system that has been built on broadcast programing were permitted to outbid them for their best properties which would then be transferred to pay cable. They also have a point in saying that the public would be victimized. Access to the transferred programs would be reduced from the 65-million television homes reachable by the broadcast system to the six million now connected to cable, and further reduced to the cable subscribers who could afford the extra charges established by the box office.

It would all be tidier if, from the beginning, cable had been obliged to compete in the marketplace for programing; broadcasters would have no reason now to seek restraints outside the marketplace. But it is too late for that. In the circumstances some protection is probably inevitable, and the broadcasters are entitled to take their case to the public, as the NAB committee has proposed.
Talk about numbers! Look what 13Q has done in a few short months.

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