We finished last season with the second-best record in the NFL.

16 Straight.

While the Miami Dolphins were racking up their 17 straight wins, "The NFL Game of the Week" was compiling another great season with the most outstanding game for "16 straight" weeks.

And again this season, whether it's a crucial division battle, a duel between an outstanding defense and an outstanding offense, or a stunning upset — "The NFL Game of the Week" will be there capturing all the action for the most exciting half-hour of football on television.

And on December 30th, we'll be capping the season with that great football classic — The East-West Shrine Game.

No matter who comes out on top this year, we can promise a season that's second to none.

THE NFL GAME OF THE WEEK

And — The East-West Shrine Game.

Another winning season from — Hughes Sports Network

1133 Avenue of the Americas. New York, N.Y. 10036
Kaiser makes it 6 of top 8 markets; adds WFLD-TV, Chicago.

For Chicago viewers, it means new shows this fall. Like Mission Impossible, The Lucy Show, and Merv Griffin in prime time. It also means new, even tougher commercial standards.

For advertisers, it means a stronger WFLD-TV in Chicago. Plus the advantage of a single broadcasting group that now serves 13,900,000 TV households.*

In short, there's been a big change for the better.

It's a good deal. For all concerned.

For Kaiser, it means Field joins us to create the sixth largest television group in the country.

KBHK • WFLD • WKBD • WKBG • WKBS • serving: San Francisco • Chicago • Detroit • Cleveland • Boston • Philadelphia

Represented by Metro TV Sales

KAISER
BROADCASTING COMPANY

*Feb/Mar '73 ARBITRON. All audience data are estimates only, subject to the limitations of methodology as stated in the source report.
Quello emerges as choice for Johnson seat.

Broadcasters, finding the Phase Four pill somewhat less than palatable, begin to mount counteroffensive. NAB is first with request for clarification. Fight to sever industry from price controls anticipated.

Seventeen stations get a taste of FCC power on combination rates.

The November Group in July: a sweet-and-sour retrospective.

Johnson, in Yale Law Journal, analyzes FCC, finds it wanting.

Jackson also-ran wants the book reopened on WLBT.

Broadcasting's annual survey of football rights finds the medium paying more than ever—$69.9 million—in a season categorized by increased monetary demands from professional and collegiate interests alike.

Watergate bait: Ehrlichman inspires expanded network coverage.

Rudd-Quinn ushers in the 'anchorperson' era at CBS News.

FCC gets it from all sides on pole attachments, may assert jurisdiction.

Whitehead finds specialization a key word in cable development.

RIAA takes the offensive against payola.

Scouting around on 1614 khz.

Two good quarters make for a great six months at ABC.

Charles Steinberg: navigating Ampex's road to recovery.
This imposing statue of William Penn, founder of Pennsylvania, stands in the main rotunda of the William Penn Museum in Harrisburg.

No other quite like it/WGAL-TV

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

WGAL-TV
Channel 8 • Lancaster, Pa.
Representative: THE MEEKER COMPANY
New York • Chicago • Los Angeles • San Francisco

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
Closed Circuit

Half-siphon?

Although there's been no vote count, inside observers believe if FCC were to vote now on pay cable antiphoning (instead of after Labor Day) restrictions on motion pictures would be relaxed, but live football and other major-league sports events would be denied subscription operations. Movie relaxation would be based on depression in Hollywood and contention that pay-cable market would provide new jobs. Reason for sports attitude: Free-TV broadcasts are so ingrained a public habit they need protection.

Parting shots

Opening gun of National Association of Broadcasters' new campaign against pay-television siphoning of broadcast programming will sound Wednesday (Aug. 1) when NAB's antipay-TV committee runs full-page ads in Washington Post and Washington Star-News with theme that public should not be charged for what it now receives free on television. Ads are timed to reach Congress before it begins month-long recess Aug. 3.

National Cable Television Association's executive committee has decided to mount counterattack against proposed antipay campaign of NAB. Details are to be worked out by NCTA's Subscription Programming Committee and Public Relations Committee, headed by Burt Harris and Barry Zorthian, respectively.

Upbeat

Trend toward rock music in television syndication is underscored by report that Viacom Enterprises plans to distribute 90-minute, biweekly series, Rock Concert, to be produced by Don Kirschner's Kirschner Entertainment Corp. for fall start with four national advertisers signed. Other rock shows in syndication include Super Stars of Rock (Kip Walton Productions), Flip Side (Mizlou Productions) and Soul Train (Bozell & Jacobs).

Renewal renewal

All-out revival of campaign for license-renewal legislation at this session will be mandate to broadcasters from this Wednesday's executive-committee meeting of National Association of Broadcasters. That's pronouncement of NAB's newly elected joint board chairman, Andrew M. Ockershausen, who will preside for first time at sessions at Washington headquarters. Meeting also will mark return of NAB's senior executive vice president, Grover C. Cobb, who suffered heart seizure May 14. He has seen half-dozen candidates for government-affairs staff which he heads in quest for person with legal background to supplement present cadre.

New item on agenda for executive-committee meeting is strong pitch by Chicago, through Mayor Richard Daley and convention bureau, for association's 1977 national convention. Chicago had been traditional convention city for three out of every four years until 1972. Scene shifted to Washington this year, along with scheduling of next four: Houston, 1974; Las Vegas, 1975, and New Orleans, 1976.

Nothing sacred

Some of Nicholas Johnson's FCC colleagues are enraged by his latest production, lead article in July issue of Yale Law Journal (see page 20). It's not only because article disparages commission's work but also because it betrays what some members regard as confidences. In discussing agenda of actions and activities during one commission meeting—which as is customary was closed to public—Johnson piece is taken as invasion of privacy. One commissioner said it was as though Mr. Johnson, unknown to others, had bugged meeting room.

Chairman Dean Burch was still so angry at commission meeting last Thursday, day after he had read article, that he refused to let Mr. Johnson vote on item that had been disposed of while Mr. Johnson was out of room. At Mr. Johnson's insistence, question of letting him vote was put to six members present, and chairman was upheld, 4-2. Benjamin Hooks joined Mr. Johnson in minority.

Rescue medium

Makers of regular and larger-model cars are turning to radio to help get their sales back in high gear at time when consumers, fearful of gasoline shortage, appear to be turning more and more to smaller cars. Buick, Pontiac, Chrysler reportedly are using radio to promote regular lines, while Chevrolet is making similar shift in its radio copy. To help accelerate trend, Radio Advertising Bureau has offered its cooperation—and that of radio broadcasters generally—to major auto divisions. Most of buying thus far is said to be in spot, but some network is included.

Magic circle

FCC last week completed action on rule that will limit territorial exclusivity television stations can be given in contracts for nonnetwork programming. Rule, which will reportedly set 25-mile limit on exclusivity ("Closed Circuit," July 23), is designed to give stations in communities outside major cities crack at programming for network order in incorporating rule is expected to be issued this week; it was adopted unanimously, although with five concuring votes and only Commissioners Robert E. Lee and Benjamin L. Hooks voting for order as written.

Hooks holds key

FCC Commissioner Benjamin L. Hooks may hold swing vote on question of whether FCC should assert jurisdiction over pole-attachment and conduit agreements between cable-television systems and utility companies (see page 40). FCC Chairman Dean Burch is expected to opt for assertion and to carry with him support of Commissioners Charlotte Reid and Richard E. Wiley. Commissioners Robert E. Lee, H. Rex Lee and Nicholas Johnson are expected to go other way. That would leave issue up to Commissioner Hooks when commission acts, probably this week.

Life ends

Re-makes of long-running network series have been abundant and popular as prime-time access syndicated shows, and goonda number of them will be back next fall—but not This Is Your Life, bartered-sponsored by Lever Bros. since winter of 1971 and carried on about 130 stations. Lever is understood to have dropped its sponsorship for 1973-74, and series producer, Ralph Edwards Productions, is said to be seeking advertiser support for start late next year.

Blast from Buckley

Senator James Buckley (ConservativeRepublican-N.Y.) will make public at Los Angeles news conference today (July 30) preliminary payola report his staff has been compiling for past five weeks. Report will make specific allegations—without naming names—of multimillion-dollar fraud on nationwide scale in recording industry. Senator will be accompanied by John Phillips, former leader of Manhattan & Papas singing group, who is said to have supplied sworn depositions and other information involving payola practices. Senator will turn his information, including confidential names, over to Justice Department and to Senator John McClellan's (D-Ark.) Copyright Subcommittee, which is also investigating payola.

Quandary

Public Broadcasting Service staffers were reaching for tranquilizer bottle last week as their preparation of new fall schedule, probably to be released this week, reached crunch time. Stretching for distress: Watergate, if it goes into fall. Question is whether PBS should continue delayed coverage of Ervin committee from 8 p.m. on, as is present practice, or whether abridged version of day's events, running from 10 p.m. to 1 a.m. should be substituted. Decision won't be made until Senate Watergate Committee announces further plans. In meantime, regular schedule is being prepared under assumption all, or part of it, will be subject to pre-emption.
THE MERU
is now America's #1
in Every

...in total viewers
...in households
...in adults
...in women
...in men
...in adults 18-49
...in women 18-49
...in men 18-49

compared to any
talk-variety show
in syndication
on a national basis*

Sold in over 100 markets:
Telecast 5 Days a week

Source:
*NSI, May 3-30, 1971
**ARB, May 2-29, 1971
Subject to qualifications available on request
NEW YORK*  
WNEW-TV, 8:30-10:00 P.M.  
#1 among independent stations, in households, total viewers, adults and women compared to regular programming.

LOS ANGELES*  
KTTV, 8:30-10:00 P.M.  
#1 among independent stations, reaching 88% more women than closest independent, #1 in households, total viewers, adults, women 18-49 compared to regular programming.

CLEVELAND*  
WJW, 4:30-6:00 P.M.  
#1 with 42 Metro share, reaches more adults in total than programs on four opposing stations combined.

TAMPA-ST. PETERSBURG*  
WFLA, 4:30-6:00 P.M.  
#1 with 47 Metro share, #1 in total women, #1 in women 18-49.

SAN FRANCISCO-OAKLAND*  
KRON, 4:00-5:30 P.M.  
#1 in DMA rating, with 50% advantage over nearest competition, #1 in women 18-49, reaching two-and-a-half times number of women 18-49 as lead-in.

ALBANY-SCHENECTADY-TROY*  
WRGB, 5:00-6:00 P.M.  
#1 with 46 Metro share, more than doubling lead-in of women 18-49.

LANCASTER-HARRISBURG-LEBANON-YORK*  
WGAL, 4:30-6:00 P.M.  
#1 with 42 DMA share, reaching more viewers, more adults, more young adults, 18-49 than combined programs on four opposing stations.

WILKES BARRE-SCRANTON*  
WDALL, 5:00-6:30 P.M.  
#1 with 37 Metro share, #1 in women 18-49 by a 50% advantage over nearest competition.

ORLANDO-DAYTONA BEACH*  
WDBO, 4:00-5:30 P.M.  
#1 with 39 Metro share, 53% more adults and 50% more women than closest competition.

DENVER*  
KBTU, 3:30-5:00 P.M.  
#1 with 34 DMA share, more than tripling lead-in of women 18-49.

PROVIDENCE*  
WPRI, 4:30-6:00 P.M.  
#1 with 55 Metro share, boosts share of network lead-in more than seven times.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON*  
WVAR, 5:00-6:00 P.M.  
#1 with 38 Metro and DMA share, #1 among women 18-49, more than double nearest competition in number of women 18-49.

SACRAMENTO-STOCKTON*  
KOVR, 9:00-10:30 A.M.  
#1 with 34 Metro share, with 78% of show's adult audience under 50.

ROCHESTER*  
WOKR, 4:00-5:30 P.M.  
#1 with 34 Metro share, attracting 70% more total adults than closest competition.

HOUSTON*  
KPRC, 3:30-5:00 P.M.  
#1 rated, #1 in women, boosting network lead-in of women 56%.

BOSTON**  
WNAV, 4:30-6:00 P.M.  
#1 in Metro rating, reaching twice the number of women 18-49 as opposing talk-variety show.

BUFFALO**  
WBEN, 4:30-6:00 P.M.  
#1 in ADI rating, attracting 68% more young women 18-49 than opposing talk-variety show.

DALLAS-Ft. WORTH*  
KDFW, 3:30-5:00 P.M.  
#1 in total adults, #1 in total women, reaching six times the number of young adults 18-49 than opposing talk-variety show, on another VHFS station.

BIRMINGHAM*  
WBRC, 3:30-5:00 A.M.  
#1 with 40 Metro share, attracting more adults 18-49 than combined programming of two competing stations.

HARTFORD-NEW HAVEN**  
WTIC, 4:30-6:00 P.M.  
#1 with 40 ADI share, boosts lead-in of women 18-49 by 142%.

MIAMI-FT. LAUDERDALE**  
WTVJ, 4:30-6:00 P.M.  
#1 with 35 ADI share, reaching twice the number of young adults and young women 18-49 than competing talk-variety show.

JACKSONVILLE**  
WJXT, 9:00-10:00 A.M.  
#1 with 50 Metro share, reaching more households than other two stations combined.

SAN DIEGO*  
KSTV, 6:30-7:30 P.M.  
#1 in total women, #1 in women 18-49.

NEW ORLEANS*  
WVUE, 9:00-10:00 A.M.  
#1 with 32 Metro share, #1 among women 18-49 against two opposing network shows.

Baltimore*  
WBAL, 4:00-5:30 P.M.  
#1 in adults, #1 in women 18-49, in initial survey. (Premiered March 26, 1973)

PORTLAND, ORE.*  
KOIN, 4:00-5:30 P.M.  
#1 in total adults, outperforming competing talk-variety show in total households, in women 18-49, in initial survey. (KOIN premieres March 19, 1973)

MILWAUKEE*  
WTMJ, 3:30-5:00 P.M.  
#1 rated, more than twice rating of lead-in, #1 in total women, #1 women 18-49.

FRESNO*  
KFSN, 4:30-6:00 P.M.  
#1 with 47 Metro share, increases lead-in of women 18-49 by 150%.

* Syndicated Talk-variety show
** Exclusively distributed through Griffin

Agriffin production in association with

METROMEDIA PRODUCERS CORPORATION
485 LEXINGTON AVENUE, NEW YORK, NEW YORK 10017 * TEL (212) 682-9100 CABLE METPROEAST
Announcing the broadcasting story of the decade... Over 150 stations signed to date!!!

It's available now... it's all new, brand new! It's Hollywood Radio Theatre's "Zero Hour," hosted by Rod Serling. Each and every week your listeners can tune in to five half-hour action-packed segments... A story a week, with a daily cliff-hanger to bring them back the next day... and each week's mystery story climaxes on Friday. Top Hollywood stars like Patty Duke, John Astin, Howard Duff, and scores more will be featured in leading roles weekly. Brand new scripts... original theme music as played by Ferrante and Teicher.

Radio IS back and to date over one hundred fifty stations have already signed for the spectacular nationwide kickoff: Monday, September 3, 1973. You too can get in on the broadcasting story of the decade... just like these major market stations have...

WQBK-AM Albany  WRVR-FM New York City
WBZ-AM Boston    Kool-AM Phoenix
WYSL-AM Buffalo  KDKA-AM Pittsburgh
WJW-AM Cleveland KEX-AM Portland, Oregon
WWJ-AM Detroit   KSL-AM Salt Lake City
KTRH-AM Houston  KSFO-AM San Francisco
KGIL-AM Los Angeles  KVI-AM Seattle
WISN-AM Milwaukee  KMOX-AM/FM St. Louis
WGSO-AM New Orleans KSL-AM Salt Lake City

Call collect today to Mark Fields, Sales Director, Hollywood Radio Theatre, for all the low cost, exciting details at (213) 981-1651 or (213) 981-3951, or fill out the coupon below. But hurry to insure exclusivity in your market.

Hollywood Radio Theatre is a Jay M. Kholos Enterprise Company. Phone (213) 981-1651, Suite 110, 16055 Ventura Boulevard, Encino, California 91316.

*Also available, two hour edited versions for one day per week block time airing.

Yes! I'd like additional information on Hollywood Radio Theatre. Please send me Promo Tape and Press Kit.

A Jay M. Kholos Enterprise Company 981-1651 Suite 110, 16055 Ventura Blvd., Encino, Calif. 91316

Stereo  Mono

Name ____________________________________________
Title ____________________________________________
Address __________________________________________
City __________________________ State ________ Zip ______

THEATRE

FILLYWOOD

THEATRE

THEATRE

THEATRE
**Quello is slated for FCC nomination**

Broadcast and civic activist is picked to replace Nick Johnson.

James H. Quello, 58, retired vice president and manager of WJR-AM-FM Detroit and now broadcast consultant and teacher, is President Nixon's choice to succeed Nicholas Johnson as member of FCC. President reportedly made selection late last week, setting in motion final Federal Bureau of Investigation check of Mr. Quello's background, last step before transmitting nomination to Senate for confirmation.

President may be able to make recess appointment of Mr. Quello by mid-August, after Congress has begun its month's vacation. That would put end to tenure of Commissioner Johnson, who has been serving beyond expiration of his term, which ended June 30, because of failure of White House to name successor. Mr. Quello's nomination would then be submitted to Senate after Congress returns, on Sept. 4, and while Mr. Quello was serving as commissioner.

However, administration sources cautioned that Quello nomination, which would end extraordinary contest which involved dozens of would-be commissioners, is not certainty. They said decision will not be final until nomination or recess appointment is made.

Mr. Quello, who was first to declare his candidacy for non-Republican vacancy, in January (BROADCASTING, Jan. 8), comes from state in which voters do not register according to party. But he said he votes more often in Democratic than in Republican primaries.

In his bid, Mr. Quello had strong support from members of Michigan congressional delegation, particularly Representative Robert H. Morris, California attorney, who is said to have applied intense pressure on White House in recent weeks. Mel Laird, former secretary of defense who is now top White House aide, is also said to have provided support.

However, one question is whether Mr. Quello's long association with industry which he would regulate as commissioner will hurt his chances. Administration and congressional sources who were not backers of Mr. Quello suggest that public-interest groups may raise sufficient hue and cry to persuade President to change his mind about Mr. Quello or, failing that, to generate opposition in Senate to deny Mr. Quello confirmation. They point to Senate's rejection of nomination of Robert H. Morris, California attorney, as member of Federal Power Commission, largely on basis of his past association with California oil company.

It is assumed that broadcasters would be pleased by nomination of Mr. Quello, who has been active in broadcast-organization affairs. But cable-TV operators may see nomination as threat to their industry.

David Foster, president of National Cable Television Association, was high in his praise of Mr. Quello—"he has good credentials and is very knowledgeable and has integrity." But he said Mr. Quello's connection with broadcasting is "point of concern," though he did not think anyone "is going to try to shoot him down."

Mr. Quello does not believe his background should adversely affect his chances of confirmation. "It would be useful to have someone on the commission with practical broadcast experience to serve the public interest, not the broadcaster's private interest," he said. And as for cable television, he said: "There's got to be some co-existence" between broadcasting and cable TV. "Something has to be worked out. I'm very open-minded on cable."

Mr. Quello, who entered broadcasting in 1945 with wxvz(AM) Detroit, moved over, in 1947, to WJR(AM) as publicity and sales promotion manager, and remained with station until retiring in September 1972. He later did consulting work for WJR's owner, Capcities, and for Storer Broadcasting, but dropped those consultancies last April. He has also been drawing on his professional experience as a teacher at University of Detroit, where for past three years he has conducted courses in broadcast management and in government regulation.

Mr. Quello would be second commissioner drawn from ranks of broadcasting in five years. Robert Wells, of Kansas-based Harris Enterprises stations, served from December 1969 to November 1971.

Mr. Quello's name was on list of four submitted to President four weeks ago (BROADCASTING, July 9). But final selection was said to have been made from list that had ballooned to 22 names of "viable" candidates.

One other on list of four is also broadcaster—Herbert B. Cahan, Group W area vice president for Baltimore. He and another on list, Luther Holcomb, of Dallas, vice chairman of U.S. Equal Employment Opportunity Commission, had strong political support. Fourth name is that of Glen O. Robinson, University of Minnesota law professor. His support reportedly came from FCC Chairman Dean Burch and Clay T. Whitehead, director of Office of Telecommunications Policy, although spokesman for Mr. Whitehead said he considered several candidates acceptable.

There was no doubt that Mr. Whitehead, who had been disappointed earlier when candidacy of his former deputy, George Mansur, collapsed, opposed Mr. Quello and other broadcasters in race. "Tom doesn't want a special-interest candidate," spokesman said, indicating that would apply to representative of any industry that commission regulates. And Chairman Burch had gone on record months ago in opposition to selection of broadcaster.

There were reports that Mr. Whitehead and Chairman Burch had attempted to make a last-minute approach to White House to head off Quello appointment. However, Whitehead spokesman said OTP director had not expressed views to White House on matter for several weeks. Chairman Burch could not be reached for comment.

President's choice indicates that ABC bet on right candidate. Its representatives were said to have lobbied strongly against Mr. Robinson and in favor of Mr. Quello. Opposition to Mr. Robinson apparently was based on belief his backer was Mr. Whitehead and on fear and mistrust OTP director has inspired in some elements of broadcast industry with his speeches indicating support for cable and expressing strong criticism of networks. However, CBS and NBC, according to OTP, indicated they had no opposition to Mr. Robinson.

Mr. Quello, who was born in Laurium, in Upper Peninsula of Michigan, on April 21, 1915, has been extremely active in civic and broadcasting matters all his adult life. He has served as president of Michigan Association of Broadcasters, and was its legislative chairman. He also served on National Association of Broadcasters radio code board, 1965-67, and 1967-69.

His civic works include 21 years of service as member of Detroit Housing and Urban Renewal Commission; he was its president four times. He now helps administer Michigan Veterans Trust Fund in post to which four different governors have appointed him.

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**At Deadline**

**House heats up on blackouts**

House Communications Subcommittee Chairman Torbert H. Macdonald (D-
Prime-time scoreboard: who's arguing at FCC

Oral argument to be held by FCC this week on prime-time access rule looks to be a battle royal According to FCC staff compilations, proceeding will see appearances by at least 13 advocates of rule, nine by avowed opponents and 10 by interests whose position is either neutral or unknown.

Those scheduled to appear at two-day session (July 30-31), including spokesmen, follow:


The applicants whose positions are either unknown or neutral: Hughes Sports Network, Richard Bailey, president, or Royce Sharp, executive vice president, Fox Television Stations Inc., Thomas Moore, president; Action for Children Television, Nancy Codispoti, membership director; The Wofe Organization, Joel Levy; American Civil Liberties Union, attorney Thomas Asher; National Citizens Committee for Broadcasting, attorney Tracy Westen; Outlet Co., David Henderson, president; Wometco Enterprises Inc., attorney Marcus Cohn; New York City-Rand Institute, Dr. Bernard Giltrow, president; TV critic Cleveland Amory.

CBS sues Wynshaw, Rubinbo

CBS filed suit against ousted CBS/Records Group executives David Wynshaw and Anthony Rubin last Friday (July 27) asking for return of more than $300,000 two allegedly received from CBS via bogus expense-account reports and invoices. Four weeks ago, CBS spokesman denied reports that corporation had intentions of filing such suit (Broadcasting, June 25). CBS filed similar suit against former Records Group president, Clive J. Davis, asking for accounting of monies received by Mr. Davis and return of more than $94,000 former president allegedly bilked from company (Broadcasting, June 4). Messrs. Wynshaw and Rubinbo were named in May 30 Davis suit as conduits in embezzlement scheme.

On their own

As of Friday (July 27), over 200 systems had joined newly organized association for small cable-system operators that would not be affiliated with National Cable Television Association. Temporary president of Community Antenna Television Association is Kyle Moore, Cordell, Okla.

In Brief

Detente ABC and Central Broadcasting Bureau of the People's Republic of China agreed last week on broad exchange of TV news, documentary and sports programs and personnel. Deal was arranged by Leonard Goldenson, ABC Inc. chairman, and Lower, president of ABC News, now in PRC on a three-week visit. * News-making, Kup's Show, Irving Kupcinet's talk show on WMAQ-TV Chicago, was credited with breaking story that President Nixon once credited insurance executive—and $2.8 million campaign contributor—Clement Stone with credit for his election. "You know and I know," Mr. Stone said. President told him, "that I wouldn't be here if it weren't for you." * Skeleton crew. Count of stations that had advised CBS-TV they will not carry controversial Sticks and Bones drama in its rescheduled Aug. 17 presentation had reached 64 by Friday (June 27). That was five short of number that had rejected original March 9 telecast that was postponed. Show will go on, says CBS. * Round one. U.S. Court of Appeals in New Orleans last week reversed, pending argument on case, orders of federal district judge in New Orleans rescheduling telecast of courtrooms, even if from memory (Broadcasting, July 16). CBS had defied ban and was fined $500.

* On the rise. Cox Cable Communications, Atlanta, reports income gain of 16% in income and 13% in revenues for first-half 1973. * Also nabbed. KLVI(AM) Beaumont, Tex., faces $2,000, FCC-imposed fine for allegedly broadcasting telephone conversations simultaneously with their occurrence without notifying persons on other end of line. * Farewell. Herbert D. Maneloveg, vice president and director of media services at MGM-Ericsson, New York, will join Playboy magazine as VP and associate advertising director. * Settling in. Frank Stanton, who has occupied temporary quarters in New York's Dorset hotel since retirement as CBS vice chairman March 31, will move into permanent offices at 10 East 56 Street, New York, today (July 30). * Litigating. U.S. Southern District Court of New York has set hearing today in suit brought by Viacom Enterprises, New York, against Tandem Productions, Los Angeles, regarding syndication rights to Tandem's All in The Family (also see page 46). * Out of S. 372. Senate late last week, by vote of 50 to 43, rejected Senator John Pastore's (D-R.I.) amendment to campaign-spending bill that would have restricted repeal of equal-time provision of Communications Act to presidential and vice-presidential candidates. As bill (S. 372) now stands, repeal is for all federal-office candidates. Bill was still being debated in Senate as of late Friday (July 27). * Over at KYW. Striking members of International Alliance of Theatrical and Stage Employees ended walkout at Westhinghouse's KYW-TV last Thursday (July 26) and signed new three-year contract.

Mr. McGannon Mr. Irwin

Donald H. McGannon, president of Westhinghouse Electric Corp.'s broadcasting, learning and leisure time group, assumed office last Wednesday (July 25) as president of National Urban League civil rights organization. He succeeds James A. Linen, long-time Time Inc. executive.

William W. Irwin, general sales manager, Taft Broadcasting's WOR(AM) Buffalo, named general manager of WGR and Taft's WGR(FM) there. He succeeds Leo Lowell, transferred to Taft's WKRC(AM) and WKRK(FM) Cincinnati as general manager of those stations.

Alan J. Hirschfield, VP and director of American Diversified Enterprises Inc., New York, private investment company, named president and chief executive officer of Columbia Pictures Industries, parent company of Screen Gems. He succeeds Leo Jaffe, who assumes post of chairman. Mr. Jaffe succeeds Abraham Schneider, who has been named honorary chairman.
WOR is in the middle of the Action!

For all the color and excitement of Jets Football Games, listen to Marty Glickman and Larry Grantham

WOR RADIO 710
AN RKO RADIO STATION

Sponsors:
M&M/MARS
MANUFACTURERS HANOVER
CHRYSLER PLYMOUTH DEALERS
TUBORG BEER
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 came out the way they did 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.

First first
EDITOR: In your June 25 issue you had an article on the National Cable Television Association convention in Anaheim, Calif., and specifically on the satellite transmission carried out by Teleprompter in conjunction with that convention. Your article indicated that was the first domestic-satellite television transmission in the U.S. This is incorrect. At the National Association of Broadcasters convention in Washington in March 1973, which you covered, the Communications Satellite Corp. carried out a domestic-satellite television transmission from Andover, Me., to Washington, receiving the television signal at the convention site with a 15-foot receiver station and using a new digital television transmission system. That was the first domestic-satellite television transmission in the U.S.—L. S. Golding, manager, Image Processing Department, Comsat Laboratories, Clarksville, Md.

With KDka in the beginning?
EDITOR: A KDka reunion for those who worked or performed at the station between 1920 and 1956 (when we moved from the Grant building location to join our sister station, KDka-TV) will be held at the Lodge at Boyce Park on Saturday, Sept. 8.

As you can understand, we are having difficulty reaching many of our former KDka-ers and would appreciate hearing from them or anyone who might know their address.—Gundla Johnson, Promotion, KDka(AM) Pittsburgh.

After the elephants and the canoes
EDITOR: It was good to see the broadcasting industry is getting close to being saluted by the four stamps shown in the July 16 issue. The National Association of Broadcasters 50th anniversary (1970) committee, of which I was chairman, was baffled by the attitude of the Postal Service's Stamp Selection Committee. We had a most successful anniversary without a stamp, but I've never figured out what it takes to be recognized by our Postal Service friends. Among the stamps that were issued in 1970 were ones on the African elephant and a Haida ceremonial canoe.—Don C. Dailey, vice president, KGbx(AM) Springfield and KHMO(AM) Hannibal, both Missouri.

Missing persons
EDITOR: I wanted to point out an error in your July 16 article [on the cable franchise situation in Grand Rapids, Mich.]. Grand Rapids has a population of 202,000 with a metro-area population of 550,600. General Electric Cablevision was also granted the franchise for Wyoming. Grand Rapids' largest suburb, with a population of 59,000.—Alexis Kiyak, media director, Johnson & Dean Inc., Grand Rapids.

(The 60,000 figure cited should have indicated homes, not people.)

Black angle on the news
EDITOR: I'd like to expand the number of black programs cited in "Closed Circuit" in the July 16 Broadcasting by at least one series currently being produced for national distribution on PBS by WHyy-TV. It's a half-hour, once-a-week news analysis series called "Black Perspective on the News," and, while it's produced by blacks, we've discovered that the show's viewers know no racial confines. The series aired locally from April 23 until July 5, when PBS picked it up for national distribution for 13 weeks.—Shelie Burns Karabell, director of public services, WHyy-TV Philadelphia.
September
- Sept. 4-Extended deadline for filing of comments with FCC in matter of ascertainment of community problems (Doc. 19715).
- Sept. 7-9-Southeastern regional conference, boards of directors from Alabama, Georgia, South Carolina, Florida and Mississippi broadcast associations. Special guest: Vincent Wasilewski, president, National Association of Broadcasters, Point Clear, Ala.
- Sept. 7-9-Fall conference, Florida Association of Broadcasters, in conjunction with Southeastern regional broadcasters conference. Grand hotel, Point Clear, Ala.
- Sept. 7-15-Sixth annual Atlanta International Film Festival. Award categories include: features, documentaries, short subjects, experimental, TV commercials, and TV productions. Stouffers Atlanta Inn and Fox Theater, Atlanta.
- Sept. 8-Regional seminar, Radio Television News Directors Association, University of Michigan, Ann Arbor.
- Sept. 11-14-Western electronic show and convention, sponsored by WESCON, Brooks hall/civic auditorium, San Francisco.
- Sept. 17-Extended date for filing comments with FCC in matter of practices of licensees and networks in connection with broadcasts of sports events (Doc. 19715).
- Sept. 17-New deadline for entries in Broadcasters Promotion Association/Television Information Office promo spot awards competition.
- Sept. 18-20—Video Expo IV featuring hardware and software and equipment exhibits and workshops sponsored by Media & Methods Magazine and International Industrial Television Association, Commodore hotel, New York.
- Oct. 2-3—Joint fall meeting, Missouri and Illinois Broadcasters Associations. Stouffers Inn, St. Louis.
- Oct. 2-5-VIDCA, International market for videocassettes and videodiscs and equipment, Festival palace, Cannes, France.
- Oct. 5-6-Annual convention, Institute of Broadcasting Management, Marriott hotel, New Orleans.

October
- Oct. 1-Extended deadline for filing reply comments with FCC in matter of ascertainment of community problems (Doc. 19715).
- Oct. 4—National Premium Show, Hall-Erickson Inc., managing director, McCormick Place, Chicago.
- Oct. 7-9—Annual national meeting, Women in Communications Inc, Benson hotel, Portland, Ore.
- Oct. 7-Second annual meeting Michigan News Broadcasters Association, Kellogg Center, Michigan State University, Lansing.
- Oct. 8-11—Electronic Industries Association 49th annual convention, Fairmont hotel, San Francisco.
- Oct. 10-12—Convention, Western Educational Society for Telecommunications, Snowbird resort, Snowbird, Utah.
- Oct. 14-17—Western region convention, American Association of Advertising Agencies, Santa Barbara, Calif.
- Oct. 14-18—Society of Motion Picture & Television

Maybe the best buy in this whole book.

Get the 1½ Billion-dollar Northern Michigan market through WWTV/WWUP-TV.

Here’s what you get:
- The richest A.D.I. in the state
- $8,231 C.S.I. per household
- A huge 25 county area plus seven neighboring counties where we are the dominant CBS station
- $1,364,117,000 consumer spendable income

Maybe somewhere there's a buy like this, but not at our rates.

Call Avery-Knodel today.

Delta is an airliner run by professionals. Like Paul Bennett, 747 Captain. Paul started his career flying a 21-passenger DC-3. Now he's captain of a 370-passenger 747, the world's largest jetliner. After 30 years with Delta, he has 26,000 hours and 8 million miles under his seat belt. When you're flying, it's nice to know there's a Paul Bennett up front. Delta is ready when you are.

Some bad arithmetic adds up to good numbers for Allied Stores

A long time ago, an advertising professor taught me about the synergistic effect. He said in advertising two plus two equals five. That is, by adding different media together the effect of the advertising is greater than the sum of those different media used separately. Put simply, two billboards may reach 1,000 people twice in one week. And a series of radio commercials may reach 1,000 people twice in one week. (This is hypothetical, all you billboard and radio fans.) But if these two media are utilized at the same time for the same campaign, then the advertiser theoretically can reach (no, not 2,000 people four times, you're not paying attention) 3,000 people five times in one week.

But of course that's a theory, and I'm a meat-and-potatoes man myself. Theories are fine for philosophers but we are going to be talking about retailers here.

The simple truth, however, is that the synergistic effect is for real. It works. Two plus two do equal five in advertising. Allied Stores likes to call it the multimedia approach, and it makes so much sense it is almost too good to be true. Retailers, because of the nature of their business, have the unique opportunity to find out which media mix is best for their market. What the retailer sells tomorrow is based on what and how he is promoting today.

And, by utilizing different media mixes we can not only determine which is best for our market (or store), but also which mix is best for each department, each event and even specific items in the store. This year Allied has jumped on the multimedia bandwagon. It seems a little silly to be talking this way in 1973, but retailers across the country are waking up to find that the newspapers alone just don't do it any more. Costs are going up and circulation is going down. It's a fact that we need other advertising avenues. Television and radio, as we all know, are the most inexpensive in cost-per-thousand. The long-awaited marriage is finally at the altar.

At Allied, our multimedia approach is simple. The event is there to be promoted via direct mail, newspaper, TV and radio. A central theme is determined; whether it stems from the direct-mail layout or the TV storyboard doesn't matter. It has happened both ways. (A sign of the changing times: It used to be the mailer that influenced the TV concept. The last several ideas have stemmed from TV and radio.) The idea is then interpreted in the various ways for each medium and offered to the stores as a package. This is a new idea for us, and we know it's the right way to go. So far we've promoted Father's Day and back-to-school via multimedia promotions. We are currently working on Christmas, the January white sale, and a special spring event.

The next inevitable step is to devise a program whereby these multimedia promotions will be supported cooperatively, with vendor money in broadcast. Thus far we've produced commercials for several vendors and run these with support in newspaper and direct mail, but to date we haven't tied any vendors into a central co-op promotion for a specific Allied event. We are hoping at this point to interest enough vendors in a co-op plan to tie in with the Allied Stores on TV and radio to further reinforce their direct-mail efforts with our stores this Christmas. In this way, by producing the Christmas commercials centrally in New York and buying the time in each of the Allied markets desired by the vendor, we've come up with a solution that benefits both the stores and the vendor. (The money we saved on one vendor was two-thirds off his lowest agency bid to produce the TV commercial and run it in the Allied markets.)

It used to be that vendors could interest a store in co-op if they had a 30-second spot with 10 seconds of dead air at the close of the commercial. We all know that one—chopped supers and sentences, or tags that run at the beginning of the next commercial. If we're lucky enough to get a smooth spot that runs properly, it really doesn't matter because every other major store in town is running their tag at the end of the same spot in another half hour. Clutter city. Retailers are not interested in this at all, and we have to watch our step or we wind up at the other end of the spectrum.

Before, using anybody's commercials, we had no continuity, no balance. We had clutter. Now, in some cases we're approaching "sameness" in TV advertising. "Sameness" is what happens when we strive too hard for continuity. The store decides that it needs to establish continuity on TV and radio. Good. The store decides that all broadcast ads will be of the same or similar quality in appeal. Good. Therefore, the store decides that all commercials will begin and end the same and the middles will all be structured in a similar fashion. Bad. We've passed continuity and we're approaching sameness. If all our ads look and sound alike, on no one is going to pay any attention to the vendor's message.

Each commercial has to be structured according to what, who, and why, incorporating the store's image each time into the vendor's message.

At Allied we're trying to establish the balance between co-op clutter and sameness. Clutter and sameness are easy and it's comfortable to fall into the pattern. Continuity is difficult but more rewarding. We are striving for those rewards by using the multimedia approach, by providing our stores with television and radio campaigns rather than commercials, and by striving for an honest, balanced, co-op plan that keeps everybody happy.

Broadcaster-retailer-resource. The economies are there. The support is there. Everybody works toward the same end. The vendor tells us why to buy, the retailer tells where to buy. And as direct mail reaches our charge customers and the newspaper reaches our established customers the dynamic duo of TV and radio reach our new, young and ever-increasing customers. It's the only way.
Broadcasters to seek relief from Phase Four

Strategy is to get clarification now, ask for decontrol or exemptions later

The National Association of Broadcasters plans to file by tomorrow (July 31) the first of what almost certainly will be a series of broadcaster requests for clarification of the government’s complex Phase Four economic policy (Broadcasting, July 23).

Later—“somewhere down the road,” in the words of John B. Summers, NAB general counsel—the association also expects to try to get the entire broadcasting industry exempted from the Phase Four price controls. The government’s Cost of Living Council has indicated it will consider such requests on an industry-by-industry basis.

Mr. Summers noted that Phase Four in effect reinstates much of Phases Two and Three, so that larger stations, groups and networks are the broadcasters affected. Those with no more than 60 employees are exempt, as before.

One clarification that NAB will seek, Mr. Summers said, is aimed at establishing that the 60-employee exemption applies to individual stations within a group. The opposite interpretation would mean that a group owner having a total of more than 60 employees would be subject to controls even if none of his stations individually employed as many as 60.

In other requests, Mr. Summers indicated, the NAB hopes to obtain the pricing flexibility related to business seasonality and cost-per-thousand that broadcasters had in earlier phases.

The filing is planned by tomorrow because that is the date the government set for comments on the Phase Four regulations.

When it comes time to seek decontrol for all broadcasters, Mr. Summers said, the NAB’s bid will probably be based mainly on First Amendment grounds. The rationale is that if broadcasters cannot raise rates on hit programs, they will lose money because rates on shows that lose audience will be driven down as a natural function of the marketplace; and if they lose money, their news and public-affairs operations will suffer and thus will have been inhibited by the freeze.

The NAB has retained Donald Zeifang of the Washington communications law firm of Dow, Lohnes & Albertson to represent broadcasters’ concern:

“If the rules as written are applied without exception, even rate increases that were legal when they were made won’t count.”

Stations called on the carpet for violations of combo-rate rules

FCC acts against cross-market combination prices and representation

The FCC last week identified 17 stations it had said earlier—in announcing an inquiry into combination advertising rates (Broadcasting, July 23)—were to be subject to commission action because present or planned station policies violated existing rules in that area.

Combination rates between unaffiliated stations of any broadcast service located in the same geographic area are prevented under present rules. Commonly located stations in the same service are also prohibited from being serviced by the same station representative if there are direct or indirect ownership ties between the rep and one of the stations. (The new inquiry will examine several possible expansions of those prohibitions.)

The individual actions taken by the commission fell into two categories: rulings against two stations planning or currently engaged in issuing combination rates, but with no station-rep crossownership, and action against common station representation of co-located stations of the same service where no combination-rate use was evident.

Thirteen stations were affected by rulings in the first category. The commission denied a proposal by KXOL(AM) and KOLA(FM), both San Bernardino, Calif., that would establish joint national advertising rates by the two independently owned stations. The commission said that even though the two would continue to issue separate local rate cards and propose no other joint operations, existing policies preclude the plan. KMEN and KOLA would have given firms that advertise on both facilities a standard discount. A similar combination between KIS(AM) and KVST(FM), both Los Angeles, which has been discontinued since, was also condemned. The commission concluded the stations failed to meet “the standards expected of all licensees” in neglecting to advise it of their then-existing combination-rate policy, even after they had requested FCC approval of such an arrangement. The commission said an entry to that effect would be made in both stations’ permanent records. It took no further action.

A proposed joint-selling venture between KXOL(AM) Fort Worth and an undisclosed Dallas station was also disallowed. The KXOL licensee had requested approval of the plan in light of the fact that KLIF(AM) Dallas and KFLZ(AM) Fort Worth have maintained similar ties

resist it in Cost of Living Council matters.

It was not clear what other broadcast representatives or members would file comments or queries tomorrow. Some network sources said they themselves did not plan to, on the theory that, as one put it, “I don’t think there’s a possibility of changing the regulations.” But they left no doubt they would be applying for exceptions or at least greater flexibility than they feel the regulations now permit.

One network source felt that “if we could file a well-reasoned, persuasive argument,” exceptions might be allowed. But the argument, he felt, would have to make the point that money spent in broadcast advertising does not have an inflationary effect on the prices of consumer goods and services.

The same source was particularly concerned about Phase Four’s changing the formula for determining base prices from “decile” to “average.” Under the decile principle, the base price was the highest at which at least 10% of the commercial units were sold; now the base price is the average of all unit prices, which inevitably will be lower, “whether you’re talking about local, spot or network rates,” one specialist said.

The base period to be used is the last fiscal quarter ending before Jan. 11, 1973, subject to some cost-increase adjustments. “If the rules as written are applied without exception,” one executive said, “even rates that were legal when they were made won’t count. What broadcasters need is decontrol, exemption or special regulations applied to them.”

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since 1958. But in denying the KXOL request, the commission said that the KLIF-KFJZ agreement was itself in violation of the rules. It stated that those two stations have substantially overlapping signals and therefore can be judged to be operating in the same general area, though they are licensed to different cities. (The exact meaning of the term "substantially the same market or area" is one of several issues to be explored in the next inquiry.) KLIF and KFJZ maintain the same station rep, but neither facility has ownership interest in that firm, the commission noted.

Six other stations falling within the first category were involved in common sales representation, although there was no question of crossownership. In one action, the commission ordered the discontinuance of a combination rate between WPCH(FM) and WOST(AM), both Atlanta. The two unaffiliated stations are represented by John Blair & Co. The commission found that while no discounts are offered in the joint-selling effort, the practice is still illegal under existing rules. The four remaining affected stations are all represented by the Katz Radio rep firm. In one action, the commission ruled that Katz's practice of jointly selling, while no discounts are offered on an uncounted basis, WNGO(AM) and WKLX(FM), both Atlanta. A Katz policy giving advertisers an option to jointly purchase time on commonly-represented WHHC(AM) and WPLR(FM) New Haven, Conn., was also disallowed.

In the second category, the commission ruled that McGavern-Guild-PGW may not represent both KFAC(AM) Los Angeles and KROQ(AM) Burbank, Calif. That rep and KFAC-AM-FM are all owned by ASI Communications Inc. The commission did not rule on the joint McGavern representation of KFAC-AM-FM and KROQ, noting that the new inquiry will deal with the prospect of co-located stations of different services employing the same rep.

In another ruling the commission found that the Bernard Howard rep firm may not serve both WWRL(AM) and WHOM(AM), both New York. It noted that WWRL and the Howard firm are both owned by group broadcaster Sonderling Broadcasting Co. The commission rejected the stations' claim that joint representation (without any prospect of the use of combination rates) would be permissible under existing rules since the two facilities target different audiences and by station definition to be aiming their programming at different markets. WWRL is black oriented; WHOM, which has separate ownership, broadcasts in Spanish.

The commission's inquiry explores virtually every parameter of the combination-rate issue and seeks to determine whether rules on broadcast should be broadened in several respects. Included are the feasibility of a prohibition against the joint selling of broadcast and cable-TV media; preclusion of combination rates between commonly owned stations, regardless of location; similar bans covering simulcasting AM-FM combinations.

At that point in time: hindsight by the Nixon in-house agency

Watergate has made the men of The November Group a bit leary of the world of politics

Reminiscing about the campaign with members of The November Group is a bittersweet affair. They are all proud of the work they did for Richard Nixon but Watergate has soured the taste of victory they savored last fall. "We've managed a smooth defeat from the jaws of victory," Phil Joanou observed sadly.

Mr. Joanou had been executive vice president of The November Group, the advertising agency created to handle the President's re-election. "I'm very proud of the work The November Group did," he added. "The stuff we did was in good taste and highly effective. There's nothing we have to be ashamed of. And the fact that some other idiots were doing some damn foolish things shouldn't take away from that..."

Would he get involved in another presidential campaign? There was a pause, a heavy sigh and then—"I don't think so. Too much depends on the man. I'd want to talk to the man. It will be quite some time before one gets another incumbent Republican." Mr. Joanou, like most of The November Group, is a Republican. He said Watergate would hurt the party most "in the fund-raising area. A lot of people who gave money in good faith feel they got screwed. But I don't think a Senator would lose an election in his state because of Watergate. I have immense faith in the American people." He felt strongly that President Nixon should release the tapes of conversations with his staff that deal with Watergate—"Certainly if he's going to continue to govern, he's going to have to make a clean breast of it. There's no basis for him not to give them to Archibald Cox, who is working in the executive branch as special Watergate prosecutor. That doesn't involve separation of powers."

Mr. Joanou, who had been a vice president with Doyle Dane Bernbach in Los Angeles prior to the campaign, joined Dailey & Associates, Los Angeles, as a senior vice president last December.

Peter Dailey, president, was president of The November Group.

Mr. Dailey said he would work again on another presidential campaign if he supported the candidate. "All of us felt it was time well spent, a chance to touch history." Commenting on the Watergate hearings he said, "For years the advertising business has taken the knocks for a lot of things. Now it seems like lawyers are having trouble. There are about 30 of them up against the wall. I'm disappointed that the whole thing came about. In terms of who's responsible it's only fair to withhold judgment. He [Nixon] delegated an enormous amount of work to others so it's not inconceivable that he didn't know."

Mike Lesser, general manager of The November Group, returned to Marshiall after the elections as a senior vice president. He admitted he would be "chary" about working on another presidential campaign—although if Senator Ted Kennedy (D-Mass.) were to run, he definitely would work for the Republican candidate.

During the campaign it was reported that Mr. Lesser had political aspirations, notably to run for the Senate. He still thinks about it, though he doesn't know if he will ever act on it. "I still like politics," he said. "I didn't particularly like the Nixon White House. When asked if I wanted to come down there to work for four years I said no. We worked very closely with [Jeb] Magruder. He was a very poor administrator—impossible to make decisions, very polite and slippery. Ehrlichman I just saw once or twice in meetings. He has a perpetual sneer on his face. But just because I don't like them..."

Moneymakers. American Association of Advertising Agencies is releasing a study today (July 30) showing that in 1972 net profit for incorporated agencies averaged 3.62% of gross income, up from 2.67% in 1971, and net profit as a percentage of billing averaged 0.75%, up from 0.56% in 1971. The association noted that in the past 10 years, profit as a percentage of gross income have been below 3% in one year; between 3% and 4% in five years; between 4% and 5% in three years and about 5% for one year. Total payroll as a percentage of gross income decreased more than 0.7%, slipping from 65.26% in 1971 to 64.53% in 1972, said to be lowest total payroll percentage since the first AAAA analysis of agency costs was compiled 43 years ago. The AAAA said costs for employe benefits, overhead items and taxes increased over 1971 and it attributed the rise in profit in 1972 "almost directly" to the decrease in payroll as a percentage of gross income.
doesn't mean I think they're capable of committing criminal acts." What will be the effect of Watergate? "I'd guess Nixon's going to remain President, but he's not going to be terribly effective," Mr. Lesser said sadly.

Bill Taylor, creative director of The November Group and senior vice president/creative director at Ogilvy & Mather, said he's become more interested in politics since working on the campaign. An independent, he said he didn't know whether he would work for Mr. Nixon if the President could run again, though he would work on another presidential campaign. "I'm very disappointed that the tapes weren't turned over," he said. "It's quite logical that he didn't know what was going on. He really did have some other things to do."

"If it were Spiro Agnew and he called me today, I'd be in Washington tomorrow," George Karalekas said, enthusiastically answering the question of whether he would work on another presidential campaign. The former media director of The November Group, now marketing director at Canada Dry, added, "It would depend on the candidate and how I feel about the man." Like Mr. Lesser, Mr. Karalekas had been offered a job in Washington "and gave it some serious thought. I took about six weeks off [after the campaign] actively looking at the opportunities and decided that I didn't want to get involved in the whole Washington syndrome. Like the Department of Health, Education and Welfare—it just oozed bureaucracy. I knew as soon as I walked into the building it wouldn't offer me the creative license to do what I wanted. There are some agencies that are quite exciting—like Clay Whitehead's operation [Office of Telecommunications Policy] and the United States Information Agency—but it's another world."

Looking back on the campaign he said, "I really enjoyed it. But I was disappointed that people I knew so well [Mr. Magruder and Gordon Strachan] would get involved in something like this."

How will Watergate affect President Nixon? "My gut feeling is that he will come out OK and be able to pull things together. The remaining years will not be as productive as they could have been, though," he said.

**DFS says make-goods cause slow payments**

When an advertising agency spends about $140 million a year in TV, it has a very strong desire to reduce the billings problem that plagues agency-station relationships. Last Tuesday (July 24) Dancer-Fitzgerald-Sample sent all TV stations a letter that attempts to clear up the problem.

Ave Butensky, DFS's director of media operations, explained that although billing discrepancies and late payments constitute only 3.4% of total billings, they add up to "several hundred" buys that have to be re-checked each month. Mr. Butensky said: "The bulk of our discrep-

**Safety precautions.** The panel studying advertising and unsafe practices for the National Advertising Review Board has defined three major areas in which it will develop guidelines. These are: advertising products that are potentially hazardous through misuse; situations depicted in advertising that may tend to encourage unsafe practices or behavior; executional devices, such as alarming sound effects, used primarily in TV commercials, that in themselves may be harmful to some people. Panel chairman John E. O'Toole, president of Foote, Cone & Belding, indicated that the study is being taken from the standpoint of advertising's possible impact on children and adults generally and, in particular, on that segment of the population predisposed toward risk-taking. The panel is expected to submit its study to the full NARB by September.

**Business Briefs**

**CBBB recognition.** Council of Better Business Bureaus Inc., New York, has awarded its ABBY ("Award for the Better Business of the Year") to American Motors, Detroit, and Major Appliance Consumer Action Panel, Chicago, for their consumer education activities—American Motors for its buyer protection plan and MACAP for its actions in investigating consumer complaints.

**Sock it to them.** Centusales Products Inc., Palatine, III., has announced $750,000 network and local television promotion for this fall. Commercials for "Sockers-Boopers," inflatable vinyl boxing gloves, will be seen on at least 450 stations in 288 markets. First ads on network programs will break Sept. 22 on CBS and NBC and will continue through Feb. 9.

**Westward.** Wyle Films, New York TV commercial producers, division of 20th Century Fox Film Corp., has opened Wyle West Films on West Coast. Executive producer Nicki Minter will head the firm. Address: 7557 Sunset Boulevard/ Los Angeles. Phone: (213) 851-4800.

**Philadelphia story.** The Philadelphia Agency is going out of business July 31. Ralph N. Feaver, president, will become chairman and chief executive officer of Media PlanService, wholly owned subsidiary of The Philadelphia Agency. MPS is a media placement and counseling firm also located in Philadelphia. No explanation was given for agency's demise. It reportedly has billings of about $4.3 million, over half in TV.

**BAR reports television-network sales as of July 8**

| CBS | $353,075,300 (35.0%) | NBC | $346,583,700 (34.3%) | ABC | $310,491,300 (30.7%) |
|---|---|---|---|---|
| **Day parts** | Total minutes | Total dollars | 1973 total | 1973 total |
| | week ended | week ended | dollars | dollars |
| **ended** | July 8 | July 8 | 1973 | 1973 |
| **ended** | | | | | |
| Monday-Friday | | | | | |
| Sign-on-10 a.m. | 65 | $426,000 | $1,962 | $12,723,400 | $11,735,500 |
| Monday-Friday | 10 a.m.-6 p.m. | 978 | 6,874,200 | 25,206 | 207,662,600 | 168,119,500 |
| Saturday-Sunday | Sign-on-6 p.m. | 244 | 2,076,600 | 7,591 | 100,225,100 | 80,021,900 |
| Monday-Saturday | 6 p.m.-7:30 p.m. | 93 | 1,329,100 | 2,558 | 51,860,600 | 38,443,000 |
| Sunday | 6 p.m.-7:30 p.m. | 10 | 122,100 | 384 | 9,095,400 | 12,218,100 |
| Monday-Sunday | 7:30 p.m.-11 p.m. | 395 | 15,204,100 | 10,610 | 564,940,600 | 473,798,200 |
| Monday-Sunday | 11 p.m.-Sign-off | 162 | 2,089,300 | 4,284 | 63,642,600 | 34,308,100 |

Total | 1,947 | $28,123,400 | 52,595 | $1,010,150,300 | $818,645,200 |

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.*
Put a little blue sky into your media strategy.

Our new tower is up... and now covers 2,555,989 persons and 805,675 households.

Now, more than 2½ million great people in Minnesota and western Wisconsin can "Take 5" from our giant new 1375-ft. tower, adding more than 250,000 persons into our new Grade B coverage area. Totally, the predicted Grade B signal will cover 805,675 TV households and 18,887 square miles. (Watch for the October ratings.)

Other reasons why our great people are "taking 5" like never before include our dynamic "The World Today" news, Vikings football and the Bud Grant Show.

Try a little real blue sky. Take 5 in the Twin Cities.

Source: A.D. Ring and Associates, Washington, D.C.

MINNEAPOLIS • ST. PAUL • 100,000 WATTS • NBC AFFILIATE

A Division of Hubbard Broadcasting Inc., WTOG-TV Tampa-St. Petersburg, KOB-TV Albuquerque. Contact your nearest Petry office or David Garvin at 612-645-2724.
FCC's the target for Johnson's latest blast

Commissioner analyzer agency's shortcomings for the 'Yale Law Journal,' concludes that reform can come only from the courts

Nicholas Johnson, who in his seven years on the FCC has been its severest critic, is letting those feelings hang out in a 60-page article that leads the July Yale Law Journal. The commission, as seen through his eyes, "acts in a consistently unprincipled manner," works through an agenda that "is the product of industry pressures, staff idiocies and political judgments," and often decides cases it does not understand, particularly those involving complex common-carrier issues.

What's more, the commission tends to overlook possibilities "so long as the public is the only victim." And, he says, the agency "lacks data, makes no independent analysis, relies heavily on information provided by interested parties, considers broad questions piece-meal, defers to industry interests, postpones difficult problems, hopes for compromises that the agency can ratify, and fails to anticipate major problems before they arise."

All that—according to the commissioner and John Jay Dystal, his former legal assistant and co-author of the article, can be discerned from an analysis of a single commission meeting—that of Dec. 13, 1972. (The article is titled "A Day in the Life: The Federal Communications Commission." It is borrowed from the Beatles' song, "A Day in the Life.") That meeting, the authors say, was neither better nor worse than others during the year; it was "typical." Among the conclusions they drew from it: that the commission is manipulated both by the industries it is supposed to oversee and by the staff that is supposed to serve it.

In the latter regard, the article stresses the role of the Cable Television Bureau, whose independence, it says, is due in part to "the enormous complexity of the cable television rules." That bureau, in the authors' view, has "attempted to manipulate the FCC commissioners by building precedents which tend to lock the majority into certain results desired by the industry but not necessarily preferred by all, or even most, of the commissioners."

The article, which provides an unprecedented, first-hand account of a commission meeting, does not divulge any major secrets, but it does provide an unusual behind-the-scenes look at an adjudicator proceeding on one involving RKO General's effort to retain its license for KHJ-TV Los Angeles against the challenge of Fidelity Television. The commissioners, in a meeting in October, the authors say, considered but did not act on the merits of the administrative law judge's findings in the case—that KHJ-TV's license should not be renewed and that RKO and its parent, General Tire and Rubber Co., had engaged in antitrust activities. But, the authors add, the commission could not simply renew KHJ's license, since the proceedings had become entangled in the issues of another comparative hearing in which RKO's license for WNBC-TV Boston was under challenge.

While the commissioners decided to take no official action in the case, a majority agreed with the staff that the KHJ license "could not be renewed unless certain other issues were resolved" by the judge in the case. Under the circumstances, the authors say, the only reason for the commission's failure to overturn the judge and remand the case for resolution of the remaining issues was to deny "dissenting commissioners an opportunity to write opinions which might have been the basis for judicial reversal on appeal.

The authors recited that background in explaining the staff's recommendation, at the Dec. 13 meeting, that the commission "could not allow RKO to purchase still another broadcast station." (It was seeking to buy its seventh FM, WAXY-FM Fort Lauderdale, Fla.) But, the article recounts, the majority "was so eager to let RKO continue building its broadcast empire" that it approved the sale a week later.

The account seems to confirm reports that the commission majority, when faced with a court, can conclude the case, tentatively decided to deny Fidelity's application and to grant RKO's, subject to the outcome of the Boston case ("Closed Circuit, July 9.

The authors, after cataloguing their list of administrative horrors, write off Congress as a possible instrument of FCC reform. "As a 'generalist' and political body subject to the same sorts of pressures that barrage the commission," they say, "Congress is not terribly competent to cope with the judicial branch."

A purpose of the article, the authors conclude, is to tell that branch "how bad things really are" and "how tenuous is the basis for the idea that judges should defer to the FCC's 'rational' and 'pragmatic' thinking."

Long-range reforms aside, if there is to be any immediate hope for the FCC, it lies with the courts.

If the conclusions of Mr. Johnson and his co-author were harsh, so was that of Dean Burch, who was given an advance copy. The chairman, who has tangled frequently with the commissioner in the past, called it "more of the same old crap," and added: "It is quite clear from my public utterances that I'll be pleased to get a member of this FCC's mind who is intellectually honest. He [Commissioner Johnson] is not." Mr. Johnson's term expired June 30, but he is remaining on the commission while the White House ponders the choice of his successor.

Civic Communications cites Dixie misrepresentation as basis for reopening hearings

Civic Communications Corp., one of five applicants for the Jackson, Miss., channel 3 facilities now occupied by WLBT-TV, has asked the FCC to hold further hearings in the case based on allegations of improbity on the part of Dixie National Broadcasting Co. Dixie was recommended to be awarded the channel in an April initial decision by FCC Administrative Law Judge Lenore Ehrig (Broadcasting, April 23).

Civic's argument was founded on a contention that Dixie and Rubel Phillips, a Dixie director and 6% stockholder, had made misrepresentations to the commission regarding Mr. Phillips's business activities. Civic noted that an issue in the channel-3 proceeding had sought to determine whether to report to the commission the fact that Mr. Phillips had previously served as secretary of Dixie National Life Insurance Co., a major Dixie National Broadcasting stockholder, reflected negatively on the firm's qualifications to be a licensee. Judge Ehrig, however, had exonereed Dixie and Mr. Phillips of wrongdoing in that area.

But, Civic asserted last week, Judge Ehrig had failed to take adequate note of several pertinent factors. One, it said, was that Mr. Phillips's involvement in Dixie Insurance could have given that firm voting control over Dixie Broadcasting because Mr. Phillips's 6% interest in the latter firm, coupled with Dixie Insurance's 45% interest, would have indirectly assigned Dixie Insurance 51% control of the broadcast company.

But of greater significance, it indicated, is the existence of "newly discovered evidence of decisional significance" illustrating "a continuing and intentional pattern of misrepresentation on the part of Dixie. The new evidence, Civic said, involves a disclosure that Mr. Phillips had served as a "key employee" of Stirling Homex Corp., an Avon, N.Y., firm now in bankruptcy and under investigation by the Securities and Exchange Commission.

Civic noted that Mr. Phillips, within the course of the channel-3 hearing, had testified that he had never taken advantage of an offer to become a vice president of the Stirling Homex firm. However, it contended the corporate records of Stirling Homex indicate that shortly before Mr. Phillips gave testimony, he had been "actively engaged" in that firm's management. Civic asserted that Mr. Phillips had been given an option to purchase up to 40,000 shares of Stirling Homex stock and that he had been responsible for opening an office for the firm in Jackson. Civic also noted press reports implicating Stirling Homex and Mr. Phillips in an alleged offer of gratuities to a federal official in return for a " lucrative" government contract.

Taken together, Civic said, these inci-
President Veyman H. D. Walker (whom Judge Ehrig had termed "not qualified to serve as a responsible principal" of a broadcast license in light of his "questionable" stewardship of WHTV-TV) Meridian, Miss., during a six-month stint as that station's general manager) as well as challenges to its financial qualifications.

Rand angels keep study of mass media going

Markle, Ford and the FCC pitch in total of over $800,000 for communications policy program

Rand Corp., Santa Monica, Calif., last week announced grants totaling $816,000 to explore the future of mass communications.

The grants are from the John and Mary R. Markle Foundation, New York, $350,000; the Ford Foundation, New York, $100,000; the FCC, $220,000, and the National Science Foundation, Washington, $146,000.

The Markle grant is a follow-up to an initial $500,000 award three years ago that established a communications policy program at Rand, which has resulted in a series of studies on cable TV. The Ford grant, for one year, is to support work in Rand's Washington office on regulatory issues involving the electronic media, with Henry Geller, former FCC general counsel and assistant to FCC Chairman Dean Burch, in charge. The first study will be on the fairness doctrine. The FCC grant is a two-year contract to analyze spectrum requirements for TV over the next 15 years in the light of the emergence of new technologies as cable TV, pay TV, satellite broadcasting and video cassettes. The NSF grant is for the purposes of collecting and analyzing information on ownership and control of TV, radio, CATV and newspapers.

Donald B. Rice, Rand president, said the organization will appoint an advisory committee to help Rand in these studies. Elie Abel, dean of the Columbia School of Journalism, is chairman of that committee.

Chief of Rand's communications policy studies is Leland L. Johnson, an economist.

Insurance interests again seek 5% ownership level

The FCC has again been petitioned to increase the permissible level of broadcast ownership for insurance companies from the present benchmark of 1% to 5%. The petitioner, the American Life Insurance Association, claimed that such a ruling is necessary to put insurance interests on equal competitive standing with banking institutions, which now enjoy a 5% benchmark. Mutual funds are now permitted a 3% benchmark.

The ALIA pleading was submitted independent of, but would have the same residual effect as, a petition filed last April by the Aetna Life and Casualty Co., requesting that it be permitted a 5% benchmark (Broadcasting, April 9).

In attempting to justify its request, the ALIA employed the same argument that had been utilized by Aetna: that insurance companies are "passive investors" having no interest in influencing the affairs of broadcast companies in which they have ownership interests. It said that the present provision of the FCC's multiple-ownership rules applicable to insurance firms would cause a "continuing hardship" to investors in that industry and would deny the communications industry needed capital.

It claimed that, unless the rules are changed, insurance firms would have to divest of a total of $158 million worth of broadcast stock. That conclusion, it said, was based on a survey of 46 insurance companies. The responding firms reported a total of 30 holdings in excess of the 1% benchmark in 23 broadcast companies.

Senate votes out bill to kill OMB powers over agency forms

Authority would be transferred to GAO, accounting arm of Congress

The Senate has approved legislation that would remove from federal regulatory agencies, including the FCC and Federal Trade Commission, the threat of veto that the Office of Management and Budget has over the forms they send to businesses to collect information.

Oversight of forms by those agencies would now have to be used to establish the General Accounting Office, which is an arm of Congress. But GAO's function would be limited to determining whether the information being sought was available from another federal source and whether the forms were designed to minimize the reporting burden.

The legislation would expressly leave the regulatory agency involved the final determination as to whether the information it seeks is necessary to its regulatory function.

Legislation transferring clearance authority from OMB to GAO and giving it oversight authority only was originally introduced by Senator Philip A. Hart (D-Mich.). He said it was needed to free the regulatory agencies of the veto wielded by OMB, often with the support and encouragement of business advisory groups functioning under the Business Advisory Council's OMB.

Senator Hart said the problem the legislation was designed to deal with was called to his attention by Chairman Lewis Engman of the FTC. Chairman Engman had related several instances when OMB had stymied FTC in its efforts to obtain information.

The legislation was attached as a rider How to protect yourself against Broadcasters Liability losses

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to the Alaska pipeline bill and passed by the Senate. Later, however, it was modified by an amendment introduced by Lloyd M. Bentsen (D-Tex.). The amendment is designed to end duplication of effort by the regulatory agencies in acquiring information and minimizing the compliance burden on the affected businesses.

The legislation, which would replace a federal reporting act in force since 1942, has not yet passed the House. The House last week approved its version of the Alaska pipeline bill without the rider. The Senate and House versions of the bill, which differ in a number of respects, will have to be reconciled in a Senate-House conference.

Antiunion firings laid to Honolulu stations

The National Labor Relations Board ruled last week that the John Hutton Corp., licensee of KUMU-AM-FM Honolulu, unlawfully discharged two station employees because of their membership and activities in the American Federation of Television and Radio Artists. The board found that the resignation of Robert Hite, a part-time announcer, constituted a “constructive discharge,” because station management knowingly scheduled Mr. Hite for a weekend slot he could not fill. Tom Carroll, an announcer-newswoman, was discharged Sept. 19, 1972, ostensibly for having falsified his time card. Both men had acted as union negotiators.

The NLRB order requires John Hutton Corp. to desist from refusing to bargain in good faith with AFTRA, discriminating against employees for engaging in union activities and requires the station to reinstate both men with back pay.

CPB funding bill heads for White House

Senate-approved measure provides two-year, $175-million grants for operations and facilities

In what amounted to a modification, the Senate last week adopted legislation passed by the House July 20 which authorizes federal funding for the Corporation for Public Broadcasting at the $175-million level over the next two fiscal years.

The Senate action, which passed on a voice vote, was taken at the recommendation of Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee which had been responsible for a two-year $185-million CPB funding bill passed by the Senate last May. Through the vote, the Senate embraced as its own H.R. 8538, introduced in the House by Representative Torbert H. Macdonald (D-Mass.). The bill now awaits President Nixon’s signature. It is not anticipated that he will veto the measure, as he did last year.

H.R. 8538, which passed the House by a vote of 363 to 14 (Broadcasting, July 23), authorizes $50 million for CPB operations in fiscal 1974 and $60 million in 1975, with matching-fund grants of $5 million each in both years. It also provides for a total of $33 million in facility grants in the next two fiscal years, with $25 million allocated for 1974 and $30 million for 1975. The bill passed by the House allocated $10 million less than legislation originally written up by Mr. Macdonald’s House Communications Subcommittee. The bill was watered down in an apparent compromise between House Republicans and Democrats, at the urging of Representative Clarence J. Brown (R-Ohio).

CPB General Counsel Thomas Gherardi called the Senate action last week a “clear-cut vote of confidence” in CPB’s and public broadcasting’s internal stability. He noted, however, that regardless of whether Mr. Nixon approves H.R. 8538, the final verdict on CPB funding will rest with the President’s action on a blanket appropriation for the Departments of Labor and Health, Education and Welfare, of which the CPB authorization is a part. Mr. Nixon vetoed the Labor-HEW measure last year, forcing the corporation to operate under a continuing resolution authorizing it $35 million in federal funds. CPB officials are not as confident as to the success of the blanket appropriation as they are of the chances of Mr. Nixon approving H.R. 8538 (Broadcasting, July 23).

Media Briefs

For sale. Board of regents of University System of Georgia will solicit bids for purchase of operating assets of WOST(AM) Atlanta, station which is currently owned by board and held in trust for Georgia Institute of Technology. Copies of bid documents may be obtained after Aug. 15, 1973, from Ewell Barnes, vice president of business and finance, GIT, 225 North Avenue, Atlanta 30332. Requests for bid documents must be accompanied by $50. Tours of station property can be arranged by appointment with Jack Collins, wost, 168 8th Avenue, N.W., Atlanta 30332.

Joins NBC-TV. WUPB(TV) Panama City, Fla., becomes full-time primary affiliate of NBC-TV on Aug. 7. Station is owned by Panhandle Broadcasting Co. and operates on channel 13.

Two for ABC. WOSO(AM) New Orleans and WNBV(AM) Binghamton, N.Y., have joined ABC’s American Information Radio Network, and KQRS-AM-FM Minneapolis joins ABC’s American Contemporay Radio Network.

Changing Hands

Announced

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

* WTM C(AM) Ocala, Fla.: Sold by Osceola Broadcasting Co. to William A. Hunter and Vernon Arnette for $500,000. Mr. Hunter has interests in wDOT-
Parker group and branch of ACLU back up FCC in King's Garden case

The Office of Communication of the United Church of Christ is siding with the commission in its decision to prohibit broadcasters from discriminating in their hiring practices on the basis of religion.

The Office of Communication and the American Civil Liberties Union Foundation of Northern California have filed a friend-of-the-court brief supporting the FCC in an appeal brought by King's Garden Inc., a religious organization licensed to operate KGDN(AM)-KBIQ(FM) Edmonds, Wash.

Kings Garden has asked the U.S. Court of Appeals in San Francisco to reverse a Commission decision holding that King's Garden could not restrict employment in its organization to those who are in agreement with its religious beliefs.

In its brief, the Office of Communication did not question King's Garden's right to apply a religious test to prospective employees who would be engaged in religious work. But it challenged whether King's Garden could discriminate on the basis of religion in hiring all station personnel, including secretaries, clerks and announcers.

Justice continues crossownership fight

The Justice Department last week continued to make good on its avowed intention to fight requests for waiver of FCC rules barring crossownership of commonly located CATV systems and television stations. The department, which has said it will oppose 61 outstanding waiver requests at the FCC (Broadcasting, July 16), filed pleadings objecting to one such request last week.

The application was by Midessa Television Co., licensee of KMID-TV Odessa, Tex., and 25% owner of Cablevision of Odessa, operator of a cable system serving that community. Midessa had claimed that the public interest would be served by a waiver. Justice disagreed. The crossownership situation in Odessa, it said, is "precisely the kind" the commission's rules are designed to preclude.

Justice noted that an additional 25% of Cablevision is owned by Doubleday Broadcasting Co., licensee of KOSA-TV Odessa, which effectively gives broadcasters in the city negative control of the cable system. Doubleday has not requested a waiver and is instead in the process of selling KOSA-TV, a fact that the Justice pleading did not mention. The department, however, maintained that Midessa has not shown the requisite qualifications necessary for a waiver grant.

The other Cablevision principals are Cablecom-General Inc. (26%) and businesssman J. Howard Hodge and Hodge Enterprises (each 12%).

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Broadcasting Jul 30 1973 23
**Football:**
**$70 million rights tab for radio, TV**

Total take of colleges and pros reaches another record, but prices of advertising rise too—to $210,000 a minute in Super Bowl

The cost of broadcast rights for professional and college football continued on an upward spiral in 1973. The networks and radio and television stations will shell out a total of $69,903,342 this year, nearly $1 million over last year's $68,916,200.

Primarily responsible for the increase is the rise in prices for local TV-radio rights to the 26 National Football League clubs and escalating charges by major collegiate conferences.

This was the second consecutive year that U.S. football rights tab has gone up. Charges in 1971, for the first time in 25 years, dipped slightly from those of the previous year.

Here's the way the rights picture looks, piece by piece, according to results of a nationwide survey conducted annually by Broadcasting:

- $64,850,000 from the TV and radio networks for pro and college games, compared to the $64,650,000 figure in 1972.
- $2,860,000 from local radio outlets for rights to pro games, a gain of over $300,000 from last year's $2,557,000.
- $543,000 in local TV rights to preseason pro games, a substantial increase over last year's $189,500.
- $1,650,342 in local radio and delayed TV rights to schools and colleges, compared to $1,319,700 in 1972.

Here's what ABC-TV, CBS-TV and NBC-TV are doing with the share of the pie they've purchased:

**ABC-TV continues its coverage of the National Collegiate Athletic Association games for the eighth straight year.** The opening game—Saturday, Sept. 8—features UCLA against Nebraska from Lincoln, Neb. The network will televise a total of 37 NCAA games in all, 13 of them nationally. ABC will shell out $13.5-million for the rights in the second year of a two-year contract.

Chris Schenkel (play-by-play) and Bud Wilkinson (analysis) make up the announcing team again this year, with former Michigan State coach, Duffy Daugherty, joining them as color man for the national games. ABC's rate-card price for the NCAA games is $55,000 per minute.

Filmed highlights of the top games will be packaged in a weekly program called NCA Football Highlights, which will be televised every Sunday on ABC from 12 noon to 1 p.m. NYT, between Sept. 9 and Dec. 2.

The college bowl games on ABC-TV this year (and their costs-per-minute) are: the Liberty Bowl from Memphis on Dec. 17, $60,000; the Bluebonnet Bowl from Houston on Dec. 29, $28,000; the Gator Bowl from Jacksonville, Fla., on Dec. 29, $48,000; the Sugar Bowl from New Orleans Dec. 31, $60,000; and the Hula Bowl from Hawaii Jan. 5, $33,000.

The New York Jets-Green Bay Packers Sept. 17 game begins ABC's fourth year of NFL Monday Night Football, which last season chalked up a 20.7 Nielsen average rating for the 13 games, making it "one of the network's hottest prime-time buys," according to an ABC spokesman.

The cost-per-minute price has been upped from last season's $70,000 to $80,000 this year. The rights figure is $8.5-million (for the fourth year on a four-year contract).

This season's schedule again calls for 13 games, to conclude on Dec. 10 (New York Giants vs. Los Angeles Rams). Calling the games again this year are Howard Cosell, Frank Gifford and Don Meredith.

NBC-TV will again do 93 pro games this season, including the Pro Bowl game on Jan. 20. The schedule also encompasses three preseason night games in prime time, seven doubleheaders, two Saturday games, a Thanksgiving Day game and divisional playoffs. The season kicks off on Sept. 16. NBC's per-minute prices for pro games stack up as follows: preseason games, $46,000; Sunday single games, $46,000; Saturday singles, $32,000; playoffs, $64,000; Thanksgiving Day game (Miami at Dallas), $70,000; Sunday doubleheaders, $74,000, the Pro Bowl, (Jan. 20), $80,000 and the National and American Football Championship games, $100,000. Prices for college games: the Senior Bowl (Jan. 1), $32,000; the Orange Bowl (also Jan. 1), $80,000, and the Rose Bowl, $135,000.

Play-by-play announcers for the various games are Curt Gowdy, Jim Simpson, Charlie Jones, Bill Enis, Jay Randolph, Ross Porter and Ken Coleman. They'll pair off in various combinations, with the following analysts: Al DeRogatis, Kyle Rote, Dave Kocourek, Willie Davis, Paul Maguire and Sam DeLuca. Tim Ryan will preside over the postgame scoreboard show.

The CBS-TV begins its NFL coverage this year with three preseason prime-time exhibitions, kicking off with Miami at Minnesota Aug. 31 at 9 p.m. NYT. (The other two are slated for Sept. 6 and Sept. 9.) The pre-minute asking price for these three games is $50,000, the same as last year.

A Sept. 16 doubleheader launches 83 regular-season contests on the network, 65 of them National Conference games and 18 interconference matches between National and American Conference teams. CBS also has four postseason games on tap; the National Conference playoffs Saturday and Sunday, Dec. 22 and 23; the NFC championship on Sunday, Dec. 30, and the Super Bowl game in Houston Sunday, Jan. 13. The network has worked out a package deal encompassing regular-season and postseason games where the sponsors who agree to buy at least 26 minutes over the course...
It takes more than just music to make WTMJ Radio Milwaukee's leading adult station*... because we carry...

Green Bay Packers...

and the Milwaukee Brewers, University of Wisconsin Football, UW-Milwaukee Football and Basketball, the All Star Baseball Game, NBA All Star Game, NFL Playoff and Championship Games, AFL Playoff Games, the Super Bowl, Rose Bowl, Cotton Bowl, Greater Milwaukee Open Golf Tournament, USAC Racing, Monday Night NFL Football.

*Source: ARB, April/May 1973, Total and Metro Survey Areas, Average Quarter and Cumulative Listening Estimates, 6:00 AM-12 Midnight, Monday thru Sunday.
of a season pay $75,000 a minute (or $5,500 more than last year). A minute on the Super Bowl will cost a record $210,000.

Play-by-play men on the CBS telecasts are Jack Buck, Don Criqui, Jack Drees, Frank Glieber, Dan Kelly, Lindsey Nelson, Ray Scott and Jack Whitaker. The analysts are Tom Brookshier, Tommy Brown, Irv Cross, Tommy Mason, Petz Rztlaff, John Sauer, Bart Starr, Pat Summerall and Wayne Walker.

Preceding each NFL broadcast will be a 30-minute show called NFL Today, to be co-anchored by Mr. Summerall and Mr. Whitaker. The per-minute price for this pregame attraction is $26,000 (up from last year's $25,000). A 30-minute postgame Pro Football Report will be hosted by Frank Clarke, Brent Musburger, Andy Musser, Bruce Roberts, Dick Stockton and Gil Stratton. The cost-per-minute for Pro Football Report is $40,000.

Mizlou Productions will again be sending out TV coverage of four collegiate bowl games. One hundred and thirty-one stations have signed up so far (Mizlou guarantees 85% coverage to sponsors and their agencies). The Blue-Grey Bowl, Dec. 18, from Montgomery, Ala., and the Peach Bowl, Dec. 28, from Atlanta, will be called by Jack Drees. Lindsey Nelson will do the Fiesta Bowl, from Phoenix, on Dec. 21 and Jack Brickhouse is play-by-play man on the American Bowl, Jan. 6, from Tampa, Fla. The color man on all four games will be the actor and ex-football player Sam Groom.

Major sponsors on the games are Colgate (Ted Bates), Canada Dry (Grey), Best Western Motels (Admark), Armour Dial (Foote, Cone & Belding) and the State of Alabama Development Corp.

Mutual Radio has a total of 21 NFL games scheduled for this season: two regular-season doubleheaders on Dec. 8 and Dec. 15, 13 Monday-night games and two postseason NFL championship playoff doubleheaders on Dec. 22 and 23.

In addition, Mutual will broadcast 14 NCAA games, 10 of them involving Notre Dame, and the Sugar Bowl game on New Year's Eve. Play-by-play men as usual on both pro and college games are Van Patrick and Van Wester.

Prior to the Monday-night NFL games, Don Shula will preside over a 10-minute show. Notre Dame coach Ara Parsegian will host a Ford (JWT)-sponsored 15-minute program prior to the 10 Notre Dame games.

The NFL games have picked up two major sponsors so far: the Econo-Car Co. (direct) and La-Z-Boy chairs (Marvin Hahn). The Notre Dame games will be partially bankrolled by the Royal Insurance Co. (direct) and the Red Ball Transit Co. (direct). So far, 230 or so stations have agreed to hook into the Mutual network.

Hughes Sports Network has the half-hour NFL Game of the Week, hosted by Ray Scott, set for a 16-week run on 122 stations. Hughes will also carry the East-West Shrine Game on Dec. 29.

Gambling College's 13 games this season will be fed to more than 100 television stations by Television Sports Network, New York. The games are taped by TVS and edited down to a one-hour program, then fed the following day to subscribing stations.

Sponsors of the Gambling games this year are Oldsmobile (Leo Burnett), McDonald's drive-in restaurants (Needham, Harper & Steers), and Consolidated Cigars (Compton).

Another big one on the college circuit in 1973 is radio coverage of the Southwest Conference. This year marks the 40th consecutive year that Exxon Co. U.S.A. (formerly known as Humble Oil & Refining Co.) has sponsored the entire package. There will be 55 games on a network of 126 outlets in Texas and New Mexico. The regional network will again be set up by McCann-Erickson, Houston, agency for Exxon. The agency said it will maintain its policy of carrying only 10 commercials per game in order to avoid clutter.

Following is a breakdown of the local presageen and regular-season radio plans of the NFL teams, along with plans for local presageen TV:

### AFC Eastern Division

**Baltimore Colts**

WCBAM (AM) Baltimore will again originate the Colts' six preseason and 14 regular-season games, feeding a regional network of 30 to 35 stations.

Chuck Thompson will be on play-by-play, Ordell Braase on color. A 15-minute program "Coach's Corner" with Howard Schnellenberger has been

### The football price the networks pay

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<tr>
<th>Rights</th>
<th>Date</th>
<th>Mutual Radio</th>
<th>NFL Monday Night Football</th>
<th>Notre Dame Football</th>
<th>NFC Division Playoff</th>
<th>AFC Pro Bowl</th>
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<td>(2)</td>
<td>Dec. 23</td>
<td></td>
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<tr>
<td>Cotton Bowl</td>
<td>unnamed</td>
<td></td>
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<tr>
<td>NFC Championship</td>
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<td>AFC Preseason Games</td>
<td>(3)</td>
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<tr>
<td>AFC Games</td>
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<tr>
<td>AFC Championship</td>
<td>(3)</td>
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<tr>
<td>Cotton Bowl</td>
<td>(1)</td>
<td>Jan. 1</td>
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<td>NFC Championship</td>
<td>(1)</td>
<td>Dec. 30</td>
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<tr>
<td>Sun Bowl</td>
<td>(1)</td>
<td>Dec. 29</td>
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<tr>
<td>Super Bowl</td>
<td>(1)</td>
<td>Jan. 13</td>
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### What major schools get from radio and local TV

<table>
<thead>
<tr>
<th>Conference</th>
<th>Teams 1</th>
<th>Radio stations</th>
<th>TV stations</th>
<th>Total rights</th>
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<tr>
<td>Atlantic Coast</td>
<td>7</td>
<td>262</td>
<td>17</td>
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<tr>
<td>Big Eight</td>
<td>8</td>
<td>261</td>
<td>20</td>
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<tr>
<td>Big Sky</td>
<td>7</td>
<td>235</td>
<td>2</td>
<td>5,950</td>
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<td>Big Ten</td>
<td>10</td>
<td>269</td>
<td>21</td>
<td>248,434</td>
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<tr>
<td>Ivy League</td>
<td>8</td>
<td>48</td>
<td>3</td>
<td>16,620</td>
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<tr>
<td>Mid-American</td>
<td>38</td>
<td>26</td>
<td>3</td>
<td>4,540</td>
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<td>7</td>
<td>17</td>
<td>3</td>
<td>20,500</td>
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<tr>
<td>Pacific Eight</td>
<td>9</td>
<td>133</td>
<td>22</td>
<td>316,210</td>
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<tr>
<td>Southeastern</td>
<td>40</td>
<td>572</td>
<td>1</td>
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<td>Southern</td>
<td>7</td>
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<td>87</td>
<td>2</td>
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<td>Others and Independents 2</td>
<td>29</td>
<td>526</td>
<td>28</td>
<td>252,500</td>
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</tbody>
</table>

(1) Radio rights included in TV contract.
(2) Rights included in NFL-National Football Conference package.
(3) Rights included in NFL-American Football Conference package.

1 Does not include conference members excluding football teams; In case of Southwest Conference, University of Houston does not compete for championship until 1975.
2 Independent figures do not include Notre Dame.
NFL MONDAY NIGHT FOOTBALL
13 Games—Starts Sept. 17

NOTRE DAME FOOTBALL
All 10 Games on Mutual

THE DON SHULA SHOW
10 Min. Before NFL Mon. Night Games

THE ARA PARSEGHIAN SHOW
10 Min. Before Each N.D. Game

NFL SATURDAY FOOTBALL
4 Double Header Games

COLLEGE GAME OF THE WEEK
4 Sats.—Includes Mich.-Ohio St. Game

1st ROUND NFL CHAMPIONSHIP
4 Games—First Step to Super Bowl

SUGAR BOWL
Only New Year’s Eve Bowl Game

VAN PATRICK
Director of Sports

AL WESTER
Mutual Sportscaster

JIMMY THE GREEK
5 Min. Daily—Football Predictions

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half-purchased by International Harvester (direct). The other half remains to be sold. One half of Colt Kickoff with Mr. Thompson has been purchased by American National Bank (Howard Maeson Agency) with the remainder unsold.

After the games, there are the News and Sports Scoreboard, half sold to International Harvester (direct), and Locker Room Report with Mr. Braase, sold to Montgomery Ward (Greg Algean Agency) and Chrysler-Plymouth Dealers (Young & Rubicam).

In-game sponsors are Exxon (McCann-Erickson), Royal Crown Cola (Hal Fran Agency), National Beer (W. B. Doner), Oldsmobile Dealers Association (Wilhelm Associates) and Household Finance Corp. (direct).

Television coverage this year goes to WJZ-TV Baltimore, which will carry the full slate of six Colt exhibitions.

Dick Stockton will call the play-by-play and Art Donovan will be on color.

No pregame or postgame programs are planned.

One-quarter of the games has been sold to National Brewing Co., Equitable Trust Co., Baltimore News-American, Commercial Credit and Ourisman Chevrolet (all through W. B. Doner). The remainder is being sold on a spot basis.

**Buffalo Bills**

WKBW(AM) Buffalo, in the second year of a three-year contract, will be doing all 14 regular-season games and six exhibitions. As before, the games will be fed to a five-station network in upstate New York, and the announcers will be Al Meltzer (sports director of KYW-TV Philadelphia), Rick Azar and Eddie Rutkowski.

One-fifth shares in the play-by-play have been taken by M&T Bank (Comstock), Chevrolet (Campbell-Ewald) and Benetoevich Kosher Products (Lark and Norman). Participating advertisers lined up so far are Budweiser (D'Arcy McCun), Burnham's Appliances (BBM Advertising), Contractors Carpets (Gelia, Wells and Mohr), Tops Supermarkets (Weil, Levy & King), Stewart and Benson Travel (Ellis Advertising)

WKBW is planning an hour and a half's worth of pregame programming, beginning with a 30-minute recap of the previous week's game, to be sponsored by Maine Chrysler-Plymouth (direct). The next hour, which will consist of everything from helicopter reports of traffic tie-ups (expected to be severe because of limited access to the just-completed Rich Stadium at Orchard Park, a suburb of Buffalo) to phone-in comments from listeners, will be sponsored by Sommerfelt Realtors (Abby, Mecca) Keyser Cadillac (Weil, Levy & King), Turgeon Bros. Restaurants (Creative Express), Roger Lewis Men's Wear (Ellis, Singer & Webb) and A to Z Television (Creative Concepts). A five-minute postgame Scoreboard will be picked up by A M & A Department Stores (Comstock) and an open-ended postgame Locker Room Report is sponsored by Exchange Mutual Insurance (J. G. Kelly Advertising).

The ball game. BankAmericaCard, Rocky Mountain Region, has purchased the largest radio package in the 49-year history of KOA(AM) Denver. It includes sponsorship participation in Denver Bronco football, Denver Rocket basketball, Colorado University football and University of Denver hockey, among other sports events. On hand for the signing of the deal (top, l to r): Bill Reef, account executive, Campbell-Mithun Advertising; D. Dale Browning, senior vice president of Colorado National Bank and manager of BankAmericaCard, Rocky Mountain Region, and Dick Eicher, vice president-marketing, Bank of Colorado National Bank. Attending the signing of the pact under which KOA acquired exclusive rights to Colorado University football: (bottom, l to r): Larry Zimmer, voice of the Colorado U. Buffaloes; Mick Schafbuch, vice president and general manager, KOA-AM-FM, and Colorado University head football coach Eddie Crowder.

In addition to the Sunday coverage, a Monday Quarterback show is sponsored by Kleinhan's Men's Wear (Bowman, Block, Fatty), a Wednesday Scouting Report by Tuxedo Junction Apparel (Mayport Advertising), and a Friday Coach's Report by Port of Sports sporting goods (direct).

Three Bills' exhibitions—Aug. 4 vs. the Eagles, Aug. 11 vs. the Packers and Aug. 31 vs. the Browns—will be carried again this year by WKBW-TV Buffalo, with WOKR-TV Rochester and WNYT-TV Syracuse joining the hook-up. Play-by-play men will be Don Criqui and Paul Maguire. No pregame or postgame shows are scheduled. The only sponsor firming up so far is Geneseer Sewing (William Esty).

**Miami Dolphins**

WOD(AM) Miami will again be principal radio outlet for the 1973 NFL champions, as it has been since the birth of the franchise in 1966. This year the Dolphins regional network has expanded to 20 stations within the state and four others in Philadelphia, Indianapolis, Honolulu and the Virgin Islands.

Rick Weaver will be back doing the play-by-play; Fred Woodson will be on color, and Henry Barrow, field analysis.

Pregame shows are the five-minute Coach's Comment Show, featuring Dolphins' coach Don Shula and sponsored by Lum's Restaurants (direct). That is followed by the Orange Bowl Express, with Messrs. Weaver, Woodson and Barrow, consisting of interviews and highlights of the previous game. In-game sponsors are Abergrombie & Fitch (Kelly-Scott-Madison), Burdines (direct), Kentucky Fried Chicken (Marshall Simmons), Leon Ray Volkswagen (direct), Southeast Banks (Mike Sloan Advertising) and Robert Shane Jewelry (Ted Carlson Associates).

The postgame Locker Room Show has been taken by Baron's Men's Shops (Allan Kriess Associates), Hollywood Federal (Advertising & Marketing Associates), Trail Dodge (direct) and U-Haul (Marshall Simmons). The Scoreboard Show has been purchased by Hi-Fi Associates (Broadcast Print Media, formerly Time/Space Media Corp.), and Levitz (Mass Motivators).

The in-game lineup consists of Household Finance Corp. (direct), Cligo (Media Corp. of America), Hill York Air Conditioning (Sauders-Bell-Hicks), National Airlines (F. William Free), Eveready (William Esty & Co.), and GM Chevrolet Truck Division (Campbell-Ewald).

TV coverage of the Dolphins this year moves to WPLG-TV Miami, which will carry three Saturday preseason games (Aug. 4, 11 and 18) on a one-day delay basis, Sundays at 9 p.m.

Play-by-play man will be the station's sports director, Joe Croghman, with the color man to be announced. Jack Clancy, former Dolphin player, will handle color analysis.

One-eighth of the games has been sold to Southeast Bank (Mike Sloan) and another quarter has been purchased by Mainline Leasing (direct). The remainder is going on a spot basis and was 85% sold as of last week.

No pregame or postgame programs are scheduled.

**New England Patriots**

Three years into a five-year pact with the New England Patriots, WBJZ(AM) Boston will cover all seven Patriot exhibition games, as well as the 14 regular-season contests from Fitchburg, Mass. Fifteen stations in the New England area are lined up to receive feeds on all the games from WBZ.

Pats coach Chuck Fairbanks will continue to host his own pregame show. And, in the planning stages is a new one-hour postgame program from the stadium called The Game Show. Gil Santos returns to handle play-by-play announcing duties, as does former field-goal specialist Gino Cappeletti to handle color.

Sponsors for the games include F&M Schaefer Brewing (through BBDO) and Chrysler-Plymouth Corp. (Young & Rubicam).
Cincinnati Bengals

The Cincinnati Bengals' radio coverage will again be provided by WLW(AM). Cincinnati as the station begins a new three-year agreement this fall for six exhibition and 14 regular-season games.

WLW's coverage of each game begins with Coach's Corner featuring Bengals' coach Paul Brown and sponsored by First National Bank of Cincinnati (through Northlich-Stoley). Football Pre-

New York Jets

WOR(AM) New York goes into its last year of a three-year contract as originator of Jets games. The station does expect to sign another contract this winter. The station will carry six exhibition and 14 regular-season games. Thirty-four stations in New York, New Jersey, Pennsylvania and Rhode Island will take the station's feed. Marty Glickman will be doing play-by-play announcing and former Jet star Larry Gantham will supply color.

Both announcers will host the 25-minute pregame show and Mr. Gantham will do the 10-minute postgame show from the Jets' locker room.

Rotating sponsors for the season are: M&M/Mars (through Ted Bates), Manufacturer's Hanover Trust (Young & Rubicam), Tuborg Beer (Isidore Lefkowitz Elgort), Chrysler-Plymouth Dealers (Y&R) and a fifth sponsor to be announced.

WLW-TV New York will carry Jets exhibition games for the second year in a row. Charley Jones and an announcer not yet named will cover the six games. There will be no pre-or postgame shows.

Sponsors are: Schweppes and Chase Manhattan Bank (both Ted Bates), Vitalis and Manufacturer's Hanover Trust (both Young & Rubicam), Miller Beer and Exxon (both McCann-Erickson), Midas Mufflers (Wells, Rich, Greene), Honda (Zucker Advertising), Qantas Airlines (Cunningham & Walsh), Toyota (Clinton E. Frank), Alberto-Culver (Arthur Wheeler), Head 'n Shoulders (Tatham-Laird & Kudner), Firestone (Sweeney & James), SBLI (Lierberman-Katz), Rise (SSC&B), Carnation (Erwin Wasey), Dutch Boy Paints (Richard K. Manoff), National Airlines (F. William Free), Desenex (Rumrill-Hoyt), Royal Crown Cola (Joyce advertising) and Amphora (direct).

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• Denver Rockets Basketball
• Denver Bears Baseball
• University of Colorado Football
• University of Denver Hockey

PLUS

• Colorado High School Football & Basketball Championships
• NBC Sports
• Indy 500

KOA Radio 85

Denver's Big League Sports Station

Cleveland Browns

WHK(AM) Cleveland is in the last year of its current three-year contract and will originate six exhibition and 14 regular-season Browns games. Over 40 stations in Ohio and Pennsylvania will pick up the feed.

Gib Shanley will host a 20-minute pregame show, as well as perform play-by-play duties. Jim Granner will supply color and host the postgame show, also 20 minutes long. Sponsors for these shows are: East Ohio Gas (through Fuller, Smith & Ross), Eversead (William Esty), and Volkswagen of Ohio (Kight, Cowan & Abrams).

Sponsor of the games are: Chrysler-Plymouth (Young & Rubicam), Blue Cross (Carr-Liggett), Household Finance (direct) and Stroh's Beer (Doyle Dane Bernbach).

WEWS(TV) Cleveland will carry three exhibition games. Quarter sponsors are: Guinness Beer (William Esty), Dodge Dealers (BBDO) and Canada Dry (Norman Malone) with the rest to be spotted out.

Houston Oilers

KILT(AM) Houston for the tenth year is carrying the 14 regular-season games as well as six preseason games of the Houston Oilers. There is no network this year. Dan Lovett, sports director of KTRK-TV Houston, and Ron Franklin, sports director of KHOU-TV there, will continue to be the voices of the team.

Sponsors of the regular-season games, each one-fourth, are to be M&M/Mars Candy, State Farm Insurance and Wilkinson Sword Blades (all through Ted Bates). The remaining fourth of the sponsorship includes such participation advertisers as Union Carbide (William Esty), First City National Bank (Young & Rubicam) and Southwestern Bell.

Spring Gulf Coast Honda (Calvin Jones Advertising) sponsors the pregame show; Ryder Truck Rentals, the wrap-up portion of the coverage.

KTRK-TV Houston is carrying three of the Oilers' away games; one live and two on a delayed basis. Mr. Lovett and Don Meredith are doing the coverage. The games will be sponsored by participating advertisers.

Pittsburgh Steelers

WTAE(AM) Pittsburgh, which has just signed a new three-year pact with the Steelers, will broadcast a total of six exhibitions and 14 regular-season contests, originating a regional network of over 35 stations in Pennsylvania, New York, eastern Ohio, West Virginia and Maryland.

Jack Fleming, the voice of the Steelers for the past 15 years, returns to do the play-by-play. Myron Cope returns to handle color.

Full quarter sponsors of the games are Pittsburgh Brewing Co. and Pittsburgh National Bank (both through Ketchum, MacLeod & Grove), Shop N Save Markets (Cook Communications) and Chrysler Imperial Dealers Advertising Association-Plymouth Advertising Association (Young & Rubicam).

Before the games there's a program with WTAE's Tom Bender, sponsored by Power Inc. (Jack Klawonn Associates). Following that is the Chuck Noll Coach's Show, featuring the Steelers' head coach and sponsored by Heritage Federal Savings (Gateway Marketing Service Inc.). The Jack Fleming Pregame Show has been taken by Ryan Homes (Alpha & Associates) and a half-time show with Mr. Bender has been purchased by Gulf Products (local direct).

The postgame Tom Bender Pro Football Report is sponsored by Admiral Products (Irwin Rosenberg Advertising and Sales Promotion) and Myron Cope Locker Room Interviews has been taken by Stop N Go Markets (Farnol Advertising).

Spot advertisers in the game and in the pre- and postgame programs include European Health Spa (Frederick E. Walin), Union Carbide (William Esty) and Best Feeds and Farm Supply (Cook).

On the television side, WNC-TV Pittsburgh will carry four of the Steelers' six preseason games. As an affiliate of NBC-TV the station also broadcasts the Steelers' road games and the AFC regular-season schedule.

For the exhibitions Ray Scott will do the play-by-play and WNC-TV sports director Sam Nover will be on color.

The games were 80% sold out as of last week, with sponsors lined up so far including Koehler Beer (through Lando Inc.), Chrysler-Plymouth Dealers (Young & Rubicam), U.S. Steel (Compton), Mellon Bank (McCann Erickson) and Rockwell Manufacturing Co. (Ketchum, MacLeod & Grove).

No pregame or postgame shows are planned.

AFC Western Division

Denver Broncos

KOAA(AM) Denver plans to carry five preseason and 14 regular-season games of the Denver Broncos, with Bob Martin doing the play-by-play and Larry Zimmer the color.

Sponsors, all taking one-eighth, will be Olympia Beer (through Botsford-Ketchum), M&M/Mars Candy (Ted Bates), Public Service Co. of Colorado, Majestic Savings & Loan Association (Frye-Sills Advertising), Denver Ford Dealers (Walter Thompson), State Farm Insurance, Texaco (Benton & Bowles), Bank-AmeriCard (Campbell-Mithun).

Pre- and postgame games and sponsors: NFL Today, Benson-Shaford-Fletcher Optical (Blanchard & Associates), Gibraltar Savings & Loan (Jack Campbell & Co.), Johnny Has Lincoln-Mercury (Boccad Advertising), each one-third; pregame show, Kaufman's Men's Store; John Raiston Show, O'Meara Ford; postgame show, Orbach's (Ne- wirth-Koller Advertising), Sir Speedy (Garrett & Co.) and Homelight (Archi-
KOA-TV Denver is carrying only the five preseason games, with two delayed for time-zone correction. Jim Wilkerson will do the announcing, and sponsors are participating.

**Kansas City Chiefs**

*KCMA(AM)* Kansas City has the Chiefs' six preseason and 14 regular-season games on its schedule. It will feed these 20 games to a regional network of 30 radio stations in Missouri, Iowa, Kansas and Oklahoma. Announcers will be Dick Carlson and Jerry Mays.

Sponsors, each taking one-fifth are: Schlitz Beer (through Mace Advertising); Chrysler-Plymouth Dealers and Armour Meat (both Young & Rubicam), and Interstate Securities Co. (Valentino & Radford). Still to be sold is the last fifth.

The pregame program, *Pro Football Report*, has participating sponsors and *Scouting the Chiefs*, is sponsored by United Missouri Banks (Oliver Advertising).

The postgame *Chiefs Wrap-Up* will be sponsored by AAMCO Transmissions (Sher & Jones Advertising); *Locker-Room*, Chrysler-Plymouth Dealers (Young & Rubicam), and *Around the NFL*, participating.

*KMBC-TV* Kansas City, for the third year of a five-year contract, will broadcast the Chiefs' four preseason games, one live and the other three on a delayed basis. The games will be announced by John Sanders and will have participating sponsors.

**Oakland Raiders**

*KNSR(AM)* San Francisco, for the second year of its three-year contract, will carry the Oakland Raiders' 14-game series. The station originates the games to a northern California regional network of 10 stations, plus four other stations in Nevada, Washington and Hawaii. The NBC-owned station also will carry six preseason games. Play-by-play announcing will be Scotty Stirling.

Game sponsors (all one-fifth): Blue Shield of California (through Coleman Advertising), Pacific Telephone (BBDO), Northern California Toyota Dealers (Clinton E. Frank), United Delco (Campbell-Edward).

Pre- and postgame reports include *Raider Countdown*, a pregame show sponsored by Louis Stores (Bob Francis Advertising); a postgame analysis, not yet sponsored; *Locker-Room Report* sponsored by Air California (Pereira Advertising); *Raider Report*, not sponsored; *Ask the Raiders*, not sponsored, and...
Raider Roundup, sponsored by Art Bridges Pontiac.
KRVT-TV San Francisco is carrying only the opening preseason Raider game against the New England Patriots on Aug. 5. Don Klein and Gary Park are doing the coverage, which has participating sponsors.

San Diego Chargers
KDEO(AM) San Diego will be carrying the six preseason and 14 regular-season games of the San Diego Chargers, feeding them to 14 stations in California and Arizona. Stu Nahan and Ralph Lawler will be in the coverage booth.
Sponsors thus far for the games are Texaco (through KRLD(AM) sponsors. preseason and Jack-in-the-Box, one-tenth.
Pre-game and postgame sponsors will be Rebel Shops (clothing), Frito-Lay, and Century 21 (real estate) (Attalla-Champion).
KCSF-TV San Diego will carry the six preseason games, with participating sponsors.

NFC Eastern Division
Dallas Cowboys
KRVL(AM) Dallas will be marking its second year as broadcast base for the Cowboys. The 20 games will be fed to some 170 stations throughout the Texas State Network. In addition to major cities in Texas, the Cowboy broadcasts will be distributed to stations in Tennessee, Arkansas, Louisiana, New Mexico, Oklahoma, Arizona and Mississippi.
Handing the play-by-play will be KRLD sports director Frank Glieber, who will share those duties with Verne Lundquist, sports director of wfaa-TV Dallas. KRLD's Al Wisk will do the color.
Two hours before each game there's a Countdown to Cowboys Victory show, with the Locker Room Show a half-hour after the final gun. In addition, KRLD will carry The Monday Tom Landry Show, a 15-minute program featuring the Dallas coach, followed by Ask Tex Schramm with the president and general manager of the Cowboys.
Sponsors of the pregame and postgame shows are Dallas County Chevrolet Dealers (through Rominger), Neuhoff Meats (Tracy-Locke), North Dallas Bank (Case), Invenco (direct), G.E. Dealers (John Burnett), Union Carbide (direct), Equitable Life Assurance (direct), Dallas Baptist Churches (Time Rite), Safeway Stores and A&A Liquors (both W. W. Serrill), Cowboy Kitchen (Advantage), Valentine Marine (Hal Copeland), Parra Chevrolet (direct), Cullum & Boren (Crow) and Friendly Chevrolet (direct).
Game sponsorship on TSN has been purchased by Chevrolet Trucks (Campbell-Ewald) and Texaco (Benton & Breed).
On KRLD, the in-game sponsors are Chevrolet Trucks (Campbell-Ewald), American Airlines and Jack-in-the-Box (both Doyle Dane Bernbach), M&M/Mars (Ted Bates), Schlitz (direct), A-1 Kotzin (Tempo-Dallas), Consolidated Cigars (Compton) and Household Finance Corp. (direct).
KDFW-TV Dallas will televise five Cowboy preseason games, with Mr. Glieber on play-by-play and Tom Hedrick on color. Tape delays will be aired by stations in El Paso, Lubbock, Houston, Odessa, Wichita Falls, San Antonio, Harlingen and Amarillo.
Game sponsorship is on a participating basis and was reported 60% sold out last week.

New York Giants
WNBC(AM) New York is winding up a three-year contract this fall with the Giants but already has signed another three-year pact insuring broadcasts through 1976. WNEW has been carrying the broadcasts since 1962, and for 1973 NBC is establishing stations in New York, New Jersey and Connecticut for the four preseason and 14 regular-season games.
Play-by-play will be provided by Marv Albert, Sam Huff and Chip Cipolla, wnew's sports directors.
Coverage is again sold out and sponsors are Getty Oil (through DKG Inc.), Lancer Rose Wine (Marschalk), Volkswagen of America (Doyle Dane Bernbach), F & M Schaefer Brewing (BBD) and Manufacturer's Hanover Bank (Young & Rubicam).
Mr. Cipolla will conduct a 15-minute pregame and postgame show sponsored by American Airlines (DDB) and McDonald's (Elkman Advertising).
Television coverage on WCBS-TV New York will consist of six preseason contests, three live and three delayed. Play-by-play announcers will be Jack Drees and Don Criqui and color commentators will be Dave Marsh and Wayne Walker.

Philadelphia Eagles
WIP(AM) Philadelphia will carry 14 regular-season and six exhibition games and expects to have 12 stations on a network in Pennsylvania, New Jersey and Delaware by the start of the season. Charley Swift and Al Pollard will return as the play-by-play and color commentators, respectively.
The game sponsors are MAB Paints (through T. L. Reimel Advertising), Girard Bank (Aitkin-Kynett); McDonnell's Restaurants (Elkman Advertising), Chevrolet (Campbell-Ewald); Philadelphia/Camden Metro Chevrolet Dealers (Berge, Stone & Partners).
Pregame and postgame shows amounting to 25 minutes each will be conducted by Merrill Reese. Sponsors are Llanarch Gun & Bait ( Barsel Advertising), Batteries (William Esty Co.), Household Finance Corp. (direct), Cottman Transmissions (Ross Advertising) and Melchiore & Delvisco Real Estate (Barsel Advertising).
For the 13th year wcau-TV Philadelphia will be telecasting the Eagles' pre-season games, with two carried live and
four on delay. Hugh Gannon will provide the play-by-play and Tom Brookshier the color commentary.

Participating sponsors in the coverage are Getty Oil (DKG Inc.), First Pennsylvania Bank (Spito & Associates), Toyota Mid-Atlantic Dealers (Clint E. Frank), Sears Automotive Products (Lane-Golden-Phillips) and Schmidt's Beer (Rosenfeld, Sirotwitz & Lawson).

St. Louis Cardinals
CBS-owned KMEX(AM) St. Louis again has tap five preseason and 14 regular-season Cardinal games. A regional network was in the planning stage as of last week. The announcing team will consist of Bob Starr, Joe Pollack and Bill Wilkerson.

There are two 10-minute pregame shows, Meet the Cardinals, with sponsors to be announced, and Coach's Corner, bought by St. Louis County National Bank (through Winfield Advertising.) Sponsor of From the Locker Room, a 10-minute postgame show, is to be announced shortly.

One-quarter in-game buy has been made by Anheuser-Busch and Household Finance Corp., and one-eights have been bought by St. Louis Datsun Dealers and Eveready Batteries. A one-quarter sponsor is to be announced shortly.

The preseason contests will be aired by KMEX-TV St. Louis. Bob Buck will handle play-by-play and the colorman to be selected.

There are no plans for pregame or postgame programs.

In-game sponsors are Frontier Airlines (Frye-Sills), Budweiser Beer (D'Arcy-MacManus) and Illini Federal Savings and Loan (Winium-Brandon), which have each purchased one quarter. The remaining quarter has been sold on a participating basis.

Washington Redskins
For the tenth year WMAL-AM-FM Washington will broadcast the full schedule (six preseason games and 14 regular-season games) of the Redskins. The regional network for the NFC champions has been increased to 35 stations this year.

Steve Gillmartin will return to do the play-by-play and Mal Campbell will be back on color.

In-game sponsors are McDonald's and Household Finance Corp. (both through Needham, Harper & Steers), Chevrolet (Campbell-Ewald) and B. F. Goodrich (Edmur Advertising).

Mr. Campbell will do a 10-minute pregame show, purchased by Union Carbide (William Esty) and will also conduct a postgame program, as yet unsponsored.

The Locker Room Report, an interview program with the Redskins' Chris Hanberger, has been taken by Koons Ford (Kal-Merrick & Salen).

WMAL-TV Washington will telecast five exhibitions, with Don Criqui and Irv Cross, announcers for the NFL on CBS-TV, handling play-by-play and analysis, respectively.

There will be no pregame or postgame programs.

The line-up of participating sponsors includes Burrisham Chevrolet and Poto Ogle & Go Electric Power Co. (both through W. B. Doner), Pyles Pontiac, Herby's Ford and Templeton Olds (all Morrison, Williams & Demaine), Brown Pontiac and Page Pontiac (both Deanneberg), Venture 21 (Metropolitan Associates), Royal Sentinel Chevrolet (NBJ, Advertising), Peck Chevrolet (B.A.G.), Koons Ford, Pepsi Cola, and Perpetual Building Association (all Kal-Merrick & Salen), East-West and the Redskins (Advertise), Bogley Lincoln/Mercury (G.M. A. Advertising), Trailways (Ad P.R.), Washington Post (Earle Palmer Brown), Citizens' Bank of Maryland (Ernie Johnson), Washington Star-News (Ehrlich, Harris, Manes), First Federal Savings & Loan (Harry I. Clarkson), Shell (Ogilvy & Mather), American Federal Savings and Loan (Reid Wallace), and Paxton Van Lines, Metro Masons, Columbia Federal Savings & Loan, Lin's Karate School, Aqua Harbour and Webster's Men's Clothes (all direct).

NFC Central Division

Chicago Bears
WGN(AM) Chicago will telecast three Bears' exhibitions and 14 regular-season games, with Jack Brickhouse on play-by-play and Irv Kupcinet doing color.

Returning as in-game sponsors are Standard Oil Co., Division of American Oil Co. (through D'Arcy, MacManus & Masius), G. Heilman Brewing Co. (Campbell-Mithun), and Household Finance Corp. (Needham, Harper & Steers).

The pregame Warm-Up Show has been purchased by Robert Hall Clothes (Jack Byrnes), and The Half-Time Show with Mr. Kupcinet has been taken by Eveready Batteries (William Esty). The postgame Scoreboard Show is sponsored by Chicagoland Oldsmobile Dealers (Stern, Walters & Simon).

In addition, there is the Mike Pyle Show, featuring the former Bear player, which precedes the pregame program and follows the postgame show. The show before the game is sponsored by Chicagoland Oldsmobile Dealers and the program after the game is a spot carrier.

Television for the Bears will be handled again by WBBM-TV Chicago, which has penciled in Brent Musburger for the play-by-play and Mr. Pyle for color. No pregame or postgame broadcasts are scheduled.

Taking one-quarter each of the game sponsorships are Tru Value Hardware (direct) and Chicago Mazda Dealers (Foote, Cone & Belding). Participations include Santa Fe Railroad (direct), Chicagoland Datsun Dealers (Parker Advertising), Old Chicago Beer and Chicago Bears (both Post-Keyes-Gardner), Northern Trust Bank and Mid-Southern Toyota (both Clinton Frank), Kentucky Fried Chicken and Commonwealth Edison (both Leo Burnett), Hamm's Beer (Dancer-Fitzgerald-Sample), American National Bank (Lee King & Associates), Yellow Pages (Earl Ludgin), Qantas Airlines (Cunningham & Walsh), M. Hyman & Sons (Haddon, Burns & Cohen), Shell Oil (Ogilvy & Mather) and Honda Dealers (Chiat/Day).

Detroit Lions
WJR(AM) Detroit will broadcast 11 of the Lions' 12 regular-season games but not the exhibition game because of conflict with late-season baseball games of the Detroit Tigers. WJW(AM) Detroit will handle the games WJR can't.

WJR, in the third year of a three-year contract with the Lions, is the linchpin of a 48-station network blanketing Michigan and Indiana. Van Patrick will again be doing the play-by-play, with Bob Reynolds on color.

Sponsors lined up so far are Ford Motors (J. Walter Thompson), Detroit Bank and Trust Co. (Ross Roy), Marathon Oil (Campbell-Ewald), Stroh Brew- ers (Donnelly Dannebon), and Elias Brothers Restaurants (Ross Roy). The station programs two 10-minute pregame shows, The Don McCafferty Show (Mr. McCafferty is the Lions' coach) and Pro Football Today, and two 10-minute postgame shows, Score and Highlights with Paul Carey, and From the Locker Room, with Mr. Reynolds. The sponsors of these sidebars are Union Carbide (William Esty), Sears Roebuck (Werner Advertising) and Michigan Mutual Liability Co. (Gray & Kilgore).

WJBK-TV Detroit will televise three Lions' exhibitions: Aug. 3, vs. the Redskins; Aug. 13, vs. the Chiefs; and Aug. 18, vs. the Colts. Van Patrick and Ray Lane will again do the play-by-play. Advertising minutes will be sold only on a participating basis.

Green Bay Packers
WTMJ(AM) Milwaukee, the traditional radio outlet of the Packers, will again be doing six preseason and the 14 regular-season games. The Packers' network has been expanded to 50 stations in Wisconsin, Michigan and Minnesota. An important change this year is Jim Irwin, the station's sports director, on play-by-play, and Gary Bender (sports director of WKOW-TV and WTMJ both Madison, Wis.) on color.

The game sponsors are Pabst Brewing (Kenyon & Eckhardt), M&M/Mars candy (Bates), John Deere Snowmobiles (Gardner Advertising), Chevrolet (Campbell-Ewald), National Savings & Loan (John Crowley and Associates), and True-Value Hardware of Milwaukee (direct).

Untitled pregame and postgame shows hosted by Mr. Irwin and Mr. Bender (collectively) and the team's players joining them on the pregame) are sponsored by Household Finance (Needham, Harp-
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er & Steers) and Milwaukee's Dale Chevrolet (Victor Maier & Associates).

WLUX-TV Green Bay will again originate five Packers' exhibitions (joined by WSAU-TV Wausau, Wis., and WITI-TV Milwaukee), three of them live and two on delay. Bob Schulz will again handle play-by-play and Chuck Lane, the Packers' publicity director, will do the color. The national sponsors are Schick Electric (direct) and Pabst Brewing (Kenyon & Eckhardt).

Minneapolis Vikings

The Vikings broadcasts will again originate from KSTP(AM) St. Paul, which will feed the five preseason and 14 regular-season games to a regional network of over 70 stations. Play-by-play man is Joe McConnell, with former Green Bay Packers player Paul Hornung on color.

One quarter of the in-game sponsorship has been sold to Chrysler Plymouth Dealers (through Young & Rubicam), with the other going to Hamm's Beer (Dancer-Fitzgerald-Sample). Twin City Federal Savings and Loan (Colle McVoy Advertising) has picked up one-half.

Three hours prior to kickoff there's a two-and-a-half-hour tailgate show, following by the Grandstand Quarterback show, sponsored by Neighborhood First Banks (The Haworth Group Agency), and Coach's Corner With Bud Grant, sponsored by Jacob Reis Bottling Co. (Ray C. Jenkins Advertising). Five minutes before kickoff there's the Countdown to Kickoff show, which has been bought by Bombardier Ski Do (Sielaff, Herder, Grafwert).

Paul Hornung's Half-Time Huddle has been taken by Red Owl-Synder Drug (Howard Cox Advertising).

Postgame programs are the half-hour Point After Show, co-sponsored by Union Carbide (William Esty) and The Forester Co. (Mark Zelenovich Inc.), and a one-and-a-half-hour tailgate show sponsored on a participating basis.

Three of the five preseason games will be telecast by KSTP-TV St. Paul, with Tom Ryther doing the play-by-play and Johnnie Sauer on color.

One-third each has been purchased by Twin City Federal (Colle & McVoy) and Hamm's Beer (Dancer-Fitzgerald-Sample). The remainder is being sold on a spot basis.

No pregame or postgame programs are scheduled, but KSTP-TV will telecast four half-hour Vikings Countdown shows prior to the start of the regular season. The programs, the first of which was aired July 25, feature Tom Ryther and the KSTP-TV sports staff and are sponsored by Twin City Federal.

NFC Western Division

Atlanta Falcons

WQXI(AM) Atlanta, for the eighth consecutive year, will carry the full Falcons schedule of five preseason and 14 regular-season games. The station, currently in the first year of a new three-year contract, will originate a 50-60 station network in the Southeast.

Jack Hurst will call the play-by-play, as he has since 1966, and former Baltimore Colt player Jimmy Orr will do color for the third year.

Play-by-play sponsors will be First National Bank of Atlanta (through Cargill, Wilson & Acre), Standard Oil of Kentucky, Delta Air Lines and Atlanta Dodge Dealers (all BBDO) and M&M/Mars (Ted Bates).

The Coach's Show, a 15-minute pregame interview of coach Norm Van Brocklin by Mr. Hurst, will be sponsored by Gordon Foods (Liller Neal Battle & Lindsey).

The Pregame Show, a 10-minute program with Messers. Hurst and Orr, is sponsored by Union Carbide (William Esty) and Eilman's of Atlanta (McDonald & Little).

Immediately after the game there's the 10-minute The Post-Game Show with Mr. Hurst. Again, sponsors are Eilman's and Union Carbide.

The Locker Room Show, with Mr. Orr interviewing members of the Falcons, has been taken by Custom Music Corp. (Allen Advertising).

Additional sponsors involved in the Falcons broadcasts are The Ambassador Restaurant (Sam Eckstein Advertising), Equitable Life Insurance (Foote, Cone & Belding), Rollins Protective Service (Powell & Associates) and Southern Bell (Tucker Wayne & Co.).

On the day after each regular-season game there's a 15-minute show, The Coach's Corner, with Messers. Hurst and Van Brocklin. Sponsor is Chris Motors of Atlanta (direct).

WQXI-TV Atlanta, which has signed a new three-year contract with the Falcons, will carry the five preseason games, three of which will be aired twice.

Bob Neal, WQXI-TV sports director, will do play-by-play; Alex Hawkins will handle color.

Sponsors are Atlanta Gas (through Tucker Wayne) and World of Sleep (AT&T Advertising). Spot participations have been purchased by Cotton States Insurance (McRae & Bealer), Atlanta Regional Dodge (BDA/BDO), Southern Bell and Trust Company of Georgia (both Tucker Wayne), Hamm's Beer (DFS Inc.), Miller's Beer (Media Investment Service) and International Dairy Queen (Campbell-Mihan). No pregame or postgame shows are planned.

WQXI-TV's new contract calls for broadcast of The Norm Van Brocklin Show, a weekly half-hour program which premieres Monday, Sept. 17.

Los Angeles Rams

KNPC(AM) Los Angeles again covers the regular-season as well as preseason games of the Los Angeles Rams, and in addition continues to feed a network of 21 stations in four states (California, Nevada, Arizona, and Hawaii).

Dick Enberg, Dave Niehaus and Steve Bailey are the sportscasters for the Rams' games.

Five sponsors have signed for the play-by-play, each buying one-fifth. They are Chevrolet (through Campbell-Ewald), Anheuser-Busch for Budweiser (Gardner and D'Arcy, MacManus & Masius), Continental Airlines (Needham, Harper & Steers), Standard Oil of California (BBDO), and Household Finance Corp. (Needham, Harper & Steers). Pre- and postgame shows, Ram Warm-Up and Ram Report, are being sponsored again by Kentucky Fried Chicken (Kauffman & Associates) and Sears (Star Advertising). The Chuck Knox Show has Eveready Batteries (William Esty Co.) as the sponsor. The postgame summary has Harris & Frank men's clothing (Mark IV Advertising) as the sponsor.

KNXT(TV) Los Angeles is carrying the five preseason games, all but one on taped delays. The station's Gil Stratton and Don Paul will handle the announcing. KNXT declined to identify its sponsors.

New Orleans Saints

In the second year of a three-year pact with the Saints, WWL(AM) New Orleans will carry six preseason and 14 regular-
season games. The regional network will consist of 40 to 45 outlets.

Play-by-play announcing will be done by John Ferguson; Steve Stonebreaker will handle the color.

A 15-minute pregame show has been purchased for the third year by Berner's Air Conditioning and Heating (through Bill Elliott Advertising) and Union Carbide (William Esty) will sponsor a 15-minute postgame wrapup by Messrs. Ferguson and Stonebreaker.

A host of one-half of the in-game sponsorship was open, with Burger King (BBDO) and M&M/Mars (Ted Bates) each taking one quarter.

WWL-TV New Orleans will carry the six preseason contests, with Messrs. Ferguson and Stonebreaker handling the announcing chores.

The games have been purchased by McDonald's (Fitzgerald), Old Milwaukee Beer (Cunningham & Walsh), Shell (Ogilvy & Mather), Gatorade (Clinton Frank), Bank of New Orleans (Swigert), and McKinnon Chevrolet (Media Production Consultants).

No pre- or postgame programs are contemplated.

San Francisco 49'ers

KSFQ(AM) San Francisco, for the 17th consecutive year, will carry the seven preseason and 14 regular-season games of the San Francisco 49'ers, feeding the coverage to a regional network of 13 stations in California and one in Nevada. Play-by-play again is by Lon Simmons.

Sponsors for the play-by-play, each holding one-fifth, are Metropolitan Life (through Young & Rubicam), Standard Oil (BBDO), Chevrolet (Campbell-Ewald), Roos/Atkins clothing store (Argonaut Advertising) and Western Airlines (BBDO). Commercial time for the pre- and postgame shows is to be divided between American Bakeries (A. Medias) and Household Finance (Needham, Harper & Steers). The Locker Room Show is being sponsored by Dahnken of San Carlos.

KBHH-AM San Francisco is to carry the five preseason games of the 49'ers, with two live and two delayed. Whether the fifth will be live or delayed was uncertain last week.

Bob Murphy and Leo Nomellin are doing the announcing.

Sponsors are Olympia Beer (Botsford-Ketchum), Western Airlines (BBDO) and Chevrolet (Campbell-Ewald) plus participating sponsors. The Saturday night 49'ers Huddle show is being sponsored by Wells Fargo Bank (McCann-Erickson) and participating sponsors.

A busy season ahead for Wold

Specialist in football on radio will be all over the dial

Robert Wold Co., Los Angeles, providing technical services to broadcasters for sports events, has added the Philadelphia Eagles (WP[AM]) to its list of NFL teams in the forthcoming season. It is also handling the Minnesota Vikings (KSTP[AM]), the San Francisco 49'ers (KSFQ[AM]), the Los Angeles Rams (KMPC[AM]), Denver Broncos (KGO[AM]), the Oakland Raiders (KNBR[AM]), the Washington Redskins (WMAL-AM), the Buffalo Bills (WKBW[AM]) and all 22 games broadcast by the Mutual Broadcasting System. It is negotiating 12 other contracts.

In college football, Wold will handle UCLA (KMPC[AM]), Stanford (KSFQ[AM]), Colorado (KOM[AM]) and Notre Dame (MBS), among others.

The firm owns the radio-broadcast rights to the Washington State University Cougars and has established a 20-station network in Washington and Idaho, with the key station KTVI(AM) Seattle. Announcers are Bob Robertson and Mark Kaufman. Sponsor is Ford Dealers of the Northwest (J. Walter Thompson).

Wold produces and distributes a syndicated football feature for radio, Computer Kickoff, with Ray Scott. The computer, the firm says, has a five-year track record of 80% accuracy in predicting winners of college and pro games each weekend. This feature is distributed for 18 consecutive weeks, starting the week of Sept. 10. Wold anticipates selling the weekly series to from 200 to 225 stations this year.

(This "Special Report" was written principally by Alan Jarvis, assistant editor, Washington, with assistance from our bureau staffs.)

More network coverage as Watergate heats up

ABC stays with it despite rotation; others schedule prime-time reports

The rotating system of commercial TV network coverage of the Senate Watergate hearings was supplemented last week when ABC-TV provided live coverage of John D. Ehrlichman's testimony even on days when coverage was another network's primary responsibility.

ABC, which had primary responsibility for the Monday (July 23) coverage, was back again on Tuesday when Mr. Ehrlichman, former White House aide, took the stand, even though Tuesday was NBC's day in the rotation. ABC covered all but about 45 minutes of the Tuesday sessions, which ran from 10 a.m. to 12:15 p.m. and from 2 to 5:15 p.m. And ABC was back on Wednesday—CBS's day in the rotation—for more live Ehrlichman coverage.

ABC spokesmen explained that they had decided to cover the first day of Ehrlichman testimony regardless of the rotation schedule, and were deciding at the end of each day whether to do so the next day. They said they would follow the same procedure when H. R. Haldeman, former White House chief of staff, takes the witness chair.

The rotation plan provides that the

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commercial networks will rotate live coverage daily but also permits them to provide any additional coverage they wish on other days. CBS and NBC were sticking to the rotation plan but both had scheduled special prime-time reports and summaries.

In early overnight Nielsen ratings in New York and Los Angeles, the Watergate coverage was running about as it has most of the time—in second place in New York but clearly first in Los Angeles. Thus on Monday ABC's Watergate coverage drew a 4.7 average rating and 19 share in New York (behind 5.4 and 22 for CBS entertainment but ahead of the 3.8 and 16 for entertainment on NBC), while in Los Angeles ABC scored an average 10.2 and 41—better than entertainment on CBS and NBC combined.

On Tuesday NBC's Watergate sessions drew a 3.9 and 17 in New York, behind CBS's 5.4 and 24, but ABC's 3.2 and 14 for its own Watergate coverage the same day lifted the New York Watergate audience to a 7.1 and 31. In Los Angeles, NBC had a commanding 10.5 and 43, far ahead of CBS's 3.5 and 14, and ABC's Watergate addition of 2.5 and 11 raised the hearing's Los Angeles figures to 13.0 and 54.

On Wednesday, CBS's Watergate day, CBS led in Los Angeles as well as in New York. In New York CBS had a 4.7 and 24, and ABC supplementary Watergate coverage during most of that time—three hours 30 minutes out of four hours 45 minutes of sessions—added 2.6 and 13, while entertainment on NBC was averaging 3.2 and 16. In Los Angeles, CBS's Watergate coverage scored a 7.9 and 33 and ABC's a 3.0 and 14, with NBC entertainment getting a 4.6 and 19.

Thursday was ABC's day and it was alone in coverage among the commercial networks.

**CBS goes to bat for NBC over 'Pensions'*

CBS has gone to the support of NBC in its effort to have the FCC overturn a staff ruling that NBC had not complied with the fairness doctrine in its one-hour documentary, *Pensions: The Broken Promise*, broadcast on Sept. 12, 1972.

CBS, in a letter to the commission, said it is backing NBC's request for reconsideration—presented in a letter last month *(Broadcasting, June 25)*—because of its "grave concern that the [staff] decision may have a significant adverse impact on the continuation and development of investigative journalism in the broadcast media."

The staff, which acted on a complaint filed by Accuracy in Media, had held that NBC appeared to have violated the doctrine because it had not balanced criticism of private pension systems with material on successful systems or other favorable reports.

But, CBS noted, the ruling did not hold that NBC had not presented the view that there are many good, private pension plans. Rather, "it is based on the staff belief that not enough time was devoted to those spokesmen." Such a ruling, CBS added, "is inconsistent with commission and judicial precedents concerning the rights of broadcast journalists and illustrates the dangers involved in attempting to measure fairness on a line-by-line basis."

CBS also cited experiences of its own to support the view that the commission has not in the past followed AIM's "crabbed view of 'balance.'" It noted that although its series, *Justice in America*, dwelled on the failures of the criminal justice system, it did not feel obliged to devote additional time to the strength of that system. Nor did CBS believe it necessary to do a story on luxury housing in Chicago after presenting a documentary, *The Tenement*, on the problems of a dilapidated ghetto apartment building in that city.

**ABC Rome reporter reported missing**

Begon, a CBS correspondent in Rome last week, was reported missing. "We're going to cover hard news," said Begon, "but instead of running to a government official to explain, dully, what, for example, the dollar is doing in world markets, we're going to try to get some expert, like Professor Samuelson, who can make the news interesting."

That, in substance, is the foundation of the restructured CBS-TV *Morning News* that begins Aug. 6 with Mr. Rudd and ex-Washington Post staffer Sally Quinn as anchors—er, anchorpersons.

Mr. Rudd and Ms. Quinn met the press last week in Los Angeles, the third visit on their round of appearances since the announcement that they were to anchor the network's morning news hour. They had already visited Chicago and Cleveland.

Mr. Rudd explained further that the broadcasts, expected to be *CBS-TV*'s man-woman competition to *NBC-TV*'s *Today* show, will emanate from the CBS newsroom in New York, lending a city-desk tone to the programs. Ms. Quinn stressed that the broadcasts will be presented "in an atmosphere of informality."

By that, she said, she meant that she and Mr. Rudd would not only report the news but would also discuss it informally. She noted that she and Mr. Rudd had many years of travel and work that
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. 20 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. 20 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 programmer, or anyone else supplying to the business of television news, you'll want to tell about it in the Aug. 20 issue of Broadcasting. Closing data for your advertising is Aug. 13. For details and space availabilities, contact your nearest Broadcasting representative.
make them familiar with many places and people. Mr. Rudd, who has been a CBS correspondent for 14 years (he has been a resident newsmaker in Moscow, Bonn, Berlin and has reported from Africa, the Middle East, Vietnam and the Caribbean), is an alumnus of newspapers in Iowa, Missouri, Minnesota and Wyoming. Ms. Quinn was for four years a staffer on the Washington Post, where her tart and penetrating interviews won her national recognition.

**NBC beeps up regional news**

NBC News announced last week it had set up a Northeast bureau to broaden its coverage of news in the six New England states and New Jersey, Delaware, most of New York and eastern Pennsylvania. Officials said the move was part of a new emphasis on regional offices as reflected earlier in expansion of the Atlanta bureau (Broadcasting, June 18).

Geoffrey Pond is manager of the Northeast bureau, with Betty Rollin and Robert Hager as correspondents and a third to be added soon. Karl Hoffenberg, Michael Silver and Robert Toombs are field producers. There are three camera crews who operate out of New York and additional cameramen are based in Boston and Philadelphia.

The Northeast unit, based at NBC News headquarters in New York, also keeps in daily contact with the news departments at all NBC-TV affiliates in the region.

**FCC seen leaning toward assertion of authority over pole deals**

The FCC was pushed and pulled every which way last week in a full day's oral argument on whether it has jurisdiction over pole-attachment arrangements and conduit agreements between cable television operators and utility companies, and if so, whether it should exercise that jurisdiction.

Cable television operators, worried over the possibility of runaway prices for the privilege of stringing their wires, want the commission to act. Utility companies—telephone and electric-power companies—say it cannot and should not. State regulatory authorities seemed not so sure, but wanted assurances that, ultimately, at least, their regulatory authority in the area would not be preempted.

And broadcasters, concerned that commission action would represent what they consider a new and, to them, dangerous departure in the regulation of cable television—one aimed at furthering cable's growth—say the commission would be on shaky legal ground if it sought to expand its authority to cover the arrangements cable systems make with utility companies.

The arguments were a reprise of those the parties had argued before the commission earlier (Broadcasting, July 16). And it was not clear whether the face-to-face confrontation helped to sharpen the issues for the commissioners. But, although the case is being described by officials as one that could go either way, there were indications that the FCC would assert jurisdiction, possibly this week. Observers feel that Chairman Dean Burch, given his past record of support for cable television, would want to afford it some protection against what cable operators say has been the utilities' "abuse" of monopoly control.

Mr. Burch's question at the oral arguments seemed to support that conjecture. At one point, in a discussion of cable operators' opportunity to gain relief from utility abuses, he said, "It seems odd that cable would be obliged to bring a court action when both the cable and telephone industries are regulated by the FCC.

However, it was evident that the questions involved were giving the commission trouble. Commissioner Richard E. Wiley several times raised the question as to whether the commission should not seek clarifying legislation before moving into a new area. He cited particularly the statement of Chief Justice Warren E. Burger, in a concurring opinion in the case in which the Supreme Court upheld the commission's rule requiring cable systems to originate programing, that the commission's position in that proceeding "strains the outer limits of even the open-ended and pervasive jurisdiction that has evolved by decisions of the commission and the courts."

The suggestion that the commission assert authority over arrangements involving electric power companies, over which the commission now has no jurisdiction, seemed particularly troubling. A bill that would specifically authorize FCC jurisdiction over cable television and spell out the commission's authority over pole-attachment arrangements and conduit agreements is now pending in the Senate. The measure (S-2015) was introduced by Frank Moss (D-Utah) and Vance Hartke (D-Ind.), both members of the Senate Commerce Committee.

At last week's argument, the counsel for the National Cable Television Association, Jay Ricks, said that commission's authority is clear in the Communications Act and, in fact, that the commission has in the past used "some authority" over pole-attachment agreements. If the commission "were to declare itself uncertain and go to Congress now," he added, "it would create a vacuum it has been filling."

Commissioner Nicholas Johnson seemed less than sympathetic to cable's arguments. Would the industry, he wondered, expect the commission to take action if a cable system were renting space in a telephone-company building
and the telephone company raised the rent?

Cable-industry lawyers said no, because there were alternative sources of space. The telephone and power companies, they said, have a "monopoly" control of the poles and, according to Mr. Ricks, are using that control. Mr. Johnson was not so sure cable operators could not find substitutes for the telephone poles they use.

A Commissioner Charlotte Reid, in that connection, wondered why the cable industry does not simply buy a share on the telephone poles. Thomas Eichen-

berger, who represented the Bell System and who made the major legal argument in behalf of the utility companies' position that the commission lacks authority to supervise pole-attachment arrangements, said Bell is "willing to negotiate" with cable operators their purchase of a portion of the poles they use. But he said it would be "expensive." And Harold Farrow, counsel for the California Community Television Association, conceded the association lost its "enthusiasm" for "buying in" because of the cost and the fact that there would be no government regulation of the negotiations.

The money involved at present is not great. According to Mr. Eichenberger, about $4 million revenues last year was paid to the utility companies, with Bell receiving about $8 million. Mr. Farrow said the money involved is a "negligible" factor to the telephone companies whose concern, he claimed, is in keeping cable systems out of fields of activity they want to enter.

The question of pole-attachment arrangements and conduit agreements has been before the commission for seven years. However, the commission last May decided to break it out of the bureaucratic quicksand in which it had sunk and attempt to reach a prompt resolution after receiving a plea from the California cable association, which had been notified by the General Telephone Co. of California that it was raising pole-attachment fees for cable from $3 per pole per year to $6. The telephone company, which has delayed its imposition of the rates at the commission's request, is now scheduled to put them into effect by Aug. 12.

The legal arguments aside, one commission official suggested privately that the matter was reduced to its essentials in the comments of a counsel for a number of cable companies. John Matthews said: "On the question of jurisdiction, if you want jurisdiction you've got it." He made that remark, he said, as one who has been "pro" over the years in arguments that the commission lacked authority in the area of cable television.

Cable Briefs

Deal completed. Adams-Russell Co., Waltham, Mass., announced it had completed acquisition of Cable Vision Inc., owner of cable-TV systems in Lewiston and Auburn, both Maine, for more than $2 million in cash and term payments (Broadcasting, July 9). Acquisition raises subscriber count of Adams-Russell's CATV subsidiary, Auviodeo-CATV, to about 20,000 in five states.

Sells systems. Tocom Inc., Dallas, has consummated sale of its four cable systems in Franklin, Ferriday, Baldwin and Jonesville, all Louisiana, for over $1 million. Purchaser of the systems is limited partnership headed by Ben Campbell, formerly with Tocom.

System sold. Yreka TV Company Inc., Yreka, Calif., has been sold to Nor-Cal Cablevision, Sacramento, Calif. Yreka system has 1,600 subscribers with potential of 2,500 homes. Transaction was handled by Daniels & Associates, Denver.

New cable study. National Science Foundation, Washington, has awarded $73,000 for cable-television study to group of faculty members at Lehigh University, Bethlehem, Pa. General goal of group of electrical engineering, economics, political science and law professors is to study formulation of public policy and its impact on development of CATV. Arthur I. Larky, professor of electrical engineering, will head study.

Counterclaim. Cox Cable Communications Inc., Atlanta, has announced that its San Diego cable system, Mission Cable, closed first half of 1973 with 60,330 subscribers, keeping it in "unchallenged position of being the largest in the United States." Sterling Manhattan cable system had claimed number-one position (Broadcasting, July 2) with its 57,282 subscribers.

Beat the heat. New series of irradiated shrinkable sleeves to protect outdoor connectors on CATV cables has been designed by Alpha Wire Corp., Elizabeth, N.J. Available in 11 diameters, FIT-700 cable and connector sleeves have dielectric strength of 300 volts mil and tensile strength of 2,400 psi. Sleeves can withstand temperatures from -40 to 275 degrees fahrenheit.

Back in the saddle. Nine weeks after suffering a mild heart attack, Sol Schildhause (I)-returned last week to his job as chief of the FCC's Cable Television Bureau, looking tanned and fit, ebullient as ever and full of nice things to say about his new deputy chief, David Kinley—who is reported to have been picked with his success to the chief's job very much in mind (Broadcasting, July 16: "Closed Circuit," July 23). The reports that he was being ticketed out of his post appeared to concern Mr. Schildhause not at all. "If they want my job, they can have it."

But he seemed confident "they" did not, and that he would be in his post for the indefinite future. He said he had talked to some commissioners, including Chairman Dean Burch, since his return, and said, "There's not a scintilla of heat on me to leave. Nobody's been gloomy to succeed me," he said. "But if I leave, he's the guy," he said, referring to Mr. Kinley, who, at 32, has held a number of top-level jobs since joining the Nixon administration in 1968. "He's pretty good," Mr. Schildhause said of Mr. Kinley, "good credentials, Harvard Law, politically wired, poised, a bear for work—works all hours, like me—decent, square shooting."

Mr. Kinley moved over to the commission three weeks ago from the Federal Bureau of Investigation, where he had been executive assistant to former Acting Director L. Patrick Gray III. Whether he crowds Mr. Schildhause or not, his appointment has squeezed Allen Cordon out of his job as deputy chief of the bureau; a new title is being developed for him. Speculation about Mr. Schildhause's departure is based in part on the fact that, at age 55, he has suffered two heart attacks; the first was eight years ago. But he was coming on strong last week. "I haven't been hurt badly," he said, "I'm still interested in cable. I intend to do something about it. The troops [the cable bureau staff] are intact, and we'll go forward."
Whitehead sees cable serving special interests

He sees combined revenues from advertising, subscriber fees for special-interest programs

Clay T. Whitehead, director of the Office of Telecommunications Policy, sees cable television developing as a mixed-funding system, supported both by advertising and by subscriber revenues, as are most newspapers and magazines.

Furthermore, he sees the system providing programming for the same kinds of specialized audiences that magazines have sprung up to serve in the past decade—audiences of skiers, opera lovers, coin collectors and the like.

How would such systems offering specialized programming serve audiences large enough to make them viable? They would be linked up by microwave or domestic satellites. And advertisers who now forgo network advertising because their interest is in only a small portion of the mass audience would have a new vehicle for their message.

Mr. Whitehead, who expressed his views in the July issue of Madison Avenue, magazine for the advertising industry, is in a position to do something about bringing those visions to fruition. He is chairman of a high-level administration committee that for the past two years has been working on legislative and regulatory proposals for shaping the growth of cable television. The committee report is expected to be submitted to the President later this summer.

Mr. Whitehead says in the article that since broadband technology does not fit into any existing regulatory categories, "a new public policy will have to be formulated." And he adds that, in view of cable TV's large channel capacity, it is important that the policy "foster the proper economic incentives necessary to bring a variety of programing."

Mr. Whitehead, who sees specialized cable programing as catering to that portion of the television audience looking for something "special" in sports and movies programing. So some antiphonphoning rules may be necessary to "preserve the over-all stability of the television industry" until cable television develops its own particular audiences and programs. But his view of government's role in shaping the future he sees possible is not to give cable special economic advantages or erect any regulatory barriers to protect broadcasting from fair competition. "The public's interest can best be served," he says, "by properly structuring the cable industry in the free-enterprise mold."

LEGAL NOTICE

The Incorporated Village of Fort Johnson, N.Y., located in Montgomery County, Town of Amsterdam Voting District No. 1 and is encompassed by two sides by the Town of Amsterdam both North and West; south boundary includes the Mohawk River and the East boundary, the City of Amsterdam is now seeking bids for a special franchise for a cable television system in said Village. The system should include: 1. a channel capacity of a minimum of 20 channels; 2. local origination and local programing; and 3. two way capabilities.

Applications for this franchise shall be submitted in writing with a certified nonrefundable check of $25.00 no later than Monday, September 3, 1973 to Mrs. Patricia Jordan, Village Clerk, 60 E. Main St., Fort Johnson, N.Y. 12070. Any applications received by the said municipality will be available for public inspection during normal business hours at the home of the Village Clerk, Mrs. Patricia Jordan, 60 E. Main St., Fort Johnson, N.Y. 12070. Anyone interested in additional information concerning the proposed award may call the Village Clerk on 842-3656.

LEO VEITCH, MAYOR
BOARD OF TRUSTEES,
VILLAGE OF FORT JOHNSON, N.Y.

Cable 'expo' dates set

Four nuts-and-bolts conventions expected to bring out exhibitors

The second annual series of regional cable "Expos" has been scheduled by the National Cable Television Association in conjunction with state and regional cable associations. Two semi-convention panels cover day-to-day operating problems. Panel topics last year included community relations, local taxes, pole-attachment problems and federal safety requirements. A fun component of exhibits is expected at each of the regional conventions.

Dates and locations for the meetings are: New England CATV Expo, Oct. 15-18, Kerhonkson, N.Y.; North Central CATV, Oct. 29-Nov. 1, Arlington Heights, Ill.; Mid-American CATV Expo, Nov. 15-17, Kansas City, Kan., and the California State Association meeting, Nov. 28-Dec. 1, Las Vegas.

Cable systems seek accounting standards

Finance officers from 16 cable organizations assembled in Washington last week to discuss the creation of a model accounting system for cable operators. A number of considerations were up for discussion, but foremost in the mind of Jim Marlowe, chairman of both the meeting and the National Cable Television Association's Utilities Relations Committee, was to solicit ideas for a system that "would be an alternative to those already adopted [in Vermont and Connecticut] or being considered [in Massachusetts] by the states' public-utilities commissions."

Stuart Feldstein, general counsel for the NCTA, considers the existing PUC accounting methods for cable television to be grossly unfair. He cites inequities that do not allow the cable systems to amortize their franchise costs—travel, salary, promotion.

Comments from the meeting plus additional industry suggestions will provide the basis for the model accounting system to eventually come before the NCTA board of directors.

RIAA proposes joint action against payola

It sets conferences with NAB, wants members to tighten own controls

The Recording Industry Association of America took steps last week to fill the breach created by major record companies that are refusing to comment publicly on allegations about payola and other illegal activities in the industry. The RIAA issued an eight-page "action program" for the recording industry last Monday (July 22) outlining steps that music concerns should take "to insure that the business practices within the industry are based on sound legal and moral principles." Among the proposals offered by the "action program" was a call to Congress to "consider the necessity of enacting stronger legislation against this odious and illegal practice," payola.

RIAA, whose member companies represent about 85% of the record production in the U.S., according to the association, also made an appeal to the public and the media "to exercise caution before judging an entire industry on the basis of the broad-brush media reports concerning the activities of a few."

The RIAA program includes the following points:

- "Exhibit intracompany investigations" and the strengthening of internal procedures and controls by record companies to insure against illegal practices.
- "Require employees who maintain contact with broadcasting stations and personnel to sign "no-payola affidavits" and to seek similar statements from independent concerns with contractual agreements with record companies (i.e., independent producers, promotion men and distributors).
- Strong suggestion that interests that are "closely inter-related with the recording industry" (i.e., music publishers, performers, talent managers and bookers,

Broadcasting Jul 30 1973
RIAA's sample affidavit

I, ____________________________, hereby swear that I have read Sections 317 and 508 of the Federal Communications Act of 1934, as amended, and the rules and regulations promulgated thereunder. I further swear that I will not engage in payola practices of any kind contrary to law, and I fully understand that should I do so I am subject to the legal penalties set forth in 47 United States Code § 508 of a fine up to $10,000 and imprisonment up to one year or both.

record distributors and merchandisers, broadcasters, radio program services and trade media) establish "special ad hoc constituency conferences" to develop "parallel programs.

* Joint action, by the RIAA and the National Association of Broadcasters, "to develop a program to help eliminate the periodic recurrence of payola practices.

* Action by "industry trade media to consider development of standards for compilation of 'popularity' charts to insure their authenticity" and to ensure that advertising purchases do not "artificially influence charts, reviews and editorial coverage."

A spokesman for the NAB said that a meeting with the RIAA president, Stanley Gortikov, will "probably take place in the next couple weeks." The NAB also informed its members of the RIAA program, and the imminent participation of the NAB, in its weekly publication Highlights out today (July 30). Included with the report is a revised version of a statement that the NAB general counsel, John B. Summers, issued a year ago outlining some examples of payola practices and reminding licensees of the legal consequences of those practices.

Saturday Night's Alright for Fighting—Elton John (Rocket) * These days, an Elton John record is what they call an "automatic"—as demonstrated by that artist's latest single coming on the "Playlist" at 60 less than two weeks after release. Loud, driving and at times laborious, this new John is a celebration of teen-age violence, albeit sometimes tongue in cheek ("I'm a juvenile product of the working class, whose best friend floats in the bottom of a glass."). The record invites comparison to the Rolling Stones' "Street Fighting Man." Even Davey Johnston's guitar line on "Saturday Night" is similar to Keith Richard's on the now-famous Stones number.

Airplay has been both active and national. Its flip side ("Whenever You're Ready," a song not on the upcoming album) also is expected to make a mark; WFIL(AM) Philadelphia is on it now. Among those playing the A-side last week were CKLW(AM) Windsor, Ont.; WAYS(AM) Charlotte, N.C.; KILT(AM) Houston; WMAC(AM) Nashville; WCOL(AM) Columbus, Ohio; WXLO(FM) New York; WXVY(AM) Cleveland and WCFL(AM) Chicago.

Show Biz Kids—Steeley Dan (ABC/Dunhill) * Steely Dan has taken a radical departure from the melidious, free-minded style that characterized "Do It Again" and "Reelin' In the Years," its first two gold singles. "Show Biz" is dark, strong and serious. Its incessant beat is only vaguely reminiscent of the contrapuntal sound that characterizes those earlier hits. This one—a song about Los Angeles, according to the liner notes, and full of references to decadence and moral bankruptcy—comes under the heading of a "statement." That's always risky in top-40 radio but among those taking the chance last week were WRBM(FM) Chicago, KOL(AM) Seattle, WWIN(AM) Atlanta, WCAM(AM) Detroit and KELP(AM) El Paso.

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

- ASHES TO ASHES, Fifth Dimension (Bell).
- BILLION DOLLAR BABIES, Alice Cooper (Warner Brothers).
- BLOCKBUSTER, Sweet (Bell).
- EVERYBODY BUT ME, G. W. Kenny (Kama Sutra).
- EVIL, Earth, Wind and Fire (Columbia).
- FREE RIDE, Edgar Winter Group (Epic).
- FREEDOM FOR THE STALLION, Hues Corp. (RCA).
- FUTURE SHOCK, Curtis Mayfield (Curtom).
- GLAMOUR BOY, Guess Who (RCA).
- HALF BREED, Cher (MCA).
- IN THE MIDNIGHT HOUR, Cross Country (Atlantic).
- THE KING OF ROCK AND ROLL, Cashman and West (ABC/Dunhill).
- LONELINESS, Brown Subar (Chelsea).
- LOVING ARMS, Dobie Gray (MCA).
- MR. SKIN, Spirit (Epic).
- MUSKAT LOVE, America (Warner Brothers).
- ONE TIN SOLDIER, Coven (MG).
- ROCKY MOUNTAIN WAY, Joe Walsh (ABC/Dunhill).
- SHORT STOPPING, Vida Brown (Stax).
- SHOW BIZ KIDS, Steely Dan (ABC/ Dunhill).
- SIXTY MINUTE MAN, Clarence Carter (Fame).
- SUMMER (THE FIRST TIME), Bobby Goldsboro (United Artists).
- SUNSHINE SHIP, Arthur, Hunley, Gottlieb (Columbia).
- SWEET CHARLIE BABE, Jackie Moore (Atlantic).
- TOP OF THE WORLD, Lynn Anderson (Columbia).
- TOUCH OF MAGIC, James Leroy (Janus).
- YOU GOT ME ANYWAY, Sutherland Brothers and Quiver (Capitol).
- YOU WERE ALWAYS THERE, Donna Fargo (Dot).

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RADIO • TELEVISION • CATV • NEWSPAPERS
<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Title (length)</th>
<th>Artist—label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bad Bad Leroy Brown (3:02)</td>
<td>ABC/Dunhill</td>
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<tr>
<td>2</td>
<td>Jim Croce</td>
<td>ABC/Dunhill</td>
</tr>
<tr>
<td>3</td>
<td>Shambala</td>
<td>ABC/Dunhill</td>
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<tr>
<td>4</td>
<td>Three Dog Night—ABC/Dunhill</td>
<td></td>
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<tr>
<td>5</td>
<td>Yesterday Once More (3:50)</td>
<td>Columbia</td>
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<tr>
<td>6</td>
<td>Carpenters</td>
<td>A &amp; M</td>
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<tr>
<td>7</td>
<td>Kodachrome</td>
<td>(3:24)</td>
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<tr>
<td>8</td>
<td>Paul Simon</td>
<td>Columbia</td>
</tr>
<tr>
<td>9</td>
<td>Get Down</td>
<td>(3:28)</td>
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<tr>
<td>10</td>
<td>Gilbert O'Sullivan</td>
<td>Epic</td>
</tr>
<tr>
<td>11</td>
<td>Diamond Girl</td>
<td>(3:29)</td>
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<tr>
<td>12</td>
<td>Seals and Crofts</td>
<td>Warner Brothers</td>
</tr>
<tr>
<td>13</td>
<td>Touch Me in The Morning (3:51)</td>
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<tr>
<td>14</td>
<td>Diana Ross—Motown</td>
<td></td>
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<tr>
<td>15</td>
<td>Playground in My Mind (2:55)</td>
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<tr>
<td>16</td>
<td>Clint Holmes—Epic</td>
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<tr>
<td>17</td>
<td>The Morning After (2:14)</td>
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<tr>
<td>18</td>
<td>Maureen McGovern—20th Century</td>
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<tr>
<td>19</td>
<td>Live and Let Die (3:10)</td>
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<tr>
<td>20</td>
<td>Paul McCartney and Wings—Apple</td>
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<tr>
<td>21</td>
<td>Will It Go Round In Circles? (3:42)</td>
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<tr>
<td>22</td>
<td>Billy Preston—A &amp; M</td>
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<tr>
<td>23</td>
<td>Give Me Love (Give Me Peace on Earth) (3:32)</td>
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<tr>
<td>24</td>
<td>George Harrison—Apple</td>
<td></td>
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<tr>
<td>25</td>
<td>Smoke on the Water (3:46)</td>
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<tr>
<td>26</td>
<td>Deep Purple—Warner Brothers</td>
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<tr>
<td>27</td>
<td>Feelin’ Stronger Every Day (4:13)</td>
<td></td>
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<tr>
<td>28</td>
<td>Chicago—Columbia</td>
<td></td>
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<tr>
<td>29</td>
<td>Boogie Woogie Bugle Boy (2:32)</td>
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<tr>
<td>30</td>
<td>Belle Midler—Atlantic</td>
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<tr>
<td>31</td>
<td>Natural High (4:02)</td>
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<tr>
<td>32</td>
<td>Bloodstone—London</td>
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<tr>
<td>33</td>
<td>Long Train Runnin’ (3:25)</td>
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<tr>
<td>34</td>
<td>Doobie Brothers</td>
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<tr>
<td>35</td>
<td>Brother Louie (3:55)</td>
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<tr>
<td>36</td>
<td>Stories—Kama Sutra</td>
<td></td>
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<tr>
<td>37</td>
<td>My Love (4:08)</td>
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<tr>
<td>38</td>
<td>Paul McCartney and Wings—Apple</td>
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<tr>
<td>39</td>
<td>Monster Mash (3:00)</td>
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<tr>
<td>40</td>
<td>Bobby Boris Pickett—Parrot</td>
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<tr>
<td>41</td>
<td>Delta Dawn (3:08)</td>
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<tr>
<td>42</td>
<td>Helen Reddy—Capitol</td>
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<tr>
<td>43</td>
<td>Misedemeanor (2:36)</td>
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<td>44</td>
<td>Foster Sylvers—Pride</td>
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<tr>
<td>45</td>
<td>Soul Makossa (4:30)</td>
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<td>46</td>
<td>Menu Dibango—Fiesta</td>
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<tr>
<td>47</td>
<td>Uneasy Rider (3:53)</td>
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<tr>
<td>48</td>
<td>Charlie Daniels—Kama Sutra</td>
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<tr>
<td>49</td>
<td>Behind Closed Doors (2:55)</td>
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<tr>
<td>50</td>
<td>Charlie Rich—Epic</td>
<td></td>
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<tr>
<td>51</td>
<td>So Very Hard To Go (3:37)</td>
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<tr>
<td>52</td>
<td>Tower of Power—Warner Brothers</td>
<td></td>
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<tr>
<td>53</td>
<td>My Sweet Gypsy Rose (2:51)</td>
<td></td>
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<tr>
<td>54</td>
<td>Dawn—Bell</td>
<td></td>
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<tr>
<td>55</td>
<td>Money (3:59)</td>
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<tr>
<td>56</td>
<td>Pink Floyd—Harvest</td>
<td></td>
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<tr>
<td>57</td>
<td>How Can I Tell Her? (3:59)</td>
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<td>58</td>
<td>Lobo—Big Tree</td>
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<tr>
<td>59</td>
<td>If You Want Me To Stay (2:58)</td>
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<tr>
<td>60</td>
<td>Sly and the Family Stone—Epic</td>
<td></td>
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<tr>
<td>61</td>
<td>I Believe In You (3:58)</td>
<td></td>
</tr>
<tr>
<td>62</td>
<td>Johnnie Taylor—Stax</td>
<td></td>
</tr>
</tbody>
</table>

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 listing has been weighted in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the day part in which it appears.

- Bullet indicates upward movement of 10 or more chart positions over previous week.
<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist—label</th>
<th>Rank by day parts</th>
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<tbody>
<tr>
<td>45 • 32</td>
<td>Gypsy Man (5:22)</td>
<td>War—United Artists</td>
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<td>35-33-33-31</td>
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<tr>
<td>32 • 33</td>
<td>Are You Man Enough? (3:24)</td>
<td>Four Tops—Dunhill</td>
<td></td>
<td>37-32-35-33</td>
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<tr>
<td>20 • 34</td>
<td>Right Place Wrong Time (2:50)</td>
<td>Dr. John—Atco</td>
<td></td>
<td>44-31-32-32</td>
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<tr>
<td>36 • 35</td>
<td>Loves Me Like a Rock (3:32)</td>
<td>Paul Simon—Columbia</td>
<td></td>
<td>30-36-36-37</td>
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<tr>
<td>19 • 36</td>
<td>I'm Gonna Love You (3:58)</td>
<td>Barry White—20th Century</td>
<td></td>
<td>34-37-34-34</td>
</tr>
<tr>
<td>37 • 37</td>
<td>And I Love You So (3:14)</td>
<td>Perry Como—RCA</td>
<td></td>
<td>31-35-42-39</td>
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<tr>
<td>55 • 38</td>
<td>Young Love (2:18)</td>
<td>Donny Osmond—MGM</td>
<td></td>
<td>38-43-40-42</td>
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<tr>
<td>35 • 40</td>
<td>Clouds (2:45)</td>
<td>David Gates—Elektra</td>
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<td>32-39-47-47</td>
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<tr>
<td>71 • 42</td>
<td>Here I Am (4:10)</td>
<td>Al Green—Hi</td>
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<td>43-42-41-43</td>
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<tr>
<td>37 • 43</td>
<td>Swamp Witch (3:47)</td>
<td>Jim Stafford—MGM</td>
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<td>38-46-44-45</td>
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<tr>
<td>44 • 44</td>
<td>Daniel (3:52)</td>
<td>Elton John—MCA</td>
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<td>42-41-37-53</td>
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<tr>
<td>49 • 45</td>
<td>Believe in Humanity (3:22)</td>
<td>Carole King—Ode</td>
<td></td>
<td>50-48-43-41</td>
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<tr>
<td>26 • 46</td>
<td>One of a Kind (Love Affair) (3:31)</td>
<td>Spinal Tap—Atlantic</td>
<td></td>
<td>41-45-45-49</td>
</tr>
<tr>
<td>34 • 47</td>
<td>I'll Always Love My Mama (3:04)</td>
<td>Intruders—Gamble</td>
<td></td>
<td>57-40-46-44</td>
</tr>
<tr>
<td>57 • 48</td>
<td>Everyone's Agreed (3:12)</td>
<td>Stealers Wheel—A &amp; M</td>
<td></td>
<td>49-47-50-46</td>
</tr>
<tr>
<td>75 • 49</td>
<td>Let's Get It On (3:58)</td>
<td>Marvin Gaye—Tamla</td>
<td></td>
<td>45-52-49-52</td>
</tr>
<tr>
<td>41 • 50</td>
<td>Over the Hills and Far Away (4:42)</td>
<td>Led Zeppelin—Atlantic</td>
<td></td>
<td>67-46-38-38</td>
</tr>
<tr>
<td>51 • 51</td>
<td>The Hurt (4:16)</td>
<td>Cat Stevens—A &amp; M</td>
<td></td>
<td>51-51-52-51</td>
</tr>
<tr>
<td>47 • 52</td>
<td>Where Peaceful Waters Flow (4:22)</td>
<td>Gladys Knight and the Pips—Buddah</td>
<td></td>
<td>46-54-51-54</td>
</tr>
<tr>
<td>53 • 53</td>
<td>Angel (3:34)</td>
<td>Aretha Franklin—Atlantic</td>
<td></td>
<td>58-49-54-48</td>
</tr>
<tr>
<td>72 • 54</td>
<td>A Million to One (2:38)</td>
<td>Donny Osmond—MGM</td>
<td></td>
<td>47-53-55-55</td>
</tr>
<tr>
<td>48 • 55</td>
<td>You'll Never Get to Heaven (3:38)</td>
<td>Stylistics—Avco</td>
<td></td>
<td>48-50-53-61</td>
</tr>
<tr>
<td>56 • 56</td>
<td>We're an American Band (3:25)</td>
<td>Grand Funk—Capitol</td>
<td></td>
<td>73-63-56-50</td>
</tr>
<tr>
<td>57 • 57</td>
<td>You Light Up My Life (3:12)</td>
<td>Carole King—Ode</td>
<td></td>
<td>54-58-59-60</td>
</tr>
<tr>
<td>54 • 58</td>
<td>He Did With Me (2:27)</td>
<td>Vicki Lawrence—Bell</td>
<td></td>
<td>55-55-57-69</td>
</tr>
<tr>
<td>73 • 59</td>
<td>My Maria (2:32)</td>
<td>B. W. Stevenson—RCA</td>
<td></td>
<td>56-56-61-70</td>
</tr>
<tr>
<td>60 • 60</td>
<td>Saturday Night's Alright for Fighting (4:55)</td>
<td>Elton John—MCA</td>
<td></td>
<td>71-72-58-56</td>
</tr>
<tr>
<td>39 • 61</td>
<td>There's No Me Without You (3:26)</td>
<td>The Manhattan—Columbia</td>
<td></td>
<td>59-60-63-66</td>
</tr>
<tr>
<td>52 • 62</td>
<td>Pillow Talk (3:41)</td>
<td>Sylvia—Vibration</td>
<td></td>
<td>52-61-71-71</td>
</tr>
<tr>
<td>46 • 63</td>
<td>Daddy Could Swear, I Declare (3:42)</td>
<td>Gladys Knight and the Pips—Soul</td>
<td></td>
<td>72-57-62-67</td>
</tr>
<tr>
<td>68 • 64</td>
<td>Jimmy Loves Maryann (3:25)</td>
<td>Looking Glass—Epic</td>
<td></td>
<td>68-75-60-64</td>
</tr>
<tr>
<td>70 • 65</td>
<td>No More Mr. Nice Guy (3:05)</td>
<td>Alice Cooper—Warner Brothers</td>
<td></td>
<td>59-69-58-58</td>
</tr>
<tr>
<td>66 • 66</td>
<td>Doin' It to Death (5:05)</td>
<td>Fred Wesley and the JB's—Polydor</td>
<td></td>
<td>60-65-66-66</td>
</tr>
<tr>
<td>59 • 67</td>
<td>Golin' Home (2:10)</td>
<td>Osmonds—MGM</td>
<td></td>
<td>64-64-65-65</td>
</tr>
<tr>
<td>65 • 68</td>
<td>L. A. Freeway (3:20)</td>
<td>Jerry Jeff Walker—MCA</td>
<td></td>
<td>62-68-72-68</td>
</tr>
</tbody>
</table>

Continues on next page.
The spirit of 1976

The upcoming bicentennial celebration will not go unnoticed on television. CBS and ABC have both announced commitments of specials to commemorate the occasion.

CBS-TV will carry 13 one-hour specials on various facets of American history, starting in early 1974 and continuing into the bicentennial celebration in 1976. The program series, The American Paradise, will be telecast in early prime time, beginning next February. Three specials will be presented the first season, four during 1974-75, and six in the 1975-76 season. Burton Benjamin, CBS News special events producer, will be executive-in-charge. Henry G. Graff, professor of history at Columbia University, will work with CBS as a special consultant.

And Texaco is bankrolling a series of 10-hour-long dramatic television series about the history of our country to be broadcast over ABC-TV. The Texaco American Heritage Series will run for three years, averaging three shows per year. The first program will air Nov. 12 and focuses on the Revolutionary War conflict between Generals Washington and Cornwallis. The Wolper Organization is producing the series and has begun filming the first segment in Valley Forge and Yorktown. Benton & Bowles is agency for Texaco.

Viacom fights for 'Family'

Viacom International Inc. has filed a "quiet title" suit in U.S. Southern District Court in New York against Tandem Productions, Hollywood, seeking clarification of Viacom's syndication rights to All in the Family. Viacom stated that it acquired domestic and overseas syndication rights to All in the Family several years ago when the company was formed in a spin-off from CBS and already has distributed All in the Family abroad. Viacom filed suit when it learned that Tandem, producer of Family, planned to assign domestic syndication rights to another distributor.
## Changing Formats

- WCTN(AM) Potomac, Md., has gone on air with "contemporary Christian" format targeted at 18-35 age group. Keith Jollay, station manager, says WCTN is believed to be only station in country playing top-40 secular music back-to-back with "top-40 gospel," the hit releases of leading gospel companies featuring artists such as Andrae Crouch and the Disciples, Ron Salbury, Danny Lee and the Children of Truth and Pat Boone. In addition to its regular musical programming, station offers short religious public-service messages during day and full-length contemporary religious musical each Saturday morning. Sundays WCTN places greater emphasis on traditional religious music and carries nationally syndicated religious shows.

- WJR-FM Detroit, which had been programming Bill Drake's "solid-gold" rock and roll for 27 months, has returned to automated "easy-listening" format.

<table>
<thead>
<tr>
<th>Program Briefs</th>
</tr>
</thead>
<tbody>
<tr>
<td>'Ozzie' is selling. Viacom Enterprises reports that Ozzie's Girls, half-hour situation comedy series, has been sold in 71 markets for fall start. Latest sales have been to WABI-TV Bangor, Me.; WDSU-TV New Orleans; WCEO-TV Freeport, Ill.; WGAN-TV Portland, Me. and WMAL-TV Washington.</td>
</tr>
</tbody>
</table>

Inside China. In its first week of syndication, Time-Life Films reports sale of seven episodes of half-hour One Man's China series to WPVI-TV Philadelphia; KREM-TV Spokane, Wash.; WISH-TV Indianapolis; KING-TV Seattle; KRON-TV San Francisco; WCCO-TV Minneapolis; WMAL-TV Washington; WCHS-TV Portland, Me.; WLBZ-TV Bangor, Me.; KTVY-TV Des Moines; WRKO-TV Mobile, Ala. and WSB-TV Atlantic. Programs were filmed by Felix Greene during five months of 1972. |

Lassie in 150. Starting its third year in access time, Wrath developed Lassie, half-hour series, already has been cleared in more than 150 markets by Ogilvy & Mather, New York, for sponsor, Campbell Soup Co. Ogilvy also will take on responsibility this year for promotion and publicity for Lassie, to be handled by Isabel Sliden of agency's Hollywood office. |

Ready for Ruth's record. NBC cameras will be poised to record both the 714th and 715th home runs of Hank Aaron of the Atlanta Braves. NBC said last week a special crew will cover the event — whenever they happen — and regular TV network production will be interrupted to air them as soon as possible. Babe Ruth's home-run record stands at 714. Mr. Aaron had 700 homers as of last week. |

Second bounce. Rhodes Productions, Los Angeles, announces exclusive syndication rights to off-network, daytime series, Dating Game, now finishing its eighth year on ABC-TV. Series was to have been syndicated by Worldvision Enterprises (BROADCASTING, July 23). Available for fall season is initial package of 260 half-hour segments. Prime-time access version of New Dating Game is being syndicated by Station Syndication Inc., a Sandy Frank company. Both dating game shows are produced by Chuck Barris Productions. |

Pulling up stalks. Warner Bros. Inc., has moved from 666 Fifth Avenue, New York, to new offices at 75 Rockefeller Plaza, New York 10019. New phone number is (212) 484-8933. |

Such carrying on. Independent Television Corp. reports it will produce Carry on Laughing, a half-hour television series based on Carry On . . . . . . feature films. Peter Rogers, creator of original feature films, has been signed as executive producer for TV series. |

And they're off. All-American Network, Topeka, Kan., has announced signing of 128 stations in 39 states to carry All American Futurity, horse race to be televised Labor Day, Sept. 3, from Ruidoso Downs, N.M. Picking up sponsorship are Faberge and Sheraton hotels. Running of Rainbow Futurity on Aug. 5 will be carried by 47 stations in 13 states. |

On the road. Larry Kane Productions, Houston, reports sales of its weekly half-hour TV series, Kane & Kompay, in 50 markets. Program, which features recording artists as guests, is being taped on locations that include Florida beaches, Grand Canyon, and Yellowstone National Park. |

TV flight. In its first program sponsorship in U.S., British Caledonian Airways, London, has bought from Thames Television a series of 13 half-hour episodes on stately homes in Britain for showing in London. T.1 major cities starting in fall. Titled A Place in the Country, series is offered to stations on barter basis, with placement handled by Gottlieb/Taffner Programs Inc., New York. Agency is Caldwell/Compton Advertising, New York. |

In business. Television Program Services, New York, has been formed by Richard H. Depew, formerly vice president, media and programming, Fuller & Smith & Ross, New York, to develop TV and radio programming for advertiser sponsorship and to provide program merchandising, evaluation and purchasing. 666 Fifth Avenue, New York 10019. (212) IU 2-9000. |

Teaming up. KHOU-TV Houston has signed contract with Houston Rockets giving station exclusive Houston television rights to 15 games with opener set for Oct. 13. Rockets are in central division of National Basketball Association. |

One for the money. David Suskind's Talent Associates Ltd. has purchased TV-documented rights to "Marilyn." Norman Mailer's book on the late Marilyn Monroe, published this month by Grossset & Dunlap, Talent Associates sources said the firm has made a deal with the length or format of the show. |

Presto. Qualis Productions, Los Angeles, announces acquisition of worldwide TV rights to International Congress of Magic convention to be held in Paris July 4-9. Qualis will videotape all acts, and is formulating one-hour special, tentatively entitled Gran Prix of Magic for network broadcast. Also under consideration is series for network or syndication. Sales agent is William Morris Agency, Los Angeles. |

200 years. Series of 10 one-hour dramatic TV specials aimed at U.S. bicentennial celebration and based on Bill of Rights is being co-produced by Potterton Productions Inc., Montreal, and Concepts Unlimited, New York, in association with Reader's Digest. Programs are designed for network presentation with starting date of either January or September 1974. Five will be available in 1974; five in 1975. |

Fun for sale. Independent Television Corp. New York, reports sale of The Kops, series of seven one-hour comedy specials, in 50 markets. Latest sales were to stations including WINS-TV Columbus, Ohio; WAVE-TV Louisville, Ky.; WSYR-TV Syracuse, N.Y., and WTVW(TV) Tupelo, Miss. |

Family Night. MGM-TV's "Family Network" package of feature films begins Sept. 9 on more than 140 TV stations with "The Yearling." Plan is to present three features yearly. Two others for package's first year are "Knights of the Round Table" and "Tom Thumb." Stations are slotting showings Sunday evenings between 5 and 8:30 p.m. MGM-TV has reserved eight of 16 commercial minutes in each two-hour film, with major sponsor General Foods. Remaining eight minutes of each show is for station to sell. Stations are all network affiliates, most of them ABC-TV outlets, according to Jack Doff, president of Jack Doff Associates, Los Angeles, who is handling distribution and sales for MGM-TV. |

What's up, doc? University of Illinois Medical Center has available half-hour televised health series, Consultation. Programs, offered free of charge, feature interview-discussion format with medical or dental experts on topics ranging from diabetes and sickle-cell anemia to nail-biting and application of sunburn ointments. Series is available in color on both 2-inch quadruplex and 1-inch IVC tape for October distribution. Contact: Jack Righelmer, Office of Public Information, University of Illinois Medical Center, P.O. Box 6998, Chicago 60680.
Loyal, trustworthy, kind
low-power broadcasters

Boy Scouts will test at jamboree
radio equipment designed to operate
on 1614 kHz, just outside AM band

An experiment of possible future uses of
spectrum space adjacent to the AM band
by low-power radio stations is being con-
ducted this week within the unlikely forum
of a Boy Scout jamboree.

The experiment has been made pos-
sible by a July 18 temporary authoriza-
tion from the FCC. The commission's
action authorizes the scouting organiza-
tion to set up two 25-w radio stations
operating on 1614 khz, which will be
used to provide information to some
80,000 scouts congregated at the jama-
obre sites at Moraine State Park, Pa., and
Farragut State Park, Idaho.

The two outlets have been furnished
by a donation of necessary equipment by
a Pennsylvania firm, Low Power Broad-
casting Inc. LPB is engaged in studies of
the feasibility of utilizing spectrum space
immediately above and below the AM
band for limited-transmission broadcasts
by specialized radio services. The firm is
responsible for the development of an
experimental radio service on 530 khz
which is designed to provide traffic and
schedule information to motorists on ap-
proaches to the Los Angeles airport.

The LPB gift, coupled with engineer-
ing services volunteered the scouts by
Richard W. Barton & Associates, Canoga
Park, Calif., has a total value of $12,000
to $14,000, according to Les Coleman,
national director of broadcast relations for
the Boy Scouts of America.

The Pennsylvania unit will be manned
by Explorers from Post 324, sponsored
by wsk(AM) Butler, and the Idaho
facility by a post sponsored by ktlA-TV
Los Angeles. Portions of the Pennsylvania
transmission will also be carried by six
radio stations in that state on a network
originated by wsk(AM) Butler.

The Peking communications-satellite
earth station supplied by RCA Global
Communications to the People's Republic
of China is now in commercial operation,
handling telephone, teleprinter and other
communications between China and the
U.S., RCA has announced. The station
is also capable of handling live television
between China and the U.S. and other
Pacific locations. Built under a $5.7-
million contract (BROADCASTING, Aug.
21, 1972) that also called for expansion
of the existing earth station that RCA
installed at Shanghai in preparation for
President Nixon's visit early last year,
the Peking station works through the
Intelsat IV international communications
satellite over the Pacific.

Technical Briefs

One for four, one for all. Two new
radio boards hit market last week. Dyma
Engineering, Taos, N.M., has introduced
quadraphonic console (top) with mixing
capabilities for conventional stereo signals
plus pan control for mono signals on
many of channels. Peak flasher units for
each of four channels plus digital clocks
timers are included. Cetec Inc., North
Hollywood, Calif., calls its Lange-
vin 10 series (bottom) "the composite
of all features most asked for in the broad-
cast industry." It features stereo inputs,
10 stereo remote line inputs and
straight-line faders with cue positions.
Other highlights include cue speake
dually monitor amplifier and stop-
start switches for auxiliary sound sources.
Options include quadraphonic output
and equalization. Price for the Cetec Inc.
unit is $5,365.

Spectators' joy. Conrac Crop., New
York, has announced contract for con-
fstruction of video sport system to be
installed in Washington's Capital Center
arena. Price of total project is $1,125,000
and Conrac will manufacture 60% of the
equipment. Projected television
system will provide audiences in arena
with statistical data and instant replays.

Remote monitor. Delta Electronics
Inc., Springfield, Va., has introduced a
combination remote unit that provides
for visual and digital remote readout of
Delta's DAM-1 antenna monitor. The
remote unit is capable of 15 transmitter
readings and has eight alarm indicators.
Digital data and control signals are han-
dled by single voice grade telephone line
with digital readout provided for through
analogue to digital conversion.

WLS will test RCA's
new television antenna

Testing will begin later this year at WLS-
tv Chicago, an ABC-owned station, on
an RCA-developed circularly polarized
broadcast antenna designed to improve
TV reception.

RCA, which pioneered in introducing
circularly polarized antennas for FM
broadcasting, has a $315,000 turnkey
contract for the experiment in Chicago,
officials said. The tests are expected to
determine whether the new technique
will provide significantly better reception
by TV sets with single-pole or rabbit-ears
receiving antennas, as well as by re-
ceivers in problem reception areas.

RCA also will furnish ABC with an
antenna radiating the horizontally polar-
ized type signal now used in broadcast-
ing to provide a standard reference for
testing the new concept.

Senate asked to OK
unattended operations

Senator Dick Clark (D-Iowa) introduced
a bill in the Senate last week which would
authorize the FCC to permit unattended
operation of specified radio transmitters.
S. 2197 would amend Section 318 of
the Communications Act to allow the
FCC to waive or modify transmitter
attendance requirements for stations in-
volved in radio broadcasting on frequen-
cies below 1610 khz with transmitter
tower not in excess of 10 kw.

Suggestion for the bill came from
Paul Lunde, station manager for klfm-
(FM) Ames, Iowa. Mr. Lunde said the
passage of the bill would remove "the
current legal roadblocks in front of the
FCC to issue permits for unattended
operation of transmitters." He added
that this could be a boon for those
manufacturers that have been experi-
menting with completely automated
transmitters and could save stations using
the equipment the cost of a person to
monitor the transmitter and compile
transmitter logs.
ABC record 2d quarter combines with record 1st to make it a record half

Operating income at ABC Inc. for the second quarter and first half of 1973 were the highest for any quarter and any six-month period in the company's history. This glowing report was issued last week by Leonard H. Goldenson, chairman, and Elton H. Rule, president, who said that the second quarter marked the seventh consecutive quarter in which earnings reached record levels compared with prior-year quarters. They said the results reflected advancements in both broadcasting and nonbroadcasting operations and they particularly cited improvements in the television network and the ABC-owned television stations.

ABC second-quarter earnings from operations rose by 46% over the comparative 1972 period to $14,880,000 on revenues of $216,301,000, up from $206,164,000 last year.

For the six months ended June 30:

<table>
<thead>
<tr>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.14</td>
</tr>
<tr>
<td>Revenues</td>
<td>452,317,000</td>
</tr>
<tr>
<td>Net income (operations)</td>
<td>27,408,000</td>
</tr>
</tbody>
</table>

After Cable Funding stock

Coaxial Communications Inc., Sarasota, Fla., cable-TV systems operator, reported last week it is making a tender offer for at least 325,000 shares of common stock of Cable Funding Corp., New York, at $8.50 a share. A spokesman for Coaxial Communications said it will buy all shares tendered if at least 325,000 shares are offered by Aug. 10. He said that if fewer than 325,000 shares are tendered, the company would either buy all offered or none at all.

Cable Funding has less than 900,000 outstanding shares. The company, which provides financing in the cable-TV field, was quoted last Tuesday (July 24) over the counter at 71/4 bid, up 1/4.

Financial Briefs

Taft Broadcasting Co. reported gains in revenues and net income for first quarter of the current fiscal year and said that television sales and earnings were up but radio was down. For first quarter ended June 30:

<table>
<thead>
<tr>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.94</td>
</tr>
<tr>
<td>Revenues</td>
<td>19,277,538</td>
</tr>
<tr>
<td>Net income</td>
<td>2,602,145</td>
</tr>
</tbody>
</table>

Warner Communications Inc., New York, reported increases in revenues and earnings for six months ended June 30:

<table>
<thead>
<tr>
<th>1973</th>
<th>1972</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.21</td>
</tr>
<tr>
<td>Revenues</td>
<td>278,073,000</td>
</tr>
<tr>
<td>Net income</td>
<td>27,180,000</td>
</tr>
</tbody>
</table>

MGM in red third quarter

MGM has reported a net loss of $2,316,000 on gross revenues of $45,132,000 for the third quarter and attributed the loss to large write-offs based on re-evaluation of inventory, as well as new accounting practices. For the nine months ended June 30, the firm reported a decline in per share earnings—from $1.06 per share last year to 45 cents this year. Net income for the 1973 period was $8,132,000 ($1.37 per share) on gross revenues of $124,055,000, but $5,476,000 (92 cents per share) of this was due to extraordinary gain from the sale of Affiliated Music Publishers Ltd. and certain properties in Australia and Culver City, Calif. Compa-

Weekly market summary of 142 stocks allied with broadcasting

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Closing Wed. July 25</th>
<th>Closing Wed. July 18</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>26 3/4</td>
<td>25 1/2</td>
<td>+ 1 1/4</td>
<td>+ 4.90</td>
<td>31 1/2</td>
<td>21 1/2</td>
<td>17,029</td>
<td>455,525</td>
</tr>
</tbody>
</table>
| ASI COMMUNI-
| CATIONS       | CCB                 | N 48 3/4             | 46 3/4            | + 2             | 42 1/2 | 35 1/2 | 1,166                   | 13,992                        |
| CAPITAL Cit-
| TIES COMM.    | CBS                 | N 33 5/8             | 31 1/2            | + 2 1/8         | 6.74  | 52    | 28,315                  | 952,091                       |
| CONCERT NET-
| WORK*        | CDX                 | N 24 3/4             | 22                | + 12.50         | 40 1/2 | 14 3/4 | 2,200                   | 550                           |
| GROSS TELE-
| CASTING*     | GG 0                 | 2 3/4               | 2 1/2             | + 10.00         | 3     | 2     | 820                     | 2,255                         |
| LIN           | LB 0                | 7 1/2               | 7 1/2             | - 3 3/8         | 5.00   | 5.00  | 385                     | 2,021                         |
| MOONEY       | MO 0                | 1 5/8               | 1 5/8             | + 2 3/8         | 5.00   | 5.00  | 1,930                   | 15,922                        |
| PACIFIC & So-
| UMER*        | PSDU                | 6 1/4               | 8 3/4             | - 1 1/2         | 5.71   | 3.71  | 4,391                   | 97,150                        |
| RANALL*      | RAH 0               | 6 1/2               | 4 1/2             | + 3 3/4         | 1.815  | 1.68  | 4,391                   | 97,150                        |
| SCRIPPS-HOR-
| AND*         | SGR 0               | 12                  | 9                 | + 3             | 33.33  | 33.33 | 1,930                   | 15,922                        |
| STARK        | SBR 0               | 12                  | 9                 | + 3             | 33.33  | 33.33 | 1,930                   | 15,922                        |
| TAFT         | TFB 0               | 30 1/2              | 29 1/8            | + 1 3/8         | 4.72   | 5.88  | 4,096                   | 124,928                       |
| WHDH CORP.*  | 0.75                | 3/4                 | 3/4               | + 2             | 9.52   | 6.28  | 13,547                  | 18,341                        |
| WOODS CORP.* | 0.75                | 3/4                 | 3/4               | + 2             | 9.52   | 6.28  | 13,547                  | 18,341                        |

** Note 1: Before extraordinary items in both years. **
### Media

**Harold J. Davis**, general manager, *KITE-AM* San Antonio, Tex., elected corporate VP, Doubleday Broadcasting Co. In addition to *KITE*, Doubleday owns *KEKL* (FM) San Antonio; *KHOW-AM/FM* Denver; *KZIZ* (AM) Phoenix; *KDBQ (AM)* St. Paul-Minneapolis; *KDBC-TV* El Paso; *KOSA-TV* Odessa-Midland, Tex., and *KDTV* (TV) Dallas (latter two stations are being sold, pending FCC approval).

**Tim Sullivan**, station manager, *KJH* (AM) Los Angeles, named VP and general manager.

**Mike Schwartz**, manager of *KTSN-AM-FM* El Paso, named VP of Tri-State Broadcasting, licensee of *KSTN-AM-FM-TV*.

**Sherwood R. Gordon**, with *KOZN* (FM) San Diego, named president and general manager. **Curt Hanson**, station manager, noncommercial *KPSF* (FM) San Diego, joins *KOZN* in same capacity.

**Thomas F. Kenney**, assistant program manager, *WJE-TV* Baltimore, joins *KFMB-TV* San Diego as assistant to general manager.

**Al Crouse**, sales manager, *KLNO* (AM) Omaha, joins *KRCB-AM-FM* Council Bluffs, Iowa, as assistant general manager/sales manager.

**Lon G. Hurwitz**, director of advertising and promotion services, *KSFH* (FM) Los Angeles.


**Dick Newton**, manager-station promotion, *Group W*, named director of creative services, West Coast, with responsibility for creative services at Group W's *KPX* (TV) San Francisco and *KFMB* (AM) Los Angeles.

**Clifford S. Pine**, acting program director *WFTV* (TV) Orlando, Fla., appointed operations manager.

**Bryan McIntyre**, program director, *WCOL* (AM) Columbus, Ohio, named operations director.

**Sophie Lewkwich**, with *WTCI-TV* Hartford, Conn., named manager of program practices.

**Joe Dine**, director of media relations, Corporation for Public Broadcasting, New York, appointed director of public information, CPB, Washington. He replaces **Warren Schweb**, who had been acting in...
James J. McCaffrey, chairman of board, McCaffrey & McCaffrey, New York, was announced last year.

Diana Visek, with sales and promotion staff, KMFX(AM) Omaha, named sales manager.

Dick Warner, with sales staff, KZON(AM) San Diego, named local sales manager.

Rollie Williams, with sales staff, WCWO(AM-FM) Minneapolis, named national sales coordinator.

Lee Weston, general manager, Newsweek Broadcasting Service, joins IDC Services Inc., Chicago-based commercials monitoring service, as VP and director of marketing.

Donald J. Quinn, manager, news sales, ABC-TV, New York, named supervisor, special marketing projects, ABC Inc.

Nancy Stevens, copy supervisor, Dancer-Fitzgerald-Sample, New York, named creative group head.

Robert L. Wilkinson, group creative supervisor, W. B. Doner & Co., Detroit, joins Grey Advertising there as creative director, general accounts.


Lawrence E. Terrell, with Dad's Products Co., Meadville, Pa., named merchandising director, WBNG(TV) Binghamton, N.Y.

Joe Pedri, with Media Payment Corp., New York, named billing department manager. Jen Ryan, office administrator, Paul H. Raymer, New York, appointed to similar post, Media Payment.

Michael R. Miller, account executive, WDAI(FM) Chicago, joins Greene Communications Corp., Chicago media buying firm, as general sales manager.

Programming

Bob Shanks, VP-program development, East Coast, ABC Entertainment, named VP-late night programs, with responsibility for Jack Paar Show, Dick Cavett Show, and dramatic variety shows. James Hay, director, nighttime program production, East Coast, named director of special programs, ABC Entertainment.

Herbert Jellinek, VP-production coordination and administration, ABC Circle Entertainment, named VP of newly created production and financial administration unit, ABC Entertainment, Los Angeles. Martin Katz, production executive, and Dale Leeson, chief accountant, ABC Circle Entertainment, named director of production and operations/film and director, budgets and productions accounting, respectively, with new unit. Morton N. Goldstein, director of production control and assistant business manager, West Coast, ABC Entertainment, appointed director of production administration and operations/tape.

Martin Antonowsky, VP, associate director, planning, marketing development and research services, ABC-TV, joins NBC-TV, New York, as VP-program development.

Richard Berger, director of program development, 20th Century-Fox Television, Beverly Hills, Calif., named VP-program director.

Sean Conrad, program director, WDAL(FM) Chicago, joins KJLU(AM) Los Angeles in same capacity.

Bill Stewart, national program director, Fairchild Industries' KLIF(AM) Dallas and WYOO(AM)-WRAF(TV) Richfield, Minn., resigns to join Fams, Dallas-based musicology firm, as least sales representative, Michael O'Shea, on-air personality with WYYO, named program director there. Bill Lake, air personality, WRAH...
A. Norman Into Jr., C. Robert Paulson and David E. Acker, with Television Microtime Inc., Bloomfield, Conn., appointed VP-marketing and VP-engineering, respectively. TMI, subsidiary of Andersen Laboratories Inc., manufactures time base correction equipment for video-tape recorders.

G. Mark Durenberger, chief engineer, WLOL-FM Minneapolis, joins WCCO-FM there in same capacity.

Robert W. McAll, with Tektronix Inc., Beaverton, Ore., joins professional products marketing staff, CBS Laboratories, Stamford, Conn., as product manager.

Donald Demange, executive assistant to president, DeLuxe General Inc., Los Angeles, named VP-planning and development.

Donald T. Dolan, senior engineer, Graphit Sciences Inc., named senior project engineer, Goldmark Communications Corp., Stamford, Conn.

### Allied Fields

Peter E. van Beek, president and chief executive officer, Pay Television Corp., New York, resigns. He is succeeded by George F. Wiemann, executive VP.

Mike Walker, faculty member, Ohio University school of communications, joins Ron Curtis & Co., Chicago, management consultants specializing in executive search, as consultant (corrects July 23 item).

Curstestine M. Boardley, employee counsel, FCC, named internal equal-employment opportunity officer, with responsibility for administering equal-employment rules within FCC.

### Deaths

Jay S. Gitlinian, 81, early radio and electronics manufacturer, died July 18 after lengthy illness at home in Los Angeles. Mr. Gitlinian and his brother founded Gitlinian Bros. Inc. in 1912, which manufactured among other things, radio sets.

Firm was sold to International Telephone & Telegraph Co. in 1964. Survivors include his wife, Ina; son, Jay S. Jr.; daughter, Mrs. Mary Anne Taylor, and five grandchildren.

Bruce Lee, 32, star of kung fu movies, died July 21 in Hong Kong of undisclosed illness. Mr. Lee appeared in television series, The Green Hornet, Batman and Longstreet, before starring in Fists of Fury, Hong Kong-produced movie, first of his series of kung fu films. Mr. Lee is survived by wife, Linda, a daughter and a son.

Gunnar A. Olsen Sr., founder and president of Gunnar A. Olsen Corp., Port Washington, N.Y.-based antenna tower company, died July 2. He is survived by his mother, three brothers, one sister, and a daughter and son.

### Broadcast Journalism

Don McMullin, news director, WLW(C)-WLTW(TV) Cincinnati, joins KFWI(TV) St. Louis in same capacity.

Ian Pearson, acting news director, KDAL-AM TV Duluth, Minn., named news director.

Robert E. Walker, with WRQV(FM) Richmond, Va., joins WJKS(TV) Jacksonville, Fla., as news director.


Replacing Mr. Cioffi in Bonn is Don Farmer, ABC News correspondent in London. Peter Hively, director of television news for ABC News's Washington bureau, named manager of ABC News Services, Asia, based in Hong Kong. Mr. Hively is succeeded by Kevin Delany, ABC News's Saigon bureau chief since 1971.


Kent Waterman, with KREW-AM Berkeley, Calif., named news director.

Sam Lee, former news editor, KLIF(AM) Dallas and reporter, Dallas Morning News, joins WTNJ(AM) Trenton, N.J., as news director.

Lawrence C. Matthews Jr., news director, WWDC-AM-FM Washington, joins WRVA(AM) Richmond, Va., in same capacity.


Kyle Hill, with WRGT-AM Cincinnati, named assistant news director.

Peter C. Vesey, reporter, KTVI(TV) St. Louis, joins news staff, KSDF-TV there.

Bill Balleza, with news staff, KRON-TV San Francisco, special assignment reporter, KHOU-TV Houston.


Hal Boykin, with news staff, WTS-TV Columbus, S.C., joins WCBD-TV Charleston, S.C., as anchor/producer.

Scott Siegel, with news staff, WAVE-TV Louisville, Ky., joins WWXV-Cleveland as associate producer, documentary unit.

Stephan M. Mazure, former executive producer, WWV-AM-FM Wheeling and WMNW(AM) Fairmont, both West Virginia, joins news staff, WTRF-TV Wheeling.

### Cablecasting


Bill Riley, general manager, Hawkeye Cablevision Inc., subsidiary of Heritage Communications Inc., Des Moines, Iowa, named VP.

John Dempsey, former governor of Connecticut, joins Coastal Cable TV Co., Westport, Conn., as community affairs advisor.

### Equipment & Engineering

James P. Ackerman, with Raytheon, Co., Lexington, Mass., named technical director, terminal products and services division, Jerrold Electronics Corp., Horsham, Pa.

Peck Prior, president, Peck Prior Associates, Los Angeles, TV distribution and production company, named president and chief operating officer of Vidtronics Co., Los Angeles, video-tape manufacturing and distribution firm.
New TV stations

Action on motion
- Administrative Law Judge Forest L. McClint
  ed in Red Lion, Pa. (Radio Clininc Inc.), AM pro-
## Final actions

**KRX** Grand Junction, Colo.—Broadcast Bureau granted license covering changes. Action July 19.

**WQSA(AM) and WQRS(FM)**, both Sarasota, Fla.—FCC affirmed assignment of license and denied petition by Charles A. Stewart asking reconsideration of grant of license to assignments to WPFW(AM) and WDAK(FM). Action July 18.

**WNNI(AM)**, Warsaw, Ind.—Bureau did not act on application for general license. Action July 18.

## Actions on motions

**Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan, Inc. [WHLN]), AM proceeding, affirmed judge's order granting petition to install new equipment on tower.** Action July 18.

**WJCH(AM)**, Fort Myers, Fla.—Bureau granted petition to install new equipment on tower. Action July 18.

**WZZX(AM)**, West Palm Beach, Fla.—Bureau granted license covering changes. Action July 19.

**WBBW(AM)**, Charleston, W.Va.—Bureau granted petition to change buses. Action July 19.

**KUWR(AM)**, Columbus, Ohio.—Bureau granted petition to change call letters. Action July 19.

**KHJ(AM)**, Hollywood, Calif.—Bureau granted license covering changes. Action July 19.

**Kinating(AM)**, Boston, Mass.—Bureau granted license covering changes. Action July 19.

**KZEE** Weatherford, Tex.—Broadcast Bureau granted license covering changes. Action July 18.

### Actions on applications

**Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan, Inc. [WHLN]), AM proceeding, affirmed judge's order granting petition to install new equipment on tower.** Action July 18.

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**Kinating(AM)**, Boston, Mass.—Bureau granted license covering changes. Action July 19.

### Call letter applications

**WFBM Indianapolis—Seeks WNDN.**

### New FM stations

**Springfield, Ill.—Sangamon State University, seeks 91.9 MHz, 50 kW, HAAT 300 ft. P.O. address South University.** Action July 19.

**Lake Charles, La.—Dicke Broadcasting Inc. seeks 107.3 MHz, 100 kW, HAAT 540 ft. P.O. address Box 1725, Harless Street, Lake Charles, 70601. Estimated construction cost $261,569; first-year operating cost $36,216, second-year operating cost $36,216; revenue $261,569.** Action July 19.

**Comanche, Tex.—Comanche County Broadcasters dba KSTA Radio, seeks 101.7 MHz, 3 kw, HAAT 195 ft. P.O. address Box 705, Comanche, 76442. Estimated construction cost $22,232; first-year operating cost $2,868; second-year operating cost $2,868; revenue $22,232.** Action July 19.

**Bellingham, Wash.—Western Washington State College, seeks 89.3 MHz, 10w, HAAT 62 ft. P.O. address Campus Box 6622, Bellingham, 98225. Estimated construction cost $3,736; first-year operating cost $373; second-year operating cost $373.** Action July 19.

**Washington, Conn.—Williams Broadcasting Corp. seeks 99.3 MHz, 28,800 potential listeners. Estimated construction cost $74,250; first-year operating cost $2,400; revenue $24,000.** Action July 19.

**Tawas City, Mich.—Lawrence Norman DeBeau, seeking to operate station under call letters KQVI-FM, at 275 ft. P.O. address Roberts Union, Colby College, Tawas City, MI 49768. Estimated construction cost $2,342; first-year operating cost $704,808; revenue $704,808.** Action July 19.

**Columbus, Neb.—TLC Educational Corp. (WABA), seeks to operate station under call letters KAWA-FM, at 78 ft. P.O. address 2171 31st Avenue, Columbus 68601. Estimated construction cost $8,280; revenue $8,280.** Action July 19.

**Bellingham, Wash.—Western Washington State College, seeks 89.3 MHz, 10w, HAAT 62 ft. P.O. address Campus Box 6622, Bellingham, 98225. Estimated construction cost $3,736; first-year operating cost $373; second-year operating cost $373.** Action July 19.

**Tawas City, Mich.—Lawrence Norman DeBeau, seeking to operate station under call letters KQVI-FM, at 275 ft. P.O. address Roberts Union, Colby College, Tawas City, MI 49768. Estimated construction cost $2,342; first-year operating cost $704,808; revenue $704,808.** Action July 19.

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**Summary of broadcasting**
Compiled by FCC, June 30, 1973

<table>
<thead>
<tr>
<th>Channel</th>
<th>On air or off</th>
<th>Total</th>
<th>Net</th>
<th>STA*</th>
<th>CP's</th>
<th>Total authorized</th>
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<td>Commercial AM</td>
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<td>5</td>
<td>20</td>
<td>4,342</td>
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<td>Commercial FM</td>
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<td>Commercial TV-VHF</td>
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<td>2</td>
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<td>Commercial TV-UHF</td>
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<td>Educational TV-UHF</td>
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<td>Total educational</td>
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<td>1</td>
<td>32</td>
<td>1,258</td>
<td>109</td>
<td>1,367</td>
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</tbody>
</table>

* Special temporary authorization.

**Broadcast Bureau**
- Broadcast Bureau granted renewal of licenses for following stations: on-co-axing, sta., and SCA when appropriate:
  - KALO Little Rock, KAMS(FM) Miami, KFUA/KFBQ Atlanta, KBQK/KZBB Corning, KDKS Paradigm, KFFA Helena, and KOTC-TV Fayetteville, all Arkansas; KINQ Seattle, KISR(FM) Fort Smith, and KLAZ-FM Little Rock, both Arkansas; KALT-FM Seattle, KSIS Crowley, KSLA-TV Shreveport, KSYL Alexandria, and KFWP-WFAB Shreveport, LA; KFV-P and WACU-TV Platte, all Louisiana; KWAJ Stuttgart, KWCK Searcy, and KZOT Marianna, all Arkansas; WATM-WDAM-FM Atmore, Ala.; WBKM and WCMJ(FM) both Wisconsin; WCBU-FM and WCMC-Corinth, both Mississippi; WGOV-Valdosta, Ga.; WJW(FM) Cincinnati, Ohio; and WVLM-WFV(FM) both Clinton, Ala.; WLOB Portland, Me.; WMBM Columbus, Mis.; WHOW Henrico, Va.; WOWT-FM Florence, Ala.; WRBE Lubed, Miss.; WZIR Coral Springs, Fla.; WTT Boston, Ga. and WGGP-AM Sanford, N.C.,

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**Renewal of licenses, all stations**

**Other action, all services**

- FCC in notice of inquiry and proposed rulemaking, has invited new matters combined advertising rates between cable TV systems and broadcast TV stations between commonly-owned stations in separate markets. Market Action 18.

- Acting Chief, Broadcast Bureau granted petitions, on-air speech and new service, time in which to file comments and to Oct. 1, time in which to file written comments, and in the matter of ascertain- ing information by community leaders by broadcasting applications (Dec. 1971). Action July 19.

**Cable**

**Applications**

- Cable TV applications for New York: 75th Avenue, Box 444 Midland Park, NJ. (Note: The move of cable TV facilities has been proposed for carriage of televisions and cable TV systems and broadcast TV stations between commonly-owned stations in separate markets. Market Action 18.

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**Ownership changes**

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<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Location</th>
<th>Phone Numbers</th>
<th>Roles</th>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Engineers</td>
<td>(703) 560-6990</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>Consulting Radio Engineers</td>
<td>(202) 294-2702</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Lohnes &amp; Culver</td>
<td>Consulting Engineers</td>
<td>(202) 394-5906</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A. Earl Cullum, Jr.</td>
<td>Consulting Engineers</td>
<td>(214) 631-8360</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Silliman, Moffet &amp; Kowalski</td>
<td>711 14th St., N.W.</td>
<td>(202) 223-4664</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>Steel, Andrus &amp; Adair</td>
<td>Consulting Engineers</td>
<td>(801) 827-8725</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>John B. Heffelfinger</td>
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<tr>
<td>Jules Cohen &amp; Associates</td>
<td>Suite 716, Associations Bldg.</td>
<td>(212) 246-3967</td>
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<tr>
<td>Carl E. Smith</td>
<td>Consulting Radio Engineers</td>
<td>(301) 225-2000</td>
<td></td>
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<tr>
<td>John H. Mullaney</td>
<td>Consulting Radio Engineers</td>
<td>(301) 299-3900</td>
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<tr>
<td>Rosner Lamb, Inc.</td>
<td>Communications Consulting and Engineering</td>
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<td>John M. Mullaney</td>
<td>Consulting Radio Engineers</td>
<td></td>
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<tr>
<td>Dawkins Espy</td>
<td>Consulting Radio Engineers</td>
<td>(212) 272-3654</td>
<td></td>
</tr>
<tr>
<td>Spot Your Firm's Name Here</td>
<td>to Be Seen by 120,000* Readers among them, the decision making station owners and managers, chief engineers and technicians-applicants for am fm tv and facsimile facilities.</td>
<td>(212) 272-3654</td>
<td></td>
</tr>
<tr>
<td>Commercial Radio Monitoring Co.</td>
<td>Precision Frequency Measurements, AM-FM-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cambridge Crystals</td>
<td>Precision Frequency Measuring Service Specialists for AM-FM-TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Applied Video Electronics, Inc.</td>
<td>Box 25, Brunswick, Ohio 44212</td>
<td>(216) 225-4443</td>
<td>Systems Design—Installation Servicing—Equipment Barnetage</td>
</tr>
</tbody>
</table>
Payable in advance. In check or money order only. When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted on.

Situation Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy, type or print cleanly all copy.

Copy Deadline is 2 P.M. each Thursday for the following Sunday issue. Copy must be submitted by letter.

No telephoned accepted.

Reply to ads with a box number should be addressed to the advertiser's name, c/o RADIO, 1735 DeSalle St., N.W., Washington, D.C. 20030.

Applicants: If tapes or films are submitted, please send $1.00 to BROADCASTING for each 30 seconds to cover handling charge. Forward remittance statement of purchase orders, photo, etc., addressed to BROADCASTING, at sender's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

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**Help Wanted Sales**

Good market in Southwest has opened for experi-\-enced radio advertising salesman. Our staff knows of this ad and there are hundreds of others waiting to join us in September. Write Box G-213, BROAD-\-CASTING.

Salesman. Announcer needed for south Central Florida MOR station. Must be mature, self-starter and love radio. Salary depending on qualifications. Must be com-\-petitive and enthusiastic. Minimum $4000 a month required. Contact Mike Mason, 880-\-4000, BROAD-\-CASTING.

Sales opportunity in New England medium market. A good salesman can become our top seller and assistant to the Vice President. Must have proven record. Salary depending on qualifications. Must be com-\-petitive. Experience required. Please include resume, Box G-306, BROAD-\-CASTING.

**Help Wanted Announcers**

Announcer/Manager—New Owner Needed. Experienced Sales Manager or Account Executive to direct Sales and Station Operations for small, growing station. Excellent opportunity for someone interested in long-term career. Send resume to Box G-326, BROAD-\-CASTING.

Station/Sales Manager—Minority-owned station in medium market needs someone with strong sales background who wants to learn management. Send resume to Box G-328, BROAD-\-CASTING.

**Help Wanted Technical**

Wanted: Technical Engineer for the FM radio station. Must be experienced in tune-up, installation, and troubleshooting equipment, and have a college degree in communications or related field. Send resume and tape to Jerry Collins, WJBC, 1201 South Broad-\-way, Lowell, MA 01854.

**Help Wanted News**

News Editor with possibility for news director, de-\-pending on experience. We need take charge person who knows how to run good 2 man news depart-\-ment. Prefer, mature, seasoned pro. Results oriented. Market is Midwest medium, Great MOR, No. 1 opera-\-tion. Good living in beautiful city, Salary adequate, but not lavish, Great opportunity with high class opera-\-tion. If you're not certain of your qualifications to take charge, please don't reply. We need a leader. Box G-250, BROAD-\-CASTING.

Wanted New Director for powerful ABC station in Colorado. Very commensurate with experience. Must collect, write, air news. College degree desirable. EOE. Must have 3-5 years experience. Salary requirements, WCAP, 243 Central Street, Lowell, MA 01852.

All-American Doug Collins leaves our community to join the NBA, and our play by play men leaves to join the Chicago Bulls. So WJBC in Bloomington, Illinois, is looking for good, young, bright sports man. He'll travel coast to coast with Illinois State football, basketball teams, will take over national award-winning sportscasts daily, and will join a station that has pick-up play by play men cur-\-\-rently doing the Chicago Bulls, St. Louis Football Cardinals, etc. Excellent opportunity. Our compensation is lower than our market size would indicate. But so are our requirements. Tape, resume, letter first to Don Munson, Program Director.

Local News Editor, Sale, duties local news, WVOS, Liberty, NY. An Equal Opportunity Employer. Box G-297, BROAD-\-CASTING.

Wanted: General Manager. Must have strong sales, marketing, finance, and station management experience. Must be aggressive, forward looking, and determine to make major impacts on television. Salary: $15,000 to $20,000 plus benefits. Experience: minimum of 5 years in management position. Box G-110, BROAD-\-CASTING.
Situations Wanted
Management Continued

General manager. Eighteen years all phases. Fourteen in management. Can make you money and an important part of board. eve. Can this be my last move! Box G-267, BROADCASTING.

Very successful manager looking for bigger challenge in Top 25 market. Must have good corporate structure. Only GM position considered. Box G-275, BROADCASTING.

GM, GSM, PD, corporate or single station, 35, experienced for 8 years in management, a pro who gets things done! Box G-276, BROADCASTING.

Aggressive, young, cost conscious, motivating Manager and/or Sales Manager with programming and production skills who can make $50,000 or more per year. Box G-280, BROADCASTING.

Sales oriented General Manager, 30, employed, experienced, prefer Midwest or South. Can hire, train, and motivate. $20,000 minimum. Box G-312, BROADCASTING.

Manager market of 75,000 desires management or goes. Prefer Midwest and South. Stable. Jerry Williams, 1715 Dianne Street, SW, Decatur, Alabama 35601. 205-355-5209.

25 years experience in all phases of Broadcasting. 15 years as Sales Manager of one station in medium three-station market. Due to sale of station, relocating momentarily to prefer Southern Eastern area. Have know how, experience and believe in working! Phone 919-455-2936.

Situations Sought Sales

Solid sales background plus outstanding play by will. Would like to associate with station offering opportunities for sales/sales abilities. First phone. Box G-306, BROADCASTING.

 Experienced Sales Manager, 30, can hire, train, and motivate. Sell with or without ratings. Prefer Midwest or South. $20,000. minimum. Box G-313, BROADCASTING.

Situations Sought Announcers

DJ, right board, good news, commercials, 3rd call. Can make $2000. Willing to go anywhere. Box C-106, BROADCASTING.


DJ looking for opening in small market. Broadcast station in college town, comtemporary, third endorsed. Box G-207, BROADCASTING.

PD, experienced 5 years Country MOR. Young, single, looking for opening. Will relocate. Announcing position. Any format. Box G-210, BROADCASTING.

Are you a major personality station in markets 1-3? I am a versatile young talent (25) doing format work looking for a station like yours. Dynamic interviewer, strong production, clean, bright on your level. Will relocate. Write Box G-229, BROADCASTING.

First phone, present PD in suburban Top 45 market, creative, self-motivated, music expert, promotion and sales very able. Married, send you tape. Box G-285, BROADCASTING.

DJ, tight board, good news, commercials, looking for first break, willing to go anywhere. Ready now. Box G-288, BROADCASTING.

Experienced announcer, five years in con't radio, desires announcer-PD job in Illinois. Prefers MOR, Disabled Vet (ulcers), no rate race please. If PD money in phone, the comm. trained. How, whom, references. Capable, reliable, Box G-289, BROADCASTING.

Experienced Radio-Television Announcer with excellent voice. All phases of radio and TV. Third class with endorsement. Box G-290, BROADCASTING.

5 year major market PRO, MOR personality Top 40, news. Have done it all. Great stature; superb reference for serious minded professionals with serious offers. Great one to one communicator without the horseplay. Prefer solid MOR. Master markets. Box G-292, BROADCASTING.

Dynamite combo male looking for announcing and engineering position with a Top 40 station. Great personality jock, also former Chief Engineer. Box G-317, BROADCASTING.

Situations Sought Management Continued

Bright, young, recent grad. of Spots Howard Broadcast School seeks position as on-air personality. Prefer network, program director, and creative writing. Tape and resume on request. Contact Bob Lam, 611 Beauregard, Detroit, MI 48213. 313-932-4176.

Beginner, writing, acting, teaching experience, and announcing experience. Tom Egan, 78-40 164 St., Flushing, NY 11366.

Eight years experience. Prefers small to medium market in the Southwest. Randy Gallacher, 904-771-7809, 2007 Angel Place, 32210.

Professionally trained, professional attitude, good work references, a beginner that is willing to work hard for experience in broadcasting. Fresh audition (spoken and written). Tom O'Connor, 1727 Main St., Annville, PA. Phone 717-534-3971.

Situations Sought Technical

First phone, AM/FM maintenance and proofs experience. Currently employed as chief of small station. Box G-139, 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. Box G-172, BROADCASTING.

Desire facilities construction or maintenance domestic or overseas. Experienced planning, installation, testing, maintenance 50 to 1000 watt transmitters, RF bridgework, audio distribution, tape and STL. Box G-173, BROADCASTING.

Florida Maintenance Chief awaiting good situation tropical dayliner around $200. Construction props, laws, planning. Box G-273, BROADCASTING.

Highly qualified, mature Chief Engineer (Texas) with years of commercial, US Gov/VOA broadcasting engineering and management experience desires Esper Charge position in Texas-Southwest. Box G-295, BROADCASTING.

Working Chief, from the old school, with construction and management experience seeks to relocate where he can be an active member of the team. Prefer Southeast. Box G-310, BROADCASTING.


Vacation Consulting/Rebuilding by major market AM/FM stereo CE. Studio redesign, air product improvement a specialty. Many references. 714-460-4443.

Situations Sought News

15 years experience. Newcaste currently working Top 20 market. Looking for news directorship in Top 25 radio metro market. Box G-298, BROADCASTING.

Fastest mouth in the East. Sports Director wants play by play and opportunity to make your sports program. Box G-299, BROADCASTING.

Ready to move: Somewhere in the Western states, there’s a station that wants and needs an award-winning Sports Director. Experience is a must. Box G-300, BROADCASTING.

Experienced Sports Director seeking small or medium market radio or Commercial TV. Versatile Sports Pro with exceptional ability. Adapts to commentary and talk shows. Strong CATV system. Thorough knowledge of advertising and promotions. Looking for sports/talk/football/sales/combo. Reply Box G-922, BROADCASTING.

Big Ten Play by Play. Ready to do that first job, at the game and in the studio. I’ve got plenty of experience and a tape to prove it. Box G-325, BROADCASTING.

10 years experience; Vet; College graduate Aug.; Bith. Newsman-Announcer-Engineer (1st phone, moderate rates maintained). Asks double. Box G-325, WRFJ, Atlanta, GA 30301.

Newswoman, first love news. College grad. Willing to relocate. Tape, resume, writing samples available. Contact Mrs. Franklin, 625 Candelide Court, Fort Wayne, IN 46807.

Expertly staff announcer seeks radio news or TV reporting. University degree, personable, dependable. Call for tape. 309-473-4690.
Help Wanted Technical

Experienced post production video tape editor and VTR maintenance person needed for metropolitan north central production center. Ampex equipment background an asset. Should he an asset. Reply stating salary expected and specific work and equipment experience to Box G-193, BROADCASTING.

Purdue University has an immediate position for an engineer to assume responsibility for the closed circuit TV facility. Must have experience with color cameras, VTR, system design and maintenance. FCC, first phone required. Reply stating salary expected and experience to: Bruce Bahrie, Life Science Building, Purdue University, West Lafayette, IN, 47907. An Equal Opportunity Employer.

Help Wanted News

Currently Program Director at number one medium size market looking for same or slight shift in same market. 20, eight years experience with proven Pulse record. Box G-146, BROADCASTING.

Help Wanted Technical

Experienced, mature public affairs producer with qualifications in film and video production for major market television station in Texas. Salary open. Need is immediate. Anyone with less than five years experience need not apply. Send resume to General Manager, WZAM-TV, 2245 E. Lamar Blvd., Austin, TX 78705. An Equal Opportunity Employer.

Help Wanted News

Looking for experienced on-air weather talent. Top 50 market. Good 4 station market. Send resume and references to Russell F. Vossen, Operations Manager, WZAM-TV, Box 72, Gatesville, TX 76528. An Equal Opportunity Employer.

Ambitious, hustling News Director, with ratings & visual orientation. Base $120,000/yr. at new group owned UHF, increase based on ratings improvement. Write Bruce, Box 20, Utica, NY 13504.

Help Wanted Announcers

Host for daytime show oriented to rural and urban viewers. Focus on community events and personalities. Major responsibility for producing, provocative, enterprising. Midwest market. Box G-282, BROADCASTING.

Help Wanted Technical

Experienced post production video tape editor and VTR maintenance person needed for metropolitan north central production center. Ampex equipment background an asset. Should he an asset. Reply stating salary expected and specific work and equipment experience to Box G-193, BROADCASTING.

Help Wanted News

Currently Program Director at number one medium size market looking for same or slight shift in same market. 20, eight years experience with proven Pulse record. Box G-146, BROADCASTING.

Top rated news market in major market wants aggressive, creative film cameraman who loves to whip the competition. Send resume and film sample to Box G-345, BROADCASTING.

Anschuer with authoritative, mature presence sought for Intermountain television station. General assignments and weekend work possible. Reply stating salary expected and experience to: Terry Spire, News Director, KID-TV, Idaho Falls, ID 83401.

Weekend anchor position on number one rated station in southeast. Must be experienced on-air, field reporting situation. Excellent pay. Reply stating salary expected and experience to: Tom Quick, Business Manager, WIS-TV, Columbia, SC 803-253-6431. An Equal Opportunity Employer.

Wanted early and late evening News Producer for major Rocky Mountain market. Previous experience in newsroom required. Reply stating salary expected and experience to: KOA TV, Box 5012 T.A., Denver, CO 80217.

Top rated news market in major market wants aggressive, creative film cameraman who loves to whip the competition. Send resume and film sample to Box G-345, BROADCASTING.

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Wanted early and late evening News Producer for major Rocky Mountain market. Previous experience in newsroom required. Reply stating salary expected and experience to: KOA TV, Box 5012 T.A., Denver, CO 80217.

TELEVISION

Help Wanted Management

Group broadcaster located in East needs key home office financial staffer. Functions include internal auditing, coordination of regular reports, statement analysis, budget preparation, need sound accounting qualifications, willingness to travel as needed, plus a feel and appetite for sound business control. Opportunity for growth. Box G-200, BROADCASTING.

Midwest Television Station in 300,000 market needs Assistant General Sales Manager. Our General Sales Manager will be moving to General Manager with one of our stations in the next year. We need an enthusiastic, motivated person who can handle a large market order. $24,000 to start, General Sales Manager position and no order. Send resume to Box G-269, BROADCASTING.

Communications Analyst: For this you'll need a TV news, background, an MA, a creative imagination, the ability to be articulate. Clearly. You experience personable, responsible, persuasive, flexible. Ambition combined with energy. So do a way with words and a flair for management. Write Box G-303, BROADCASTING.

Help Wanted Sales

Growing television station needs sales personnel to handle national accounts and call on advertising agencies. Time buying experience or local station sales experience desirable. Salary and commission. 212-797-3043.

Help Wanted Technical

Experienced, mature public affairs producer with qualifications in film and video production for major market television station in Texas. Salary open. Need is immediate. Anyone with less than five years experience need not apply. Send resume to General Manager, WZAM-TV, Box 72, Gatesville, TX 76528. An Equal Opportunity Employer.

Ambitious, hustling News Director, with ratings & visual orientation. Base $120,000/yr. at new group owned UHF, increase based on ratings improvement. Write Bruce, Box 20, Utica, NY 13504.

Help Wanted Technical

Experienced, mature public affairs producer with qualifications in film and video production for major market television station in Texas. Salary open. Need is immediate. Anyone with less than five years experience need not apply. Send resume to General Manager, WZAM-TV, Box 72, Gatesville, TX 76528. An Equal Opportunity Employer.
Help Wanted Programming, Productions, Others Continued

Public Information: Experienced, persuasive writer with knowledge in advertising, printing and promotion for Northwest. Resume and samples to Box G-330, BROADCASTING.

Wanted: Aggressive and creative line producer for new talk/variety show to be syndicated. Sunday. Apply to David Bieber, program manager, WCPO TV, 500 Central Ave., Cincinnati, Ohio 45202. Nov. 16, 300.

Television producer: Award winning national network TV series seeks Assistant Producer with strong financial background and related degree. Minimum, five years professional experience. Knowledge of TV production desired. Send completed application by Oct. 31. L. W., WJAC, Johnstown, Penna. 15903.

Situations Wanted Management

General sales manager, top market experience plus national rep and agency background. Solid sales experience and administrative skills. Box G-326, BROADCASTING.

Need a top administrator to head staff, give station identity differential programming, stature in community, and profits? 17 years O&T experience. Currently VP TV Productions Company. Box G-318.

Do you own an unprofitable TV station? I'm looking for another building or rebuilding job. Write and I'll reveal a strategy that can be done. B. G., General Manager, 629 McClellan St., Wausau, WI 54401.

Situations Wanted Technical

Director of Engineering of broadcasting chain seeks position in program/production. Experienced with 50 kW, AM Directionals, FM stereo and television. Well versed in engineering and Administration. Box G-284, BROADCASTING.

Situations Wanted News

Sports Pro desires change. College or professional market. Knowledgeable, versatile. Will also accept assistant sports position. G-127, BROADCASTING.

Young, 35, extremely knowledgeable Sports Director of small USN Degree, major college experience. Desire challenge and move up. Tape and resume on request. Box G-254, BROADCASTING.

Newsman/Sportscaster. Young, 38, four years Broadcast-Journalism, TV/Radio experience, BA Communication. All markets considered. Box G-265, BROADCASTING.

Editorial Director and reporter for cable TV station, writes reports to co-anchor position on small-medium market station. Will relocate. Box G-271, BROADCASTING.


News Director-Anchorman. Administrator with successful track record and toprated, mature delivery. Imaginative producer of pubic affairs and special events. Excellent news photographer. Available for fall session. VTES, resume, and best references available. Box G-278, BROADCASTING.

Widely known and respected TV newsman in the west's fastest growing market looking for news director/anchor role in next large western market. I have the top ratings. Let me help you make number one. Box G-300, BROADCASTING.

Wanted young blood? Recent grad psyched up for big start in news reporting. Relocate anywhere. Resumes, 201-627-8542 or Box G-302, BROADCASTING.

Award winning TV journalist (network reporter, O&O News Director, anchorman, Editorial Director, University-teacher) can boost your new image, ratings and station reputation. News Director. Major markets only. Box G-317, BROADCASTING.

Seeking special, feature, and general reporting, BA journalism. RJ TV film. Five years in commercial, Entercom, MCI, Apparel Group. Unusual credentials. Technical and on-camera background. Box G-323, BROADCASTING.

Good, experienced radio reporter, wants television reporter position. College grad, 26 stable. Eastern half U.S. Box G-305, BROADCASTING.


Situations Wanted Programing, Production, Others

Producer-director (OGA and IATSE) of documentaries, Docudrama, cultural Premier Film. Visa. James Ambers, 4066 Achilles Drive, Salt Lake City, UT 84117.

Director Top Ten, seven years experience. Desperately needs work as producer-director. Top refs. Bagpin, Box G-160, BROADCASTING.

Cinematographer/Director: Commercial and documentary experience in film, and set for multi-length film/TV production. Seeking advance. Box G-257, BROADCASTING.

Experienced TV Producer-Director, NBC affiliate, MA, Top 40 market, seeks move up to most responsible or position or larger market. Box G-281, BROADCASTING.

Female first phone seeks production position with news producing and directing responsibilities. Seven years major market experience includes all production functions. Box G-139, BROADCASTING.

Seeking permanent position, presently employed in summer job, on WOR commercial TV and Radio, large and small markets, experienced all phases of production. Career Ed. in broadcast, will relocate anywhere, especially to smaller market, married, stable. Write Box G-314, BROADCASTING.

TV station film editor with impressive experience in makeup/restoration, feature film editing, film buying, newfilm editing, and shipping/receiving. Prefer major market. Box G-338 BROADCASTING.

Young director seeks medium market position with news producing and directing responsibilities. Seven years major market experience includes all production functions. Box G-339, BROADCASTING.

Experienced, flexible, problem solving Producer-Director of Instructional video desires commercial, CATV, or CCTV position. Sales and PR considered. Married and will consider relocation. Box G-342, BROADCASTING.


Teaching position at college or university in areas of television, film, photography. California credits sought by capable professional. Solid academic background in broadcasting from leading university. Creative, innovative, good rapport with students. 617-344-1757 after 6 p.m.

WANTED TO BUY EQUIPMENT

Tubes wanted—sold: CaCo, 2115 Avenue X, Brooklyn, N.Y. 11235. 212-446-6350.

300' of 51/8 51.5 Ohm rigid coax line, Teltron Insulators. Call Engineering Dept. 513-425-3625.

FOR SALE EQUIPMENT


Remote control unit, Mosley-101 plus CCA auxiliary relay pack, NW. Never used, Write or phone for particulars. Murray Hill A-7, PO Box 1, Murray Hill, NJ, 07974. 201-382-4305.

Gates Phaser and three antenna couplers. DA-2. Will rebuild your specifications. SR Electronics, 7035 Mediterranean Dr., Austin, Texas 78723.

Gates modular control room equipment desks. One year old excellent condition, as if taken out of cartons. Never used, need the room included. 1 single TT Pedes, 2 double TT Pedes, 1 top Combo desk, 2 side desks & for complete details. Box G-195, BROADCASTING.

FOR SALE EQUIPMENT


Gates 35A Multiple Cartridge Unit. Now being used with Gates ATC Automation. Must be made to room for two reel machines. Has 55 cartridge units, ideal for semi-automation. In stereo with 950 and 1000 tones for end of massage and switching. Has capabilities for 8000 cycle tone for logging. For immediate use two years $32,000-35,000, will sell for $19,000. In mint condition, like new. Contact Mike Colle, Jr., WHSF, West Boston, PA phone 572-2988.

COMEDY MATERIAL

Funnv Professional comedy, 3 samples only $2. Sunshine Comedy Service, Room 23, Box 4656, Jax. Fla. 32203.

Deejays: New, sure-fire comedy. 11,000 classified one-liners. $10 Catalog Fred Edmund Orrin, 2786-B West Roberts, Fresno, Calif. 93705.

Wild Tracks. $12.00 Impact broadcast, Box 29533, Atlanta, Georgia 30329.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. GI Bill approved. Grantham, 1305 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared. Just admitted to the nation's largest network of 1st class FCC licensing schools free. Approved for veterans and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Seton Institute in Dallas,** 227 W. amended 2nd. 214-357-4001.

Eliks in Atlanta**, 51 Tenth St. at Spring, N.W.

Eliks in Denver**, 420 S. Broadway.

Eliks in East Hartford, 800 Silver Lane.

Eliks in Houston**, 3518 Travis.

Eliks in Memphis**, 1362 Union Ave.

Eliks in Minneapolis**, 4103 E. Lake St.

Eliks in Nashville**, 2106-A 8th Ave. S.

Eliks in New Orleans**, 2940 Canal

Eliks in Oklahoma City, 501 N.E. 27th St.

Eliks in San Antonio**, 503 S. Main.


In Chicago, OMEA offers the best price for a First Class License. Day or evening, Guaranteed results. OMEA Courses, 333 East Ontario. 512-640-9027.


Situations Wanted Announcers

THE BEST IS AVAILABLE!

I consider myself the most knowledgeable and exciting talk show host in America—And, with an ego like mine, I'm the best damn salesman, too! Impressive credentials, currently employed. Warning! I'm selective; I assume you are too, but at least we can rap!

Box G-344, BROADCASTING

Help Wanted Sales

AUDIO SALES MANAGER

Rapidly expanding California subsidiary of listed U.S. company seeks outstanding marketer as Regional Sales Manager. Successful sales experience with professional audio, or top quality "audio phile", products sold through dealers a must. Knowledge of electronics a plus. Position offers salary, commission, liberal benefits, plus promotion to either Product Manager or National Sales Manager within one year for a performer! Send resume with earnings history to:

Box G-336, BROADCASTING
1735 DeSales St., N.W.
Washington, D.C. 20036

TELEVISION
Help Wanted Sales

GROWTH OPPORTUNITIES IN TV & RADIO BROADCAST EQUIPMENT!

We are a leading producer of TV and Radio broadcast equipment with the following openings:

TV BROADCAST SALES ENGINEERS/QUINCY

Our TV Sales Department is seeking well trained and experienced sales engineers to handle product application engineering and preparation of bids and proposals. Experience in TV station operations, TV marketing, transmitter and antenna installations, and systems planning and video products, is essential.

TV & RADIO BROADCAST FIELD ENGINEERS/QUINCY

Our Service Department is seeking well trained and experienced TV and Radio Field Engineers. TV service should be in transmitters, antennas, or studio equipment. Extensive travel is required; expenses paid.

ASSISTANT MANAGER (Broadcast Engineering Exp’d) FOR OUR NYC MERCHANDISING CENTER

Your responsibilities will include broadcast equipment sales and retail operations. Formal technical training is desired. Experience in station operations and engineering required. Sales experience helpful. Salaries commensurate with experience, full company benefits, including hospitalization, life insurance, profit sharing, plus paid relocation expenses. Send resume and salary history in confidence to: TOM BEDFORD, Employment Supervisor, or CALL 217-222-8200.

GATES DIVISION
HARRIS-INTERTYPE CORPORATION
123 HAMPSHIRE STREET, QUINCY, ILLINOIS 62301 U.S.A.
Help Wanted Sales Continued

LOCAL SALESMEN
Phoenix, Arizona
KPHO-TV, one of the nation's highest rated VHF independents, is seeking experienced sales personnel for positions in one of America's most dynamic and rapidly growing markets. Salary plus commission. Please send detailed resume in first letter. All replies kept in confidence and will be acknowledged.
KPHO-TV, Meredith Broadcasting Division of Meredith Corporation, is an equal opportunity employer.
WRITE: Jack Donahue
Local Sales Manager
KPHO-TV
4016 N. Black Canyon
Phoenix, Arizona 85017
502-248-7474

SALESMEN
Several of our clients are seeking television and radio time salesmen ready for greater challenge and an opportunity to move into management. All market sizes across the country. $18,000 to $30,000. Call Mike Walker, Management Consultant, at 312-650-6171.

Situations Wanted Management

20 YEARS EXPERIENCE
10 as V.P. & G.M.
Strong sales and programing.
Ind. & affiliates.
Young vigorous broadcaster ready to lead Communications Company into new competitive era.
Box G-248, BROADCASTING

Situations Wanted News

SPORTS
Box G-272, BROADCASTING

SPORTSCASTER
Major market pro, with top PBP credentials in several sports, desires return to regular news block. I want a station that’s looking for a strong 3 or 4 minutes in their 6 & 11 pm blocks. If you’re looking for a reader of scores and winning pitchers, don’t reply. Interested in combo with radio talk and/or PBP situation. Top references. Available September 5th.
Reply to Box G-277, BROADCASTING

Help Wanted Programming, Production, Others

AVAILABLE IMMEDIATELY
Family man, 34, 7 yrs. radio, PD, Music Director, AM-FM drive, 10 years TV, news, weather, sports. Pieter Texas or Florida mavers, concise others. Call now. Serious inquiries only.
Tom Allison, 614-886-2222 Anytime.
Profile

Charles Steinberg: Boon to the future for Ampex Corp.

Charlie Steinberg, Ampex Corp.'s audio-video chief, used to smoke 12 cigars a day—"those long black ones," one of the women in his office explained. But he decided to cut down and now he's only smoking three a day. He seems, one of his executives noted recently, more irascible these days.

He might be. The 39-year-old Ampex executive has a sensitive job at a company that rode high after it introduced in 1956 the first workable commercial videotape recorder but suffered severe losses in fiscal 1971 and 1972—$12 million and almost $90 million respectively. So Mr. Steinberg's snappiness, if it can be called that, isn't related completely to cigar-smoking withdrawal symptoms.

Ampex has come back financially, however. In its fiscal year 1973, which ended April 30, it reported net income of $3.65 million (34 cents a share) on sales of $256.6 million. These figures include, however, an extraordinary gain of $2.8 million (26 cents a share) on the sale of Mandrel Industries Inc., a subsidiary that manufactures geophysical products.

In the 1973 annual report, the audio-video division received a special commendation from Arthur H. Hauksen, who took over as president of Ampex in late 1971 and who reorganized the firm and apparently succeeded in staunching the flow of red ink. Among Mr. Hauksen's activities was melding 12 operating divisions into seven and choosing Mr. Steinberg to lead the resultant audio-video division, itself an amalgamation of five previous units.

Mr. Steinberg must have what it takes. As one of his colleagues said, he "survived" that drastic year when more than one-third of Ampex's executives were reassigned or were let go. Mr. Hauksen recently noted that not only was Mr. Steinberg a technical expert—and that this was Ampex's strong suit—but he also described Mr. Steinberg as "a methodical, capable manager." One thing that Mr. Steinberg has done is stop the rush to market half-developed products. "We were rushing to market before the engineering was proven," he said recently. "This created tremendous problems in starting up new products; we had to make too many changes."

On first glance, Mr. Steinberg seems casual enough, but a perceptive observer soon finds lacking, not far from that surface, a self-driver (his hours, for example, are 8 a.m. to 8 p.m.). That below-the-surface man is underscored by the intensity of which he speaks of Ampex's position in the broadcast-equipment field.

The strength of the audio-video division, he said a few weeks ago, lies in the worldwide acceptance of Ampex products. That division, he added, is growing at a faster rate than any other division. But part of the growth comparison is explained by the company's disposal of some product lines. It has, in fact, dropped its consumer tape-recorder line, its music division and its transmitter line.

But Mr. Steinberg's enthusiasm comes to the fore when he notes that 76 out of the 90 video-tape recorders used by ABC and other foreign networks during the Olympic games last September were Ampex machines. And, he emphasizes, 42 of those 76 were the firm's AVR-1, "the Cadillac" of the Ampex VTR line.

He's also big on the company's other products—its line of TV cameras, its slow-motion, playback disk machine, its 55-pound, backpacked recorder and 15-pound portable camera, introduced two years ago. He sees this equipment as the coming thing in TV news. "Why cover news with film and have to wait for processing and transfer to tape, when you can put it on tape initially and it is immediately available for broadcast?" he asks.

Perhaps the biggest gleam in Mr. Steinberg's eye these days is Ampex's ACR-25, the $150,000-plus broadcast cartridge machine that also was unveiled two years ago. There are now 60 such machines in TV stations and networks in this country and abroad, he notes, and there is a backlog of orders that totals $12 million (Broadcasting, July 16).

And, he says, the market for broadcast equipment is wide open, pointing to the growth of TV worldwide. In the countries, he observes, are just beginning with TV (South Africa, for example); others are starting now to change from a black-and-white system to color (New Zealand), and many countries are beginning to add more transmitters to their national systems.

As to the cable-TV, pay-TV and consumer-tape-recorder markets, Mr. Steinberg turns careful again. There is, he says, a market for Ampex there, but research and development are primary.

Basic to the consideration of the new technologies, he says, is Ampex's reputation as the maker of "sophisticated, reliable, broadcast equipment." The company, he stresses, is studying the new technologies, with a heavy investment in research and development. "I cannot tell you how much [that investment is]," he says, "I can only tell you that today Ampex is spending more money on R&D than at any time in its history."

As for the consumer VTR market he sees Ampex providing the professional equipment to be used by the program production centers that will be required to turn out programs for in-home use. "Those machines [the portable, back-packed consumer VTR's] are going to require production, duplication and editing services and capabilities," he says. "A whole industry is going to be required to generate program material to support those machines. I think there's a very, very significant market for the kind of equipment we build . . . to serve those firms that will be providing the software for those tens of thousands of VTR's."

In the broadcast field, Mr. Steinberg sees Ampex's role as one of providing the broadcaster with better tools—with VTR's that require less maintenance, operate at lower costs, with more automation—"so that they [the equipment] do more for the user and hence enhance his profitability."

Withal, Charlie Steinberg is a disciplined man. Part of that discipline is in his private life. Asked for his hobbies, he replies, "work and swimming." For the latter, there is the daily quarter-mile swim in his pool at his relatively modest home in Los Altos, not many miles from Ampex's tree-shaded, green-lawned, water-fountained college-campus complex in Redwood City, Calif. That is the sole exercise he gets, he says, noting "there is so much to do here."
Wrong way out

There may be good reason to legislate restrictions on television blackouts of professional sports, but the bill the Senate Commerce Committee has voted out is not the way to go about it. As reported in this publication a week ago, the bill would amend the Communications Act, during a year's trial, to prohibit television stations and networks and cable-television systems from executing contracts that prevent local broadcast or cable carriage of home games that have been sold out.

A dangerous precedent will be created if the Senate buys the committee bill and the House accepts the measure that has been introduced there. To insert in the basic law of broadcast regulation an explicit restriction on explicit types of programming is a deep intrusion into television's First Amendment rights. If the government can dictate the terms of contracts with football, baseball, basketball, and hockey teams, cannot it also dictate terms of contracts with other program suppliers?

As everybody seems to have forgotten, football blackouts, which are the principal target of the antiblackout legislators and fans, were made possible by an act of Congress exempting that sport from the antitrust laws. Blackouts are arranged and enforced by the football league, which, without the special exemption, would be illegally conspiring in restraint of trade by preventing teams from making individual decisions.

True, a removal of the antitrust exemption would not immediately assure the local carriage of sold-out home games that the Senate committee's bill provides. It would, however, leave matters up to individual broadcasters and team owners, as things ought to be.

There are those who favor the other approach, through the Communications Act amendment, for reasons other than the public clamor for home-game television coverage. They see it as an additional measure of protection against the siphoning of professional sports from free television by pay television.

Under present FCC rules, home games that have been kept off local television are ripe for plucking by pay-television operators. The blacked-out games don't count in the FCC's embargoes against pay broadcasts of sports that have been on free television in the previous five years and against pay-cable distribution of sports that have been on free television in two years, which the FCC is proposing to extend to five.

Yet the attractions of the antiblackout amendment of the Communications Act as an antisingh device do not outweigh its unattractiveness as an excursion into program regulation. If the Congress wants to experiment with a lifting of blackouts, let it declare a year's moratorium on the antitrust exemption that is the root law.

Equal what?

A cardinal rule in the news media postulates that editorial and advertising content or people do not mix. It even decrees that no advertising salesmen may enter the newsroom.

We herewith dig into smash that ukase because the mix we shall cite makes news and because both news and advertising are this businessweekly's business.

In an ad on page four of last week's issue, WREC-TV used the title, "Memphis' Channel 3 Reports." It told of in-depth interviews on important issues in primetime each Sunday. The illustration showed a WREC-TV news panel—a black newswoman, a white newswoman and a white newswoman—interrogating a black state senator who also serves as a Memphis city councilman. This would appear to connote public affairs at the local and state level at its best, especially in the South.

But just a minute. Turn to page eight where late-breaking deadline news appears. A headline reads: "WREC-TV target of first equal-opportunity suit." The subhead reads: "EEOC says Memphis station discriminates against women, blacks in recruiting, firing; Brakefield calls suit 'outrage'."

Could this be a desperation effort by the U.S. Equal Employment Opportunity Commission to justify its existence? WREC-TV is owned by the New York Times Co., which by no stretch is identifiable with racial bias or male chauvinism. President of the WREC stations, and a vice president of the Times Co., is Charles W. Brakefield, a respected leader in broadcasting who grew up in Memphis.

Mr. Brakefield, in last week's issue, explained how he believed the suit evolved. Based on his observations, it is easy to understand why EEOC is caught up in controversy and perhaps why its not too distant relative, the Office of Economic Opportunity, is being "phased out."

Same soup

This page has from time to time remarked of newspaper editors, when they looked the other way while broadcast freedoms were eroded by government controls, that their own freedom was endangered in a crumbling of the First Amendment. The state supreme court of Florida has made our point.

The Florida court has upheld the constitutionality of a little used and less noticed state law that imposes a sort of fairness doctrine on newspapers. The law, adopted in 1913, requires that a newspaper that "assails" a political candidate or gives free space to attacks on him by others must give free space of equal prominence to his reply. The similarity between that concept and the political-broadcasting law adopted years later by the federal government is striking.

The Florida court's decision found the law to "encourage rather than impede the wide-open and robust dissemination of ideas and counterthought which the concept of free press both fosters and protects."

That language could have been lifted almost verbatim from the U.S. Supreme Court's endorsement of the FCC's fairness doctrine in the Red Lion case. It will be interesting to see what that court does with this case.
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*Based on the 1973 February/March ARB, total homes viewing audience share, total day, ADI and Metro shares, in top 100 markets where affiliates are all VHF or UHF. Estimates only and subject to qualifications in survey report.
Ten thousand West Coast military personnel in need of a new medicine.

A housewife in Atlanta suspected of having a rare fungus disease.

A truck driver from Phoenix with an overdose of a medicine intended to relieve his stomach complaints. These stories are typical of the problems our “night editor” has to deal with—and, typically, in each situation he was able to provide the answer.

Actually our “night editor” is a doctor—in all likelihood a specialist—who serves as a member of the Lederle Medical Advisory Staff. Telephoned, he or one of his colleagues is available on a 24-hour basis to handle emergency inquiries from physicians or pharmacists about therapeutic aspects of Lederle pharmaceuticals (for instance, botulism anti-toxin or an anti-cancer drug). At his disposal is the latest information selected by the Medical Advisory staff from the world’s medical literature and the resources of the entire Lederle research team.

Handling emergency medical problems, whenever and wherever they break—that’s the job of our “night editor.”

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