FCC hears a massive outpouring about prime-time access from an industry that's learning to live with it

**Women's home companions.**

By late afternoon the lady of the house is ready for a good laugh. That's why smart stations give her 3 good sitcoms back-to-back in fringe time. The payoff: an average 84% buildup in women 18-49 over the 90-minute span. Viacom can cite 22 happy stations doing it right now.

**Viacom**

Source: NSI, Feb.-Mar. 1973. Audience estimates are subject to qualifications available on request.
KFQD, Anchorage
Blankets Alaska with
50,000 Watts
of Hi-Fi Sound

Covering a state that's one-fifth
the size of the continental United
States with AM radio is a
powerful big job.

But KFQD does it, beaming 50,000
non-directional watts on 750 Khz to
reach 89% of the state's population—
"Reaching more Alaskans than any
other advertising medium."

KFQD's transmitter—a new 50 kW RCA
Ampliphase radiates high quality sound
to the vast reaches of Alaska. Letters
from daytime listeners range from
Wainwright (720 miles north) to Nome
(550 miles Northwest) to the Ogilvie
River (528 miles Northeast) to Juneau
(580 miles Southeast) and Belkofski
(620 miles Southwest). That's coverage
with a capital "C"!

Coverage isn't the whole KFQD story
by a long shot. Quality programming has
a lot to do with our growing popularity.
And the quality sound from our new
RCA Ampliphase transmitter enhances
the programming in building listener
preference.

We may be Alaska's oldest radio station,
but we've got a lot of new ideas to help
you sell our burgeoning, high income
market. Ask us for all the facts: KFQD,
P. O. Box 1040, Anchorage. Or talk to
our National Representatives, Alan
Torbet Associates, Inc.—or our Seattle
and Portland Representatives, Art Moore
& Associates.

Gale Allred, Chief Engineer, with KFQD's
powerful 50 kW AM transmitter notes: "It has
by far the best overall frequency response
I have ever seen, including distortion."
Translated, this means better quality sound
that encourages listeners to keep their radio
dials set at 750.
FCC may take on pole-attachment role if parties can’t agree; Broadcast Bureau says it would lift license of WPIX (TV) New York.

A call to arms for broadcasters on behalf of the National Guard.

What to do about prime-time access? That was the question uppermost on the FCC’s mind last week as it heard two days’ worth of oral argument. While rift between vested interests remains substantial, some opponents of rule—particularly NBC—show signs of retreat.

Congressman Macdonald’s blackout bill has a growing fan club and NAB, networks are among the charter members. Industry leaders pledge support at hearings.

New PBS schedule reflects funding headaches.

FCC fences in the stomping grounds of nonnetwork exclusivity.

Senate passes a Jekyll-Hyde campaign-spending bill.

PSA’s supplant rhetoric in Texas campaign against recruitment-ad ban.

NAB pulls out the stops in renewal-legislation fight.

Creditable ratings ease industry tensions over Watergate coverage.

A rivalry revisited: no cable-copyright accord in sight.

McClellan vs. Buckley on payola.

NAB sees a lurking monster in the FM translator.

Cable Funding’s fending off cash-minded suitors.

Marcus Cohn: extolling social awareness at the FCBA.
GOOD NEWS!

THE ASSOCIATED PRESS
Broadcasters of Pennsylvania

AWARD
WIIC-TV

THE ASSOCIATED PRESS
Broadcasters of Pennsylvania

AWARD
WIIC-TV

A Communications Service of Cox Broadcasting Corporation. COX BROADCASTING STATIONS: WIIC-TV, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM, WAIA-FM, Miami; KTVU, San Francisco-Oakland; KFI-AM, Los Angeles.
Next Month
James H. Quello, former Detroit broadcaster, will be nominated for Democratic vacancy on FCC when Congress reconvenes after Labor Day recess. With FCC in "hiatus" during rest of August, complications of recess appointment will be avoided by having Senate be in session and when prompt hearing on confirmation hopefully can be set (see page 28).

All but done
Transfer of KTBC-TV Austin, Tex., from Lyndon B. Johnson family (Texas Broadcasting Co.) to Los Angeles-based Times Mirror Co. for $9-million cash will be approved by FCC, probably this week. Transfer was on commission's agenda last Thursday but held up for more routine information on recent antitrust judgment against Times-Mirror subsidiary unrelated to communications. Since transfer has cut-off date of Sept. 1, approval by circularization was authorized, if FCC doesn't hold full meeting this week. Johnson family retains Austin radio stations, to which calls KLBJ-AM-FM have been assigned (BROADCASTING, July 2).

Though FCC will take no formal recess, only emergency matters are to be considered until after Labor Day (Sept. 3). Anything approved by committee (fewer than quorum of four members) will be subject to ratification when full FCC reconvenes.

Early suitor
Sources at ABC-TV say William MacPhail, vice president of sports for CBS-TV, is already in negotiation with Walter Byers, executive director of National Collegiate Athletic Association, to get college football away from ABC beginning in 1974. CBS is so confident of its ability to oust ABC, these sources say, that it has escape clause in its recently negotiated three-year National Basketball Association contract (story page 23) allowing it to pull out of its 1974 and 1975 commitment of seven Saturday-afternoon NBA games in fourth quarter—which would conflict with NCAA schedule. Current season is second on NCAA's two-year, $13.5-million contract with ABC. CBS's desire to get NCAA games in 1974 was acknowledged by network spokesmen, but they declined to say whether CBS had escape clause in new contract with NBA.

The chill
Noncommercial WETA-TV Washington's proposal that FCC drop channel 12 into Washington for WETA's "experimental" use got generally frosty reception when presented last week to members of commission for formal consideration. FCC staff opposes drop-in on engineering grounds; station on channel 12 in Washington would be short-handed to four stations in other markets. There is concern that approval of plan, under which WETA would move from its present channel 26 to 12, if directional-antenna experiment worked, would set precedent hard to ignore if other UHF's wanted drop-ins.

Reception was not, however, unani mously negative. Commissioner Benjamin L. Hooks, reportedly impressed by argument VHF would reach more inner-city dwellers than WETA's UHF signal, asked for more time to study matter—though staff argued answer to penetration problem was increase in WETA's UHF power. With Commissioner Charlotte Reid and H. Rex Lee absent on vacation, FCC decided to postpone decision.

Miffed
Was Roger Rice, vice president-general manager of Cox-owned KTVU(TV) Oakland-San Francisco, who spearheaded organization of Association of Independent Television Stations (INTV), slighted in naming of 12-man Special Committee on Pay TV of National Association of Broadcasters? Mr. Rice had been "nominated" but wasn't picked. Cox Broadcasting Co. officials felt company's identity with cable through Cox Cable Corp. would have provided know-how not available to some cable members.

Members of committee, headed by Willard Walbridge, Capital Cities Communications, were selected by Robert F. Wright, WTOP-TV Meridian, Miss., NAB television board chairman, and include three TV network and seven TV-network affiliate members, plus Ward L. Quaal, WGN Continental, representing TV independents, and Richard Chapin, Stuart Stations, Lincoln, Neb., representing radio.

Picking at a jam
One of first projects FCC will undertake after August slowdown will be attack on backlog of some 140 license renewals that have been deferred as result of questions about equal-employment-opportunity policies and practices. Deferrals have been piling up since last August, when commission began seeking additional information from stations that report no women or minority employment, or declines in employment in those categories. Staff, now in process of analyzing responses, will begin early in September to bring batches of renewal applications to commission with recommendations either for renewal or possibly further inquiry. First batch will include District of Columbia, Maryland, Virginia and West Virginia.

New unit created by commission to help it develop equal-employment-opportunity policies for industries it regulates is working with renewal staff in analyzing responses. But it also hopes to have policy recommendations in September.

Two out of three
Color TV is edging toward two-thirds mark in U.S. TV-homes penetration and will reach approximately 70% by end of 1973 if sales keep pace with those of past 12 months—18% higher than record set year before. That is nub of quarterly estimate to be issued by NBC this week. It puts number of color-equipped TV homes at 42.4 million or 63.1% of all TV homes as of July 1, for gain of 6.6 million since July 1972. NBC says color sales in calendar 1973 could total close to 10-million new homes, as against 7.5-million color homes added in calendar 1972, 7.3 million in 1971 and 6.1 million in 1970.

Chairman to chairman
National Association of Broadcasters officials may be on sound ground in predicting movement on license-renewal legislation in House Communications Subcommittee next month (see page 25), but it's hard to predict what direction movement may take. Before subcommittee starts work on legislative drafting it wants to hear testimony from FCC Chairman Dean Burch, and questioning may run afiel d of license-renewal relief. Chairman Torbert H. Macdonald (D-Mass.) is expected to ask what FCC is doing to simplify reporting forms and accumulation of needs procedures. That's Macdonald pet, and he's concerned that trend is away from simplification and toward more paperwork, as exemplified by criticisms of FCC's proposed new reporting forms for television stations (BROADCASTING, July 16).

Breath of life
National Association of Educational Broadcasters' reorganizational efforts (BROADCASTING, July 16) are expected to get healthy push this week with announcement from Ford Foundation of grant to association—estimated to be in area of $157,000. Figure is not as much as NAEB had sought, but is regarded as enough to accelerate number of new programs established after association ended station-representation function.

From the attic
Underlining growing interest of radio stations in drama series, NBC is reported to have signed agreement calling for Charles Michelson Inc., New York, to distribute four vintage series, starting in September. These series were syndicated between 1948 and 1955 by RCA Recorded Programs: The Weird Circle, The Haunting Hour, The Playhouse of Favorites and Five-Minute Mysteries. Michelson will distribute 52 episodes of three-half-hour series and 260 of Five-Minute Mysteries.
At Deadline

High cost of doing business at the FCC. Commission collected $24,564,403 in fees during fiscal 1973, with broadcasters contributing more than $10 million. Total was almost $600,000 above that collected in previous year. Breakdown by bureau: Broadcast Bureau, $10,275,180; Safety and Special Radio Services Bureau, $7,384,123; Common Carrier, $4,548,746; Field Engineering, $1,473,407; Cable TV Bureau, $485,344; Chief Engineer, $397,309; miscellaneous, $294. * Maybe. Willard Walbridge, chairman of National Association of Broadcasters' Special Committee on Pay TV, told National Cable Television Association President David Foster in letter Friday (Aug. 3) that committee will consider NCTA's offer to debate pay-TV issue at next meeting, in September. NCTA issued challenge two days earlier (see page 22). * Rejected. Richard Eaton has been turned down in latest bid to retain licenses for WFAN-TV Washington and WMET(TV) Baltimore while keeping UHF stations dark. Commission is expected to announce this week it has rejected Mr. Eaton's petition for reconsideration of order to put stations back on air or turn in his licenses (Broadcasting, May 21). Mr. Eaton had asked to be permitted to retain licenses until he could complete sales of both stations. * On Leave. Lawrence Webb, for nine years executive VP and general manager, KRLA(AM) Pasadena, Calif. (Los Angeles), has taken leave of absence "for reasons of health." Harold Mathews, station manager, takes over. For 10 years KRLA has been under interim operation pending outcome of comparative hearings for permanent assignment. Nine applicants survive out of 20 originals. * Feminine first. Charlotte Beers, vice president and management supervisor of J. Walter Thompson Co., Chicago, elected senior vice president, first woman in agency's 109 years to hold that title. * Goes with the territory. WTOP-TV Washington news team assigned to cover famine in Africa (picture page 30) was arrested Wednesday in Bamako, Mali, and held for two hours. They were released upon convincing officials their filming had official sanction. * Another iron for Wiley's fire. FCC Commissioner Richard E. Wiley is one of three presidential appointees to Council of the Administrative Conference of the U.S. Council, comprising 10 members with three-year terms, is executive board of conference, which was established by Congress to develop and recommend to federal agencies improvements in their procedures which affect rights and obligations of private citizens and businesses.

FCC out to force hands on pole-attachment issue, will assert jurisdiction if parties don't reach agreement

FCC has decided to assert jurisdiction over pole-attachment and conduit agreements between cable television systems and utility companies. But it will not exercise that jurisdiction if affected parties can reach agreement within 90 days on use of those utilities' facilities by cable systems.

Commission on Friday (Aug. 3), in announcing it had instructed staff to draft documents asserting jurisdiction, also said jurisdiction would not be used in those areas where adequate provisions for supervision of agreements have been made by state and local governments.

Commission's action is designed to force parties to resolve dilemmas they posed in failing in earlier attempt to reach agreement on pole-attachment and conduit agreements.

Commissioners, in oral argument on matter two weeks ago (Broadcasting, July 30), indicated they shared cable systems' concerns about escalating costs for use of utilities' facilities. But commissioners appeared reluctant to involve agency in morass of problems assertion of jurisdiction would involve.

Commission said that if agreement is not reached within 90 days from July 31, it plans to enter into formal rulemaking proceedings to implement all aspects of its jurisdiction.

Meanwhile, it asked for retention of status quo by all parties. Commission also noted that General Telephone Company of California Inc. had agreed voluntarily to withhold its proposed increase of pole-attachment fees—from $3 per pole per year to $6—during 90-day negotiating period. It was General Telephone of California's intention to boost prices, in May, that led commission effort to resolve to hold oral argument on question of its jurisdiction.

Nixon makes it official, names Eger No. 2 at OTP

John Eger, 33-year-old legal assistant to FCC Chairman Dean Burch, has been nominated by President Nixon to be deputy director of Office of Telecommunications Policy. Announcement had been expected for weeks. Nomination, announced Friday (Aug. 3), is not expected to be considered by Senate Commerce Committee until Congress returns from August recess.

In meantime, Mr. Eger will move over to OTP on acting basis. Deputy's job has been vacant for more than year, since resignation of George Mansur on April 1, 1972.

Mr. Eger, who moved to Washington from Dupage County, Ill., where he was active in Republican party affairs, joined commission staff in January 1971 as special assistant and attorney-adviser to then General Counsel Richard E. Wiley, who is now commissioner. Mr. Eger joined Chairman Burch's staff in June 1971, has handled congressional liaison for commission. His appointment also is seen as prompted in part by desire to improve OTP's relations both with Congress and with commission.

Mr. Eger is not expected to be replaced in chairman's office. Many of his duties will be transferred to Tony Thompson, now chairman's special assistant. Much of administrative work is now shared by Mr. Thompson and Charles Lichenstein, special assistant to chairman.

FCC also was making things official Friday. Agency formally announced appointment of David D. Kinley as deputy chief of Cable Television Bureau (Broadcasting, July 16, et seq.), and naming Allen Cordlon, former deputy, to new post of assistant bureau chief for management.

FTC's Engman, in policy debut, sets out to effect voluntary codes for children's advertising—but keeps club in reserve

Federal Trade Commission Chairman Lewis Engman will make his first major pronouncement on advertising this week, singling out regulation of children's TV ads as high-priority item. In speech to-day (Aug. 6), before young lawyers section of American Bar Assn. in Washington, Mr. Engman will ask advertising and broadcasting industries to band together with consumer groups and government in developing voluntary guidelines for advertising directed at children.

And the FTC, he will warn, has legal clout to challenge unfair and deceptive trade practices if voluntary action is not forthcoming.

Among advertising practices Mr. Engman would like to see addressed by code are: use of children's program personalities to sell products; presentation of nutritional information and explanation of relation of product to balanced diet; exaggeration of product through visual means; attempts to use child as "middle-man" inducing parents to purchase products; portrayal of mood-altering properties of product, and portrayal of violent or unsafe behavior.

Speech will urge concerted action in examination of impact on young viewer, both of ads aimed specifically at children and those aimed at general public.

Broadcasting Aug 9 1973
Broadcast Bureau favors lifting of WPIX(TV) license as case proceeds toward administrative law judge

FCC's Broadcast Bureau has recommended denial of renewal of WPIX(TV) New York, which is locked in comparative hearing contest for channel 11 with Forum Communications Inc. Bureau, in proposed findings and conclusions filed on Friday (Aug. 3) argued that WPIX, part of Tribune Co. communications complex, lacks basic qualifications to be licensed.

Conclusion results principally from what bureau says were WPIX's deceptive news practices that misled public, and management's alleged lack of supervision of news department. Bureau does not make recommendation on comparative basis. But it said only issue in Forum's case—its financial qualifications—should be resolved in Forum's favor.

Case now goes to administrative law judge, James Tierney, who can either reject or accept bureau's proposed findings and conclusions. And after him, commission will review case. WPIX and Forum also filed proposed findings and conclusions on Friday.

Bureau listed catalogue of what it said were deceptive news practices of which station was guilty between August and December 1968. Included was alleged mislabeling of news film as to location of event involved or on-camera correspondent—UPI correspondent in Vienna during Czechoslovakian crisis was said to be reporting from Prague, for instance, or super "via satellite" was said to have been used on film at time when no satellite-transmitted film was available to station.

Bureau said during this period osten- sible head of news department, Walter Engelby, had comedown control to Edward Kamp, producer. And, bureau added, he was responsible for alleged mislabeling and misidentification.

CBS-TV goes to court in protest of ABC-TV's deal on Riggs-King tennis

CBS-TV reported Friday (Aug. 3) it had filed complaint in Superior Court of Los Angeles "to commence action seeking an injunction" against playing and ABC-TV's broadcasting of Bobby Riggs-Billy Jean King tennis match scheduled for Houston's Astrodome on Sept. 20 (see page 18). Named in complaint are: ABC Inc.; Tandem Productions; Jerry Perenchio, president of Tandem; Jay-Bar Industries; Jackie Barnett, head of Jay-Bar; Bobby Riggs, and Creative Management Associates, which represents Mr. Riggs. Complaint charges breach of Jay-Bar contract giving CBS first refusal on match and "wrongful interference" in CBS's contract with Jay-Bar.

Mr. Riggs and Ms. King stand to pocket $100,000 each as percentage of Astrodome gate and of deal with ABC. Winner will get additional $100,000.

Whitehead puts Nixon on side of lifting sports blockouts, and OTP in corner of federal backup for cable's public services

The Nixon administration "wholeheartedly favors" legislation to prohibit sports leagues from blacking out sold-out home games, Office of Telecommunications Policy Director Clay T. Whitehead told Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) late last week (see also page 20). Responding to letter from Senator Pastore last month, asking OTP's view on application of copyright bill to cable retransmissions of pro sports broadcasts, Mr. Whitehead supported FCC's contention that CATV should not be allowed to circumvent national policy on blockouts. He said bill should be "more narrowly drawn so as to remove from compulsory licensing only those professional sporting events whose retransmission by cable systems would result in a departure from legally sanctioned sports broadcast prac-
tices."

In another appearance on Capitol Hill last week, Mr. Whitehead said federal programs are needed to develop cable television's full potential for providing public services.

OTP spokesman later said Mr. Whitehead was referring to need for federal assistance in one- or two-market test of cable's capacity for providing educational and social services. Feasibility study of such program has already been completed, and OTP spokesman said long-awaited high-level administration committee report on long-range cable policy will recommend such test.

Mr. Whitehead, who was appearing before House Subcommittee on Foreign Operations and Government Information, also expressed concern about federal agencies use of broadcasting stations to air public service announcements. Noting that broadcasters "are strongly encouraged" by FCC to carry public service announcements, Mr. Whitehead said care should be taken that federal agencies do not abuse opening they thus are given to offer announcements regarding their activities. "The number and type of such messages produced and distributed by the government must not constitute an unwarranted intrusion into the public mind," he said.

KBLU-AM-TV sale approved

FCC has waived its one-to-a-market rules and approved sale of KBLU-AM-TV Yuma, Ariz., from group owner Combined Communications Corp. to KBLU Broadcasting Co. for $550,000. Sale leaves Phoenix-based CCC with six television stations. KBLU-AM-TV are first stations to be acquired by KBLU Broadcasting, new firm headed by Robert Crites. KBLU-TV (ch. 13) is NBC affiliate, KBLU(AM) is full time on 560 kHz with 1 kw directional at night.
Short form

Editor: Just to set the record straight [see editorial, July 23], I didn't coin the name of our committee (the National Association of Broadcasters' Committee to Protect the Public from Paying for What It Now Gets Free on TV). We knew that your journal would come up with a name for us anyway, so we floated this jawbreaker out to give you something to work on.

We are the Special Committee on Pay TV from now on. And we are addressing ourselves to protecting the public, believing over the years as we have served the public interest that anything short of this would be a betrayal of our continuing responsibility to them.

It is true that the National Cable Television Association convention spokesmen gave pay TV a salient priority, and they also made no bones about where they intended to find the program content to build their service. And they can never "come home free as the air" if their stated intent is to remove the present program entities of free broadcasting and force the public to pay into a home box office if they want to see them in the future.—Willard Walbridge, senior vice-president, corporate affairs, Capital Cities Communications Corp., Houston.

International respect

Editor: The National Association of Broadcasters has recommended that the Dec. 2, 1963, broadcasting has an article entitled "A world listened and watched" (dealing with radio-TV coverage of the assassination of President Kennedy and swearing-in of President Johnson). As a student of radio I would be grateful if you could let me have a copy of this work.

My own thanks to you and your staff for producing the finest broadcasting newspaper there is. I am afraid it puts our home town journal to shame.—Adrian Proctor, Richmond, Surrey, England.

(Reprints dispatched.)

Late starter

Editor: In the special report on football coverage in the July 30 issue one win-TV show was omitted. In the AFC Central Division, we will have The Year of the Steelers, with Chuck Noll, coach of the team, as host, Wednesdays at 7:30-8 p.m., from Sept. 12 through Dec. 12. Sponsors include Pittsburgh National Bank, Koehler beer and the American Motors Dealers' Association. This program was lined up just after the deadline for the story.—Amy Morgan, publicity director, WIC-TV Pittsburgh.

Recall letters

Editor: Here’s another method of selecting call letters [see "Open Mike," July 23]. I was born and spent five years of my early life in Chicago, but listened to all of the seven or eight Chicago stations in existence between 1922 and 1927. So, when it came time to apply for our call letters, I put WBBQ and WMAQ together and came up with WBBQ.—George G. Weiss, president, WBBQ-AM-FM Augusta, Ga.

Numbers please

Editor: Since I have been for many years a contributor to the learned journal in the field of copyright and broadcasting, the Archiv für Urheber-, Film-, Funk-, und Theaterrecht, Munich, Germany, I asked my friend, Professor John Malcolm, who is in charge of theory and technique of broadcasting at North Carolina State University, to recommend a paper that brings regular reports concerning the legal situation in that field in the U.S. Upon his advice I became a subscriber of your weekly, and I am not disappointed.

Yet you could help me and other readers: Whenever your journal carries a report concerning the decision of any court of law or of any agency, it should quote the file number of the case.—Robert Rie, Fredonia, N.Y.

(Speeching in this issue, Mr. Rie’s suggestion is adopted.)

Speaking up for Johnson

Editor: Nicholas Johnson can take pride in his record as an FCC commissioner. Mr. Johnson knows that the public interest is all too easily forgotten by well-paid members of regulatory agencies, when industry and political pressures beset them; so, the public interest gets sold out in "executive session" or "closed-door session" because the public interest is not properly represented at these agencies.

Commissioner Johnson knows that there is always room for improvement, but Chairman Dean Burch apparently gives a wide berth to the status quo.—John E. Bowles, Louisville, Ky.
Promotion Association/Television Information Office spot award competition.

- Sept. 17-18 - Annual meeting, Oregon Association of Broadcasters, Pendleton.
- Sept. 18-20 - Video Expo IV featuring hardware and software equipment exhibits and workshops sponsored by Media 3, industries magazine and International Industrial Television Association. Commodore hotel, New York.
- Sept. 21-23 - Annual meeting, Maine Association of Broadcasters, Sebasco Estates, Sebasco.
- Sept. 27-30 - Joint fall meeting, Missouri and Illinois Association of Broadcasters, Kansas City, Mo.
- Oct. 6-7 - Annual meeting, Women in Communications Inc. Benson hotel, Portland, Ore.
- Oct. 8-11 - Electronic Industries Association 49th annual convention. Fairmont hotel, San Francisco.
- Oct. 19-12 - Convention, Western Educational Society for Telecommunications. Snowbird resort, Snowbird, Utah.

Major meeting dates in 1973-74

- Nov. 11-16 - Annual convention, National Association of Educational Broadcasters, Marriott hotel, New Orleans.
- Nov. 14-17 - Annual convention, Sigma Delta Chi. Sherry hotel, Buffalo, N.Y.
- Nov. 28-29 - Annual meeting, Television Bureau of Advertising, Hyatt Regency hotel, Houston.

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Broadcasting

The newsletter of broadcasting's link with TELEVISION

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Monday Memo

A public-service commentary from James M. Roche, chairman, National Committee for Employer Support of the Guard and Reserve

A pitch for pitching in: How the broadcaster can help back up Guard and Reserve

One might comfortably say that the automotive field and radio broadcasting are linked by a common bond—the individual in the car. Where automobile radios were once a luxury, today they are almost as much a part of the car as a steering wheel. There is an additional link between broadcasting and autos that takes place in the home, where television joins forces with radio to reach people.

I don't believe I have to extol the importance of broadcasting in the selling of automobiles. The evidence is quite clear when one considers the sizable budgets we all direct annually toward radio and television advertising. General Motors, a long-time user of broadcasting, has always recognized the importance of the medium. And I'm sure it will continue to do so.

My purpose in writing this commentary, however, is not to discuss the virtues of radio and television with respect to the cars we drive. This time, I have something else to sell. Something that is even more important to each of us and impacts on everyone in the nation in one way or another. My purpose now is the security of our nation, security based on the uncertainties of the world in which we live and the importance of deterrent capability. Particularly, the capability now being forwarded in the Department of Defense through a smaller, active military force supported by a viable National Guard and Reserve.

It may seem strange to some that a former chairman of General Motors, a leading manufacturer of consumer products, should be espousing a military program. But perhaps after you have read this, you will begin to understand why I have found this program so challenging and worthwhile.

First of all, let me make clear that I am seeking your assistance. There is something that you as broadcasters can do to help and, once you have considered the fact, I hope you will. Because the broadcast media reach millions of people daily, a message from broadcasters concerning this specific program will probably do more good than anything else to succeed in the undertaking.

Last June, President Nixon asked me to be chairman of a special committee that would take on the task of seeking the understanding and support of American employers in relation to employe participation in the Guard and Reserve. In the President's strategy for peace, our military capability would be made up of a smaller, well-equipped, highly trained Guard and Reserve. This plan contemplates the merger of the two forces to meet emergencies. Through this, the Guard and Reserve will give our nation the security we need in the years ahead and would represent an integral part of the total force.

Today the Guard and Reserve components are becoming better equipped, better trained and more responsive. The infusion of new equipment and new missions which complement those of the active forces assure an effective force. But what still remains is the great need for employer understanding and appreciation so that we will be able to retain and recruit the individuals necessary to man these Guard and Reserve units.

I accepted this assignment, confident that once the need was seen American employers would give their support to the implementation of personnel policies which would encourage employe participation in these important Guard and Reserve programs. I am happy to report that my faith in the American business community has not been misplaced. I have been greatly encouraged by the response received thus far from thousands of employers representing millions of employers.

To assist me in this program, I have secured the help of some outstanding Americans from various walks of life—business and industry, labor, associations and the media. Among those leaders who serve on a 21-member executive committee are Vincent T. Wasilewski, president of the National Association of Broadcasters; W. Stanford Smith, president of the American Newspaper Publishers Association, and Richard C. Block, vice president of Kaiser Broadcasting Corp. Each has contributed time and talent to assure our success in this endeavor.

Application of this new plan will require the Guard and Reserve to satisfy about 30% of the nation's military manpower needs; however, this will be accomplished at a cost of less than 5% of the defense budget. In my estimation, this is quite a bargain in national security.

At the same time, the men and women of our Guard and Reserve enjoy specialized training which often increases their value to the civilian employer. They learn leadership as well as discipline—both of which are important to employers. They enjoy part-time earnings from the one-weekend-a-month training and from their annual two-week training tours, as well as the great personal satisfaction of serving their country.

To assure that employers are permitted to participate in the Guard and Reserve without impediment or penalty, we are asking employers to sign a statement of support that outlines the purpose for the Guard and Reserve and sets forth the basic support essential if employers are to feel free to participate. Those basics are:

- No limitation of job or career opportunities because of service in the Guard or Reserve.
- Leaves of absence for military training in the Guard or Reserve without sacrifice of vacation.
- The agreement and resultant policies to be made known throughout the organization.

Now for the role I am asking broadcasters to assume. Editorially, they can be of inestimable value. A word from them suggesting that those employers who have not yet signed a statement of support should do so will encourage many employers to join our team. The Advertising Council has accepted our program as a public service, and when it has prepared radio announcements and television spots, we hope they will be used regularly. Finally, we would like each broadcaster who is an owner or manager to sign a statement of support for his or her station. We are most pleased that ABC, CBS, and NBC, as well as the NAB and many radio and television stations, have already signed the statement of support.

I don't think this asks for too much in terms of national security, which I know all of us seek and are willing to support. With the broadcasters' help and cooperation, we will successfully conclude our program and continue to enjoy the benefits of the freedoms which are a part of our heritage.

J. M. Roche is former chairman and chief executive of General Motors Corp. He remains as a director of the company and a member of its finance committee. He is also a member of the boards of directors of PepsiCo Inc., the Chicago Board of Trade and the New York Stock Exchange. In June 1972, he was named by President Nixon to be chairman of the National Committee for Employer Support of the Guard and Reserve.

Broadcasting Aug 6 1973
On Group W TV stations the air is cleaner. But not spotless.

For years, Group W stations have had a goal of maintaining the most stringent commercial time standards in the industry.

We carry less commercial time than the NAB Code allows, less than any of our competitors.

Take the 90-minute Mike Douglas show, as an example. Our stations are 37% below the NAB Code standards.

So if you’re planning a buy in one of our markets, why not buy cleaner air? You’ll breathe easier.

GROUP

BOSTON WBZ-TV
PHILADELPHIA KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA-TV
SAN FRANCISCO KPIX

WESTINGHOUSE BROADCASTING COMPANY

Where cleaner air gives you a better sales environment.
...it's a ringer in KNOXVILLE!

The ACTION TEN NEWS

More people in the Knoxville area are turning to Channel 10 for the television ACTION TEN NEWS. Latest May ARB ratings* give ACTION TEN NEWS more total homes than any station in the Knoxville market. WBIR-TV ACTION TEN NEWS leads in total homes at 6:00PM and 11:00PM, Monday through Friday.

Join the winning ACTION TEN TEAM... reach more people with WBIR-TV ACTION TEN NEWS.

Talk to Katz about it.

* Audience data estimated based on Knoxville ARB, May, 1973, and subject to qualifications issued by ARB.
The biggest access show to date: oral arguments at the FCC

Fifty witnesses in two days gave the commissioners plenty to chew on in deciding just what to do with a rule that is praised, damned or lived with.

The FCC last week got down to basics in the oral argument it heard in its re-examination of the controversial prime-time access rule (Docket No. 19622). The basics are the economics involved—and not merely the abstract economic determinism of the marketplace but the economics of profitability and survivability of those elements of the television industry affected by the rule.

And those basics appear to have weakened the opposition to the rule. NBC, which had vigorously opposed its adoption, said, through its counsel, Jerome Shestack, that currents set in motion by the rule are difficult to reverse, and added, "We're not as offended by the rule as we used to be."

CBS said it is, however. But John Schneider, president of the CBS/Broadcast Group, said the effective date of the rule's repeal should not be prior to September 1973 because of the lead time required to develop the program inventory the networks would need. (A CBS spokesman, in response to speculation that the statement really was a signal the network is not interested in repeal, made a special point of telling reporters CBS remains unequivocal in its opposition to the rule.)

The comments of the representatives of the two networks were not cast in self-interest terms. But with program producers, syndicators, station managers and owners, studio representatives and labor union officials generously sprinkled among the 60-odd witnesses who appeared during the two-day session, many of the arguments were cast in those terms, sometimes unabashedly so.

Successful producers such as Bud Yorkin and Lee Rich, and representatives of major Hollywood studios that provide a substantial portion of the networks' programing, urged repeal of the rule, contending they wanted an opportunity to sell programs for the nightly half-hour of prime time the rule denies the networks.

On the other hand, ABC, which had split from the other networks four years ago to support adoption of the rule, hailed it last week as a major factor in the emergence of the ABC-TV network as a profit-making organization. Adoption of the rule, ABC's counsel, James McKenna, said, was the most important regulatory action the commission has taken in 15 years "to make ABC competitive." He called it an "unforeseen" consequence of the rule.

The commission was also told on several occasions that, since the rule was adopted, "typical" UHF stations were moving across the line from red-to-black-ink operations. And a delegation of five representatives of the Association of Independent Television Stations Inc. pleaded for the rule's continuation. They all recounted an upswing in their stations' fortunes since the rule was adopted two years ago. They said more first-run syndication programing was available and more stations were doing local programing. But some also reflected the pleasure of independents around the country carrying in the prime-time-access period the off-network programing that the rule denies the network affiliates with which they compete. Jack Petrick, of KDLN-TV (ch. 30) St. Louis, said, that, with the Beverly Hillbillies, the station's rating for the access period has tripled.

Commissioner Richard E. Wiley, after listening to independent operators, commented, "Maybe we ought to keep the rule and rewrite the objectives."

The rule, which was adopted in 1970 and which became effective for the 1971-72 season, prohibits top-50-market network affiliates from taking more than three hours of prime-time network programing. It also bars the use in the freed time of off-network programing and feature films previously seen in the market. The rule was intended to develop diverse independent sources of programing, to provide greater competitive opportunities for independent producers and to lessen network dominance. The economic fortunes of networks and stations were not cited as matters of concern to the commission.

The current proceeding, which involved the filing of written comments as well as the oral argument, was initiated by the commission in response to continuing complaints about the rule and the unhappiness with it of several members of the commission. Chairman Dean Burch, who had voted against its adoption, is the commissioner most hostile to the rule.

And his attitude came through in several snappish questions last week. When ABC's Mr. McKenna was recounting the original programing ABC's owned-and-operated stations were doing in the access period, Chairman Burch asked why those ABC stations could not have done that programing before the rule was adopted. "Because the rule turned ABC into a profitable organization for the first time in 10 years," Mr. McKenna answered. (He said the network had lost $33 million in 1970-71 while CBS and NBC were earning total profits of $136 million. But last year, he said, ABC made "a substantial profit," and expects a "big profit in 1973 also.")

At another point, Chairman Burch put the matter bluntly: "Why is the rule good? Because it helps ABC?" "Exactly," Mr. McKenna replied. But it has also produced some public-interest
Two-dozen voices for the rule. Donald McGannon, Westinghouse Broadcasting Co.; John Lane, counsel to Westinghouse; James A. McKenna of McKenna, Wilkinson and Kittner, counsel to ABC; Ralph Baruch, Viacom International; Herman Land, Association of Independent Television Stations; Milton Grant, WDCA(TV) Washington; James P. Terrell, KTVT(TV) Fort Worth; Jack Petrick, KDLN-TV St. Louis; Herman Pease, WUTV(TV) Buffalo, N.Y.; Roger Rice, KTVU(TV) San Francisco; Katrina Renouf of Renouf, McKenna and Polivy, counsel to the Association of Independent Television Producers; Nick Vanoff, Yongestreet Productions; whether they supported a position in opposition to the rule; those that did not were asked to say so.

Representatives of five affiliates affected by the rule appeared in support of its retention—Joel Chaseman, of Post-Newsweek Stations (WTOP-TV Washington and WJXT[TV] Jacksonville, Fla., both CBS affiliates, and WPLG-TV Miami, an ABC affiliate), Richard Holland, of WTVJ-TV Miami (a CBS affiliate), and Robert Bennett, of WCVB-TV Boston (ABC).

Messrs. Chaseman and Bennett particularly stressed the local programing their stations have been doing in access time. Mr. Bennett said WCVB-TV will be carrying eight half-hours weekly in the seven hours from which the rule bars network programing (except news programing, which has been granted a waiver).

But while supporting the rule, Mr. Chaseman raised an objection many affiliates share: to the ban on their presentation of off-network programing and feature films in the access period. "All local stations should be allowed to exercise their licensee discretion about what product best meets the needs and interests of their viewers in prime-access time," he said.

David Baltimore, of WBEZ-TV (ch. 28) Wilkes-Barre, Pa., felt strongly about the off-network ban. He suggested retaining the rule but lifting that restriction.

Observers have noted that although network affiliates may miss the quality programing that networks can provide, many are doing well financially under the present arrangement. They have substantially more prime-time spots they can sell than they had when the network could program the half-hour.

However, CBS's counsel, Timothy
Mr. Dyck, insisted CBS's opposition to the rule has not "fluctuated," and made the argument the network has repeatedly made—that the rule has failed—that the kind of first-run syndication it was intended to produce has not materialized—and that it has involved the commission in the impermissible area of program content. “We are opposed to the rule and any variance of it,” he said.

But Mr. Shestack, while rejecting Chairman Burch's suggestion that NBC's position had changed "180 degrees," did contend that the rule had "changed the industry"—that there is "new vigor" on the part of independent producers, that some affiliates like the rule—and that it would be difficult now to turn the clock back. NBC's position was simply to suggest ways the rule could be made "more livable"—by building into it exemptions designed to eliminate the need for at least some of the waivers that have caused the commission so much trouble in the past. Mr. Shestack mentioned major sports events and news and public-affairs programs.

One striking aspect of the two days of argument was the time devoted not only to the question of the diversity of program sources produced by the rule but the quality of that programing. Opponents of the rule repeatedly denigrated the "game shows" they said the rule had spawned. And Edward Bleier, Warner Brothers vice president for network sales and programing, referred to the product now showing up in access time as "garbage."

Members of the National Association of Independent Producers, who vigorously support the rule and who are scrambling to produce programs to fill the access time, made their own comment on the programing with which network affiliates filled the access period before and after the rule was adopted. They ran, on monitors in the commission meeting room, a string of clips from the access-time programing on 30 major-market network stations in 1971 and in 1973.

(Mr. Dyck, in making his argument that the rule involved the commission in the question of program quality, cited as evidence "the spectacle" of the commission being shown the clips.)

The question of whether the rule was working as it was intended to produced endless debate, with each side interpreting the same figures differently. Paul Klein, of Computer Television, who appeared in the company of representatives of the major Hollywood studios, presented a
Two-dozen voices against the rule. John A. Schneider and David Blank, CBS/Broadcast Group; Timothy Dyck of Wilmer, Cutler and Pickering, counsel to CBS; Charles Miller of Cowington and Burling, counsel to the CBS-TV Affiliates Association;....

...chari-illustrated lecture on the economics of the issue that, he suggested, demonstrate the inevitability of low-quality programming in access time. He said a supplier could net only $45,000 if a program is sold in all 50 markets—$29,000 if sold in 25, which he said was a more realistic estimate. For that reason, he added, game shows now occupy more than 32% of access time, whereas they used to occupy 8% of it, while drama and comedy occupy about 12% of it instead of the almost 50% they did formerly. Furthermore, he said, much of the production of comedy and drama shown in access time is now being done abroad—73% of it; virtually all of it had been done in the U.S. before the rule was adopted.

A. Frank Reel, of Metromedia Producers Corp, which produces programs for the networks as well as for syndication but which supports the rule, said that the charts were “misleading,” that Mr. Klein was “spinning a web about something he knows little about.” He said that a Metromedia Production, Dusty’s Trail, has grossed $62,000 thus far in 86 U.S. markets and is expected to do as well abroad; it cost $80,000 to produce.

And John Lane, counsel for Westinghouse Broadcasting Co., which had originally proposed the three-hour rule, said that if the entire prime-time period is considered, which he said was a more realistic base than the access period, the number of half-hours allotted to game shows has increased from 2.6% to 8% while the number allotted to dramatic entertainment has risen slightly, from 32.3% to 34.9%. He also produced charts to indicate that four major Hollywood producers who banded together to urge the rule’s repeal—MCA, Warner Brothers, Paramount, and Screen Gems—are producing more half-hours of network programming now (48) than they did before the rule was adopted, in 1970 (40).

Representatives of unions representing the talent and craftsmen who work in television urged repeal of the rule, contending it was a factor in the soaring unemployment rate among the union members. Chester L. Migden, national executive secretary of the Screen Actors Guild and president of the Film and Television Coordinating Committee, said the elimination of 21 periods of 30 minutes each results in an employment loss of 16,128 jobs per year and a potential payroll loss of $53.5 million—though perhaps $23 million of that would be replaced in the production of access shows.

Backers of the rule, however, contend that access product will provide new employment opportunities. And Ralph Baruch, president of Viacom International

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Inc., in urging retention of the rule, said there is no guarantee that, if the half-hour is returned to the networks, the programs they air will not be produced abroad—a major complaint of the unions.

There was disagreement, too, on whether the number of producers selling programs had increased or decreased. Warner Brothers' Mr. Bleier said the number had dropped from 54 to 43. But Mr. Lane said that was true only with respect to access time; over-all in prime time, the number is about the same, 65.

Donald McGannon, president of Group W, conceded that his company would not be producing syndicated programs for the access periods next season, although the five Group W stations would produce local programs for the access period. He said that Group W had made an ambitious effort to produce first-term syndicated programing after the rule was adopted—and lost $5 million on five projects.

Most of those defending retention of the rule urged the commission to give it a longer chance to prove itself: they said two years were not enough, especially since the off-network rule did not become effective until the second season. They also said uncertainty that clouds the rule's future has made it difficult for stations and producers to plan ahead.

Kevin O'Sullivan, of Worldvision Enterprises Inc., a syndicator that was created as a result of the rule, noted that broadcasters are asking Congress to extend their license period from three years to five. That, he said, would be a proper period in which the rule could be tested.

For Mr. McGannon, it would not be enough for the commission simply to permit the rule to remain in effect. He said the commission should provide some leadership—"establish policy on the interaction between national programing and local service." He noted that commission policy calls for broadcasters to provide local service, and said the commission ought to indicate what it expects broadcasters to do in the half-hour of access time—"not by prescribing or prescribing but what you expect."

Questions of quality and diversity aside, the rule, according to Mr. Lane, has had "a beneficial effect" in that it has fostered local decision-making in the access period. "That's the important thing, making programing decisions at the local level."

The major studios were not against local decision-making. They said they wanted an opportunity to compete for the time.

One argument made in opposition to the rule and in favor of returning the half-hour to the networks is one that has
not often been made before: the networks have the "courage" to do off-beat and controversial-issue programming that stations might lack. Usually networks are accused of lack of courage.

The praise came from Mr. Yorkin, who with his partner, Norman Lear, have three successful comedies on the networks—All in the Family and Maude on CBS, and Sanford and Son on NBC—and Mr. Rich, executive producer of The Waltons, on CBS. Mr. Yorkin said the networks have made it possible for him and his partner to "make a strong move to help man understand his fellow man." And Mr. Rich said only a network would have the "courage" to do "a soft show," like The Waltons. Both said they were not dominated by the networks; that they used them only as the most efficient conduit available for their programming.

The commission has said its review could result in retention of the rule (perhaps with modifications to eliminate some of the problems that have developed in connection with it), in repeal, or in a compromise in the form of a major revision of the rule.

And the least possibility seemed the most likely after the oral argument, according to some commission sources. The staff has prepared a number of options for the commission's consideration: one that would be an almost classic compromise would return to the networks two or three of the half-hours now denied them (Broadcasting, June 18).

The commission is expected to act by late September. And that schedule could have effect on the outcome of the proceeding. Commissioner Nicholas Johnson, who is believed to support the rule, will have probably left the commission by that time. He has been serving beyond the June 30 expiration of his term because the President has yet to appoint a successor. But James H. Quello, the former Detroit broadcaster who is said to be the President's choice to replace Mr. Johnson (Broadcasting, July 30), could be serving before the end of September.

The weight Lear swings at CBS

Nobody pushes Tandem Productions around, says Jack Schneider in response to a charge that CBS requires its producers to use the network's video-tape facilities

To John Schneider, president of the CBS/Broadcast Group, Norman Lear is a 2,000-pound gorilla. You know, the one in the joke that can sleep anywhere he darn pleases.

Mr. Schneider offered the estimate in the FCC's oral argument on the primetime-access rule last week, when a question was raised as to whether Mr. Lear's Tandem Productions and other producers providing programing for CBS are obliged to use CBS's taping facilities.

It so happens that all producers for CBS using tape do use the network's facilities. (That is not true of shows done on film.) But, Mr. Schneider said, in response to Commissioner Nicholas Johnson's feigned amazement at the "coincidence," that condition comes about only because CBS's facilities are the "best" and are offered at competitive prices.

The question had been raised as a result of an allegation by Katrinia Renouf, counsel for the National Association of Independent Television Producers, which favors retention of the rule, that independent producers providing network programing are "locked into contracts that require use of network facilities."

"Norman Lear," the writing half of the Tandem Productions team of Bud Yorkin and Norman Lear that is producing the very successful All in the Family and Maude for CBS, "is a 2,000-pound gorilla," Mr. Schneider said. "We can't push Norman Lear around. We have firm contracts with him, and every year he comes in and tears them up. Each year his salary goes up 20 to 25%.

The counsel for NBC, Jerome Shestack, said it is not true that independent producers must use NBC facilities for producing their programs. ABC's counsel, James McKenna, was asked by the commission to provide information regarding that network's practices.

ABC picks up Riggs-King match for $700,000

Network already has sold out game and will put it on in prime time

ABC-TV has bought the rights for a two-hour prime-time telecast of the Billie Jean King-Bobby Riggs tennis match. The event will be aired live from the Houston Astrodome on Thursday, Sept. 20, at 8 p.m. NYT, with the winner picking up $100,000, the loser nothing.

The network paid an estimated $700,000 for the rights, and the 15 commercial minutes were priced at $90,000 per minute (although each of the nine sponsors was accorded at least a nominal discount on that figure, according to an
Most adults.
24 hours.
Weekdays.
Weekends.

No matter how you count them — 24 hours, on weekdays, on weekends — more adults in Chicago Metro listen to WGN Radio than to any other Chicago station.

Source: Pulse, Chicago, Mar/Apr '73, Mon-Sun 24-hour metro cume, adults 18+.
Data subject to qualifications listed in the report.
The fors have their say on blackout bill

Broadcasters support measure that would lift, for one-year trial, ban on locally televised home games

The three networks and the National Association of Broadcasters last week enthusiastically supported legislation to ban home blackouts of professional sporting events. In particular, they endorsed House Communications Subcommittee Chairman Donald Macdonald's (D-Mass.) AbC-Commerical and Inter- marco, Rockwell International (Campbell-Ewald), Aetna Insurance (D'Arco, MacManus & Inter- marco), Sunbeam (J. Walter Thompson), Wilson (Leo Burnett), Anderson Wind- shields (Aitken-Kynett), Equitable Life (Foote, Cone & Belding), Monroe Auto Equipment (Aitken-Kynett) and the Savings & Loan Foundation (McCann-Erickson).

Sources at CBS-TV said that the network was not ruling out the possibility of a lawsuit against ABC and against Tandem Productions, whose president, Jerry Perenchio, is the promoter of the match. CBS may base its claim on a first-refusal clause it says was part of the contract the network signed for its telecast last spring of the Bobby Riggs-Margaret Court match. But that contract, according to other sources, was with Jackie Barnett, a Hollywood promoter, and Mr. Barnett reportedly sold his interest in the upcoming Riggs-King match to Mr. Perenchio for $100,000.

warned, "it will inexorably lead to the substitution of pay television for free television in the showings of major sports events to the public, first for the home games now blacked out and eventually to all games being shown free." Mr. Schneider pointed out that, in its contract negotiations with CBS, the NFL insisted for the first time that if it be given the right to take blacked-out games to pay cable.

When Mr. Macdonald pointed out that there is no such provision in CBS's contract, Mr. Schneider said it was part of the negotiations. According to NFL Commissioner Pete Rozelle, Mr. Schneider said, the NFL is under pressure from team owners who want to take the games to cable.

Everett Erflick, senior vice president and general counsel for ABC, also favored the Macdonald measure. But he suggested a modification to make it crystal clear that only free television could carry local sold-out games.

Carl Lindemann Jr., vice president, sports, of NBC, said H.R. 9553 "has substantial merit in following an across-the-board approach to eliminating blackouts." He said NBC "would strongly oppose any continuation of blackout policy that would permit home games to be siphoned away from free television." Siphoning, he said, could destroy the financial ability of free TV to carry sports events. And, he added, "pay cable could reach a point where it might outbid free television for sports rights."

From NAB President Vincent Wasi- lewski also came support for the Mac- donald bill. "We vigorously oppose pay TV which will require the public to pay for what it now sees without charge on free television," he said. "While previ- ously blacked-out home professional sports contests have not been seen on local free TV, it is obvious that except for the present blackout provisions they would have appeared on free TV."

FCC Chairman Dean Burch expressed the opinion that neither Congress nor the commission "should tell a private entre- preneur how to market his product—should tell him, in this instance, that he must telecast or cablecast certain games—unless that entrepreneur is the recipient of a tangible benefit conferred by Congress." That is the rationale under- lying the Macdonald bill, he pointed out. But he also noted that anti-blackout legis- lation that amends the Communications Act could lead to problems of implement- ation and enforcement.

The Senate Commerce Committee on June 18 approved anti-blackout legislation that would amend the Communications Act to prohibit TV stations, networks, or cable-TV systems from entering into agreements to prohibit home telecasts of the four major professional sports when tickets are sold out 48 hours in advance. That bill also would be in effect for one year (Broadcasting, July 23). Similar bills have been introduced in the House.

Donald V. Ruck, vice president of the National Hockey League, told the Mac- donald subcommittee that the NHL has for the past four seasons experimented with lifting blackouts for most home games. The results, he said, indicate a "remarkable" increase in gate receipts. The NHL, he said, is opposed in principal to blackout legislation. But he said if Congress decides to adopt legislation it should be H.R. 9553, which he called "more reasonable and realistic ap- proach." Because it applies only to sold- out games under authority of a league television contract. In answer to a ques- tion from Mr. Macdonald he said the NHL has "no intention of pulling games on free TV and putting them on pay cable."

Also opposed to blackout legislation in principal—but in favor of the Macdonald measure if a bill is inevitable—were William Alvison, president of the Mil- waukee Bucks basketball team, and Alan Rothenberg, representing the Los Angeles Lakers.

A firmer stand was taken by National Basketball Association Commissioner Walter Kennedy. "The NBA and its member teams oppose all forms of proposed legislation, which we believe will have a serious financial impact on our member teams," he said. He called the bills "a frontal attack on a team's ability to sell tickets to its presentations, which is the single most important source of a team's revenues, and thus the lifeblood of pro- fessional sports." Mr. Kennedy con- ended the legislation would have an adverse impact on ticket sales to individual games because of the unpredictability of whether the game was to be blacked out. The effect on season-ticket sales, he said, is po- etially greater.

NFL Commissioner Pete Rozelle will testify when the hearing resumes—after Congress's recess, which ends Sept 5.

But Bob Cochran, NFL's broadcast coordinator, last week denied published reports that the NFL plans to acquiesce to a one-year trial ban on blackouts in the hope that gate receipts will decline and prove the blackout harmful to pro football. "There's not one [of the bills] we would favor," he told BROADCAST- ing. He said it would be unfair to institute a blackout prohibition this Sep- tember when October games and tickets are already sold out. He suggested that any ban be put into effect next year, when season-ticket holders could be warned in their ticket renewal notices that some of the games may be televised.

Mr. Cochran also denied that black- outs are the NFL's decision. It is strictly a matter between the home and visiting teams, he said, adding that the NFL's job is to enforce the blackouts.

PTV studies super 8

The Corporation for Public Broadcasting and the National Endowment for the Arts have announced jointly an experimental program to explore uses of relatively inexpensive local television production. The two institutions said they will provide a total of $136,000 to finance filmmaker-in-residence projects at KCTS-TV Seattle, KERA-TV Dallas, WQED-TV Pittsburgh and the South Carolina Educational Television Commission.
PBS takes wraps off fall line-up

Funding difficulties apparent as black series are dropped

The Public Broadcasting Service last week unveiled its new schedule for the fall season beginning Oct. 1. The schedule includes several new programs, including a new interview series produced by the National Public Affairs Center for Television and a nine-week British Broadcasting Corp. adaptation of Leo Tolstoy's War and Peace. It does not include Black Journal, a black-affairs program produced at WNET, New York, which has run into funding problems.

PBS noted that the schedule announced last week is subject to modification if the Senate Select Committee on Watergate continues its hearings into the fall. PBS has been running Watergate sessions on a delayed basis in prime time. If the Watergate hearings continue into the fall, PBS is understood to be prepared to carry abridged coverage in prime time from 10 p.m. to 1 a.m. (“Closed Circuit,” July 30).

Black Journal was lifted from the interconnection for the fall after it became apparent that the series would not receive sufficient funding to carry it through the entirety of the 1973-74 season, including the winter months. The Corporation for Public Broadcasting has partially funded the show, but hoped-for private underwriting has not been forthcoming. The Black Journal production staff is being retained, however, and the program is being completely revamped for re-introduction on the interconnection next January under a new format.

Another WNET-produced black series, Soul!, was dropped from the fall line-up earlier. CPB has awarded the show's producers $175,000 to prepare two specials under the Soul! format to be presented in the fall, but no further funding for the series itself will come from CPB in the immediate future. The absence of Black Journal and Soul! leaves PBS's new schedule with only one black-oriented series, and that one—tentatively titled Black Performance Series—is only a five-part affair. Black Perspective on the News, a 13-week effort by WHYY-TV Philadelphia, runs out before the Oct. 1 startup date.

Also new to the schedule this fall will be Hollywood Television Theater, a series of dramas produced for television by KCET-Los Angeles; a five-part series on the five leading causes of death in America, and The Chinese Way, a series blending lessons in Chinese culture and Oriental cookery hosted by master chef Titus Chan. PBS will also transmit reruns of Julia Child's French Chef series. Among those series returning are The Advocates and Firing Line, two public-affairs series that have been plagued by financial difficulties and are funded only through January (“Closed Circuit,” July 23),

Senate gets bill to protect TV from pay, cable

Beall enters scheme of regulation to preserve free broadcast service

Senator J. Glenn Beall Jr. (R-Md.) last week introduced legislation designed to prevent pay television from siphonng programming from free television.

The bill (S. 2283) would add two new sections to the Communications Act to set congressional guidelines on the regulation of cable and pay television. One section specifies: "It is the intent..."
of the Congress to assure [that] the quality and quantity of free, over-the-air broadcasting service that is now available to the public shall not be reduced or impaired by the operations of CATV systems or pay television.

Another section directs the FCC to regulate pay TV so that its development will be consistent with the free-TV system; pay origination will be "innovative" and will supplement those of free television, and "the public will not have to subscribe to or otherwise purchase pay television for reception of programs that otherwise are or would be available without charge from free over-the-air television."

Senator Beall, a member of the Senate Communications Subcommittee, said the measure is designed to protect programming now offered on free television and the same time "provide for the orderly development of pay television and allow pay systems to create new programming that will be available to those who want to pay for it." It will also confirm cable TV's place in the present system and allow it to expand in conjunction with pay TV, he added.

**FCC reduces exclusivity area for syndicated, nonnetwork fare**

Limit is now 25 miles from city of license; public interest is cited over major-market objections

The FCC has moved for the first time into the area of regulating the terms of contracts between television licensees and program suppliers. Under a new rule adopted by the commission July 26 ("Closed Circuit," July 30), TV licensees now would be afforded exclusivity on syndicated nonnetwork programs only within an area 25 miles beyond the city of license.

The obvious intent and apparent effect of the new rule will be to permit stations located in fringe areas of large geographic markets to obtain nonnetwork programming previously denied them because exclusivity had already been given to a station situated in the market's primary city.

The commission said that "by having a specific mileage criterion, excess geographic exclusivity cannot be secured by contract."

The action was the result of an inquiry (Docket 18179) initiated in 1968 at the request of UHF's. In its latest ruling, the commission made a particular effort to lay to rest the arguments of several major-market broadcasters that the action is illegal under the Communications Act. The act limits the agency in the extent to which it can attempt to supervise broadcast programming. But the commission, in rejecting that position, noted that the same legislation charges it with the responsibility of regulating broadcasting in the public interest. Since licensees' ability to secure programming is an integral consideration in the station's over-all service to the public, the commission said, the new rule is not only justified; it is necessary.

The commission indicated that it does not feel the new rule will work much of a hardship for major-market stations that had the benefits of exclusivity under old FCC regulations. It noted that the 25-mile standard gives stations in large cities a protected area of approximately 1,900 square miles, and that the standard would give the major-market station continued exclusivity over nearby communities where the market's largest centers of population (other than the primary city) are located. The beneficiaries of the new rule, it said, are the "overshadowed" stations whose cities of license had been engulfed by larger markets.

The subcommittee has filed its latest action to an existing rule that permits fringe-area stations to secure network affiliations, despite the fact that they may be located in the same market as another station allied with the same network. Noting that distribution patterns for network and nonnetwork programs are different, the commission said that just as the existing rule permits outlying stations to secure network programming, the new rule will allow the same stations to contract for nonnetwork programing. It added that the new rule also should encourage competitive bargaining between stations and therefore inspire program suppliers to develop new material.

There is still one area of the exclusivity inquiry which the commission has yet to rule—time exclusivity. The propriety of the time duration of exclusivity on certain contracts for nonnetwork programing was a major part of the inquiry. In comments submitted to the agency on that topic last year, virtually every party participating expressed the feeling that the status quo should be maintained. However, the Justice Department took the opposite viewpoint, asserting that present time-exclusivity provisions might impede the entry of cable systems and UHF stations into many markets (Broadcasting, June 26, 1972, et seq.). The commission said that matter is still under study.

The new rule takes effect Sept. 7.

**Antipay-TV campaign begins to get response**

NAB's newspaper ads said to have reached congressmen; NCTA throws down gauntlet

The National Association of Broadcasters, Washington, unleashed its antipay-cable campaign last week ("Closed Circuit," July 30) with a full-page ad in the Aug. 1 editions of The Washington Post and The Washington-Star News. The acknowledged purpose of the ad, which showed a man holding a monthly pay-television bill for $41.47, was to reach Congress before it recessed for the summer.

A source at the NAB believed that every congressman had probably been exposed to the ad. Torbert Macdonald (D-Mass.) was one of them. Following the testimony of NAB President Vincent Wasilewski at congressional hearings on sports blackouts (page 20), Mr. Macdonald said he thought the ad was "very effective" although he questioned whether the text might not be construed as a scare tactic.

Mr. Wasilewski replied that the ad portrayed a situation which could well exist in the future.

The National Cable Television Association was not caught unprepared for the campaign and has questioned the validity of the advertisement. In a letter dated Aug. 1 from David Foster, president of the NCTA, to Willard Walbridge, chairman of the NAB's Special Committee on Pay TV, Mr. Foster issued a challenge for a series of debates between the two parties on pay-cable issues. Such debates "would be a thorough airing of the issues" and, in an oblique reference to the newspaper ads, would "be free from emotional appeals."

**Program Briefs**

Round two. Another fairness-doctrine case involving broadcast commercials has been taken to court. Wilderness Society, Natural Resources Defense Council, and Public Action to Protect Environmental Resources have petitioned U.S. Court of Appeals in Washington to review FCC decision on May 9 that rejected their fairness complaint against commercials on forestry "clearcutting" on WABC-TV New York and WMAI-TV Washington. Commercial had been presented during ABC's coverage of 1972 Summer Olympics.

And the beat goes on. Viacom Enterprises will be offering for first-run syndication this fall series of 90-minute bi-weekly music specials titled Rock Concert. Programs will be produced in Hollywood before live audience by Kirshner
Man vs. machine. Vidistrib Inc., Los Angeles, has announced syndication of TV game show "20/20," that has husband-wife teams vying for dollars with which to challenge computer for more valuable prizes. Show is produced by John Harris Sheridan and Don Baile.

Garry Moore talks. Horizon Communications Corp., New York, syndicating Cheryl Goddard and Tom Haggai, has added TV personality Garry Moore to its roster. He will do five five-minute commentaries per week. Horizon also owns and operates eight radio and TV stations in New York, Wisconsin and California.

Desi on deck. Universal Television, Los Angeles, production firm, announced production agreement with Desi Arnaz for the development of TV and feature-film projects. Mr. Arnaz, who co-starred in "I Love Lucy" series with his then wife, Lucille Ball, and who founded Desilu studios, recently was producer of "The Mothers-in-Law" series that aired for two seasons on NBC-TV.

Capricorn catches. Capricorn Syndication Sales Inc. has been named distributor by NFL Films Inc. of weekly, one-hour "This Week In Pro Football." Series has been placed in 45 markets in first week of syndication. Series consists of highlights of games from previous week; has been placed on stations including KING-TV Seattle, KTVU-TV San Francisco, KFRC-TV Houston, KGW-TV Portland, Ore., and WMAQ-TV Chicago.

Three for Glen. Independent Television Corp. reports it is producing three one-hour series, "Campbell's Soup," the first of which will be telecast on NBC-TV Sept. 16 (8:30-9:30 p.m.). Sponsorship for specials is by Chevrolet motor division, General Motors Corp., through Campbell-Ewald, both Detroit.

Eleven added. Sales on "Department S," one-hour adventure series produced and distributed by Independent Television Corp., have been made in 11 additional markets, increasing total to 35. Recent buyers include WOR-TV New York; WTAFTV Philadelphia; KRTN-TV Des Moines, Iowa, and WJTV-L TV Lansing, Mich.

100 strong. Metromedia Producers Corp. reports that sales on its half-hour prime access series, "Dusty's Trail," have reached 100-market mark, including 42 of top 50. Latest sales were to WMAQ-TV Chicago, KFRC-TV Houston, WVUE-TV New Orleans and KVPD-TV Fort Dodge, Iowa.

For family fare. FCB Productions, De Faria Productions and Charles Morris Creative Associates have formed POD III Productions to create family entertainment for TV and films. Duane C. Bogie, president of FCB Productions, is executive producer for new company. Address: c/o FCB Productions, 481 North Michigan Avenue, Chicago 60611; (312) 467-9200.


Tops. National Committee on Films for Safety has selected public service announcement produced by Highway Users Federation, Washington, as outstanding TV spot on safety released in 1972.

Waving the flag. Veterans of Foreign Wars is offering scholarships totaling $22,500 in 27th annual "Voice of Democracy" broadcast scriptwriting contest. High-school students are invited to submit tapes, three to five minutes in length, on theme "My Responsibility as a Citizen." Entries should be sent to local VFW posts: deadline is Dec. 10.

Financing "Pops." Martin Marietta Corp., Baltimore, will provide $300,000 grant to noncommercial WOR-TV Boston to underwrite production this summer of "Evarning at Pops," TV series featuring concerts by Arthur Fiedler and Boston Pops Orchestra. Grant will enable program to return to Public Broadcasting Service interconnection for fourth year.

ABC loses basketball suit. CBS's right to carry NBA games upheld by local court

A New York county Supreme Court justice last week dismissed a suit filed by ABC against CBS, two National Basketball Association officials and four NBA owners to prevent carriage of NBA games by CBS. ABC-TV says it may appeal the decision.

The suit claimed that the NBA had acted in bad faith by presenting ABC, which has televised the league's games for the past nine years, with a final contract specifying game broadcasts at times that would have conflicted with the network's coverage of NCAA football. The NBA wanted seven Saturday-afternoon games in the October period. CBS said it would meet this demand, whereas ABC, according to Justice Hyman Korn in his decision (Index No. 4231/73), "at best made some vague offer of fourth-quarter coverage, leaving the time and dates to be agreed upon." Judge added that although ABC claimed the NBA selected Saturday "solely to cause a conflict with ABC's scheduling," the NBA "reasons otherwise at least some justification, and certainly the court cannot and should not substitute its business judgment for that of each contending party.

So as of now, the NBA's three-year, $27-million contract with CBS (its last three-year contract was for $17,550,000) gets under way Saturday, Oct. 20, with a minimum of 38 games to be televised during the 1973-74 season, including at least six in primetime.

James Spence, VP, program planning, said ABC Sports originally offered the NBA $35 million for four years, with a stipulation of 12 prime-time games and a regional schedule that would have called for two or more games to be aired simultaneously on eight selected Sundays. "But the NBA kicked away this super TV deal because of a band of renegades led by Franklin Meuli [the owner of the Golden State Warriors, who was named in the suit] and Allen Rothenberg [of California Sports Inc., the owner of the Los Angeles Lakers, also named in the suit]," the ABC official said. "These guys went to CBS and rigged the final offer to CBS giving the NBA a complete list of which games are to be blacked out in which cities.

"The Lakers, for instance, have such a lucrative deal with KTLA-TV and with theatre TV that they'd prefer it if every nationally televised games were blacked out in their area. The same goes for the Knick's and their deal with WOR-TV in New York. The Knick's owner, Ned Irish, and his Madison Square Garden Corp. were also named in the suit."

In his decision, however, Justice Korn said, "The provisions for greater NBA control . . . though unfavorable from a network's standpoint are certainly beneficial to the teams. Surely, a party may not be faulted for obtaining for itself even contractual advantage it can."

ABC's additional charge that CBS has also signed away control over the naming of announcers for the games was denied by a spokesman for CBS, who said, "That's our decision, not the NBA's."

The only announcer set so far is former Lakers' star Elgin Baylor, who'll provide analysis.

UCC eyes formal charges over 'Life Line' attack

United Church of Christ said last week it may file complaints against about 15 radio stations that have not broadcast a reply to an attack made on the church on Jan. 27, 1972, segment of the syndicated "Life Line" program.

The Rev. Everett C. Parker, director of the Office of Communications of the church, said the program attacked the United Church of Christ as "part of a radical conspiracy" to foment prison unrest and to finance "violent and/or subversive antiwhite groups." Of the 242 stations carrying the "Life Line" program, 195 stations promptly requested the United Church's reply, according to Dr. Parker.

Except for the 15 stations that have not carried the reply, all others have presented the church's rejoinder in the interim period. The FCC's complaints and complaints division ruled last June that the church's honesty, character and integrity had not been attacked and stations carrying the program had an obligation to carry the response.

WGCN(AM) Red Lion, Pa., is appealing the FCC ruling, according to Dr. Parker. The Office of Communication has filed a complaint against KXK(AM) Douglas, Ariz., which is asking for payment as a condition for carrying the reply. Dr. Parker said it might be necessary to file complaints against stations from which no response has been received.

Broadcasting Aug 6 1973 23
Quid pro quo in Senate's new spending bill

Equal time and six-cents limit would go, but a requirement to give minor-party candidates free time would be instituted; lowest unit rate still would apply.

The Senate last week approved a political-spending bill that includes repeal of the equal-time provision of the Communications Act for all federal-office candidates.

But the measure (S. 372), passed by a vote of 82 to 6 last Monday (July 30), contains an amendment that predates the Section-315 repeal on broadcasters granting free time to all House and Senate candidates.

The amendment, offered by Senator Walter Huddleston (D-Ky.) (who is part owner of WLB[N]J Lebanon, Ky.), requires broadcasters to give minor-party candidates 15 minutes of free time during the election period if they allow Senate and House candidates to use their facilities free of charge.

Left intact in the 1971 law are provisions requiring broadcasters to charge candidates the lowest unit charge "for the same class and amount of time for the same period," and empowering the FCC to restore the licenses of stations who fail to provide "reasonable access" to candidates.

Other provisions of the bill that passed last week would eliminate the 10-cents-per-eligible-voter media spending limit (only six cents of which can be spent on broadcast media) and replace it with one over-all ceiling for all spending—10 cents in primaries and 15 cents in general elections. The minimum for Senate races would be $175,000; $90,000 for House races.

The measure would also create an independent Federal Elections Commission to oversee receipts and expenditures and would establish limits on contributions ($25,000 per person for all candidates in any election) and strengthen penalties for violations.

The measure now goes to the House, where House Administration Committee Chairman Wayne Hays (D-Ohio) said the Elections Subcommittee will probably have hearings on it in September.

Nader group won't believe whole thing

It charges that Alka-Seltzer should be off market since Miles withheld information indicating product causes internal bleeding; Miles calls charge 'outrageous'.

The Ralph Nader-backed Health Research Group has called on the Food and Drug Administration to remove Alka-Seltzer, Miles Laboratories' heavily advertised over-the-counter medication, from the market. The HRG said in a July 27 letter to FDA Administrator Alexander Schmidt that Miles failed to report adverse data on the product that linked Alka-Seltzer with gastrointestinal bleeding.

HRG director Sidney Wolfe said in the letter that Miles "deliberately withheld" a 1968 study it sponsored from the FDA Antacid Advisory Committee until after the committee's examination of the safety and efficacy of over-the-counter antacids had been completed.

Dr. Wolfe, contends that had the committee been aware of this data the product may have been removed from the market.

Dr. Wolfe said the committee was involved in "considerable debate" because the product contains large amounts of aspirin "known to cause bleeding in susceptible individuals, many of whom have the very symptoms of 'acid indigestion' or 'upset stomach' which are exploited by Miles Laboratories in its multimillion-dollar Alka-Seltzer advertising campaign."

HRG analysis of the Miles study's data "shows that Alka-Seltzer causes significant bleeding in normal individuals," Dr. Wolfe said, with data demonstrating that Alka-Seltzer users demonstrated "more than twice as much bleed-

BAR reports television-network sales as of July 15

<table>
<thead>
<tr>
<th>Dayparts</th>
<th>Total minutes week ended July 15</th>
<th>Total dollars week ended July 15</th>
<th>1973 total minutes</th>
<th>1973 total dollars</th>
<th>1972 total dollars</th>
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<tr>
<td>Monday-Friday</td>
<td>Sign on-10 a.m.</td>
<td>67 $</td>
<td>429,300</td>
<td>2,029</td>
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<td>Monday-Friday</td>
<td>10 a.m.-6 p.m.</td>
<td>836 $</td>
<td>5,803,500</td>
<td>26,043</td>
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<td>Saturday-Sunday</td>
<td>Sign on-6 p.m.</td>
<td>239 $</td>
<td>2,023,900</td>
<td>7,831</td>
<td>102,249,000</td>
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<td>Monday-Saturday</td>
<td>6 p.m.-7:30 p.m.</td>
<td>94 $</td>
<td>1,398,200</td>
<td>2,653</td>
<td>53,258,800</td>
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<td>6 p.m.-7:30 p.m.</td>
<td>10 $</td>
<td>122,000</td>
<td>394</td>
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<td>Monday-Sunday</td>
<td>7:30 p.m.-11 p.m.</td>
<td>396 $</td>
<td>14,834,500</td>
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<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>165 $</td>
<td>2,098,200</td>
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<td>Total</td>
<td>1,806 $</td>
<td>26,709,600</td>
<td>54,405</td>
<td>$1,036,860,900</td>
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*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Broadcasting Aug 6 1973
The National Association of Broadcasters is stepping up its legislative activity in Washington and hopes to get license-renewal relief out of the House Communications Subcommittee in September.

The plans were outlined last Wednesday (Aug. 1) at a meeting of the association's executive committee, the first since membership changed with election of chairman and vice chairman of the NAB boards (Broadcasting, June 25). The executive committee comprises those officials plus the immediate past chairman of the joint board, a network official and Vincent Wasilewski, NAB president.

Andrew Ockershausen, of the Washington-based Evening Star Stations, chairman of the joint board, said a priority search was on for two legislative liaison officials, one an addition to the government relations staff and the other a replacement for R. William Hable who left last April.

Grover Cobb, executive vice president, government relations, met with the executive committee during his first half-day back on the job since suffering a heart attack last May 14.

It was on the strength of reports from Mr. Cobb and his deputy, Roy Elson, vice president, government affairs, that the executive committee predicted action in the House subcommittee, which has only to hear from FCC Chairman Dean Burch to wrap up extensive hearings on bills to give deserving incumbents added protection against competing applications for their facilities. "Our best information indicates we will get a bill after the August recess," said Mr. Ockershausen, "probably by the middle of September." Committee (Broadcasting, June 18).

The bill would confer immunity from enforced disclosure of sources or confidential information before all government and also agreed to intensify its support of newsmen's-privilege legislation approved by a House Judiciary subcommittee except state or federal courts, where immunity would be qualified.

On other fronts, the committee instructed the NAB staff to file a supporting brief in the Miami Herald's Supreme Court appeal of a Florida State Supreme Court affirmation of a Florida law requiring newspapers to give free space to candidates who are the subjects of attacks (Broadcasting, July 23).

It chose Washington as the site of the NAB's 1977 annual convention, to be held the week of March 27 at the Shera-ton-Park and newly renamed Shoreham Americana hotels. Chicago is under consideration for the 1978 convention, Mr. Ockershausen said.

James Hulbert, NAB executive vice president, public relations, told the committee he and Roy Danish, director of the Television Information Office, were at work on a long-range plan of action for the recently formed NAB Special Committee on Pay TV. The plan, intended to obtain protection for broadcasters against the siphoning of their programs by subscription services, will be presented to the pay-TV committee on Sept. 5 and to the executive committee the next day. (The first advertisements in the antisisphoning campaign appeared last week, see page 22).

The executive committee also instructed the staff to file a petition with the FCC in support of NBC's defense of its documentary, "Pensions: the Broken Promise," against fairness doctrine charges. A week earlier CBS had interceded in sup-

**Fattening Selcom's portfolio**

Selcom Inc., Los Angeles-based station representative (successor to All West Broadcast Representatives) announced last week the addition of seven radio stations to its list. The stations: KDRA-AM-FM Phoenix; KRSF-AM-FM Salt Lake City; WVNJ-AM-FM Newark, N.J.; WPFO-AM (Tampa) Fla.; K1000-FM Los Angeles; WYDD(FM) Pittsburgh; KXIX-AM St. Louis. This brings the number of stations represented by Selcom to 17. Selcom is the U.S. arm of All Canada Radio and Television, which in turn is a member of the Selkirk holdings that include TV and radio stations and CATV in Canada. Hugh Wallace, president of Selcom, the firm also has offices in New York, Chicago, Detroit and San Francisco.

**Media**

**NAB committed to action on the Hill**

Policy group orders more manpower, sees chance of renewal relief, goes to help of others in courts

**Business Briefs**

Rep appointments. WSMW-TV Worces-

Double deal. I.B.M. (through Conahay & Lyon) has purchased full sponsorship of "A Man for All Seasons" on NBC-TV twice. Academy Award-winning film will be premiered on TV Wednesday, Sept. 5 (8:30-11 p.m. EDT) and repeated Sunday afternoon, Sept. 9 (1:30-4 p.m. EDT). I.B.M. has almost doubled its TV advertising in 1973, spending $2,807,800 in network for first five months of this year as compared to $1,538,900 in network for entire year of 1972 (Broadcasting, July 9).

New regime. Andrew Ockershausen (Evening Star Stations), as new chairman of the National Association of Broadcasters joint board of directors, presided over his first meeting of the revamped NAB executive committee last week. From left to right: NAB President Vincent Wasilewski; Peter Kenney, NBC Washington vice president (who substituted for CBS Washington's Vice President Richard Jancka); Wilson Wearn (Multimedia Broadcasting Co.), new vice chairman of the television board; Mr. Ockershausen; Clint Fromy (KPNZ-AM-FM Hereford, Tex.), new chairman of the radio board; Robert Wright (WTOK-TV Meridian, Miss.), new chairman of the TV board; Harold Krehstein (Plough Broadcasting Co.), new vice chairman of the radio board, and Richard Chapin (Stuart Enterprises), immediate past chairman of the joint board.
port of NBC's attempt to get a reversal of an FCC staff ruling that the program violated the fairness doctrine (BROADCASTING, July 30).

In still another authorization of intervention, the committee approved support of KRON-FM-TV San Francisco in an appeal against the FCC's renewal of the stations' licenses. The appeal has been filed by the two former employees who originally petitioned against renewal.

Bay Area group throws in ex-parte charges in challenging KSAY sale

CCMC says proposed buyer showed FCC commissioners an agreement made with the group; discrimination against minorities also alleged

The Community Coalition for Media Change, which has launched numerous license-renewal challenges against stations in the San Francisco Bay Area, has now turned its attentions to transfer proceedings. The group has asked the FCC to deny the proposed $2.5-million sale of KSAY (AM) San Francisco to Pacific FM Inc. (BROADCASTING, April 9).

Among other accusations, CCMC claimed that James Gabbert, head of Pacific FM (also licensee of KIOT (FM) San Francisco), made illegal, ex-parte communications to all seven FCC commissioners. The group noted that Mr. Gabbert informed its members that, during a visit to Washington, he had shown the commissioners a copy of an agreement between the company and CCMC. He claimed to have received negative feedback from all seven on the agreement, CCMC said.

With this disclosure, the group asserted, two possibilities emerge. If Mr. Gabbert had told CCMC the truth, it said, his communications with the FCC must be considered ex-parte and ground for dismissal of the sale application. But if Mr. Gabbert was not truthful with CCMC, the group maintained, the offense is equally serious.

CCMC also contended that both KSAY and KIOT perpetrate policies of discrimination against minorities in employment and programming. KSAY, it asserted, has only one minority employee on a staff of 11. It carries "very little" local news and has taken "only token action" over the air to help improve the lot of the minority population. KIOT, it added, has one black employee (clerical) "who sits at the front door as an attractive female minority statistic." That station, it said, has done nothing more than its prospective AM counterpart in the minority programming area and has conducted an insufficient community-needs survey.

The coalition also invited a question of whether it is attempting to procure a monetary settlement from Pacific FM—of the type the commission has expressed misgivings over. "The coalition views itself as a media consultant," it said, "and expects to be rightly compensated for such efforts." It estimated its expenses at $10,000.

** Principalins in WTIC sale swat gadfly Trigona**

Post-Newsweek and seller Travelers say Illinois attorney's protest is late, irrelevant and inaccurate

The FCC was told last week that the latest effort by Anthony R. Martin-Trigona to thwart a major broadcast-station sale was ill-conceived, ill-motivated and worthy of disregard.

Those contentions came from Post-Newsweek Stations Inc. and Broadcast Plaza Inc., principals in the proposed $34-million sale of WTIC-TV Hartford, Conn. (BROADCASTING, Jan. 29). The former is a subsidiary of the Washington Post Co., which, through the proposed transaction, would be acquiring its fourth television station. The latter is associate of WTIC-TV and a subsidiary of the Travelers Cos. Inc., a Hartford-based insurance firm.

In a joint pleading to the commission, they claimed that Mr. Martin-Trigona's petition to deny the WTIC-TV sale, filed July 20, should be dismissed for three reasons.

First, they claimed, the challenge was untimely filed (the petition was submitted two days late) and is, therefore, in violation of the FCC's administrative procedures. Second, Mr. Martin-Trigona has failed to show that he had standing to make the challenge. The two firms noted that in an earlier case in which Mr. Martin-Trigona had objected to the license renewals of several New England television stations, the commission had ruled that since the petitioner is a resident of Illinois (he practices law in Urbana), he cannot be considered a party of interest. Third, they said, Mr. Martin-Trigona has given no evidence to support his claim that the sale should be disallowed. Indeed, they asserted, his petition "is nothing more than a brief list of conclusory statements."

Mr. Martin-Trigona had alleged that Post-Newsweek is attempting to procure a concentration of media control in the Hartford market, that the sale would foster a discontinuance of local station ownership, and that Travelers had failed to permit local interests to "bid competitively" for the facility.

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**Changing Hands**

Announced

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

- **KMCO(AM) Conroe, Tex.:** 80% sold by J. Earle Fletcher Jr. and John Harrison Fletcher to Family Group Enterprises for $420,000. Buying firm is principally controlled by Rigby Owen Jr., Steve Owen and the sellers. Owen owns KRONO(AM) Conroe. KMCO is daytimer on 900 kHz with 500 w.

- **WRXQ-AM-FM** Tuscumbia, Ala.: Sold by Robert Warren Kicker to Margaret L. Wein, Melvin G. Sathof, Stanley Hirsh, Irwin Friedlander and others. Mrs. Wein is majority owner of WDKG(AM) Dothan,
Approved
The following transfer of station ownership has been approved by the FCC (for other FCC activities see "For the Record," page 45):

- WPNX(AM) Phenix City, Ala. WRXC(AM) is daytimer on 1410 kHz with 500 w. WRXC-FM operates on 106.3 MHz with 3 kw and antenna 86 feet above average terrain.

Cable

- Latrobe and Blairsville, both Pennsylvania: Two systems serving aggregate of 5,500 subscribers sold by Highland Video Inc. to Adelphia Communications, Coudersport, Pa. John Rigas is president of Adelphia, which, with current transaction, assumes ownership of total of 11 cable systems in western Pennsylvania and New York state. Firm's total subscriber roster now stands at 22,000. Price was not disclosed. Broker: Blackburn & Co.

Media Briefs

Remembering. Charles Moss, president of Wells, Rich, Greene, New York, and other friends of late Bernard Ruttenberg have formed memorial scholarship at Ithaca College to assist students interested in radio-TV. Mr. Ruttenberg was operation manager of WNEW(AM) New York at time of his death in August 1972 and earlier was with CBS Radio and his own consulting firm. Contributions may be sent to Ithaca College, Ithaca, N.Y.

New Home. Media Horizons Inc., broadcast group owner, has announced plans for construction of new headquarters for broadcast division at Eaton International Airhaven Industrial District, 3719 North 32d Avenue, Phoenix. Media's Phoenix stations, KMEO-AM-FM, will be housed in new facility.

WJBK-TV renewal appealed
A Detroit citizen group has gone to court in its continuing opposition to the FCC's renewal of the license of Storer Broadcasting Co.'s WJBK-TV Detroit.

The Inter-Faith Centers for Racial Justice Inc. filed a notice in the U.S. Court of Appeals in Washington of appeal of the commission's action June 27 denying the group's long-pending petition for reconsideration of the agency's renewal of the license in 1970.

The citizen group, which opposed the station's renewal on a number of grounds, including alleged failure to meet and serve the needs of the community, said it will rely in its appeal on such alleged commission errors as assigning burden of proof to the petitioner and in failing to set hearing in disputed questions of fact.

AT&T says occasional would not be affected in cost-cut program

Facilities for temporary networks are reduced, but service will stay on the same level, firm says

AT&T has undertaken a cost-reduction program that is resulting in a cutback in facilities used to transmit television programming for occasional users. However, the company says it has not eliminated occasional television program service to any point in the country.

J. Hugh Roff Jr., vice president and general attorney of the AT&T Long Lines Department, provided that information to the FCC's Common Carrier Bureau, in response to an assertion during an oral argument before the commission on June 26. The argument involved the interrelationship between the facilities AT&T uses for occasional users and those for monthly contract users—the networks (Broadcasting, July 2).

Mr. Roff said the cost-reduction program was begun in an effort to hold down the increase in rates "needed for the occasional service to come close enough to cover its costs so that the television transmission service as a whole will not require a subsidy" from other AT&T services. The proposed increase—it would

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Brokers of Newspaper, Radio, CATV & TV Properties

Broadcasting Aug 6 1973
amount to $10 million annually—it is being vigorously opposed by the company's customers using the service.

The money-saving program, Mr. Roff said, involves the reduction in size of the dedicated occasional television facility network from about 38,000 to about 20,000 miles and the cutback in television operating centers from 148 to 31. In addition, he said, the amount of local exchange facilities is being reduced.

Mr. Roff said that the company does not believe the cutbacks will cause "the discontinuance, reduction or impairment of service to any community." He said AT&T will use protection channels, other available broadcast radio channels and special construction to provide occasional service to communities which do not have interexchange channel facilities dedicated to the occasional-use service. He noted that AT&T has used such facilities for that purpose in the past.

Money matters stick in two FCC cases

Review board refuses to drop fine against Wadeco; at same time it won't add one in Las Vegas Valley proceeding

The FCC's review board has refused requests by applicants in two separate comparative television proceedings to have financial hearing issues modified. The board, in separate actions, denied a petition by Wadeco Inc., competing applicant for Las Vegas Valley Broadcast Co., competing applicant for Las Vegas channel 3.

Wadeco, which is trying to supplant the A. H. Belo Corp.'s WFVA-TV on Dallas channel 8, had claimed that in adding a financial issue against it, the commission had overlooked an amendment to its application for the channel. The amendment, Wadeco claimed, should put the commission's concerns at rest. The review board disagreed. It said the commission had examined the amendment and had found that it failed to "satisfactorily resolve" the hearing questions.

With respect to Las Vegas Valley, the board denied a petition by Western Communications Inc., licensee of KORK-TV Las Vegas, the occupant of the contested Las Vegas channel. Western had wanted an issue added against Valley (the hearing's bill of particulars already includes a question of Valley's proposed $1-million line of credit with a Nevada bank) to determine whether several of the firm's stockholders are financially qualified. The review board said that it had already satisfied itself as to the Valley stockholders' ability to meet certain stock-subscription and bank-loan agreements, and added that Western's contentions did not "serve to alter this determination."

A comparative hearing was ordered in the case last May (Broadcasting, May 28, et seq.). The Las Vegas proceeding has been in process since last September.

Johnson vows to keep his seat from Quello

FCC Commissioner Nicholas Johnson expressed dismay last week at the reported choice of his successor. He indicated he would attempt to overturn the FCC's selection of James H. Quello, former manager of WJR-AM-FM Detroit.

He said he would take "whatever road" is open to oppose the Quello selection. "I will do everything in my power to see that a quality appointment is made."

He said it was "hard to imagine" that President Nixon would appoint an industry figure to the FCC. "It's as if the President never learns," he said.

Mr. Johnson, whose term expired June 30, is clearly intending to stay a while longer. He said he would not give up his seat until the new occupant was "qualified," meaning confirmed by the Senate. In his view a recess appointment would not disqualify him.

That opinion is disputed by knowledgeable sources on Capitol Hill who say Mr. Johnson's tenure would be extinguished if the President named his successor while Congress was away.

Elsewhere there were no signs of serious opposition to Mr. Quello.

NAB says the FCC was out of bounds on fees

The FCC's "clearly exceeded its authority" in adopting new fee schedule designed to recoup 100% of its annual spending, the National Association of Broadcasters told the Supreme Court last week.

NAB pointed out in a friend-of-the-court brief that legislation authorizes federal agencies to levy fees but only "where there is an identifiable recipient who has received a measurable amount of government service from which he has obtained a special benefit." When the identity of the beneficiary is obscure, NAB said, the law specifies that the service performed is to be considered a public service and no fee can be attached to it.

NAB's brief argued that the Fifth Circuit Court of Appeals, in upholding the commission's fee schedule, erred in its broad interpretation of the "value-to-recipiant criterion.

The Supreme Court is reviewing the commission's proposed higher fees at the request of the National Cable Television Association (Broadcasting, May 21). NAB also challenged the FCC's authority to levy fees, but dropped out of the case after the Fifth Circuit Court's decision.

Budget cut threatens Guam's one public TV

The only public television station on the U.S. territorial island of Guam will be forced to cease operation Sept. 30 unless it can come up with a lot of money soon.

Officials of KGFT(TV) Agana predicted that fate after the Guam legislature last month voted to cut off all funds for the facility after the Sept. 30 deadline.

The legislature's action was the apparent result of a rift between that body and Guam Governor Carlos Camacho. It came in the form of a blanket appropriation which cut more than $20 million from the Republican governor's proposed fiscal 1974 budget of $119.8 million. With respect to KGFT itself, leaders of the Democratically controlled legislature had argued that the station, which was established by executive order three years ago, should not receive public funds since it was not created by law.

The station's opponents in the legislature, who had expressed reservations both publicly and privately over the prospect of Mr. Camacho's exerting improper influence through the use of KGFT, argued that the island's educational needs could be served by KUAM-TV Agana, Guam's only commercial station.

But a KGFT official, who learned of the station's imminent demise while on a trip to Washington two weeks ago, termed the legislature's position "ridiculous," and maintained that the noncommercial facility serves a distinct function that cannot be duplicated by KUAM-TV. The official said KGFT still held out a hope that private donations could carry the station through the crisis, but conceded that the chances of acquiring needed funds (at least $250,000 would be necessary) from private sources are remote. He added that he was extending his visit in order to seek employment stateside.

NATRA meet set to go

The National Association of Television and Radio Announcers has decided not to tag its convention, starting Wednesday (Aug. 8) in New Orleans with a theme this year, a spokesman said. Maybe that's because the thread that seems to be running through the four days of sessions is not a new one for the black broadcasters' organization.

Workshops on "leisure-time industry opportunities for blacks" and "management of artists" are geared toward providing
the NATRA membership with leads on career possibilities and tips on how to advance once a position is secured.

Stan Scott, President Nixon's special assistant on minority affairs, will be the main speaker of the event, keynoting the Thursday night dinner. Other scheduled activities include sessions on blacks in television, the future of gospel music and ratings.

The annual election of NATRA officers will also take place during the convention, to be held at the Hyatt House.

**House told of effectiveness of propaganda operations**

The State Department last week assured the House Foreign Relations Committee that Radio Free Europe and Radio Liberty have helped to reduce East-West tension and should be allowed to continue operating. Walter Stoessel, assistant secretary of state for European affairs, told the committee that the radio outlets' continued operation will keep that situation from becoming "a short-term phenomenon." His statement was endorsed by Dr. Miller, Eisenhower, chairman of a presidential study commission that recommended continuation of the stations.

The committee was holding a hearing on legislation (H.R. 9144) to authorize $50.3 million for the stations and create a seven-member board to oversee their operations. The Senate Foreign Relations Committee approved an identical bill last month.

**AWRT: no license limit**

American Women in Radio and Television has added its name to the list of organizations supporting specific license-renewal plans. AWRT's position favors granting licenses for indefinite periods, with licenses to be terminated only when successfully challenged, and assigning the burden of proof in a license challenge to the challenger.

The stand, taken by AWRT's national board of directors, did not back any current license-renewal bills because none embodied the "ideal position as AWRT saw it," an AWRT spokesman said, although with further study the organization may back a particular bill.

**Fazed: the small-business exemption to Phase IV price controls should apply to all TV and radio stations with 60 or fewer employees, in line with previous exemptions, the National Association of Broadcasters told the Coast of Long Island Council last week. "We expect to file, as soon as procedural regulations are issued providing for exemption requests, a fully documented request for an industry-wide exemption," NAB said in comments filed last Monday (July 31). NAB asked that the 60-employee benchmark be applied in the meantime.

**Broadcast Journalism**

**Watergate remains a good draw**

Ratings rise with witness status; broadcasters relieved by prospect that this phase will end before new-season schedule is brought in

Rotating coverage of the Senate Watergate hearings resumed last week as the end of the first phase began to come into sight.

The Senate Watergate committee lengthened the daily sessions, opening at 9:30 a.m. NYT instead of 10 and extending them to 6 p.m. or later, in an effort to complete the current phase as soon as possible, perhaps this week.

The committee's determination to push on as long as necessary during the August congressional recess allied broadcasters' fears that the current round might not be wound up before the new television season opens next fall. Higher sales levels then would make it harder for broadcasters to find suitable make-goods for commercials pre-empted by Watergate coverage, and thus would make their coverage more costly. Even so, the hearings are due to move into other phases later on.

As last week's sessions got under way, Watergate coverage led in the overnight Nielsen ratings in both New York and Los Angeles. In the past, once rotating coverage was started on June 5, Watergate has consistently led in Los Angeles but has usually ranked second in New York.

In the three weeks of rotating coverage for which national Nielsen samples are available, an analysis by NBC indicated that the hearings, on average, have drawn audiences of respectable size even by game-show and soap-opera standards.

For the June 5-7 sessions, for example, Watergate had an average 7.9 national rating and 33 share when it was on NBC 6.7 and 26 when on CBS 6.1 and 24 when on ABC. During the next round, June 12-14, the average ratings were a little higher: 8.0 and 31 on NBC, 6.8 and 28 on CBS, 7.6 and 30 on ABC. And for the July 10-13 period — when former Attorney General John Mitchell was in the witness chair most of the week, followed by Richard Nixon's White House aide and former broadcaster — both ratings and shares were up: On NBC, 10.7 and 37, CBS 9.1 and 34 and ABC 9.6 and 33.

Last week, H. R. Haldeman, former White House chief of staff, took over as the central figure, following John Ehrlichman into the witness seat on Monday afternoon (July 30). ABC-TV, which had covered Mr. Ehrlichman's earlier testimony even on days when other networks had primary coverage responsibility, had the lead for at least the first day of Haldeman testimony. But it decided not to join CBS — which had primary responsibility on Monday — for the reading of Mr. Haldeman's opening statement Monday afternoon. Tuesday was ABC's day in the rotation anyway, and it let NBC go it alone on Wednesday. ABC sources said they had, however, scheduled a Watergate special for Aug. 9 at 10-11 p.m.

CBS's coverage of the Monday session had an average 6.7 rating and 28 share in New York and 11.2 and 42 in Los Angeles, leading its combined network opposition in Los Angeles and winning 11 share points ahead of either of the others in New York.

ABC's coverage on Tuesday scored a 6.1 and 26 in New York and a 10.6 and 45 in Los Angeles, more than twice its combined network opposition in Los Angeles and eight share points ahead of its nearest network competitor in New York.

These may be the last overnight Nielsen ratings for a while. Nielsen was to begin moving its Instant Audimeter equipment about Aug. 1, a process expected to take until about Sept. 5. During that period data is still being collected but is to be delivered to clients at two-week intervals.

NBC's Wednesday coverage drew a 5.3 and 22 in New York, two share points ahead of its nearest rival, and easily outdistanced the competition in Los Angeles with a 10.0 and 43, 17 share points more than ABC and CBS combined.

**Seminars will look at media and Watergate**

Journalism center also announces annual fellowship program

The Washington Journalism Center has announced its fall schedule of conferences, which will be led off by a look at the role of the press in Watergate. Titled "The Media: Mirror or Torch," the Sept. 17-20 conference will explore the public's right to know in reference to Watergate, examining such First Amendment issues as broadcast regulation, shield laws, news councils and government secrecy.

Although the speaker list is not yet complete, those already committed include Ben Bradlee, executive editor of the Washington Post; Ronald Goldfarb, Washington attorney, and Charles Morgan Jr., with the Washington office of the American Civil Liberties Union. Clay T. Whitehead, director of the White House Office of Telecommunications...
Post pressured with loss of stations, Graham says

Newspaper's investigations of Watergate and Pentagon Papers produced threats of prosecution and license challenges, publisher says on 'Today'

Katharine Graham, publisher of the Washington Post, says the newspaper was once threatened with a criminal prosecution and the possible loss of its broadcasting properties if it did not return certain "sensitive" portions of the Pentagon papers.

Mrs. Graham, in an interview with Barbara Walters on NBC's 'Today' show last week, related that after the Supreme Court rejected the government's efforts to bar publication of the papers in 1971, then-Attorney General Richard Kleindienst sent word that the paper faced criminal prosecution if it did not return the requested papers.

"The message, she said, "went on to point out that papers with criminal decisions against them obviously could not own television stations." The Post owns WTOP-AM-TV Washington, WPLG-TV Miami, WXJTV(AM) Jacksonville, Fla., and WCKY(AM) Cincinnati. It also proposes to purchase WTIC-TV Hartford, Conn. (see page 26).

Mrs. Graham also charged in the interview that the licenses for the Florida stations were challenged because of the Post's role in investigating the Watergate affair. Three competing applications were filed against WXJTV, one against WPLG-TV. One of the applications for WXJTV facility (ch. 4) was organized by a former counsel to the Committee to Re-Elect the President and the chief fund raiser for President Nixon in Florida is involved in another (Broadcasting, Jan. 8).

Mrs. Graham's report of the Kleindienst matter earned the publisher a rebuke from a former employee now a member of the Nixon administration—Kenneth Claslow, deputy director of communications for the White House. Mrs. Graham had said the Kleindienst "threat" was transmitted through Mr. Claslow, who was a member of the Post's national bureau.

Mr. Claslow saw the disclosure as a breach of professional journalists' ethics, requiring confidentiality of sources. "I will neither confirm nor deny" the report, he said, adding, "As a newspaperman I have higher ethics than Katharine Graham."

RTNDA supports CBS in sketch-ban case

Association cites the uniqueness of broadcast news in arguing for need for drawings in reporting

In a friend-of-the-court brief filed with the U.S. Court of Appeals in New Orleans in the CBS appeal of a federal judge's ban on sketching in his courtroom (Broadcasting, July 16, 30), the Radio Television News Directors Association argued that efforts of television journalists to portray courtroom events would be "substantially limited" if sketches are prohibited from being broadcast.

The RTNDA brief attempted to "point out the journalistic nature of courtroom sketching and its importance to television news."

RTNDA argued that, unlike newspaper reporters who can use several hundred words to describe a news scene, time limitations on news broadcasts cause television news organizations to communicate in "concise and richly informative" manner as possible through the "simultaneous conveyance of an abundance of information through both sound and picture."

Since both film and direct telecast are largely prohibited by court rules, "sketching is especially important for the visual part of news stories of courtroom proceedings," RTNDA said. This situation requires court vigilance "in preventing further restrictions from being unnecessarily and destructively imposed upon the news media" as they cover public trials, the brief concluded.

Vt. newsmen fights disclosure

A reporter with WGAN-TV Burlington, Vt., has filed with the Vermont Supreme Court an appeal of a contempt order issued after he refused to name the source of a tip about an impending drug raid. The reporter, John Gladding, cited the First Amendment in his refusal to disclose the information. Sentencing of Mr. Gladding has been deferred until the appeal is acted on, probably in October, according to a station spokesman.

Mr. Gladding was one of four reporters on the scene of a drug raid by Rutland police last February, but the only one from whom a deposition was sought revealing the source of the tip—reportedly because an earlier witness had testified that Mr. Gladding had prior knowledge of the raid.

CBS's Kalb reports his papers rifled

Marvin Kalb, CBS News diplomatic correspondent, walked into the small office provided him in the State Department to find it in disarray—papers strewn about and broadcast instruments on the floor. But nothing was missing.

He reported the matter to State's press office, but was not too concerned. He said last week he thought it might have been cleaning people doing a sloppy job.

But then, two weeks later, on July 23, he again found his office a mess. Again, nothing appeared to be missing. But this time he was more concerned. And so was the State Department; its security people put a new lock on his office door.

Since then, he reported, Secretary of State William Rogers called him to apologize and to express his concern. That was reassuring.

Not so reassuring was the information he received that, a few days after the second apparent entry of his office, two men were seen "going through" papers in the Boston Globe's State Department office. They slammed the door when they saw they were being observed, Mr. Kalb said.

He said the department informed him that it is "looking into all of these things but had nothing to report."

Mr. Kalb would probably be justified in feeling spooked. His home telephone and, possibly, his phone at State were reportedly bugged as part of the Nixon administration's effort to plug leaks to newsmen.

And his name was among those on the...
Why Television Is the Number-One News Medium

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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.

"Long in Broadcasting, Aug 20"
so-called White House enemies list, allegedly prepared by Charles Colson when he was a presidential aide, that former White House counsel John W. Dean III turned over to the Senate Watergate committee (BROADCASTING, July 2).

UCC backs newsmen, fairness
The 724 delegates to the Ninth General Synod of the United Church of Christ, the UCC's national representative body, voted unanimously to adopt a resolution affirming the rights of newsmen to keep their sources confidential and supporting the fairness doctrine in broadcasting. The Synod, meeting in St. Louis, called upon Congress and the FCC to "protect the integrity of the fairness doctrine and to interpret it broadly," and to "prohibit excessive concentration of ownership of mass media in a single community." It urged UCC churches, ministers and members to "work for free access to the media by persons of all points of view."

Documentation
Senator Charles Percy (R-Ill.) last week gave what he called "equal time" in the Congressional Record for CBS Washington Vice President Richard Jencks to disagree with a columnist's views on the extent of consumer news carried by broadcasters.

Last month Senator Percy had inserted into the Record a speech by columnist Arthur Rowe, who contended that broadcasters, especially the networks, fail to report consumer news because of advertiser pressure, internal conflicts of interest and fear of displeasing the administration.

In the Aug. 1 issue of the Record, Senator Percy printed a letter he received from Mr. Jencks, who called Mr. Rowe's charge "unfair and unfounded." He also printed corrections from a compendium Mr. Jencks had sent Senator Percy. The 131-page document, "CBS/Broadcast Group Coverage of Consumerism" contained examples of consumer news carried by the network and its owned stations.

Early-morning battle begins this week
NBC's 'Today' to be tested by CBS's Quinn-Rudd entry
Barbara Walters and Sally Quinn were due to square off in network this morning (Aug. 6) as the new CBS-TV Morning News made its highly publicized debut against the 22-year-old Today show on NBC.

"I'm stimulated by the new competition from Mr. Quinn and Sally Quinn," said Stuart Shulberg, the executive producer of Today. "Although I could've done without CBS's publicity tactics. In attempting to create a lot of controversy and excitement about their new show, they've set up a make-believe rivalry between Walters and Quinn."

NBC refuses to admit that it's being affected in any way by the new competition, but Barbara Walters has just signed a new three-year contract with the network, and this morning's Today show was to feature an elaborate outdoor fashion show in Rockefeller Plaza, with a special appearance by Duke Ellington and his orchestra.

CBS has so far cleared 160 stations for the 7-8 a.m. time period (compared to Today's 216 affiliate average). The defunct CBS Morning News with John Hart was clearing 175 or so stations, but as many as 70 of these only carried a half-hour of it, so its season-to-date Nielsen was a dismal 1.6 rating and 18 share (as opposed to Today's 5.6 and 36).

Journalism Briefs

Teaming up. Black-owned WLIR (AM) New York and WNJR (AM) Newark joined National Black Network last week, bringing number of affiliates of recently-launched news operation to 43 (BROADCASTING, July 9).

Joining UPITN. Eight additional stations have signed for UPITN's nightly news feed, raising total subscribers to 12, UPITN said last week.

Additions are: WPIX (TV) New York, WON-TV Chicago, KTLA-TV Los Angeles, WTOP-FM Washington, WTTV (TV) Indianapolis, KMEX-TV Los Angeles, KPHO-TV Phoenix, Ariz., and KMPS-TV Visalia, Calif. The nightly news transmission will be moved from 6:30-7:30 p.m. to 4:30-5:30 p.m., starting Aug. 13.

Cablecasting
No compromises on cable parts of copyright bill
In day of hearings before McClellan broadcasters, cable operators and copyright owners don't budge

Cable advocates and adversaries lined up last week to present their rival cases as Senator John McClellan (D-Ark.) held long-awaited hearing on general revision of the copyright law. Arguments on a religious-broadcasting exemption included in the bill (S. 1361) were also heard.

Big guns were trained on the cable-television royalty schedule in the bill. Although cable operators and copyright owners were in agreement that copyright payments should be made by cable systems for carriage of broadcast signals, the amounts of the payments and means of determining them were strongly contested.

Jack Valenti, president of the Motion Picture Association of America, argued that the fee schedule—put in the bill at 1% to 5% of CATV gross receipts, depending on the size of the system (BROADCASTING, July 16)—should be established by an arbitration tribunal rather than by Congress. He considered the bill's current fee proposal neither adequate nor appropriate because it cannot be calculated whether or not these fees "would reasonably compensate copyright owners for expected loss of value in the programs" and "the determination of fair fee schedule demands the full-time scrutiny of a body of experts" who will be able to give more time to the issue than the subcommittee can give.

Mr. Valenti said the subcommittee "not equipped to deal with the complicated task of setting fair rate" would need to give careful scrutiny to number of variables such as the size, signal carriage and penetration of many cable systems. Even if schedule were fixed, he added, the MPA argued that any fixed amount would now be "artificial," and base of facts to reach a fair price.

Vincent Wasilewski, president of the National Association of Broadcasters, also in this presentation, asked the Association of Maximum Service casters, concurred with MPA calling for copyright fees determined by "an independent tribunal and not statutory" rather than by Congress. He argued that the bill's current fee proposal would be established with the that the copyright fees by arbitration if the parties to an agreement.

The NAB/AMST said the cable industry operate under the new over a year now an "NCTA" to back away agreement for a new copyright among the To counter thus.
Foster, president of the National Cable Television Association, said negotiations had been taking place over the last year with the copyright owners, to no avail. George Barco, president of the Pennsylvania Cable Television Association, said the copyright owners in the negotiations were uninformed about cable operations and had insisted on making exorbitant demands. Mr. Foster said no copyright agreement could be reached by negotiation.

He then agreed that the current fee provisions were acceptable but it would be "prudent" to reduce such fees by 50%. Bridger Mitchell, economist, projected an average drop in profit from 11% to 9.9% under the 1%-to-5% fee schedule for cable systems in the top-50 markets with 10,000 subscribers. Such a return might discourage investment for systems in the top-100 markets, concluded Mr. Foster.

Despite this point, the NCTA president urged adoption of S. 1361—with an added provision to exempt cable systems of under 3,500 subscribers from copyright. With the bill becoming law, Mr. Foster stated, the industry could remove "its parasite label" and move on to other matters. In addition, empirical data could be gathered under the bill and at the end of three years the copyright owners and cable operators could take such statistics to an arbitration tribunal to reset the fees if such a need existed.

During Wednesday-morning hearings both Senators Quentin Burdick (D-N.D.) and McClellan said they wanted more data before they could decide on the proper fee schedule. Later the subcommittee's chief counsel, Thomas Brennan, predicted the fee schedule would "survive in some form and the movie association's endeavor for higher fees would be considered."

The Wednesday-afternoon session centered on a sports provision that would expose cable systems to special copyright liability if they imported distant-station broadcasts of games that television stations in the cable systems' own communities were unauthorized to carry. The provision would be an enlargement of the principles embodied in the present blackout practices that keep home games off broadcast television (and that are now under legislative attack [see page 201]).

Sports representatives argued in favor of the copyright provision. John Higgins, chairman of the National Collegiate Athletic Association's subcommittee on CATV, saw a threat to college football admissions in unrestricted cable carriage. Mr. Higgins said the football gate supported other sports. Bowie Kuhn, commissioner of baseball, saw a depreciation of values of local baseball-broadcast rights if cable importation were uncontroll ed. Mr. Kuhn conjectured that, for example, the Milwaukee Brewers would command less for their own broadcast rights if Milwaukee cable systems imported the games of the Chicago Cubs and White Sox.

Amos Hostetter Jr., of Continental Cablevision, chairman of the NCTA, objected to the special copyright liability for sports transmissions. He argued for the inclusion of all sports in the compulsory licensing system that would apply, under the bill, to other forms of broadcast programming. And beyond that he wanted the blackout provision confined to professional football, baseball, basketball or hockey home games that were expressly denied local television-broadcast exposure.

Sandwiched into the cable testimony were the arguments on the copyright provision that would allow nonprofit organizations to mechanically record material of a religious nature for transmission on a broadcast station without being liable for copyright. Albert F. Ciancimino, attorney for SESAC, argued that the creator of a religious work is entitled to the same benefits received by creators of other copyrighted works. The representative of the National Religious Broadcasters Association, the Rev. Dr. William Nelson, countered that a copyright fee for nonprofit religious programming could substantially reduce the amount of religious programming offered free to broadcasters from the association's 425 organizations.

The pleadings of (l to r) David Foster, for the National Cable Television Association, Jack Valenti, for the Motion Picture Association of America, and Vincent Wasilewski, for the National Association of Broadcasters, were directed last week at the Congress's most formidable figure in the cable copyright arena: Senator John McClellan of Arkansas.

Three voices, one ear.

Gwin says $100,000 is in hand

Cable operators interested in participating in a study for creation of a Community Satellite Access Entity met in Chicago last Thursday (Aug. 2). And, according to John Gwin, of Cox Cable Communications and chairman of the meeting, "there will be no problem" raising the necessary $100,000 needed to get the study off the ground.

Over 17 definite commitments of $5,000 have now been made. With the large list of small systems willing to contribute $1,000 towards the necessary $5,000 membership fee for participation in the study's steering committee, Mr. Gwin believes that the monetary goal has already been met. These figures also do not include a number of the 38 individuals who attended the meeting and were undecided. Mr. Gwin expects many of these people will eventually contribute.

During the afternoon meeting the group heard Delmar Ports, National Cable Television Association, Peter Goldman, Goldmark Communications and Hubert Schlaufy, Teleprompter, describe the technology of satellites. The rest of the meeting was spent discussing the applications of a satellite system in regards to cable television and preliminary operating procedures for a study committee.

Cable-satellite study looks to be bankrolled

REQUEST FOR CATV PROPOSAL

Interested companies are invited to submit proposals for plans to provide a cable communication system to serve collectively or singly the Cities of Centerville, Kettering, Miamisburg, Moraine, Oakwood, and West Carrollton, Ohio. Request for Proposal (RFP) material may be obtained from the office of Mayor Charles F. Horn Kettering Government Center 3600 Shroyer Road Kettering, Ohio 45429 and should be obtained before August 30, 1973.

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A cable-broadcasting detente in Naples, Florida

A CATV system and AM-FM there are co-owned, and an unusual arrangement for production has cut the costs of local origination.

Cablecasting and broadcasting have been brought to harmonious terms in Naples, Fla., to cut the costs of locally originated cable programming. Palmer Broadcasting, owner of Gulf Coast Cablevision and WNOG(AM)-WNFM(FM) there, has consolidated the physical operations of the radio stations and the cable system under the one roof of its newly constructed radio-television center. The result is an interchangeable production staff and lower expenses for the cable system's local origination department.

When the FCC ruled in 1972 that all cable systems with over 3,500 subscribers were responsible for locally originating programming, the unusual relationship between Gulf Coast, which serves 15,000 homes, and WNOG began (WNFM uses automated programming). William Ryan, manager of the center, concluded that hiring separate personnel for the cable-casting channel would be inefficient because advertising dollars in the Naples area would not support that much overhead. Management decided to draw on the existing radio staff instead.

The result is a local-origination department that is now at the point where Mr. Ryan says the local-origination department came through the year with total losses of only $2,000. He agreed that few cable systems that originate substantial programming can make that kind of statement about what is normally regarded a heavy-expense, low-return activity.

Cable productions at Gulf Coasts' studio make use of equipment that includes a Norelco LDH-1 studio camera and similar film-chain camera, three IVC one-inch VTR's, two back pack VTR's, two Telemation black-and-white cameras and a remote van. Costs for this type of equipment, added to a 20-hour-per-week programming schedule would make most profit-conscious managers cringe.

But Mr. Ryan says he has spared himself much of the worry through efficient use of production personnel. Every cable production is staffed to varying degrees by the 13 individuals who work in both radio and cable production. For a cablecasting program such as the one-hour of news and information presented on weekday afternoons, any number of the four newsmen might gather the information and with the help of the copywriter write the show. At the same time the seven production assistants can run camera, direct, switch or light, all while away from their various radio duties. Further cost savings accrue when a public-affairs program is recorded on audio tape and video tape in the afternoon and played back later in the day on both the cable system and WNFM.

Other mutual support includes a bookkeeper, who keeps separate books for each operation, and a sales force of five. During the last year, the all-purpose salesmen brought in an average of $5,000 a month for the cable system, $23,000 per month for WNOG, and another $5,000 each month for WNFM. "Financial institutions, nurseries and retail establishments have come to see the benefits of advertising on cable," says Mr. Ryan. Rates for comparable one-minute spots run $15 on the cable, $5.90 on the AM and $5.00 on the FM.

On the drawing board. Above, at left, is the first-floor plan of the Radio-Television Center; at right, the second floor of the two-story wing. The center houses the studio, offices and control rooms of radio stations WNOG(AM) and WNFM(FM) as well as the office, service and production facilities of Gulf Coast Cablevision.

On the inside. The first floor reception area connects the two wings of the Television Center. The CATV sales area is in the background. Television monitors in the foreground are used to monitor each television station carried on the cable system.

On the outside. At left is the exterior of the $500,000 Naples Radio-Television Center.
Ivory towers meet cable’s blue sky

Campus of U. of Illinois is wired for two-way dormitory system with capability of 80 channels

Two-way cable television is coming to the dormitory rooms of the students at the University of Illinois in Urbana. But this in-dorm service “is only at the tip of the iceberg” in relation to the benefits expected from the university’s use of cable television, according to Donald Mullalley, director of broadcasting there.

A contract for cable service within the next 18-24 months has been signed by the University of Illinois board of trustees and the recently selected cable franchisee for Champaign and nearby Urbana. The university’s agreement with Champaign-Urbana Communications Inc. calls for the cable company to wire the 5,400 dormitory rooms and interconnect them with specified buildings across campus. The entire system will also be connected with the cable system serving the two local communities. The proposed 15 miles of campus cable plant will carry 24 channels with a capability of 90. Three channels will also be turned over to the university for use in the Champaign and Urbana communities to reach the 20,000 students who live off campus.

CUCI has also agreed to provide a local-origination studio and production equipment which includes two color cameras, video switcher, lighting system, two portapaks, and one-inch VTR. Cost to the university for the construction and maintenance of both the plant and the local-origination facilities is $100,000 per year for a 15-year period.

Dr. Mullalley, who has spearheaded the movement to bring cable to the university, says a charge of $1 per dormitory student per month could evolve to help defray the costs.

But what really excites Dr. Mullalley are the educational possibilities. Lectures, laboratories and other forms of instruction can be viewed from the dormitory rooms or other cable-viewing facilities on campus. Recorded on video tape and re-cast periodically, classroom information could be received by students at times most convenient for themselves. Lectures that are repeated year after year could also be recorded on video tape and replayed when needed. Such a system would not replace professors; rather, Dr. Mullalley believes, “It will leave more time for interaction between faculty and students to discuss the facts but the implications of the facts, which are really the important things.”

Dr. Mullalley also envisions a two-way cable system that would relay computer data upon request, transmit fire and burglar alarms, allow students to order material from the library and view it over their television sets and perhaps allow students or take tests through an interactive terminal.

Buckley is disputed on payola reports

McClellan aide downgrades evidence that New York senator presents to support proposals for deep probe

Attempts by Senator James Buckley (R, C-N.Y.) to prod Senator John McClellan (D-Ark.) and the latter’s Copyright Subcommittee into a full-scale investigation of the recording industry are getting a cool reception. Tom Brennan, counsel for the McClellan subcommittee, last week characterized Buckley staffs who have been looking into charges of illegalities in the record business as “neophyte investigators” who are “talking before they have all the evidence.”

Mr. Brennan added: “I know there is objection also to the fact that Senator Buckley is not a member of a committee which has jurisdiction in this matter.”

Leonard Saffir, press secretary to the New York senator, said that Senator Buckley had met with Senator McClellan two weeks ago and that he (Mr. Saffir) was scheduled to meet with Mr. Brennan on Thursday, the day after the Brennan denunciation. Mr. Brennan could not confirm the McClellan-Buckley meeting but said that if Senator Buckley had discussed a formal probe “Senator McClellan probably would have mentioned it to me, which he did not.” He also stated that the
Thursday Saffir-Brennan meeting was the "first contact that has been made" between the subcommittee staff and Senator Buckley's staff, conflicting with earlier statements by Mr. Saffir.

In response to Mr. Brennan's charges, Mr. Saffir stated that "a good bit of the information that has come into [U.S. Attorney] Herb Stern's office [which is also investigating the charges of illegal acts in the music industry] has come from our investigation, if Mr. Brennan believes we are neophytes."

To help orchestrate his calls for a formal investigation, Senator Buckley held a news conference in Los Angeles last week to say he was "convinced" that "some of the charges that have been made have a basis in fact." The senator announced he had information about three types of illegal or unethical activity. He cited testimony that on "at least one occasion" a recording executive was authorized to receive kickbacks in which "up to 25%" of his artist's box office receipts were paid for "protection" and of the victimization of "young artists and groups" by means of "fraudulent" contract practices.

The senator also shared the platform with John Phillips, former member of the Mamas and Papas, who has turned over information to the Buckley investigation connected to a suit Mr. Phillips said he was about to file against an as yet unnamed record company for avoiding the payment of performance royalties due to page 38.

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The Broadcasting-Playlist

These are the top songs in air-play popularity on U.S. radio, as reported to Broadcasting by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the 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>Last year rank</th>
<th>Title (length)</th>
<th>Artist-label</th>
<th>Rank by day parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>Bad Bad Leroy Brown (3:02)</td>
<td>Jim Croce—ABC/Dunhill</td>
<td>1 1 1 3</td>
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<tr>
<td>2</td>
<td>7</td>
<td>Touch Me in the Morning (3:51)</td>
<td>Diana Ross—Motown</td>
<td>4 4 3 4</td>
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<tr>
<td>3</td>
<td>10</td>
<td>Live and Let Die (3:10)</td>
<td>Paul McCartney and Wings—Apple</td>
<td>7 3 4 2</td>
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<tr>
<td>4</td>
<td>5</td>
<td>Yesterday Once More (3:50)</td>
<td>Carpenters—A &amp; M</td>
<td>2 5 5 7</td>
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<tr>
<td>5</td>
<td>5</td>
<td>Get Down (2:38)</td>
<td>Gilbert O'Sullivan—Mam</td>
<td>5 2 8 1</td>
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<tr>
<td>6</td>
<td>2</td>
<td>Shambala (3:27)</td>
<td>Three Dog Night—ABC/Dunhill</td>
<td>3 8 6 8</td>
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<tr>
<td>7</td>
<td>13</td>
<td>Smoke on the Water (3:48)</td>
<td>Deep Purple—Warner Brothers</td>
<td>10 7 2 5</td>
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<tr>
<td>8</td>
<td>9</td>
<td>The Morning After (2:14)</td>
<td>Maureen McGovern—20th Century</td>
<td>8 6 7 9</td>
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<tr>
<td>9</td>
<td>6</td>
<td>Diamond Girl (3:29)</td>
<td>Seals and Crofts—Warner Brothers</td>
<td>6 10 9 11</td>
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<tr>
<td>10</td>
<td>18</td>
<td>Brother Louie (3:55)</td>
<td>Stories—Kama Sutra</td>
<td>11 11 11 6</td>
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<tr>
<td>11</td>
<td>8</td>
<td>Playground in My Mind (2:55)</td>
<td>Clint Holmes—Epic</td>
<td>9 9 12 14</td>
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<tr>
<td>12</td>
<td>14</td>
<td>Feelin' Stronger Every Day (4:13)</td>
<td>Chicago—Columbia</td>
<td>14 14 10 10</td>
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<td>13</td>
<td>15</td>
<td>Boogie Woogie Bugle Boy (2:32)</td>
<td>Bette Midler—Atlantic</td>
<td>12 12 15 13</td>
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<td>14</td>
<td>4</td>
<td>Kodachrome (3:24)</td>
<td>Paul Simon—Columbia</td>
<td>13 13 13 15</td>
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<td>15</td>
<td>21</td>
<td>Delta Dawn (3:08)</td>
<td>Helen Reddy—Capitol</td>
<td>15 15 17 19</td>
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<td>16</td>
<td>17</td>
<td>Long Train Runnin' (3:25)</td>
<td>Long Train Runnin'—Warner Brothers</td>
<td>19 16 18 16</td>
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<td>17</td>
<td>12</td>
<td>Give Me Love (Give Me Peace on Earth) (3:32)</td>
<td>George Harrison—Apple</td>
<td>18 17 16 17</td>
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<td>18</td>
<td>20</td>
<td>Monster Mash (3:00)</td>
<td>Bobby Boris Pickett—Parrot</td>
<td>20 20 14 12</td>
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<tr>
<td>19</td>
<td>27</td>
<td>My Sweet Gypsy Rose (2:51)</td>
<td>Dawn—Bell</td>
<td>16 19 19 20</td>
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<tr>
<td>20</td>
<td>11</td>
<td>Will It Go Round in Circles? (3:42)</td>
<td>Charles Daniels—Kama Sutra</td>
<td>17 18 20 21</td>
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<tr>
<td>21</td>
<td>24</td>
<td>Uneasy Rider (3:53)</td>
<td>Billy Preston—A &amp; M</td>
<td>19 19 20 21</td>
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<tr>
<td>22</td>
<td>28</td>
<td>Money (3:59)</td>
<td>The Monkees—Dunhill</td>
<td>20 20 14 12</td>
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<tr>
<td>23</td>
<td>26</td>
<td>Natural High (4:02)</td>
<td>Bob Dylan—Columbia</td>
<td>24 22 23 23</td>
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<td>24</td>
<td>35</td>
<td>Loves Me Like a Rock (3:32)</td>
<td>Paul Simon—Columbia</td>
<td>23 28 28 26</td>
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<tr>
<td>27</td>
<td>23</td>
<td>Soul Makossa (4:30)</td>
<td>Manu Dibango—Fiesta</td>
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<td>28</td>
<td>33</td>
<td>Are You Man Enough? (3:24)</td>
<td>Four Tops—Dunhill</td>
<td>31 23 25 25</td>
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<td>29</td>
<td>29</td>
<td>I Believe in You (3:58)</td>
<td>Johnnie Taylor—Slax</td>
<td>29 26 27 27</td>
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<tr>
<td>30</td>
<td>29</td>
<td>How Can I Tell Her? (3:59)</td>
<td>Johnnie Taylor—Slax</td>
<td>27 31 29 33</td>
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<tr>
<td>31</td>
<td>34</td>
<td>Right Place Wrong Time (2:50)</td>
<td>Dr. John—Atco</td>
<td>37 30 31 31</td>
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| Week | Title/Artist  
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<tr>
<td>22</td>
<td>Misdemeanor (2:36)</td>
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<td>32</td>
<td>Foster Sylvers—Pride</td>
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<td>33</td>
<td>Gypsy Man (5:22)</td>
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<td>34</td>
<td>War—United Artists</td>
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<td>35</td>
<td>If You Want Me To Stay (2:58)</td>
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<td>36</td>
<td>Sly and the Family Stone—Epic</td>
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<td>37</td>
<td>Clouds (2:45)</td>
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<td>38</td>
<td>David Gates—Elektra</td>
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<td>39</td>
<td>Bongo Rock (2:36)</td>
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<td>40</td>
<td>Incredible Bongo Band—Pride</td>
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<td>41</td>
<td>Believe In Humanity (3:22)</td>
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<td>42</td>
<td>Carole King—Ode</td>
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<td>43</td>
<td>Young Love (2:18)</td>
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<td>44</td>
<td>Donny Osmond—RCA</td>
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<td>Saturday Night’s Alright for Fighting (4:55)</td>
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<td>46</td>
<td>Elton John—MCA</td>
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<td>47</td>
<td>Here I Am (4:10)</td>
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<td>48</td>
<td>Al Green—Hi</td>
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<td>49</td>
<td>The Hurt (4:16)</td>
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<td>50</td>
<td>Cat Stevens—A &amp; M</td>
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<td>51</td>
<td>My Love (4:08)</td>
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<td>Paul McCartney and Wings—Apple</td>
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<td>53</td>
<td>We’re an American Band (3:25)</td>
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<td>54</td>
<td>Grand Funk—Capitol</td>
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<td>55</td>
<td>Where Peaceful Waters Flow (4:22)</td>
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<td>56</td>
<td>Gladys Knight and the Pips—Buddah</td>
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<td>57</td>
<td>My Maria (2:32)</td>
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<td>58</td>
<td>B. W. Stevenson—RCA</td>
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<td>59</td>
<td>Angel (3:34)</td>
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<td>60</td>
<td>Aretha Franklin—Atlantic</td>
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<td>61</td>
<td>Everyone’s Agreed (3:12)</td>
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<td>62</td>
<td>Stealers Wheel—A &amp; M</td>
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<td>63</td>
<td>Jimmy Loves Maryann (3:25)</td>
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<td>64</td>
<td>Looking Glass—Epic</td>
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<td>65</td>
<td>Swamp Witch (3:47)</td>
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<td>66</td>
<td>Jim Stafford—MGM</td>
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<td>67</td>
<td>I’ll Always Love My Mama (3:04)</td>
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<td>68</td>
<td>Intruders—Gamble</td>
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<td>69</td>
<td>Over the Hills and Far Away (4:42)</td>
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<td>70</td>
<td>Led Zeppelin—Atlantic</td>
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<td>71</td>
<td>There’s No Me Without You (3:28)</td>
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<td>72</td>
<td>The Manhattans—Columbia</td>
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<td>73</td>
<td>Tequila Sunrise (2:52)</td>
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<td>74</td>
<td>Eagles—Asylum</td>
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<td>75</td>
<td>You Light Up My Life (3:12)</td>
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<td>76</td>
<td>Carole King—Ode</td>
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<td>77</td>
<td>A Million to One (2:38)</td>
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<td>78</td>
<td>Donny Osmond—MGM</td>
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<tr>
<td>79</td>
<td>Let’s Pretend (2:51)</td>
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<tr>
<td>80</td>
<td>Raspberries—Capitol</td>
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<td>81</td>
<td>One of a Kind (Love Affair) (3:31)</td>
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<td>82</td>
<td>Spinners—Atlantic</td>
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<td>83</td>
<td>Roll Over, Beethoven (4:30)</td>
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<td>84</td>
<td>Electric Light Orchestra—United Artists</td>
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<tr>
<td>85</td>
<td>I’d Rather Be a Cowboy (4:10)</td>
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<td>86</td>
<td>John Denver—RCA</td>
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<tr>
<td>87</td>
<td>Half-Breed (2:42)</td>
</tr>
<tr>
<td>88</td>
<td>Cher—MCA</td>
</tr>
<tr>
<td>89</td>
<td>L. A. Freeway (3:20)</td>
</tr>
<tr>
<td>90</td>
<td>Jerry Jeff Walker—MCA</td>
</tr>
<tr>
<td>91</td>
<td>He Did With Me (2:27)</td>
</tr>
<tr>
<td>92</td>
<td>Vicki Lawrence—Bell</td>
</tr>
<tr>
<td>93</td>
<td>I’m Gonna Love You (3:58)</td>
</tr>
<tr>
<td>94</td>
<td>Barry White—20th Century</td>
</tr>
<tr>
<td>95</td>
<td>What About Me? (2:40)</td>
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<tr>
<td>96</td>
<td>Anne Murray—Capitol</td>
</tr>
<tr>
<td>97</td>
<td>Walking on Back (3:00)</td>
</tr>
<tr>
<td>98</td>
<td>Edward Bear—Capitol</td>
</tr>
<tr>
<td>99</td>
<td>Why Me? (3:25)</td>
</tr>
<tr>
<td>100</td>
<td>Kris Kristofferson—Monument</td>
</tr>
<tr>
<td>101</td>
<td>Freedom for the Stallion (3:45)</td>
</tr>
<tr>
<td>102</td>
<td>Hues Corp.—RCA</td>
</tr>
</tbody>
</table>

**Broadcasting Aug 6 1973**
### The Broadcasting Playlist

**Alphabetical list with (this week's overall rank):**

A Million to One (56), And I Love You So (71), Angel (47), Are You Man Enough? (28), Bad Boy Leroy Brown (1), Behind Closed Doors (26), Believe in Humanity (37), Bongo Rock (36), Boogie Woogie Bugle Boy (10), Choices (10), Delta Down (15), Dancing Girl (9), Everyone's Agreed (46), Feeling Stronger Every Day (12), Freedom For the Station (68), Get Down (5), Give It to Me (69), Give Me Love (Give Me Peace on Earth) (17), Gypsy Man (33), Half Bread (61), He Died (6), In A Heartbeat (54), I Ain't (41), How Can I Tell Her? (50), The Hurt (42), I Believe in You (29), I'd Rather Be a Cowboy (60), If You Want Me to Stay (24), I'll Always Love My Mama (51), I'm Gonna Love You (64), I'll Never Leave You (71), I'll Never Love Another Girl (49), Kodachrome (14), L.A., Freedom (63), Let's Get It On (36), Let's Pretend (57), Live and Let Die (3), Long Train Runnin' (16), Loves Me Like a Rock (24), Loving Arms (72), Misunderstood (32), Money (22), Monster Mash (16), The Morning After (8), My Love (43), My Man (64), My Sweet Savannah (19), Natural High (23), One of a Kind (Love Affair) (58), Over the Hills and Far Away (52), Playground in My Mind (11), Right Place Wrong Time (31), Roll Over Beethoven (40), Shambala (6), Smoke on the Water (7), So Very Hard to Go (25), Soul Makossa (27), Sunshine (75), Swamp Witch Blues (70), Two Tickets to Paradise (54), There's A Reason You Call Me (Teculia Sunrise) (54), That's Why You Love Me (100), Time to Get Down (74), Touch Me in the Morning (2), 'Uneasy Rider (21), Walking on Sack (66), We're an American Band (94), What About Me? (65), Where Peaceful Waters Flow (45), Why Me? (67), Will It Go Round in Circles? (20), Yesterday Once More (4), You Light Up My Life (55), Young Love (39).

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

### We're an American Band—Grand Funk (Capitol)

- **Lynn Goldsmith**, who is credited not only with designing the album but with putting the group together with its new producer, Todd Rundgren, explains it this way: "Grand Funk is a middle-American band and what they want is what middle America wants. They just want to boogie. They don't want to think about it."

The distinction on this new Funk are the band's best ever—not that it has ever needed press or play to sell records. One of Funk's claims to fame is that it's (1) been largely ignored on the air, (2) been on the losing end of most media criticism and (3) now has eight gold albums.

If there be different this time, at least in the first two of those respects. Reaction to the "American Band" has been both immediate and nationwide. It came on Broadcasting's "Playlist" at 56, was at 44 in its second chart week (see page 36). Much of the credit is being given to Mr. Rundgren, known as a "wizard of the recording studio" who plays every instrument in sight. He has beefed up the Grand Funk sound, given it a greater variety in texture and accorded the vocals almost equal weight with the thunderous guitar sound for which the group is known.

This is one of those records that no one station "broke." Rather, it's one that programmers are trying to catch up to. Those on last week included wkrk(AM) Boston, klif(AM) Dallas, wixy(AM) Cleveland, wfl(AM) Philadelphia and wcf(AM) Chicago.

### Half-Breed—Cer (MCA)

- All the elements of a "popified" Indian song are present in Cher's latest—her first in many a moon. Mrs. Bono's last hit—"Gypsies, Tramps and Thieves"—fed off the Sonny and Cher television show then rising high in CBS-TV's ratings. This one goes it alone.

The song is about a woman stuck between two cultures, neither willing to claim her ("The Indians said that I was white by law, but the white man always called me an Indian squaw"). It ends unresolved. The subject is neither new nor intriguing, but the artist manages to make maximum emotional advantage of it.

Although the pattern of airplay has not yet emerged, these stations were on "Half-Breed" last week: kewi(AM) Topeka, kan; kpur(AM) Amarillo, tx; wpix(FM) New York; wtix(AM) New Orleans; win(AM) Atlanta; wcag(AM) Baltimore, and kjhj(AM) Los Angeles.

### Extras

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

* ALL OVER THE WORLD, Bo Donaldson

---

### from page 36

him, asking $20 million in damages. The only company for which Mr. Phillips has recorded is ABC/Dunhill Records. Mr. Phillips claimed that record companies debited royalties on records returned from distributors against payments to artists, but that the companies discounted and resold the same records to other outlets, thereby defrauding the musicians of about $60 million a year.

---

Mr. Phillips 

J. Geils Band—Atlantic

Sweat Charlie Babe (2:38) 

Jamaica Inn—Atlantic

And I Love You So (3:14) 

Perry Como—RCA

Loving Arms (2:50) 

Doo+Grays—RCA

Twist of Fate (3:32) 

Focussin' Siree

Time To Get Down (2:53) 

O'Jays—Philadelphia International

Sunshine (3-43) 

Mickey Newberry—Elektra

---

### From the column: Breaking In

We're an American Band—Grand Funk (Capitol) * Lynn Goldsmith, who is credited not only with designing the album but with putting the group together with its new producer, Todd Rundgren, explains it this way: "Grand Funk is a middle-American band and what they want is what middle America wants. They just want to boogie. They don't want to think about it."

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* ALL OVER THE WORLD, Bo Donaldson

---

### From the column: Western probe

Joseph P. Busch, Los Angeles County district attorney, announced he is investigating the recording industry for "possible violations of local laws." Mr. Busch said he had agreed with Sheriff Peter J. Pitchess to share information that may be unearthed by that department's narcotics bureau. Neither Mr. Busch nor Sheriff Pitchess would amplify that statement, although there were some indications that the subject of drugs and disk jockeys at radio stations might play a part. It is understood, however, that this is secondary to the D.A.'s main pursuit of reports of record companies' making drugs available to their artists.
Breaking the ice

Two Washington TV's sharing common tower work to solve interference caused by freezing

WTOP-TV and WMAL-TV, both Washington, are in the process of developing a device to prevent antenna-tower icing, which hampers signal quality.

Ben Wolfe, vice president-engineering for WTOP-TV, said the project is "stills in the embryonic stage" but will eventually involve the tower that the two stations share.

The proposed device, he said, is an electric heating system using resistance wire. As the outside humidity rises and the temperature falls, he explained, the device will turn on automatically and heat the tower. Present plans, he said, call for heating a small portion of the joint tower at first and the entire tower if the experiment is successful.

The National Association of Broadcasters' executive committee, at its meeting last week, voted to contribute $1,000 toward the project (see also page 25).

Technical Briefs

Broadcast switcher. American Data Corp., Huntsville, Ala., has introduced a new production switching system, model 556. It features 10 composite or noncomposite inputs, 12 wipe patterns and "joysticks" that provide wipe effect control. Wipe effect, including a "wipe" and "blink" features and color matting of monochrome keys.

Updates facilities. WJAC-TV, Johnstown, Pa., has purchased TCR-100 videotape cartridge and TT-30FL 30-kw transmitter from RCA. Price of the package is approximately $425,000.

Security switchers. Video switchers for military or educational applications are available from Dage Television, Michigan City, Ind. Model 101580 video switcher is designed for one of six video inputs for presentation on one monitor line, or to present picture from one video source into any of six monitors. Front panel buttons are interlocked to prevent presentation of more than one picture source on monitor.

RCA on scene in Mideast. Israel Motion Picture Studios in Tel Aviv has begun to use RCA-equipped color TV mobile unit for its television news and feature program assignments for clients in other countries. Unit is capable of operating at NTSC standard used in the U.S., Canada and Japan or at PAL standard adopted by countries in Europe and elsewhere. Switch-over from one standard to another requires minor adjustments of equipment. While unit covers assignments that will be viewed in other countries, Israel itself has not authorized color broadcasting, but is currently the PAL standard for eventual color TV there. Unit consists of air conditioned van with three-tube TK-44 color TV cameras and TR-70 videotape recorder.

Hand me down. KGNC-FM Amarillo, Tex., which recently replaced its transmitting equipment, has given its old FM transmitter to Amarillo College's radio-television department. College plans to file for FM allocation to provide educational programming to Panhandle area.

NAB asks FCC to rule on FM translator incursions

The National Association of Broadcasters, claiming that an influx of FM translators in markets already served by commercial FM stations could create "ominous competition," has petitioned the FCC to promulgate rules to prevent such an occurrence.

Under a rule proposed by the NAB last week, the construction of any FM translator would be prohibited if the facility would extend a signal into areas already served by at least one FM.

"Contrary to the needs and welfare of the existing station," NAB told the commission, "the invasion of a second commercial station via the FM translator..." would bring about an "ominous competition for scarce FM advertising revenues."

The association stipulated that translators can and should be permitted to bring FM signals into remote areas where no such signal can penetrate by conventional means. However, it said, the translator should not be permitted to be used as an indirect means of creating competition in areas where the FCC's table of frequency allocations could preclude the creation of an additional FM facility.

Last week's action marked the second time that the NAB has expressed reservations over the administration and effects of FM translators, which have been in existence since late 1971. Last August, the association cited the potentially harmful effects of a proposal by a private group to construct such a facility in Brainerd, Minn. The translator, which would carry the signal of KEZZ (FM) Atken, Minn., was proposed to serve an area already covered by KLZ-FM Brainerd.

Cable Funding fights takeover

Outsiders are eyeing money-rich, customer-poor lending operation; CF files suit against one hopeful

Cable Funding Corp., New York, which has a plethora of dollars to lend ($11-$12-million in cash plus a $25-million line of credit) and a paucity of willing and qualified borrowers, was the unwilling target last week of a second tender offer.

Less than two weeks ago, Coaxial Communications Inc, Sarasota, Fla., cable-TV operator, reported it was making a tender offer for Cable Funding's common stock at $8.50 a share (Broadcasting, July 1). And last week the Geneve Corp., a New York investment holding company, said it was offering to buy at least 300,000 but no more than 400,000 shares of Cable Funding common at $10 per share.

Cable Funding reacted to Coaxial Communication's offer by filing suit in the U.S. District Court at Wilmington, Del., to restrain Coaxial's action. Cable Funding asserted that the net worth of its stock is $12.03 per share and further claimed that Coaxial Communications has suffered "substantial losses"; has failed to meet some of the conditions it agreed to upon acquiring various cable-TV systems, and had applied to Cable Funding for a loan and was turned down.

Cable Funding was deliberating late last week whether it would take court action against Geneve.

Cable Funding raised $15 million (less $1.3 million in underwriter commissions) when it went public last August (Broadcasting, Aug. 28, 1972). It lends money to companies in cable television, and as a condition, takes an equity position in those enterprises.

During the past year, Cable Funding has made loans totaling only about $2-million to three cable-TV companies. It charges interest of 4% above the prime rate; its three loans were made at 12%.

Sources close to the company said there were various reasons for the paucity of loans made: its equity-position requirement has restrained some potential
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**Financial Briefs**

**John Blair & Co.,** New York reported a dip in earnings and revenues for first half of 1973. Jack W. Fritz, company's president, attributed lower figures to "increased expenditures associated with management's decision to further improve services to clients." For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1973</th>
<th>1972</th>
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</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$0.99</td>
<td>$0.62</td>
</tr>
<tr>
<td>Revenues</td>
<td>126,094,000</td>
<td>94,698,000</td>
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<tr>
<td>Net Income*</td>
<td>8,493,000</td>
<td>5,343,000</td>
</tr>
</tbody>
</table>

* includes extraordinary gains of $3,423,000 (60 cents a share) for 1973 period and $1,398,000 (16 cents a share) for the 1972 period from the sale of New York office property and Australian real estate.

**Mooney Broadcasting Corp.,** Birmingham, Ala., reported an increase in revenue and a slight net loss in the first six months of its fiscal year. Company attributed its loss position to strike by en...
Adams-Russell Co., Waltham, Mass., reported gains in sales and income for first three quarters of fiscal 1972-73. For nine months ended July 1:

- **1973**
  - Earned per share: $0.28
  - Revenues: $10,065,000
  - Net income: $349,000

- **1972**
  - Earned per share: $0.16
  - Revenues: $4,232,000
  - Net income: $2,540,000

Interpubic Group of Companies showed billings increases of 6.1% for first six months of this year and 7.1% for second quarter over same period in 1972. Figures for six months ended June 30:

- **1973**
  - Earned per share: 1.56
  - Billings: $453,940,000
  - Net income: 4,322,000
  - Shares outstanding: 2,550,521

- **1972**
  - Earned per share: 0.99

PSA Inc., San Diego-based airline that also owns four FM stations in California, reported increases in revenues but sharp drop in earnings for six months ended June 30. Broadcast operations, report said, incurred loss of $272,000 in first half of this year, compared to loss of $164,000 for same period in 1972.

- **1973**
  - Earned per share: $0.75
  - Revenues: $3,063,357
  - Net income: 602,621

- **1972**
  - Earned per share: $0.67
  - Revenues: 2,796,863
  - Net income: 542,189

Gross Telecasting Inc., Lansing, Mich., reported 11% increase in net income and 9% gain in revenues for first half of 1973. Company also reported gains in first-half sales and income for Admiral International Enterprises Corp., Rosemont, Ill., and announced merger plan under which shareholders of Admiral International would receive cash payment of $18.50 per share. Merger is subject to "completion of legal documents" and approval by Admiral International's shareholders.

Admiral Corp.: for six months ended July 1:

- **1973**
  - Earned per share: $1.30
  - Revenues: 253,526,000
  - Net income: 7,013,000

- **1972**
  - Earned per share: 0.93
  - Revenues: 225,420,000
  - Net income: 3,516,000

A. C. Nielsen Co., New York, reported sales for first nine months increased 15.8% over comparable year-ago period. Per-share earnings were up 22.5%. For nine months ended May 31:

- **1973**
  - Earned per share: 1.83
  - Revenues: $109,150,625
  - Income: 8,791,833

- **1972**
  - Earned per share: 0.68
  - Revenues: 94,256,407
  - Income: 7,175,082

Sonderling Broadcasting, New York, will purchase 190,000 shares of its common stock which were tendered by its shareholders. Price of the tender offer by the company was $11 per share.
## Cablecasting

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**Total:** 313,333 8,725,878

## Programming

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**Total:** 82,579 1,451,644

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**Total:** 169,231 4,160,300
Media

Curt Hahn, program director, WPAT-AM-FM Paterson, N.J., joins WJR-AM-FM Detroit, as station manager.

John A. Kekalos, general manager, KCBS-FM San Francisco, appointed to same post, WAMS(AM) Wilmington, Del.

Paul J. Cassidy, general sales manager, KLOS-FM Los Angeles, appointed general manager, KSFX-FM San Francisco.

Paul Sidney, station manager, WLNQ-AM-FM Sag Harbor, N.Y., named general manager.


Kent W. Creswell, manager, noncommercial WOSU-FM Columbus, Ohio, appointed general manager-broadcast services, WOSU-FM-TV. Merv A. Durea, manager, WOSU-TV, named general manager-production services, WOSU-AM-FM-TV.


Herb Levy, editorial director, KRON-TV San Francisco, named public affairs director.

Julia Hare, public information officer, National Committee Against Discrimination in Housing, appointed director of minority affairs, KSFO(AM) San Francisco.

William C. Thon, with California Institute of Arts, Los Angeles, named art director, KPIX-TV San Francisco.

Broadcast Advertising

James P. McCann, director of television sales, Post-Newsweek stations, appointed director of television and radio sales. Post-Newsweek stations are: WTPA-AM-FM, WING-AM-FM, WCBS-AM-AM.

Sick call. John M. Rivers, president, WCSC-TV Charleston, S.C., who suffered heart attack during CBS-TV affiliates meeting in Hollywood in May, is now back to work on limited but daily basis. Irving Waugh, president of WSM Inc., Nashville, who underwent cardiovascular surgery June 22, began limited return to work last week. And Cathrine Washlewski, 17-year-old daughter of Vincent Washlewski, president of National Association of Broadcasters, is recovering from urologic surgery performed July 24 at Mayo clinic, Rochester, Minn.

TV Washington, WPLG-TV Miami, WCKY(AM) Cincinnati, WXLT(TV) Jacksonville, Fla., and, subject to FCC approval of purchase, WTIC-TV Hartford, Conn.

Marvin B. Shapiro, general sales manager, WCBS-TV New York, appointed to same post, WHOU-TV Houston.


John Boyd, account supervisor, Benton & Bowles, New York, elected VP.

Roy Lindau, general sales manager, WIND(AM) Chicago, resigns. He is succeeded by Neal Weed, sales manager there.

Robert O. Franklin, former VP and general sales manager, KPXO(AM) Long Beach, Calif.-KFOX-FM (now KIQI(AM)) Los Angeles, named general sales manager, KPOK(AM)-KUPI(FM) Portland, Ore.

Sherman Agins, VP-associate research director, Needham, Harper & Steers, New York, named director of research. Mary Catherine Crowley, assistant media supervisor, NH&S, Chicago office, named media supervisor.

Bill Brenneman, with J. Walter Thompson-Detroit, named media supervisor. Ed Coosaia, with Simons-Michelson Co., Detroit, joins JWT there as media planner.

Richard M. Harris and Jeffrey L. Price, copy supervisors, Leo Burnett, Chicago, appointed associate creative directors.

Gail R. Trell, account executive, WCBS-TV New York, appointed sales manager.

Rod Perth, account executive, CTN National Sales, New York, joins KMOX-TV St. Louis as Eastern sales manager.

Richard D. Whelan, with sales staff, WSYR-TV Syracuse, N.Y., appointed sales manager.

Ken Stanciel, sales executive, WNUS-AM-FM Chicago, joins WGLD(AM) Oak Park, Ill., as sales manager.

Randi Heffin, with WNEM-TV Bay City-Saginaw-Flint, Mich., appointed local sales manager.

Bill Bascigalupi, with Cook-Harmes & LeBaron, food brokerage firm, named merchandising director, KGO(AM) San Francisco.

Robert Meyerson, art director, WABC-TV New York, appointed art director, Foote, Cone & Belding, New York.

Dan Fox, manager, program merchandise, NBC, appointed director of department, succeeding Paul Mosher, who retires after 13 years in post. Fred Cuneo, manager, special sales administration, NBC-TV, named account executive, participating program sales, NBC-TV. Succeeding Mr. Cuneo is Neil Turner, manager, Today-Tonight administration.

Norman Levine, salesman with Katz Televisiion in Los Angeles, appointed sales...
manager of American division of representative firm there; Raleigh Fitzpatrick, salesman in Katz Television's Los Angeles office, named sales manager of firm's national division there.

George S. Lenox, manager of advertising, Goodyear Tire & Rubber Co., Akron, Ohio, appointed director of advertising.

Tom Camarda, account executive, RKO Television Representatives, New York, named affiliated sales manager.

Robert L. Miller, advertising manager, central region, Radio Shack, Fort Worth, named media director, central and north central region.

William A. Bannister, account executive, KDHL-TV St. Louis, appointed Midwest sales manager, Evans Broadcasting Television Sales, St. Louis.

Milton R. Hall, president, Cinira, San Diego-based TV and radio production company, joins Phillips-Ramsey, San Diego, advertising and public relations firm, as director of broadcast.

Kenneth E. Gard, acting treasurer, Bozell & Jacobs, New York-based advertising and public relations firm, named treasurer.

**Programing**

Seymour Horowitz, program director, wxyz-TV Detroit, named to same post, WABC-TV New York. He is succeeded by Larry O. Cazavan, assistant program director, WLS-TV Chicago.

William W. Hillier, program manager, WJZ-TV Baltimore, named to same post, KMEX-TV San Francisco. Both are Group W stations.

Art Roberts, with wcfl(AM) Chicago, joins wgdj(AM) Oak Park, Ill., as program director.

S. Arthur Schimmel, VP-business affairs, ABC Circle Entertainment, appointed VP-film and program marketing services, ABC Entertainment, Los Angeles. Rosalyn M. Chapman, faculty member, University of California at Los Angeles law school; William L. Heyman, attorney, Swerdlow, Glikbarg & Shimer, Beverly Hills, Calif.; and Leonard M. Roos, attorney, Thompson, Shankman & Bond, Los Angeles, all appointed contracts-department attorneys, ABC Entertainment.

Anthony D. Thomopoulos, VP, television marketing, Tomorrow Entertainment Inc., New York, named to new post of VP, prime-time programs, New York, ABC Entertainment.

Richard L. Clouser, executive VP, Television Production Center Inc., Pittsburgh, elected president and board chairman.

Johnny Mann, singer, named VP-creative director, Joseph F. Cuff & Co., Encino, Calif., radio production firm.


Patricia Cater, program manager, non-commercial wou-FM Columbus, Ohio, appointed to similar post, WSO-AM-FM-TV.

Herbert F. Young, program and operations director, wiba-FM Madison, Wis., named producer, Earthwatch/Radio, at Institute for Environmental Studies, University of Wisconsin at Madison. Earthwatch produces daily environmental segments for distribution to Wisconsin stations.

Kenneth Harvey, New York, elected national president, American Federation of Television and Radio Artists. Joe Shattery, Chicago, and Bill Baldwin, Los Angeles, elected first and second VP, respectively. Others chosen as VP's: Bill Cole (Los Angeles); George Herman (Washington); Bill Hillman (San Francisco); Grant Horton (St. Louis); Wayne Mack (New Orleans); Brad Phillips (New York); Rubin Weiss (Detroit). Mel Brandt was elected treasurer and Hugh William, secretary.


**Broadcast Journalism**

Mr. Utley

Mr. Scheerer


Ray Scherer, in London bureau for past four years, named to NBC News's Washington bureau where he will cover House of Representatives.

Judyte A. Lilly, graduate, Indiana State University, joins khou-tv Houston as general assignment reporter.

Ron Miller, news director/anchorman, ksby-tv Salinas-Montery, Calif., joins khsl-tv Chico, Calif., in same post.

S. Keever Berman, news director, wxlo-(FM) New York, joins wtaw-am-fm Pittsburgh as news and public affairs director.

Ira Apple, telephone talk-show host, wjas(AM) Pittsburgh, appointed news director, kqtv(AM) there.

Don Bradley, with news staff, kxel-am-fm Waterloo, Iowa, joins wnap(AM) Bridgeport, Conn., as news director.

Bob Cain, sports director, wnya-am-fm Wheeling, W. Va., appointed news director.

Denise Sims, graduate of University of Tennessee, joins wrec-tv Memphis as assistant to news director, with responsibility as liaison with black community, and on-air reporter.

David L. Smith, graduate, University of Missouri at Columbia, joins kqtv-tv St. Joseph, Mo., as reporter/photographer.

Elizabeth T. Solberg, general assignment reporter, kansas city (Mo.) star, joins wdata-tv Kansas City, Mo., as special assignment reporter.


R. T. Eskew, Southern division manager, United Press International, joins greenville (S.C.) News and Piedmont as general manager. He is succeeded by Fred Parker, mid-Atlantic region manager. Mr. Parker will be based in Atlanta.
Cablecasting
Richard C. Hickman, VP-development division, Cox Cable Communications Inc., Atlanta, appointed director of engineering. Edward W. Stark, with Cox Cable, named chief engineer of Cox's cablevision and telesystems divisions.
Charles K. Dargan, manager of advertising and public relations, Mission Viejo Co., Irvine, Calif.-based cable subsidiary of Foote, Cone & Belding Communications Inc., named director of advertising, public relations and community relations.
Nathan Mobley Jr., formerly with Harvard School, Los Angeles, appointed manager of marketing, Theta Cable Tele-
vision, Santa Monica, Calif.

Equipment & Engineering
Charles V. Andersen, VP-general manager for Europe, Africa and Middle East, Ampex International, with headquarters in Reading, England, named VP-manufacturing, Ampex Corp., Redwood City, Calif.

For the Record
As compiled by Broadcasting July 26 through Aug. 1, and based on filings, authorizations and other FCC actions.
Abbreviations: ALT—alternate. ann.—announced. ant.—antenna. aural—aux. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kw—kilowatt. kw-m—kilowatt-m. LS—local sun-

New TV stations
Other action
Review board in Dallas, Texas, proceeding, denied petition by Wadeco Inc., competing applicant for new TV at Dallas, to delete financial issues (Docs. 1974-4-5). Action July 27.

Rulemaking action
Chief, Broadcast Bureau on request of Grayson Enterprises Inc., licensee of KMOM-TV Moma-

Call letter application
Gulfshore Television Corp., Naples, Fla.—Seeks WEVUTV.

Existing TV stations
Final actions
KERG-TV Bakersfield, Calif.—Broadcast Bureau granted authority to operate trans., by remote control from 321 Twenty-First Street, Bakersfield (BRCTV-158). Action July 26.

Organization men
Plans are under-
way for the 1974 National Association of Broadcasters' convention in Hous-
ton next March. Last week NAB President Vincent Wasilewski and Board Chairman Andrew Ockershau-
sen appointed members to the con-
vention planning committee. Co-
chairmen of the committee are Harold R. Kreielstein, president of Plough Broadcasting Co., Memphis, and Wilson C. Wearn, president, Multimedia Broadcasting, Greenwell, S.C. Other members: Thomas D. Har-
rell Jr., WSTP(AM)-WRDX(FM) Salis-
bury, N.C.; V. Kay Melia, KLOE(AM) Goodland, Kan.; Phillip Spencer, WCSS(AM) Amsterdam, N.Y.; Stan Wilson, KFJJ(AM)-KWXI(FM) Fort Worth; Robert D. Gordon, WCP0-TV Cincinnati, and Ray Johnson, KMED-TV Medford, Ore.

Allied Fields
Walter K. Scott, executive director of Radio Liberty, Munich, retires. He is succeeded by Francis S. Ronalds Jr., deputy executive director. Radio Liberty beams shortwave broadcasts in Russian and 17 other languages to Soviet Union.

Herbert D. Manelovec, executive VP and director of media services, McCann-Erickson, New York, named VP and asso-
ciate advertising director, Playboy magazine.

Hap Trout, VP and general manager, kbcO(AM) San Diego, joins William B. Tanner Co. in charge of West Coast organ-
ization, with headquarters in Beverly Hills, Calif.

Deaths
Roy Shuman, 48, actor in network day-
time dramas, died July 30 of heart attack in New York's Roosevelt hospital. Mr. Shuman's most recent TV role was that of Sam Reynolds in CBS's Search for Tom-
morrow. Prior to that, he appeared in CBS's As the World Turns and NBC's A World Apart. He also appeared in Broadway and off-Broadway theater. He is survived by his wife, Alice, and his mother. Mrs. Anne Shuman.

William Willis, 61, retired general man-
or of WSVS-AM-FM Fort Wayne, Ohio, died July 25 of apparent heart ailment. Mr. Willis, who at one time worked at wrra-
(AM) Richmond, Va., later served as secretary-treasurer, Virginia Association of Broadcasters, and as member, Mutual Network's affiliates advisory committee. Mr. Willis was unmarried.

Actions on motions
Administrative Law Judge John H. Connin in Dallas (Belco Broadcasting Corp. (WFAA-TV) and Wadeco Inc.), TV proceeding, granted motion by Belo Broadcasting Corp. to amend application by substituting new exhibits and modifying exhibits to conform to changes incident to effectuation of approval granted by commission for assignment of WFAA-TV license to Beaumont Television Corp. and transfer of control of assignee corporation to Joseph M. Dealey, James M. Moroney, Jr., and Myron F. Shapiro as voting trustees (Docs. 1974-4-5). Action July 19.

Administrative Law Judge Frederick W. Dennis in High Point, N.C. (Southern Broadcasting Corp. (WCHM-TV) and Furniture City Television Co.), TV proceeding, granted petition by Furniture City to amend application to show resignation of J. H. Froelich, one of his stockholders, as director of Knob Creek of Morganian, Morganian, N.C. (Docs. 1974-5). Action July 23.

Acting Chief Administrative Law Judge Lenore G. Elburg in Chicago, N.H., et al. (United Tele-
vision Co. of New Hampshire (WMURTV)).

WLFJ-TV Lafayette, Ind.—Broadcast Bureau granted authority to identify station as Lafayette-

WLCY-TV Largo, Fla.—FCC affirmed refusal by review board to add air hazard issue to hearing involving application of WLCY-TV Inc., licensee, for increase in ant. height (Doc. 1962-7). Action July 26.

WSTE-TV Fajardo, P.R.—FCC denied petition by WSTE-TV, permittee, asking reconsideration of commission action denying application for review of review board denial of WSTE's request for mod. of construction authorization to change ant. site and increase power (Docs. 1980-8). Action July 26.

WISCTV Madison, Wis.—FCC granted tax certi-
ificate to Television Wisconsin Inc., licensee, for transfer of its 50% interest in All Channel TV Inc. 75% owner of Complete Channel TV Inc., operator of cable TV system at Madison, and transfer of its 50% interest in Platteville TV Corp., operator of cable TV system at Platteville, Wis. Action July 26.

Summary of broadcasting
Compiled by FCC, June 30, 1973

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* Special temporary authorization.

et al.,) TV proceeding, granted by Broadcast-Company of New Hampshire (WMUR-TV), et al.,) TV proceeding, cancelled hearing presently scheduled for Aug. 21, subject to further order of Presiding Judge Ernest Nash (Docs. 19336-8). Action July 24.

Chief Administrative Law Judge Arthur A. Gladstone in Manchester, N.H. et al. (United Television Company of New Hampshire (WMUR-TV), et al.,) TV proceeding, cancelled hearing presently scheduled for Aug. 21, subject to further order of Presiding Judge Ernest Nash (Docs. 19336-8). Action July 24.

Chief Administrative Law Judge Arthur A. Gladstone in Manchester, N.H. et al. (United Television Company of New Hampshire (WMUR-TV), et al.,) TV proceeding, cancelled hearing presently scheduled for Aug. 21, subject to further order of Presiding Judge Ernest Nash (Docs. 19336-8). Action July 24.

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Rochester, N.Y.—Monroe County Broadcasting Co. of Rochester, N.Y., in initial decision (Doc. 18676), proposed grant of application for noncommercial FM license to WJLZ(Am) Seelye. Principal: Dean Seelye. Action July 10.

South Bend, Ind.—Indiana A. Hoiman, operator of W2O1KX(Am) Columbia, Md., N.C.—FCC denied request by William J. Murphy, licensee of WKBW(Am) Salida, Colo., and WFSF-FM Frankfort, Ky., for waiver of rules which require FM stations to provide service for at least eight hours daily, 6 a.m. to 6 p.m., and at least four hours of service between 6:00 p.m. and midnight, exclusive of night time. Action July 25.


Whitewater, Wis.—Broadcast Bureau granted CP to install new transmitters at Whitewater. Principal: A. Gladstone. Action July 25.


Modification of CP's, all stations

WWOK(AM) Miami—Broadcast Bureau granted mod. of CP for extension of completion date to Sept. 7 for changes (BMP-13562). Action July 24.


KWQX(AM) Joplin, Mo.—Broadcast Bureau granted mod. of CP for extension of completion date to Oct. 1 for changes (BMP-13566). Action July 24.


WBOAM Honolulu, Pa.—Broadcast Bureau granted mod. of CP to extend completion date of HFI translator to Oct. 1 (BMP-775). Action July 19.

WTV-2 TV Station, Pa.—Broadcast Bureau granted mod. of CP for changes of owner of record of change from Licensee House of TV of Pa. Inc. to ETVB Communications Inc. to East Penn Broadcasting Co. Inc. (BMP-775). Action July 19.

WBOAM Honolulu, Pa.—Broadcast Bureau granted mod. of CP to extend completion date of HFI translator to Oct. 1 (BMP-775). Action July 19.

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<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corporation</td>
<td>(703) 354-2400</td>
<td>Member AFCCE</td>
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<td></td>
<td>Shirley Hwy. at Edsall Rd.</td>
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<td>Alexandria, Va. 22314</td>
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<tr>
<td>PAUL GODLEY CO.</td>
<td>CONSULTING ENGINEERS</td>
<td>(202) 746-2000</td>
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<td>EDWARD F. LORENTZ &amp; ASSOCIATES</td>
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<td>A. D. Ring &amp; Associates</td>
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<td>JOHN E. FESLER</td>
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<td>711 14th St., N.W.</td>
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<td>ROBERT E. L. KENNEDY</td>
<td>CONSULTING ENGINEERS</td>
<td>(703) 785-2200</td>
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<td>J O H N H. MULLANEY</td>
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<td>E. Harold Munn, Jr.,</td>
<td>Communications Consulting and</td>
<td>(213) 356-4386</td>
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<td>Carol D. Edsall</td>
<td>Consulting Engineering</td>
<td>(816) 524-3777</td>
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<td>RALPH E. EVANS ASSOCIATES</td>
<td>Consulting Radio Engineers</td>
<td>(415) 942-4210</td>
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<td>CONSULTING RADIO ENGINEERS</td>
<td>(212) 246-3967</td>
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<td>8200 Snowville Road</td>
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### Service Directory

- **Commercial Radio Monitoring Co.**
  - Precision Frequency Measurements, AM-FM-TV
  - Monitors Repaired & Certified
  - 103 S. Market St.
  - Lee's Summit, Mo. 64063
  - Phone: (816) 524-3777

- **Cambridge Crystals Precision Frequency Measuring Service**
  - Specialists for AM-FM-TV
  - 445 Concord Ave.
  - Cambridge, Mass. 02138
  - Phone: (617) 876-2810

- **Applied Video Electronics, Inc.**
  - Box 25, Brunswick, Ohio 44212
  - (216) 225-4443
  - Systems Design—Installation Service—Equipment Brokerage
Co. from Andres Portales (50% before, 29% after) to Daniel R. McDuff (30% before, 51% after).
Consideration: $45,000 (BTC-1087).
Principal: Mr. McDuff is vice president and general manager of KWMK. Action July 25.
• KVAM, 1301 N. Western, Corpus Christi, Texas.—Broadcast Bureau granted assignment of license from Wesner Broadcasting Inc. to Spanish Broadcasting Inc. for $22,000. Action July 25.
Mr. He owns Hartelle TV Cable Co. Action July 18.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announded July 21.

-Situations

Applicants:

• M & M Cable Co., 215 King Road, Roseville, Calif. 95678 proposes for Riverside (CAC-2810), to add KVST-TV Los Angeles and KXTV-Tijuana, Mex.
• United Cablevision Inc., Box 10727, University Park Station, Denver, Colo. 80210 proposes for Loma Linda, Calif. (CAC-2814), to add KTVU Oakland and KVST-Los Angeles both California; EXTV-Tijuana and KVST-Los Angeles both California; EXTV-Tijuana.
• United Cablevision Inc., Box 10727, University Park Station, Denver, Colo. 80210 proposes for Loma Linda, Calif. (CAC-2814), to add KTVU Oakland and KVST-Los Angeles both California; EXTV-Tijuana.
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• Telepromter of Liberal, 25 West Third Street, Liberal, Kan. 67901 proposes display space liberal (CAC-2814), to add KERA-TV and KDTV, both Dallas and KVTT Fort Worth, both Texas.

International Teleemer of Bristol County, 189 Headley Street, New Bedford, Mass. 02740 proposes for Acushnet (CAC-2821) and Dartmouth (CAC-2881), both Massachusetts WJAR, WPRO, and WBSR, all Providence, R.L.; WTEV New Bedford, WYFB, WYBC, WYBC, WYGB, WBSR, WBSR, WYGB, and WYBF, all Boston, WSMW Worcester, all Massachusetts.
• Storer Cable Communications Inc., 1177 Kenton Court, Miami Beach, 33154 proposes for Bainbridge Island, Wash.
• Storer Cable Communications Inc., 1177 Kenton Court, Miami Beach, 33154 proposes for Bainbridge Island, Wash.
• Poisson Valley Television Co., 100 South Liberty Street, Middletown, N. J. 07748 proposes for Mt. Savage, Md. (CAC-2821); Paw Paw, W. Va. (CAC-2821), both Pennsylvania.
• Romney, W. Va. (CAC-2826); Ellesler (CAC-2827), Cumberland (CAC-2828), and Bowling Green (CAC-2829) all to Maryland, to add WVVU Morgantown, W. Va.
• Homevision Television Co., 100 South Liberty Street, Middletown, N. J. 07748 proposes for Mt. Savage, Md. (CAC-2821), Port Arthur (CAC-2821), Moorfield (CAC-2821), Ridgeley (CAC-2830), all West Virginia; Corriganville (CAC-2831), herself (CAC-2831) and Cresaptown (CAC-2834), all to Maryland and to add WVVU Morgantown, W. Va.
• Clayton TV. Cable System, 115 Main Street, Clayton, N. C. 28431 proposes for Clayton (CAC-2818), to add KOB-TV, KOAT-TV, KGGM and KNME-TV, all Albuquerque, N. M.
• Leacon Inc., Box 455, Dillion, Colo. 80435 proposes for Crestone (CAC-2631), to add KRWG-TV Las Cruces, N.M.
• Cablevision of Durham Inc. 360 South Monroe, Denver 80205 proposes for Toms River, N. J. (CAC-2815), WRAL-TV Raleigh, WTVD and WEDU-2815, both Florida; WTVI TV Chapel Hill, WTVI-TV Charlotte, all North Carolina; WTVI, WDCU-D and WETA-TV, all Washington.
• Suburban Cable Television Co., 250 King of Prussia Road, Bryn Mawr, Pa. 19010 proposes for Bryn Mawr, Pa. (CAC-2817), to add WJSS-TV.
• Telepromter of Liberal, 25 West Third Street, Liberal, Kan. 67901 proposes for Acushnet (CAC-2821), and Dartmouth (CAC-2881), both Massachusetts.

Help Wanted Management


Midwest AM and FM top 100 market is looking for an experienced Program Manager. Background in rock format is desired. Excellent opportunity for "rock" DJ who is ready to move up to Program Manager position. Equal Opportunity Employer. Box H-19, BROADCASTING.

Heavy Sales oriented GM needed for small market, fulltime, group owned Northern New England radio station.

Vice President/General Manager, Exceptional opportunity for dynamic radio executive interested in top ten Massachusetts; Will be responsible for: sales and marketing, group. Box H-43, BROADCASTING.

General Manager, Major market FM. Prefer candidate on the way up $25,000 to $30,000. Mail resume to Box H-22, BROADCASTING.

Vice President/GM, Charleston, W. Va. is looking for a take-charge operations manager. In it's first ARB (with an automated top 4 format) station has gone from non Top 20 to third in market. Salary negotiable. Call Jay Thomas, WAYS, 704-392-6919 or send tape and resume to 400 Radio Rd., Charleston, W. Va. 25301.

Media broker trainer. Must be self starter with good basic sales background. For consideration, contact Chapman Company, 5 Dunwoody Park, Atlanta, GA 30341.

RADIO

Help Wanted Sales

Good market in SouthWest has opening for experienced radio advertising salesman. Our staff knows of the best sales outlets. Plan to join us in September. Write Box G-213, BROADCASTING, June 30.

Immediate opening for aggressive radio salesman. Must have experience and proven record of sales. Salary depending on qualifications. Must be competitive self starter. Good prospects and desired. Rush resume, Box G-308, BROADCASTING.

Sales opportunity in New England medium market. You must be a proven sales producer. Strong bilader and desired. Assistant to the Vice President for sales. Guaranteed draw. Totally adult station with adult professional approach. Write Box G-320, BROADCASTING.


Top money for proven successful salesperson to manage and sell four man sales department at top 25 market. Commission/earnings records to Box H-34, BROADCASTING.

Outstanding opportunity for experienced Radio Salesman. Chance to advance unlimited. We have two stations and looking at others. Middle coast college town, the good life for self starter. All resumes kept confidential. Box H-64, BROADCASTING.

Sales Managers and Salesmen for training with Broadcaster. Considerable track record. Send resume and references to Box H-73, BROADCASTING.
Help Wanted Announcers

Wanted: An experienced announcer with a warm, believable commercial voice. The newscaster is needed immediately for WGAY. A top rated easy listening station in the area. Good salary plus liberal union benefits. Send tape and resume to John Doogan, WGAY AM & FM, World Building, Atlanta, GA 30303.

Modern Country announcer needed immediately. Must be experienced pro, sharp air-man, production, comment, air campaigns. Remote all air. Bring press clippings. Send complete resume including salary desired to Art Lewis, PD, WJAJ-Radio, Albany, Georgia.

Suburban New York City IOKY Contemporary/MOR station needs a good time filler. Must be experienced pro, sharp air-man, production, comment, air campaigns. Remote all air. Send complete resume including salary desired to Art Lewis, PD, WJAJ-Radio, Albany, Georgia.

Top Morning Man—Leading radio operation has opening for a pro who has proven record of adult morning audience growth. Info to WSNO Radio and Television, Savannah, GA. Include picture and resume.

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Situations Wanted Sales
Solid sales background plus outstanding play by play associate with strong sales opportunity to combine sales/sports abilities. First phone. Box G-206, BROADCASTING.

Young degree holding NE radio A/S seeks southern relocation. Desires Miami or Florida area. Desire sound earning potential. Box H-26, BROADCASTING.

Major market salesman, excellent experience, excellent track record. Salesman to relocate as Sr. Manager, Sales Manager with list. Box H-76, BROADCASTING.

Outstanding resume Ten years all aspects radio, five years sales and management, 1st phone. Ready to prove myself again. Let’s talk—815-426-2003.

Situations Wanted Annunciators
DJ, tight board, good news, commercials, 3rd phone. Can relocate. Box G-106, BROADCASTING.

PD, experienced 5 years Country MOR. Young, single, 3rd college, desires to relocate. Announcing position. Any format. Box G-210, BROADCASTING.

Are you a major personality station in markets 1-30? I am a versatile young talent (25) doing magazine format in big 3, looking for a station like yours. Dynamic interviewer, strong production, clean, bright on-air sound. I’ll work like crazy for your success. Write Box G-229, BROADCASTING.

Are you looking for a hard working, Draft exempt young black announcer with 3 years experience in R&B or Top, with refreshing voice and good knowledge of record changes and what is happening? Price is right because radio is my life. Available Sept 1, but will be free now. For more info: Box G-924, BROADCASTING.

Experienced, 1st phone, seeks permanent position in Minneapolis. Interested in sales. Presently employed. Box G-329, BROADCASTING.

Announcer with first phone currently employed at suburban Washington Contemporary, Desires position with Top 40 in Maryland or Virginia. Box H-1, BROADCASTING.

Medium Market talk show host ready for major market. Owner pays $3000.00 for references. Reply to Box H-18, BROADCASTING.

Prefer Midwest. MOR, 115 years experience. Medium or small market with good future. Good voice reliable. Box H-65, BROADCASTING.

Black DJ soul format. Not Screamer, can accumulate, entertain, and hold an audience simultaneously. First tickle, on-air experience, relocate, ASAP, today. Box H-36, BROADCASTING.

DJ tight board, good news, commercials, 3rd phone, limited experience willing to follow instructions, ready now. Box H-41, BROADCASTING.

Beginner will work free for three months for experience if a job is open for a year afterwards. Town must be big enough to get a paying job else-where. Will relocate. Family man, 3rd phone. Perma-

Experienced first phone PD seeks Top 60 position with challenge and room to grow. Strong music, adminis-

Jazz Jock seeks relaxed format. Versatile, knowledgeable, six years on air, good audience rapport, experi-


Young DJ Third Phone with some experience is seeking a position in Top 40. Needs a second phone, news, commercials, ready now. Larry Ferritta, 12 Lawrence Circle, Middletown, NJ 07748. 201-677-3741.
Help Wanted News

Newsmen-Announcer with mature voice and good on-camera delivery for Gulf Coast Texas VHF. Box G-237, BROADCASTING.

Newsmen for south Texas television and radio stations. Must be able to gather, write, and deliver news. Box G-238, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas radio station. Box G-239, BROADCASTING.

Hard news/investigative documentary writer/reporter for Florida TV station. Experience only need apply. Full details, first letter Equal Opportunity Employer. Box H-4, BROADCASTING.

Combination reporter/photographer for Florida TV station. No on-camera work. Experienced in Equal Opportunity. Box H-5, BROADCASTING.

Weatherman: Experienced TV Meteorologist with warm, confident delivery, but must know weather. All stations pay in large southeastern market. Open salary based on experience. resume, photo and audio tape if available. Box H-42, BROADCASTING.

Reporter/Photographer. Ready to move up! Top rated TV station in Midwest has opening for experienced Reporter/Photographer capable of anchoring weekend newscasts. Send resume, picture, and audio tape to Box H-46, BROADCASTING. All replies confidential. Equal Opportunity Employer.

Tep rated upstate New York news operation is looking for a very special person. We want some one who looks and acts like a star and is willing to work very hard. Send us resume and to do list, and to do a job that we expect will be done to make an outstanding broadcast professional. We are an Equal Opportunity Employer. Rush video tape, writing samples, resume and references to Box H-45, BROADCASTING.

Assignment Editor—WHAS-TV Louisville, a station with an excellent news reputation, is looking for a person with the ability and the talent to really care about journalism. A good job in an exciting news operation. Write, do not call, Tom Dorsey, Box 1080, Louisville, KY 40202. An Equal Opportunity Employer.

Expanding News Staff. Reporter-photographer, also radio and TV air duties. Degrees required. Resume, references, audio tape or VTR and salary requirement with first letter to Phil Morgan, WOI-AM-FM-TV, Ames, Iowa 50010.

Help Wanted Programing, Production, Others

Experienced, mature public affairs producer with qualifications in film and video production for major market television station. Salary competitive. Need is immediate. Anyone with less than five years experience need not reply. Work on unusual news program, Heavy concentration on film documentation. High level of management and creative skills required. Great opportunity for a young producer. Box H-53, BROADCASTING.

Midwest Market Medium TV Station has two openings in production. We need an announcer who can also do some directing. If you have some radio experience on the college level as an announcer, you are what we're looking for. Also need a director with some on-camera experience and experience with tape that can do limited editing. If you fit either category, send resume, audio tape, and indicate salary requirements.

Help Wanted, Programing, Production, Others, Continued

Description of the position. Directors, producers, writers. Director/Producer Top 50 markets. Two years experience directing, producing, writing, editing in both videotape and film. Experience also in film documentaries and live bookings. Send inquiries to Box G-223, BROADCASTING.

Experienced TV Producer-Director, NBC affiliate, MA. Top 40 market; seeks move up to more responsible position or larger market. Box G-231, BROADCASTING.

Situation Wanted Programing, Production, Others Continued

Female first phone seeks production position with Chicago area TV or radio station. Available immediately. G-280, BROADCASTING.

Prove to me that it's what you know, not who you know. Sports Director of small TV station, PBP, will return phone call if broadcast or radio. Box G-299, BROADCASTING.

Young director seeks medium market position with news or entertainment. Box G-317, BROADCASTING. Young producer needs 4 years major market experience includes all production functions. Box G-339, BROADCASTING.

Young black freelance producer/director, West Coast based, seeks position in West Coast network, film, and video tape. H-37, BROADCASTING.

Producer/Director/Cinematographer with three years experience in public TV desires secure position in new production. Box H-54, BROADCASTING.


Television Sportscaster/Newswoman, Capitol City market, excellent credentials, 21 AFB/Nielsen, SCE skewtriers, nominated best in state, 14 yrs. experience. All facets sportscasting/news, communication, inasmuch on pastures, found none. Start immediately. John Lash, 818-978-2299.

Recent graduate, B.A. in TV and film some experience in both fields. Desires position in broadcasting industry, will relocate anywhere. Muri Chichiky, 213 East, Arlington Heights, IL 60004.

WANTED TO BUY EQUIPMENT

G.B. 916 A.F. Bridge, like new condition. $650. Box H-25, BROADCASTING.


After a move to new studios, KTRH has several pieces of equipment for sale. There are turntables, tape machines, amplifiers, rack fit, etc. Also, there is a sub type/"Gateway" console, and a two year old Gales Executive stereo console. Contact Lester A. Mullan, at KTRH, phone 713-513-4491 or P.O. Box 1520, Houston, TX 77001.


Quality Audio Cassettes are our specialty. Modern styling with slide potentiometers and "soft" audio switching. We manufacture 8 standard cassettes at very reasonable prices. Write for a catalog, and a custom system to your specifications if you prefer. Also available are audio modules including distribution amplifiers, preamplifiers, monitor amplifiers, etc. Write or phone for information and specifications. Systems Engineering Company, P.O. Box 9224, Atlanta, GA 30329. 404-482-2446.

Cartridge tape equipment—New and rebuilt guaranteed. Autoyne, Box 1004, Rockville, Maryland 20850.
For Sale Equipment Continued

Ball & Howell Model 614, 16mm TV Film Projectors, Mag/Opt. will take for color operation, complete package with spare parts, $2,500. Arnold Monday, Chief Engineer, KOIN-TV, Hillsell, OR 72220.

Rust remote control system RC-1000. Excellent condition with manuals. $500.00. WDLC, Box 920, Port Jarvis, NY, 11486-5186.

For sale, best offer, RCA 50 D Class B-C transmitter, formerly at WWL and WHYZ. Write or call WHYZ, Box 4006, Greenville, SC, 296-246-1411.

Gates BC-50-C 50,000 watt AM Transmitter. Installed new in 1967, now on the air at W2KQ in Jacksonville, Florida. This transmitter is in A1 condition and has spare fine tubes and other parts. I am asking $25,000. Contact Marshall W. Rowland, 813-251-8592.

Used Recording Tape, 2500' Mylar, 10% reel. $1.25 each. WMDR, Box 461, Moline, IL 61265.

COMEDY MATERIAL
Fameyl Professional comedy. 3 samples only $2, Sun- shine Comedy Service, Room 23, Box 4656, Jax, Fla. 32201.

Desjays: New, sure-fire comedy. 11,000 classified on-timers. $10, Catalog Fred Edmund Orrin, 2768-B West Roberts, Fresno, Calif. 93705.

Wild Tracks. $12.00. Impact Broadcast, Box 29333, Atlanta, Georgia 30329.

INSTRUCTION
Correspondence instruction leading to FCC license and electronics degree. G1. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans and accredited member National Association of Trade and Technical Schools. Write or phone the location closest convenient to you. Elkins Institute in Dallas, . . . 90028, HO 2-357-4001.

Elkins in Atlanta, . . . 51 Tenth St. at Spring, N.W.

Elkins in Denver, . . . 430 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston, . . . 3518 Travis.

Elkins in Memphis, . . . 1526 Union Ave.

Elkins in Minneapolis, . . . 4103 E. Lake St.

Elkins in Nashville, . . . 2106 A. 8th Ave. S.

Elkins in New Orleans, . . . 2940 Canal.

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

Elkins in San Antonio, . . . 503 S. Mein.


In Chicago, Omega Services has the best price for a First Class (License) Class A or evening. Guaranteed results! Omega Services, 333 East Ontario, 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class License and announce-disk-jockey training. Contact ADAM, radio training studios, 25 West 43 St., N.Y.C. (212) 59-5245.


BEI teaches electronics for the FCC First Class Radio Telecommunication license. 90% of our students pass their exams. Classes begin July 16, August 27, Oc- tober 1, November 12, December 15. REI, 19 South Palm Ave., Sarasota, Fla. 33577; phone: 813-959-922, REI, 800 Caroline St., Fredericksburg, Va., 22401; phone: 703-379-1441.

Help Wanted Announcers

MOR PERSONALITY
Middle Atlantic/New England 50,000 watt NE MOR powerhouse needs mature pro, to entertain, using warm, friendly projection. Send tape/resume to Box G-335, BROADCASTING

Two Pros Needed:
(1) Morning man—humorous, warm, friendly, creative personality.
(2) Mid Day (1-4 pm) Personality—deep voice, hip, loaded with female. Super top-rated midwest MOR of super national chain. If you're good, send tape, details. Equal Opportunity Employer.

Box H-52, BROADCASTING

Help Wanted Producers, Production, Others

Need all around program director for modern country sound in Virginia. Strong on production . . . air shift. Send tape of your work.

SALARY OPEN

Box H-50, BROADCASTING

Help Wanted Management

V-P GENERAL MANAGER
Lessing radio station in top ten market. Rare opportunity for dynamic executive with medium or large market experience. Sales managers career and program managers will be given considera- tion. Call Mike Walker, Management Consultant at 312-693-6711.

Broadcasting Aug 6 1973 54
**FOR SALE Stations**

**RADIO STATION TO BE OFFERED FOR SALE**

The Board of Regents of the University System of Georgia will solicit bids for the purchase of the operating assets of Radio Station WGST, located in Atlanta, Georgia. The sale of the Station will be subject to FCC approval. The purchase price must be paid in cash. Copies of the bid documents may be obtained after August 15, from Mr. Ewell Barnes, Vice President of Business and Finance, Georgia Institute of Technology, 255 North Avenue, Atlanta, Georgia. A fee of $50 must accompany requests for bid documents. Contact: Mr. Jack Collins, WGST Radio Station, 168 8th Avenue, N.W., Atlanta, Georgia 30332, for tours of Station property by appointment only.

**FOR SALE OR PARTNERSHIP**

FM Radio station in major market in Iowa. Outstanding potential. Excellent equipment. Priced below market for immediate action. One of Iowa's Favorite. Box G-297, Broadcasting

**FOR SALE**

Exceptionally equipped and situated full facility monaural Class A FM in East Central Indiana single station market of approximately 10,000. 29,000 in county, 37,000 within 1 Millivolt and over 50,000 within 50 microvolt contour. $50,000 cash required balance $40,000 to assume mortgage etc. Box H-35, Broadcasting

**FOR SALE**

Fast growing small northern California market. Full time AM, 3 KW FM. Not under Bay area Umbrella. $250,000, 29% down. Not commissional to brokers. Box H-27, Broadcasting

500 Watt Daytimer. Mid-south. Town of 4,000. Solid expanding economy. $92,500, approximately one-half down. Includes valuable real estate. Quick deal with owner. Box H-53, Broadcasting

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**FOR SALE Stations Continued**

East Small FM $160M Terms Carolina Small Daytime $150M Terms
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MW Metro AM/FM $595M Cash South Metro Profitable $400M 29%
South Major Fulltime $2MM Nego. SE Major Daytime $395M 29%

**BROADCASTING'S CLASSIFIED AD ORDER FORM**

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SITUATIONS WANTED

WANTED TO BUY

FOR SALE

ADDITIONAL CATEGORIES

Indicate desired category: ☐ Radio ☐ Television ☐ Cable

☐ Management ☐ Management Sales ☐ Sales ☐ Equipment

☐ Sales ☐ Announcers ☐ Technical ☐ Equipment Stations ☐ Equipment

☐ Technical ☐ News ☐ Programming ☐ Stations

☐ Programming, Others ☐ Production, Others ☐ Others

Insert_______time(s). Starting date ______. Box No. ☐ Yes ☐ No ($1 Additional)

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Broadcasting Aug 6 1973 56
A today-oriented chief for the communications bar

It was an opportune trip to Washington for Marcus Cohn. Fresh from a year-long Harvard graduate fellowship, from which he gained proficiency as a tax attorney, he had just landed a position on the Treasury Department’s legal staff. The job paid $2,800 a year—no small sum for a novice bureaucrat in 1940. But there was this friend of a friend at the FCC to whom he had to say hello. By late afternoon, Mr. Cohn was hired in the general counsel’s office of the then six-year-old agency—at a yearly salary of $3,200. Suddenly, taxes were the farthest thing from his mind.

Mr. Cohn’s decision to alter course and at the infancy of his legal career has garnered him a formidable legacy in the three decades hence. Now a senior partner in the Washington law firm of Cohn & Marks, one of the largest such organizations dealing almost exclusively in communications matters, Mr. Cohn has amassed rewards in both the material and esthetic senses. Cultured and eminently articulate, his approach to society and politics is influenced by a strong Democratic liberalism: the former Stevenson campaigner, the Watergate abortion. His ruddy complexion and long, bushy sideburns belie the fact that he is nearing his 60th birthday. His scholarly mien invites speculation that he would not be uncomfortable in the academic world.

Indeed, Mr. Cohn has made intellectual pursuits a vital part of his life. For the past seven years, he has taught a course in communications as a public-policy matter at the George Washington University Law School. He also travels extensively as a lecturer and participant in communications-oriented symposiums. This week, for instance, he is taking part in a seminar at Aspen, Colo., sponsored by the Institute for Humanistic Studies. “I enjoy that as kind of a mind-expanding experience,” Mr. Cohn says. “And I’d like to believe that, somehow or other, it makes me a better lawyer.”

Mr. Cohn’s long-standing infatuation with the social sciences will serve him well as the new president of the Federal Communications Bar Association. “I think the time has come when you can no longer run a bar association in the old parochial sense—that it’s interest-est only in its own welfare,” he submits. “In these cataclysmic days of society overturning apart at the seams, I think every responsible institution, and certainly a bar association, has to understand that it must be observant of the torrential rains of social upheaval that are going on... I’m not saying that we should be a social institution, but I do think that we must have our eyes open to things other than the immediate benefit of our clients.”

Mr. Cohn notes with delight FCBA’s unprecedented decision this year to admit certain attorneys who, by virtue of their association with citizen groups, have come to be known as public-interest lawyers. “I think this is wonderful, because it’s a fact of life that these public-interest firms are there. And, by gosh, we’d better listen to what they’re saying—in areas outside of the two antagonists lining up against each other at the FCC. They are, in a sense, reflective of what’s going on in society. And society as a whole has a particular stake in communications.”

Mr. Cohn takes personal pleasure in the fact that he was responsible for implementing FCBA’s seminar program, in which association members have the opportunity to confer on a broad scale of issues outside the Washington environment. “Out of all the things I’ve done in my life,” he claims, “this certainly is one of the most important in terms of giving me a feeling of having created something of benefit—not only to FCBA but to our clients and society as a whole.”

But if Mr. Cohn is an angel to the business of consciousness-raising, he maintains a reputation as a devil in the courtroom. “If I had any forte in communications law,” he recalls, “it was examining an adversary witness,” and he recites with relish one instance of that ability. While still with the FCC, Mr. Cohn was assigned to represent the commission staff in a case in which former Florida Governor David Sholtz, who had been implicated in a 1930’s Miami gambling scandal, was attempting to acquire construction permits for six AM stations. So merciless was Mr. Cohn’s line of questioning that a harried Mr. Sholtz ultimately stormed out of the hearing room, never to return—but not before he had angrily thrown his chair at Mr. Cohn and had suggested what his tormentor must do to obtain the six unissued construction permits.

It was with equal verve that Mr. Cohn opted to start his own law practice at the relatively tender age of 31, after only a four-year stay at the commission. Two years earlier, in 1946, Mr. Cohn had his first full partner (he now has 11), an even younger Leonard Marks.

“One of the wonderful things about the partnership with Leonard,” Mr. Cohn says, “is that we each do our own thing outside the practice of law.” Mr. Marks has always been the more political of the two, having campaigned vigorously for Lyndon Johnson and, subsequently, having been awarded the directorship of the United States Information Agency. Mr. Cohn’s interests lie closer to home. “Leonard is quick, sharp. He frequently acts on impulse, and frequently he’s right. I don’t respond as rapidly, and I think longer about a judgment... In a very real sense, we complement each other.”

Marcus Cohn is taking things slower at the office nowadays. He has given up working on Saturdays, although he still goes home for the weekend accompanied by a briefcase bulging with legal documents and lecture notes. But with a string of legal coups to his credit—including a victory in the benchmark Lorain Journal case, in which the Supreme Court ruled a newspaper cannot deny space to broadcast advertisers; a successful effort on behalf of theater owners to ward off the coming of pay TV in its early stages of development, and painstaking defenses of such controversial (Mr. Cohn prefers the word “innovative”) broadcaster clients as Gordon McLendon and Don Burden, Mr. Cohn has yet to learn how to rest. For him, life is a continuous struggle for self-enlightenment. As an advocate of the same process for his peers in the FCBA, his goal is concrete: “If we can be the bridge between the chaos that’s going on and the regulatory functions of the FCC, and if we understand both of those processes, I think we serve our clients well.”
Editorials

Fair way out
From the time the FCC first began considering the imposition of restraints on the amount of television-network programing affiliates could carry in prime time, this publication has opposed such regulation. It was and is Broadcasting's belief that the government makes an unwarranted intrusion into editorial control when it establishes quotas on the programing a station may take from a given source.

That opinion was in no way altered by the arguments the FCC heard last week on retention, repeal or modification of the prime-time-access rule that now confines nonnews network programing to three hours between 7 and 11 p.m. The longer the arguments went on, however, the more apparent it became that the FCC has at hand a rational way to end this venture.

Nobody in the television business has been severely damaged economically by the rule in the nearly two years of its existence. ABC-TV admits that the rule has enormously increased its profitability. NBC-TV's original opposition to the rule has turned to near neutrality. CBS-TV still talks of repeal, but not until it has plenty of time to tool up for it.

Though some affiliates still go through the motions of opposition, it is clear that those in major markets are probably making more money with the rule than they would make without it. Independents are profiting by the availability of off-network syndication product for use in access time against less popular material available to affiliates, which are denied the use of off-network series in those periods.

The program producers who specialize in turning out network shows may have a point in opposing a rule that has diminished that market by 21 half-hours a week, but other producers also have a point in supporting the rule as a device to open new markets. There is, however, no evidence that the troubles afflicting Hollywood can be traced to the FCC.

What everybody in the business needs is a clear and final decision. The FCC now has it in its power to carry out the original purpose of the rule, the creation of an opportunity for diverse sources of programing to compete for prime-time exposure, and at the same time fix the FCC's withdrawal from prime-time program control. It need only set a date, say three years hence, when the prime-time-access rule will self-destruct.

That would give nonnetwork producers a reasonable time to develop the syndication properties they say they can produce. It might induce stations to experiment with local programing. It would give networks time to plan their moves. And it would notify all participants of the restoration of a free market on a known date. Wouldn't that be in the public interest?

Friendship
Another rank example of legislative discrimination against broadcasters is contained in the campaign-reform bill passed last week by the Senate. The bill would require stations to give at least 15 minutes of time to all candidates for Senate and House as a trade-off for suspension of the equal-time provisions now embraced in Section 315 of the Communications Act.

That provision got into the bill by way of an amendment offered on the floor July 27 by, of all people, a former broadcaster, Walter D. Huddleston (D-Ky.), who retains an interest in WLBN(AM) Lebanon, Ky. Nothing like having one of your own in the Senate.

There are other features of the bill that repair earlier affronts to broadcasters. For example, the six-cents-per-voter limitation imposed by the campaign-reform act of 1971 on broadcast spending by political candidates has been eliminated. In the new bill candidates can spend their campaign money any way they want. But the Huddleston amendment or something like it must be kept out of whatever legislation is to come from the House. It would accentuate the antibroadcasting trend that started with the cigarette ban, extended to little cigars, and was further applied in the prohibition against the armed forces' use of advertising on the air for recruiting.

TV on trial
The news media, with television in the forefront, find themselves on trial too because of Watergate.

Whether it is compassion for the underdog or the inverse psychology of blaming the purveyor, there is the notion that the media are piling on as the Senate hearings move from sensation to sensation. Witnesses refer to TV exposure, naming names of reporters. Tempers are shorter, the strain is showing on committee members, and counsel seem to play to the cameras.

Ordinary citizens do not understand the logic of committee procedures when witnesses are interviewed in closed sessions by committee counsel. And when public answers do not jibe with those provided in private, the interrogators promptly become "Mr. District Attorney."

If the advance interview is for the purpose of expediting proceedings, it is missing its target. The Senate committee proceeding may not be a trial in the strict sense, but we suspect that every witness thus far must feel he has been through the wringer.

However some may feel that the Watergate story is being overplayed, the ratings indicate a national interest in the proceeding. The public has been uncommonly served by commercial-network rotation of daytime coverage and selected special coverage in prime time, at minimum dislocation of regular programing, and by the PBS full-text replays at night.

When the record is closed, we venture that television coverage will be judged by the fair-minded majority as having been balanced and faithful to developing events. That should be so because every broadcast reporter knows he is interpreting events that already have been witnessed as they occurred by the television audience.

"Psst... Hey buddy, want to see some cigarette commercials?"

--Broadcasting's Guy Welch, drawn for Broadcasting by Guy Welch
For almost a decade the news and public affairs department of WREC-TV has presented a series of weekly programs that take a penetrating look at the intriguing realm of the doctor... "The World of Medicine." Produced in cooperation with the Memphis and Shelby County Medical Society, "The World of Medicine" features prominent local physicians and specialists in discussions of medical topics of interest to the general public. Thus, by increasing the public's understanding of vital health matters, WREC-TV continues its efforts to serve all community needs and interests. Just one of many public service features that continually produce enthusiastic public acceptance for WREC-TV.
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