Off and running with the new TV network season
McIntire turning radio pirate to defy license lifting

The best of
Bogey, Bette, Jimmy, Edward & Oscar

United Artists Television
Entertainment from Transamerica Corporation
The Associated Press Broadcast News Wire recently added a big 11,000-mile step to its 190,000-mile domestic circuit in providing the Japan Broadcasting Corporation, NHK, the full 24-hour, year-round news report.

NHK, a national, public subscription company, operates three networks of some 700 stations and two TV networks made up of 1,697 general and 1,876 education TV stations. It also provides overseas "Radio Japan" broadcasting in 21 languages beamed in 14 directions. Its listeners and viewers are receiving via radio, TV and CATV a full English language broadcast as well as in other languages through the AP Broadcast News Wire Report.

Military communication centers in the Far East have long received AP Broadcast, but this is an important first commercial station use overseas.

We'll let NHK's news editor Sugiyabashi's words from across the Pacific sum it up—"We have been impressed by the great speed of the AP news...it is also great help in training our men to write broadcast news style English."
All it took was the right mix: Don Kirshner Productions and Viacom. Then it moved like nothing before.

A 100-station lineup for this great new rock series in just 4 weeks. 44 stations in the Top 50 markets; 89 affiliates and 11 independents; 77% coverage of all television homes. And more stations signing on fast!

"Don Kirshner's Rock Concert" kicks off in September with the coup of the decade: Mick Jagger and the Rolling Stones on television for the first time in 7 years! Plus the Doobie Brothers as special attractions and Cross Country, a new act hitting the charts, in their television debut.

The second scene is just as high: The Allman Brothers Band (presented in association with Don Kirshner and Phil Walden)! And the Brothers' friends Martin Mull, The Marshall Tucker Band and Wet Willie.

You know about television's latenight rock boom with the 18-34 crowd. Now you know who's at the top of rock.
Call us for a trip to the summit.
This pair is worth a million to you in the Dallas-Fort Worth TSA.

Country Gold music has given WBAP the Number One rating for adult listenership in the Dallas-Fort Worth TSA. And Silver Country Stereo is now sending KSCS (formerly WBAP-FM) along the same path to popularity.

According to the April-May 1973 ARB, in fact, we've got 1,049,700* people listening to our two stations. Now, when you want to reach the lion's share of the market, you can do it with two great buys: WBAP and KSCS.

*CUME listening estimates April-May 1973 ARB total persons — Mon. — Sun., 6 a.m. — Midnight

Country Gold
WBAP 820 Radio
50,000 WATTS / CLEAR CHANNEL / NBC / DALLAS-FORT WORTH
P. O. Box 1780 / Fort Worth, Texas 76101

Represented nationally by Robert E. Eastman & Co., Inc.
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Boston FM sale bites dust, victim of citizen protest delay.


The more things change (in TV network programming) the more they stay the same, say agency handicappers, betting on old favorites to take the new season. 'Kojak' and 'Hawkins' look promising among rookies.

The persistent Dr. McIntire takes things into his own hands, stations a pirate radio ship off the New Jersey coast in calculated defiance of FCC's regulatory authority; he's looking for help from Congress, too.

NAB gets organized for keeping-pay-cable-down-on-the-farm campaign.

Senate passes its version of antiblackout bill; House holds hearings on what may be companion.

Nixon's getting back into the news conference swing of things.

How spot television boomed in second quarter.

Wanted: a compromise in that AT&T tariff case.

NBC-TV may try on country music for Saturday size.

Pacesetter: Black-owned cable system goes into operation in Gary.

Teleprompter's tightening its cable construction belt.

A mini-boom in local origination on nation's cable systems.

Carl Ally: He'd have you believe he's a hard-hearted realist.
WTEV delivers the land of industry and sales opportunity

Precision Park, upper, Brown & Sharpe Manufacturing Co.'s new $10 million plant in North Kingstown, R. I. Probably the largest piece of machine tool footage ever built at one time, anywhere, Kaiser Aluminum, lower, giant new complex in Bristol, R. I., features handsome appearance and strict controls over pollution.

Industry is thriving in the rapidly expanding WTEV market, a great factor in the economic stability and prosperity of the area. With an Effective Buying Income of almost six billion dollars, advertisers find this market responsive and rewarding. To enjoy its maximum television potential, buy the full-market reach of WTEV.

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

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
Pay warfare

Massive campaign that National Association of Broadcasters will mount against siphoning of broadcast programs to pay television (page 36) may cost $600,000 or more. Exact budget can't be set until public-relations firm is hired and media plan devised and accepted, but figures well above half-million mark were freely discussed last week by NAB Special Committee on Pay Television. Committee also decided to accept challenge by David Foster, president of National Cable Television Association, to debate issue of pay cable. Committee Chairman Willard Walbridge is expected to announce forum and spokesman this week.

For its part, NCTA is considering counterattacks that include fairness complaints to FCC if broadcasters put antipathy messages on air, antitrust complaint to Justice Department on ground NAB is attempting to stifle competition, civil antitrust suit, complaint to Federal Trade Commission over false and misleading advertising. Advisory on situation and association's strategy is expected to go to NCTA members this week.

The drill

FCC Chairman Dean Burch will hold commissioners to three-meetings-per-week schedule "for foreseeable future" in effort to make dent in backlog of important items. Special meetings will generally be held Tuesdays and Thursdays, regular meetings on Wednesdays. Among key dates—Sept. 20 and 27, for prime-time-access rule; Oct. 2 and continuing over period of three weeks, various cable-television items (pay-cable rules, sports carriage and relay of radio signals, action on requests for waivers of cable-system and television-station crossownership rule, definition of cable system and completion of multipoint-distribution system inquiry, consideration of advisory committee reports on federal/state-local jurisdiction and technical standards)—Oct. 23 and 25, number of items including children's television programing and report on fairness-doctrine inquiry.

Disposal of at least most of those items in line with that schedule would presumably make it easier for Chairman Burch to leave commission on or about Nov. 1, which is date on which most speculation about his plans has fixed.

Tape pinch

Warning flag is up for TV and radio on impending shortage of magnetic tape, both video and audio. Audio Magnetics Corp., Gardena, Calif., major tape manufacturer, has put its customers on allocations—latest level is 75% of 1972 orders. Limitations stem from shortages of petrochemical and other raw materials used in making tapes, as well as tremendous demand from overseas markets, due to dollar devaluations, Audio Magnetics is subsidiary of Mattel Inc., Hawthorne, Calif.

Near miss

Proposal by noncommercial weta-TV Washington for drop-in of channel 12, which had been thought to have little chance of acceptance, was very close to passage at FCC meeting last week. Only three commissioners, Robert E. Lee, Richard E. Wiley and Charlotte Reid, appeared to agree with staff's recommendation of rejection of request for one-year "experimental" operation. Their view was that if WETA-TV, which is on channel 26, can't reach big enough audience, it should seek increase in its UHF power.

Chairman Dean Burch, however, appeared anxious to find way to accommodate WETA-TV. Also sympathetic to drop-in were Nicholas Johnson, H. Rex Lee and Benjamin Hooks. Principal problem they face is loss of service number of eastern VHF stations would suffer. Mr. Burch shelved idea for further study, but said it would be raised again before Robert E. Lee, most vehement opponent, returns from International Telecommunications Union meeting in Torremolinos, Spain, on Oct. 26.

The inevitable

Cox Broadcasting Co., which bought Henry I. Christal Co. two months ago (Broadcasting, July 9), has notified CBS Radio Spot Sales that Jan. 1 is date that representation of four Cox AM's moves to Christal. Stations are WSB Atlanta; WIO Dayton, Ohio; WIOO Miami and WSOO Charlotte, N.C. Cox's recently acquired KFI(AM) Los Angeles has been represented by Christal for years. CBS Radio Spot Sales is expected to announce at least one Cox replacement in next few weeks.

Waiter

Nomination of James H. Quello, retired manager of WJR-AM-FM Detroit, to FCC was deferred last week, but, according to White House insiders, isn't sidetracked. Press of other business—including preparation of President's message to Congress this week on legislative program—was said to be cause of Quello delay. Meanwhile, White House was reported to have been sent endorsements of Mr. Quello by prominent Detroit blacks, including president of Detroit Common Council and executive director of Detroit Urban League.

Letters were sent after publication of news reports that Andrew E. Jackson, black executive of Capital Cities Communications Corp., owner of WJR stations, had been critical of Mr. Quello (Broadcasting, Aug. 27).

With formality of Quello nomination delayed, Clay T. Whitehead, director of Office of Telecommunications Policy, was reported to have revived campaign for appointment of his candidate, Glen O. Robinson of University of Minnesota, also favorite of FCC Chairman Dean Burch.

Field trip

Some 25 FCC staff members, perhaps accompanied by commissioner or two, will spend Thursday, Sept. 13, learning firsthand how small-market radio operates. They'll take chartered bus to visit WFLS-AM-FM and WFXA-AM-FM Fredericksburg, Va., and WJMA-AM-FM in nearby Orange, Va. Inspection tour was arranged by Charles Jones, director of National Association of Broadcasters' Radio Information Office, who has escorted several FCC members and high-ranking staffers on earlier tours of small stations in effort to point out that broadcasting has more to it than Hollywood studios and New York headquarters.

Next act

There has been series of unpublicized meetings involving FCC Commissioner Nicholas Johnson and representatives of citizen-group movement who, like him, are on verge of changing scenes or jobs. Participants have included Albert H. Kramer, who is to cut ties with Citizens Communications Center of Washington; Tracy Westen, who is moving his Stern Community Law Firm from Washington to Los Angeles, and William Wright, who is leaving Black Efforts for Soul in Television to move to San Francisco. Another at same meetings has been Phil Watson, former general manager of Howard Univer's WSHU(FM) in New Haven. Talk is of "communications coalition," though nothing has materialized.

Mixed bag

Interesting voting line-up among FCC commissioners developed last week on question of whether WLS-TV Chicago should be fined for violating political-editorial rule. Chief of complaints and compliance division, William Ray, said yes; General Counsel John Pettit said no. General counsel's position prevailed; but supporting Mr. Ray was unlikely combination of Chairman Dean Burch and Commissioner Nicholas Johnson, along with H. Rex Lee.

New entry

Britain's Thames Television, seeking to expand its representation in U.S. market, is reported ready to offer hour action series, Special Branch, for syndication early next year. Series has been distributed in foreign markets for past three years, will be syndicated through Thames' U.S. sales agent, Gottleib-Taffner Programs, New York.
RKO, Heftel abandon plans to transfer WROR(FM) Boston; citizen-protest delay cited as culprit

Citizen-group opposition to RKO General's sale of WROR(FM) Boston to Cecil and Joyce Heftel has resulted in death of that transaction. RKO and Heftel Broadcasting Co. last week jointly notified FCC of their agreement to terminate WROR venture, which would have been worth $2 million.

Although commission approved sale last month (BROADCASTING, Aug. 13), that action had been subject to challenge. Two Boston citizen groups had pending request for stay of FCC decision. One, Boston Community Media Committee Minority Caucus, objected to commission's disapproval of programming-employment agreement it had reached with Heftel. Another, Committee for Community Access, took issue with sale grant itself; it had earlier filed petition to deny transaction, which commission had dismissed.

In letter to commission, RKO and Heftel stated that "the underlying reason for this action has been the desire of both parties to avoid the uncertainty which would surround this transaction during the pendency of the litigation and its adverse impact upon the station's staff and operations." WROR sale contract expired two weeks ago.

Letter also stated that RKO will "continue to pursue its policy of disposing of co-located facilities in those markets where it is now operating." There was no word last week, however, as to whether RKO would try to find new buyer for WROR.

Dustup over Puyallup
It still goes on; oral argument hears contention that counsel Cottone should be barred from case; preacher-radio pirate Mcintire leads a cheering section

FCC heard hour and 45 minutes of oral argument Friday (Sept. 7) on fate of KAYE(AM) Puyallup, Wash.—that is, whether administrative law judge's order dismissing station's license-renewal application should be affirmed. But most of time was spent discussing hearing-room conduct of station's counsel, which had led Judge Ernest Nash to dismiss application on ground station had failed to prosecute it, and on whether counsel should be permitted to continue if case is remanded for further hearing.

Station counsel, Benedict Cottone, said it would be unfair to "stigmatize" him by remanding station on grounds it acquires another lawyer. He said he should not be required to step aside unless he is given opportunity to rebut charges leveled at him by Judge Nash.

Hearing ended dramatically in Puyallup in September, when Judge Nash, in unprecedented move, ejected Mr. Cottone. Action came as climax to increasingly rancorous proceeding in which Mr. Cottone and Judge Nash exchanged expletives and charges. And when station president John Nichols failed, in weekend given him, to find new counsel, Judge Nash closed record and said he would dismiss application. Formal order was issued in December (BROADCASTING, Dec. 11, 1972).

Commission's Broadcast Bureau supports Judge Nash's order excluding Mr. Cottone. Bureau Counsel Joseph Chachkin said it is essential for commission to support unprecedented ruling if proper conduct on part of attorneys in hearing is to be assured. But he also said that Judge Nash erred when he failed to give KAYE more than weekend to obtain new counsel.

Questions from bench indicated that commissioners were not disposed to permit Mr. Cottone to continue in case if they decide to remand it (which seemed likely), either to Judge Nash or, as some officials indicated was possible, another judge. At one point, Chairman Dean Burch asked Mr. Cottone, "Is there any question that if you had carried on in a court of general jurisdiction the way you did in Puyallup you would have gone directly to jail?" He noted at one point Mr. Cottone had said Judge Nash's mind was "a cesspool of filth."

Repeatedly, Mr. Cottone said that although he might have made mistakes of temper, they were triggered by Judge Nash's own conduct. He said Judge Nash had called him "antisemitic" and "a shyster."

Commissioner Richard E. Wiley sought to focus discussion on merits of KAYE's case apart from question of Mr. Cottone's representation. But counsel turned question back to one of his fitness, saying as-
VISION ON
WHAT A GREAT IDEA...
JUST ASK,

ALBANY
ANCHORAGE
ATLANTA
BALKMORE
BINGHAMTON
BOSTON
BUFFALO
CEDAR RAPIDS
CHARLESTON
CHARLOTTE
CHATTANOOGA
CHICAGO
CINCINNATI
CLEVELAND
COLUMBUS
DALLAS
DENVER
DETROIT
EVANSVILLE

WTEN
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WMAR-TV
WBG-TV
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WBEN-TV
WMT-TV
WCSC-TV
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WLS-TV
WCPO-TV
WJW-TV
WTVN-TV
WFBA-TV
KMGH-TV
WFIE-TV

FLINT
FRESNO
GREEN BAY
HARRISONBURG
HONOLULU
HOUSTON
JACKSONVILLE
JOPLIN
KANSAS CITY
KEARNEY
LAS VEGAS
LOUIS ANGELES
LOUISVILLE
MIAMI
MILWAUKEE
MINNEAPOLIS
NASHVILLE
NEW HAVEN
NEW ORLEANS
NEW YORK

WJRT-TV
KFSN-TV
WFRV-TV
WSVA-TV
KGMB-TV
KPRC-TV
WJXT
KODE-TV
KCMA-TV
KLAS-TV
KABC-TV
WAVE-TV
WPLG-TV
WITI-TV
KMSP-TV
WSM-TV
WTNH-TV
WDSU-TV
WABC-TV

NORFOLK
OMAHA
PHILADELPHIA
PHOENIX
PORTLAND
PORTLAND
WASHINGTON
WASHINGTON

WTAR-TV
KETV
WPVI-TV
KPHO-TV
KGW-TV
WRL-TV
WSLS-TV
TRC-

WCTF

ROCHESTER
ROCHESTER
WHEC-TV
SAN DIEGO
SIOUX FALLS
SAN FRANCISCO
SEATTLE
SPOKANE
SPokane
TAMPA
TOLEDO
WASHINGTON
WASHINGTON

WREX-TV
KGTG
KELO-TV
KGO-TV
KOMO-TV
KREM-TV
WTVT
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OR ASK,


THEY HAVE ALL PRAISED THE EXCELLENCE OF "VISION ON." LITTLE WONDER 16 BRAND NEW EPISODES HAVE JUST BEEN RELEASED.

NOW THERE ARE 42 COLOR HALF HOURS OF VISION ON

THE AWARD-WINNING, SPONSOR-WINNING CHILDREN'S SERIES. AVAILABLE FOR IMMEDIATE START, WITH MANY MARKETS FIRST RUN PRODUCED BY BBC-TV.
TV — ARB estimates, January/February, February/March and May 1973 average.
Total survey areas.
All data subject to qualifications which WCCO Radio will supply on request.
has the best figures around. Better than TV in the Minneapolis/St. Paul market.

Figures speak for themselves. And, when ARB bared its latest figures for 1973, TV was once again left standing on the sidelines. Watching the crowds go by, WCCO Radio beats all four Twin Cities television stations in 15 out of 16 points of AQH (average quarter-hour) audience comparisons. That makes six years in a row for this amazing Bigger-than-TV story brought to you by WCCO Radio.

But here, see for yourself. These are just a few examples of what our figures have to offer.

<table>
<thead>
<tr>
<th>Category</th>
<th>Comparison</th>
<th>WCCO Radio</th>
<th>Best TV Station</th>
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<tr>
<td>Persons 12+ AQH 6 am-Midnight, M-S</td>
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<td>124,500</td>
<td>106,350</td>
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<tr>
<td>Adults 18+ AQH 6 am-6 pm M-F</td>
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<td>161,300</td>
<td>60,500</td>
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<tr>
<td>Men 18+ AQH Prime Time, M-F</td>
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<td>107,100</td>
<td>91,800</td>
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Actually, though, we'd rather have you check our figures yourself. All 16 points of comparison are available through your WCCO Radio or CBS Spot Sales representative. And the figures add up to one thing. Results for your clients in the Minneapolis/St. Paul market.
children from local Agreement special programing for organization other minutes all voted to 50 hire Oct. Committee Mich. Agreements and see to them concerned mentions with two citizen groups Gross Telecasting on licenses. with lowers, Pa., and who now Intire, station's meeting after commission sent initial decision of complaints of citizen groups and B’nai's hearing, station's proceeding which grew out of an assumption that he would not participate could not be made without determination of Judge Nash's charges.

Hearing broken off in September 1972 was second in proceeding which grew out of complaints of citizen groups and B'nai B'rith that conservatively oriented station had violated commission's fairness doctrine and personal-attack rules.

First hearing, also conducted by Judge Nash, fractured, and resulted in initial decision in June 1971 recommending denial of station's license. However, commission sent case back to Judge Nash after KAYE contended he had failed to permit station to make rebuttal showing.

Among those who crowded commission's meeting room for oral argument was fundamentalist preacher Dr. Carl McIntire, whose seminary in July lost its licenses to operate WXUR-AM-FM Media, Pa., and who now says he will operate unlicensed station on ship anchored outside those limits (see page 30). He arrived in Washington with busload of followers, and said he had plans to confer with members of Congress on private bill that was introduced to reinstate stations' licenses.

**WJIM-TV comes to terms on programing, hiring**

Gross Telecasting Inc. has reached agreements with two citizen groups—one of those concerned specifically with children's programing—which commits licensee to number of actions in employment and programing at its WJIM-TV Lansing, Mich. Agreements—with Citizens United for Better Broadcasting and Lansing Committee for Children's Television—were to be made part of station's file at FCC. Michigan stations are due for renewal Oct. 1.

Under CUBB agreement, WJIM-TV will produce 30-minute prime-time local public affairs programing and number of other programs dealing with community problems specified in renewal application, hire full-time racial minority on-camera news reporter, add to staff either experienced TV commentator/analyst or "commentator" of time commentator/analysts. In addition, station will boost by 50 minutes per week amount of time devoted to local news and devote 50% of all public service announcements to promotion of area nonprofit organizations. Total time devoted to public service announcements will average at least 100 minutes weekly.

Under agreement with LCCT, WJIM-TV agrees to consult with members of organization on selection of syndicated programing for afternoon hours and on local production of children's programing. Station will present monthly children's special featuring children from area. Agreement also provides for experiment of "commercial cluster" concept on daily local children's program station will produce.

WJIM-TV, in addition, agrees to abandon program that has come under fire from some groups as too violent for children—Wild, Wild West.

**KTBC-TV sale approved—conditioned on unsnaring a passel of legal strings**

FCC has approved Times Mirror Co.'s purchase of KTBC-TV Austin from Texas Broadcasting Co., owned by family of late President Lyndon B. Johnson. Purchase price was $9 million.

Commission conditioned grant on outcome of number of legal actions in which Times Mirror is involved. These include petition to deny renewal of Times Mirror's KDFW-TV Dallas-Fort Worth, filed by Civic Telecasting Corp., whose principals have also brought antitrust suits against Times Mirror and other licensees in Dallas-Fort Worth. Civic contends that licensees conspired to monoponize broadcasting in that market.

Commission also conditioned grant on outcome of action it takes on request by Aetna Life and Casualty Co., minority stockholders in Times Mirror, for modification of multiple-ownership rules that would enable it to continue its Times Mirror ownership.

Commission, in addition, noted that Otis Chandler, vice chairman of Times Mirror board, has agreed not to participate in operation of KTBC-TV unless Securities and Exchange Commission suit in which he is involved is resolved in his favor, or unless commission approves his participation.

Commission vote was 4-to-1, with Chairman Dean Burch abstaining and Commissioner Nicholas Johnson not participating. Commissioners Robert E. Lee and Benjamin L. Hooks voted for the commission order, and Commissioners Charlotte Reid and Richard E. Wiley concurred in result.

Commissioner H. Rex Lee dissented because of what he saw as serious legal questions facing Times Mirror. He said consideration of assignment application should be deferred until commission disposes of petition to deny against KDFW-TV. He also expressed concern about antitrust suit in which federal district court jury in California voted against Times Mirror subsidiary in field of aviation educational material, and awarded plaintiff $2 million damages. SEC suit and problem involving Aetna were further reasons for not granting assignment, Commissioner Lee said.

Sale deadline initially was Sept. 1, but was extended to Oct. 1 when FCC failed to act in August.

**FCC repeats its 'no' to KDOV**

FCC has reaffirmed its decision of May 1969 denying license renewal of KDOV-AM Medford, Ore. and dismissing application of Medford Broadcasters Inc. for sale of station to W. H. Hansen. Commission originally dismissed KDOV renewal and transfer applications, as well as renewal application of KCNO(AM)-Alturas, Calif. (licensed to Mr. Hansen), on issues that included character qualifications of both Medford and Mr. Hansen, hidden ownership, unauthorized transfer of control and various other misrepresentations. Review board later added issue of stations' lack of meritorious public-service programing.

**Headliners**

- Mr. Rosch
- Ms. Bernstein
- Mr. Leahy
- Mr. Hosking
- Mr. French
- Mr. Jankowski

J. Thomas Rosch, 33, attorney with San Francisco law firm of McCutchen, Doyle, Brown and Enersen, named director of Federal Trade Commission's Bureau of Consumer Protection. He succeeds Robert Pitofsky, who resigned in March. Post had been held in interim by Joan Z. Bernstein, who now becomes deputy director. Mr. Rosch characterizes himself as "vigorous enforcer" and says he hopes to "follow in the wake" of Mr. Pitofsky, who garnered reputation as active enforcement official.

- Mr. French
- Mr. Jankowski

JOIN THE WORLD-WIDE

BONANZA

United States

WAST - Albany, N.Y.
WTAJ-TV - Altoona/
KQGM-TV - Albuquerque, N.M.
KTVI - Amarillo, Tex.
WQTV - Atlanta, Ga.
WRDW-TV - Augusta, Ga.
KTVF - Juneau, Alaska.
WLBZ-TV - Bangor, Maine.
WCVR-TV - Boston, Mass.
WREG-TV - Birmingham, Ala.
WAFB-TV - Baton Rouge, La.
KSNV - Boulder, Nev.
KIRO-TV - Boise, Idaho.
KTVQ - Billings, Mont.
WMAR - Baltimore, Md.
WBSY-TV - Bluefield, W. Va.
WCYT-TV - Bristol/
WTVC - Chattanooga, Tenn.
KROD-TV - Costa Mesa, Calif.
WGN-TV - Chicago, Ill.
KTVK - Cincinnati, Ohio.
WRAL-TV - Raleigh, N.C.
KTVK - Clinton, Iowa.
KTVU - Clovis, Calif.
WDEF - Cleveland, Ohio.
WBRC-TV - Columbus, Ohio.
WRAL - Columbus, Ga.
WEAR-TV - Charleston, S.C.
WBTV - Charleston, W. Va.
WBOY-TV - Clarksburg, W. Va.
WJW - Cleveland, Ohio.
W守H-TV - Delaware, Del.
KDOR - Denver, Mich.
KWWG - Dayton Beach, Fla.
WEEX - Erie, Pa.
WEAU-TV - Eau Claire, Wis.
WBBV-TV - Elkhart/
WTMV - Evansville, Ind.
KROD-TV - El Paso, Tex.
KJEO-TV - Fresno, Calif.
WJAG-TV - Ft. Wayne, Ind.
WBSH-TV - Ft. Myers, Fla.
WBTV - Florence, S.C.
WDAY-TV - Fargo, N.D.
WJRT-TV - Flint, Mich.
WBAY-TV - Green Bay, Wisc.
WXIR-TV - Greensboro/
WIND-TV - Grove City, Pa.
WFBG-TV - Greenvale, N.Y.
WWZM-TV - Grand Rapids, Mich.
KHOU-TV - Houston, Tex.
KHAS-TV - Huntington, W. Va.
WBAA-TV - Huntington, Va.
WHNT-TV - Huntsville, Ala.
WTVY - Huntsville, Ala.
KHQA-TV - Idaho Falls, Idaho.
WLTV - Indianapolis, Ind.
WLB - Jacksonville, Fla.
KODE-FOX - Joplin, Mo.
WTLV - Jacksonville, Fla.

WDEF - Kansas City, Mo.
KBTV - Knoxville, Tenn.
WLWT - Kentucky, Ky.
WITN-TV - Youngstown, Ohio.
WNTC-FOX - Yakima, Wash.

Canada

CBC

CTV Network - selected stations

Many independent stations

International

Abu Dhabi (Trucial States)
Aden
Algeria
Argentina
Australia
Austria
Bahamas
Barbados
Belgium
Bermuda
Bolivia
Brazil
Bulgaria
Cambodia
Canary Islands
Central African Republic
Chile
Colombia
Central Republic of the Congo
Costa Rica
Cuba
Cyprus
Czechoslovakia
Dominik Republic
Ecuador
Egypt
El Salvador
Equatorial Guinea
Ethiopia
Finland
France
French Guiana
French Polynesia
Gabon
German Democratic Republic
German Federal Republic
Ghana
Gibraltar
Greece
Guatemala
Haiti
Honduras
Hong Kong
Hungary
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Malaysia
Malta
Marshall
Mauritius
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Netherlands Antilles
(West India)
Netherlands
New Zealand
Nicaragua
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Portugal
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Romania
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Samo
Saudi Arabia
Senegal
Sierra Leone
Singapore
Spain

National Telefilm Associates

New York, N.Y. 10017
50 East 42 Street
(212) 972-0056

Los Angeles, Cal. 90066
12363 Beestor Street
(213) 390-3663

Chicago, Ill.
(312) 663-3680

Toronto, Canada
175 Bloor St. East
(416) 962-4061

* A Boon Rosenthal advertising idea.
American cities are suffering from hardening of the arteries.

Storer stations are concerned and are doing something about it.

In 1945 there were 31 million cars on American roads, and public transportation carried 19 billion passengers. Today there are over 112 million cars and only 5½ billion passengers a year use mass transit systems.

Result? Wall-to-wall traffic jams in and around cities. Eye-searing pollution. Frazzled nerves. And, on top of it, we’re facing gasoline shortages of serious proportions.

Urgently needed are improved traffic arteries and more attractive mass transit to entice drivers from the highways. To that end, Storer stations are lending editorial and programming support to upgrading transportation systems for their communities.

For instance, WJW-TV has pushed to regionalize the Cleveland Transit System which has lost riders through higher fares and reduced service. WJW-TV points out that regionalization and a tax subsidy would qualify the system for federal aid—and revitalization. WJW-TV programs on transportation also include "The Perfect People Mover." It deals with transit in the inner city, and from the suburbs by exclusive bus lines. Filmed in places like Washington, Pittsburgh and Atlanta, it has been chosen for seminars on mass transportation in a number of states.

WITI-TV’s documentary on mass transit showed what cities are doing and where Milwaukee stands. Another program brought Milwaukee supervisors together to discuss timing and feasibility of public ownership of the transit system. WITI-TV editorials also pointed up foot-dragging on completion of the city’s freeway system, and suggested allowing legal right turns on red lights to keep traffic moving.

Storer stations in Atlanta, Detroit, Miami, Toledo and other cities have aired similar messages. Subjects range from the use of highway funds for mass transit to building an elevated expressway over existing roads.

It’s one more way Storer stations get deeply involved in the vital affairs of the communities they serve.

For we strongly believe that the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

The Storer Stations
Storer Broadcasting Company

WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo
WJW Cleveland / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo
Meal ticket

Editor: Howard Eaton Jr. of Ogilvy & Mather is obviously someone whom I’ve missed during my recent rounds of New York agencies. His bearing about UHF (“Monday Memo,” Aug. 27) isn’t borne out by the facts.

Such items as the number of profitable independent U’s increasing 83% while their network counterparts displayed a profitable 49% increase are only part of the story (1972 FCC figures). Kaiser Broadcasting just racked up its 14th consecutive quarter increase (profitable, at that), and we are growing at a faster rate than the industry as a whole.

One of the key reasons for ABC’s parity is that it now has clearance in markets where, before the All Channel Bill (enacted in 1962 but not effective until 1964), it was either cherry-picked or ignored. That long-awaited fourth commercial network is now possible with a mixture of U’s and V’s. I’m going to take Howard to lunch to bring him up to date.—Richard C. Block, vice president and general manager, Kaiser Broadcasting, Oakland, Calif.

Within and without NAB

Editor: Let us hope that Donald Allen of KLYD-AM-FM Bakersfield, Calif., soon joins other critics of the actions of the National Association of Broadcasters by working “within” the organization.

Mr. Allen criticized a plan of action which finds the NAB advertising in the papers most read by politically conscious Washington [“Open Mike,” Aug. 27]. Members of Congress read the Post and the Star-News, make no mistake about it.

Two congressmen I know well have told me that every ad published thus far has given them “valuable information.”

Broadcaster Allen should realize that newspaper ads are just one part of the process of spreading the word about radio and TV problems. Best of all, of course, is the individual contact of a broadcaster with his senator and congressman. However, there are plenty of congressmen (and their aides) who get very few phone calls, almost no mail and practically no personal contact from their broadcaster-constituents. There is no question but what money invested in “think ads” aimed specifically at busy public officials in Washington is money well spent.

Pot-shotting the NAB is easy. It makes a good target, trying to be all things to all broadcasters. The pity of it all is that too many broadcasters find ficky reasons for not putting in their dough to finance the NAB’s efforts. More than half of the broadcasters of America are getting a free ride on the efforts of the stations that pay the bills—and fight the good fight.

—George L. Brooks, owner, KCUE-AM-FM Redwing, Minn.

WIC on phony newswoman

Editor: Women in Communications Inc. deprecates the action of self-styled journalist Lucianne Cummings Goldberg in accepting an assignment last fall to “ride along” on the McGovern campaign plane and report on “daily activities which were not always available through normal news channels.” This acceptance reflects on the integrity and professionalism of all people in the fields of communications and on women practitioners in particular.—Fran Harris (-WJTV Stations, Detroit), president, Women in Communications Inc.

Dilemma of ‘Maude’

Editor: In your Aug. 27 story on the Maude controversy, you report that one CBS affiliate, WJTV-DT Detroit, offered free time to opponents of abortion. For the record, WDAY-TV Scranton, Pa., while declining the demand of Bishop J. Carroll McCormick that the programs be deleted, invited the bishop to air his view of the segments. He did not accept.—Tom Powell, news director, WDAY-TV.

The Mike Douglas Show is doing a number in Indianapolis. Number 1.

When it comes to young women (18-49), The Mike Douglas Show is #1 in Indianapolis. It’s also #1 in many other markets, both large and small—Jacksonville, New York, Spokane, Grand Rapids, Philadelphia, Pittsburgh, and the list goes on and on.

To reach the ladies, The Mike Douglas Show is your answer. Group W Productions, 90 Park Avenue, New York, N.Y. 10016. (212) 983-5081.

DATEBOOK

This week

Sept. 7-15—Sixth annual Atlanta International Film Festival. Award categories include: features, documentaries, short subjects, experimental, TV commercials and TV productions. Stouffers Atlanta Inn and Fox Theater. Atlanta. (ABC)


Sept. 13-14—Annual meeting, Ohio Association of Broadcasters. Spokespersons include Representative Samuel Devine (R-Ohio), ranking minority member of House Commerce Committee, and Herb Jacobs, board chairman, Telcom Associates. Nell House, Scoro Downs.


Sept. 14-16—American Women in Radio and Televi-
Also in September
Sept. 17—Extended data for filing comments with FCC in matter of the press.

Radio and television August 26, 1973

Major meeting dates in 1973-74


Nov. 11-14—Annual convention, National Association of Educational Broadcasters, Marriott hotel, New Orleans.

Nov. 14-18—1973 seminar, Broadcasters Promotion Association, Sheraton Cleveland hotel, Cleveland.

Nov. 14-17—Annual convention, Sigma Delta Chi, Statler Hilton hotel, Buffalo, N.Y.

Nov. 26-29—Annual meeting, Television Bureau of Advertising, Hyatt Regency hotel, Houston.


March 17-20, 1974—52d annual convention, National Association of Broadcasters, Albert Thomas Convention and Exhibit Center, Houston.

April 21-24, 1974—23d annual convention, National Cable Television Association, Conrad Hilton hotel, Chicago.


NAB fall conventions schedule


Sept. 27—Radio Advertising Bureau sales clinic, Sheraton motor Inn, Greensboro, N.C.

Sept. 27-30—Joint fall meeting, Missouri and Illinois Broadcasters Associations, Speaker: Benjamin F. Goodrich, FCC Commissioner. Stouffer Inn, St. Louis.

Sept. 28-30—American Women in Radio and Television annual convention, West Central area conference. Eddie Webster's inn, Des Moines, Iowa.

Sept. 28-30-Oct. 2—VIDCA, International market for videocassette and video programs and equipment. Festival palace, Cannes, France.


October

Oct. 3—Deadline for entry in U.S. Television Commercials Festival. Contact: 441 West Harrison Street, Suite 232B, Hillside, Ill. 60162.

Oct. 3—Deadline for entries in Morgan O'Leary competition for political reporting, sponsored by University of Michigan department of journalism. Contest is open to Michigan member of public print or broadcast media. Contact: Department of journalism, University of Michigan, Ann Arbor 48104.


Oct. 5—Advanced television production seminar, sponsored by Telecommunication Inc. Dayton, Ohio.

Oct. 6-7—Annual meeting, Women in Communications Inc. Benison house, Portland, Ore.


Oct. 8-11—Electronic Industries Association 49th annual convention, Fairmont hotel, San Francisco.


BROADCASTING


BROADCASTING SEP 10 1973
9 delivers more than 5 or 4...

Unduplicated county coverage: almost 3 million people!

Every TV station in the Twin Cities is now reaching a larger Grade "B" coverage area (and delivering better pictures in the areas now covered), from the new tower farm in Shoreview.

With this extended Grade "B" coverage, each station will have a chance to reach almost a quarter of a million new viewers; a potential coverage of about 3 million in its total viewing area.

But in some of the outlying areas, stronger signals from stations carrying the same network programs precludes reaching all of the households.

As shown in the accompanying maps and charts, KMSP-9 is less affected by competition from other stations than will either of the other network stations in the Twin Cities. Additionally, KMSP-9 transmissions to outlying CATV stations also is greater in number than either of the other Minneapolis-St. Paul network stations.

Because of these factors, KMSP-9's unduplicated area of coverage is over 2.7 million people. Greater than either of the other network stations!

Compare.

You'll see 9 delivers more than 5 or 4.
BROADCASTING PUBLICATIONS INC.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Maury Long, vice president.
Edwin H. James, vice president.
Joanne J. Cowen, secretary.
Irvin C. Miller, treasurer.

BROADCASTING

Executive and publication headquarters
BROADCASTING-TELEVISION
Sol Taishoff, editor.

Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
Daniel Rudy, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Alan Sneed Jarvis, Don Richard, assistant editors.
Ann Cotrell, Carol Dana, staff writers.
Thomas Hundt, Patricia Thach, Susan Woolbizer, editorial assistants.
Lucille DiMauro, secretary to the editor.

SPECIAL PUBLICATIONS

Art King, director; Joseph A. Easer, associate editor; Gerald Lichtman, Howard Moss.

IT'S NEWS!!!

You have been hearing from the various researchers and consultants that news is the station's news, that makes the difference between being first and out of the running in your market.

News develops a warm, trusting, and dependent relationship between the mass audience and the station that is essential to success, and it does it on a daily basis. The feeling people have about news overflows into almost all the other areas of programming. It gives you first chance at the audience for entertainment, as well as information programming. If you doubt, just check how many stations are number one in total day share that don't lead in news — very few, and almost none in key markets.

Through McHugh and Hoffman, Inc., you can learn all there is to know about news personalities, content, visual presentation, etc., and you learn it through in-person interviewing of the viewers in your metro area.

Later, based on this information and our experience, we make specific recommendations for improvement and we work with you throughout the year to make sure that these recommendations become effective. We monitor your station and your competitors and ascertain that the new standard you have set for news superiority is maintained.

If you would like to know more, please call for a no-obligation presentation.

M&H

McHUGH AND HOFFMAN, INC.
Television & Advertising Consultants
7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

M & P

1973 by Broadcasting Publications Inc.
The automated VHF transmitter.
The real thing...not just a remote possibility.

The entire “F” line of RCA transmitters is now automated.
So they need far less operator attention.
Every tube not absolutely essential was designed out. That means fewer tubes model-for-model than any other VHF transmitter.
We took out as many tuned circuits as possible.
For instance, our totally solid-state IPA has no controls to drift or adjust.
We deleted all the blowers except one. And that cools the whole transmitter.
Then we added automatic control of output power and sync level so you don’t have to readjust power.
We topped it off by building in the functions you need for complete remote control.
Result: transmitters that require less attention.
Wherever they’re stationed.
For further details, write RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102.
Or see your RCA representative.
Second time around:  
Words about radio still ring true

How can you use radio more effectively? What are the things you can do to get greater results from radio? I would tell you five simple things—the five points into which all our study and all our research can be boiled down.

No. 1. Before you can use radio for maximum effectiveness, you have got to understand your objectives.

Before an advertiser, before a retailer, sets up his radio advertising budget or buys any time, he should know what he expects to advertise and to whom he expects to address his advertising message. What do you want from radio and whom do you want to talk to? It's just that simple. None of this, "I want to advertise everywhere." We just don't think that works. We think a retailer who has intelligent objectives will want to advertise his strong departments and his best lines, play the winners, play the winners, and advertise in this commercial merchandise—the kind of goods that create traffic and a good reputation for the store.

You know, it's been said of retailing that 70% of the business the average retailer does is done on about 30% of his stock. Yet, many times, I have seen the retailer consistently pound away on that aspect of his business that was least likely to attract anyone to his store. Any advertising man, any retail medium will tell you of the many times he's dealt with a retailer who hides his advertised merchandise under the counter, doesn't even tell the clerks, dares the customer to find it—and then says advertising doesn't work.

The retailer who consistently uses his advertising to associate himself in public with his dogs and white elephants and turkeys is doing nothing more than paying for an announcement of the fact that he has been a bad buyer or a poor businessman. We don't think that a retail advertiser should buy a lot of advertising to say a lot of things about nothing at the expense of saying some very important things about some very important and specific merchandise.

No. 2. The retailer should take advantage of a technique we have found to be overwhelmingly successful—the beamed program technique. If you know what you want to say and you know whom you want to say it to, you can buy a vehicle that will, without waste, talk directly to the people you want to address. At a glance, I can think of a number of examples. I came to a board one day and the advertising man who was sitting there said, "I think we should be advertising in this new commercial merchandise—the kind of goods that create traffic and a good reputation for the store." I said, "What are the things you want from radio and whom do you want to talk to?" he said, "I want to advertise everywhere." We just don't think that works.

The beamed program technique is good for this type of advertising. If you know what you want to say and you know who you want to say it to, you can buy a vehicle that will, without waste, talk directly to the people you want to address. At a glance, I can think of a number of examples. I came to a board one day and the advertising man who was sitting there said, "I think we should be advertising in this new commercial merchandise—the kind of goods that create traffic and a good reputation for the store." I said, "What are the things you want from radio and whom do you want to talk to?" he said, "I want to advertise everywhere." We just don't think that works.

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believable, then you have taken a step towards greater success in radio. That kind of copy sticks in a person’s mind for a long time. It doesn’t always produce results today, but continual repetition will cause people to remember the store that uses that kind of advertising. Joske’s (of San Antonio) continual repetition of “the largest store in the largest state,” and similar slogans used by other great stores, stay in the minds of many people who aren’t planning a purchase the first time they hear it. The fact that when they do get around to buying they’ll remember that here’s where they’ve wanted to shop—that’s the real effect of that kind of copy. The truthful clerks, is a lot more convincing. Very few tailors would instruct their clerks to deliberately lie to a potential buyer. Yet many retailers don’t deliberately lie but—let me say—deviate somewhat from the bare facts in their advertising.

Most important of all, invite your customer to take direct action. Don’t say: “You should buy a pair of slippers because they’re wonderful,” but say: “Come on down to our store tomorrow morning at 10 o’clock and go into the entrance of our street. You don’t even have to go upstairs—the slippers are right near the door. You can buy them and be out in five minutes.” You’ve given a direct invitation to take direct action.

I’ve heard some taxi-cab advertising recently that impressed me. Typical was a line of taxi-cabs that said, “Here’s where you can have dependable, clean, efficient taxi service.” Now I don’t particularly care if the taxi-cab company is run efficiently. If it isn’t, I assume they’ll go bankrupt and somebody else will come around when I call. Dependability is certainly not the key customer advantage for a taxi-cab company to promote as a basic reason for calling a cab. On the other hand, I have heard another taxi company say, “It’s raining out today! Don’t get wet! Call a taxi. Call this number. Be sure you call this number if you need a taxi. And if you need a taxi, call this number.” They’re talking to me about a service I’m able to provide myself, or at least in terms of why I might need it, and they make sure I can find it if I do.

One of the things I get a big kick out of, and I’m sure many other advertising men do, is the Christmas approach—“Be sure you bring something home to your wife that will put the light in her eyes.” I can put the light in my wife’s eyes without the help of any advertising. But there are some other reasons why I might buy her a Christmas present. Some pretty good, sound selling reasons. “Put the old light in your wife’s eyes” looks wonderful on a typewriter, but it sounds silly in advertising and doesn’t persuade anybody. The direct-action copy approach, talking to people in terms that they understand, in the terms in which they think, is the best of the merchandising themselves, will sell.

No. 5. Coordinate your advertising. It gives you that extra mile from every advertising dollar you spend.

How do you coordinate your advertising?
It's a great fall for you on TV 2, Baltimore!

"THE FLINTSTONES"
4 PM, Monday through Friday

"BONANZA"
4:30 PM, Monday through Friday

"I DREAM OF JEANNIE"
5:30 PM, Monday through Friday

"TO TELL THE TRUTH"
7:30 PM, Monday through Friday

In Maryland Most People Watch

WMAR-TV
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION
Agency row sees few challengers in new season

Only 'Kojak' and 'Hawkins' strike responsive chord with top executives who expect closer spreads between networks in ratings race

The fall TV season is here once more (official starting date: tonight, Sept. 10) and, if the programing experts in a few of the top ad agencies are to be believed, the new wrinkles include: lousier scripts (courtesy of the writers' strike, which delayed production of most series and caused a headlong rush to get episodes in the can when a settlement was reached), a shying away from controversy (due, in part, to the flap over Sticks and Bones), and more realism in the new situation comedies (thanks to the runaway success of Archie Bunker).

But the focus of the ad men's educated guessing centered on the following conclusions:

- "All in the Family, Sanford and Son, Hawaii Five-O and Maude are odds-on favorites to repeat as the four top-rated (according to Nielsen) shows on the networks' schedules again this year."

- "Kojak, a police series produced by Universal for CBS (Wednesdays, 10-11 p.m., NYT), is the only new show that figures to get the kind of mass audience that means a mid-30s share and domination of its time period (and possibly even a berth in the top 10)."

- This year's three-network race for over-all ratings supremacy may be even tighter than the figures for 1972-73, which showed CBS first with a 19.8 rating (Nielsen NTI numbers, covering the period from Sept. 11, 1972, to April 22, 1973), NBC second with a 19.1, and ABC last with a 17.5.

- All in the Family (CBS, Saturday, 8-8:30 p.m.) has the inside track on the number-one slot for the third year in a row, according to the agency executives who feel ABC is taking a dive in the time period by moving The Partridge Family situation comedy from Friday night to do battle with Archie Bunker. "Putting Partridge opposite All in the Family is a big mistake because it'll probably only get a miserable 20 share, and it won't provide any audience flow to the new Suspense Movie at 8:30," says Don Mohr, a vice president at Needham, Harper & Steers. "ABC could end up a poor third for the entire night." NBC's competition, the hour-long action-adventure series Emergency, poses no serious threat to All in the Family or to M*A*S*H (CBS, 8:30-9 p.m.), the agency men contend.

- "Last year's most sadly neglected show was M*A*S*H, says Werner Michell, vice president and director of broadcast operations for STC&N. Mr. Michell calls it "an excellent comedy series" and adds that M*A*S*H didn't make any ratings noise last season because CBS put it in the Sunday-at-8 time slot, where it ran smack up against the second half of Walt Disney on NBC and the first half of ABC's long-running series, The FBI. "With the lead-in of All in the Family," says Robert Liddell, senior vice president and media director, Compton Advertising, "M*A*S*H will now get the audience it deserves."

- Sanford and Son's hold on the number-two position is not quite as certain as All in the Family's grip on number-one, only because CBS's new situation comedy Calucci's Dept. (opposite Sanford on Friday, 8-8:30 p.m.) is an unknown quantity. ABC's competition in that time period, The Brady Bunch, a veteran situation comedy, is a marginal show, which some agency people think may not last out the season.

- Lewis Wechsler, vice president and director of TV-network operations at Wells, Rich, Greene, thinks Calucci's Dept. is a funny show, but most of the other agency men would probably line up on the side of Mr. Michell, who says: "With a steady entertainment office as a setting, Calucci's Dept. is too sweaty and depressing for my taste."

- As the agencies see it, NBC's confidence in Sanford and Son is such that the network hopes to elbow aside ABC (the traditional Friday winner) and pick up the Nielsen marbles for the entire night. NBC is taking the risk of slotting two new situation comedies—The Girl With Something Extra at 8:30 and Needles and Pins at 9—back-to-back after Sanford, moving The Brian Keith Show (formerly Little People) from 8:30 to 9:30, and rounding out the evening with The Dean Martin Show at 10 (a shift from Thursday last season).

- Richard Pinkham, senior vice president for media and programing at Ted...
Bates, thinks that *Girl With Something Extra* might very well succeed by "feeding off" Sanford's audience, but the agency experts were just about unanimous in their dislike of the show. As Mr. Michel put it, *Girl With Something Extra* is "a throwback to those dreadful old-fashioned situation comedies where the girl ends up being the constant winner and the guy always looks like a first-class idiot. And the acting by Sally Field and John Davidson is deplorable."

He thinks audiences may tune out on the show, which "would be a shame because *Neckles and Pins* is a fine comedy, with Norman Fell, a beautiful actor, in the lead. But sandwiched between *Girl With Something Extra and Little People* — and why NBC is bringing back Brian Keith is completely beyond me—it probably won't stand a chance." (Almost unanimous, too, was the agencies' belief that *The Dean Martin Show* is on its last legs, however shapely.)

CBS's *Maude* (Tuesday at 8 p.m.) and *Hawaii Five-O* (also Tuesday, 8:30-9:30 p.m.) appear strong again this year because the agency people are not at all high on NBC's new competition, a police show called *Chase* (8-9) and an action-adventure series, *The Magician* (9-10). The only change ABC is making in its Tuesday line-up is a character transplant: Paul Lynde (whose own situation comedy was canceled last spring due to sluggish ratings) will take over as the star of *Temperature's Rising* (8-8:30).

*Kojak* is near the top of every agency man's list of promising new shows mainly because of its provenance last winter as a critically acclaimed three-hour made-for-TV movie called "The Marcus-Nelson Murders." Telly Savalas, in particular, made such a forceful impact on audiences as the detective that the production company (Universal) wasted no time in putting him under series contract. "Telly Savalas is a very strong actor, and he's got a strong character to work with," says Henry Siegel, vice president and associate media director, Grey Advertising. "And the time period is a good one, considering that *Owen Marshall* has been dropping off and NBC's George Schaefer-produced *Love Story* doesn't figure to give it much competition."

Mr. Mohr adds: "The lead-in from *Cannon* gives *Kojak* a good audience flow. And with the excellent production values, the show gives off a definite smell of success."

Another new show most of the agency experts like for its production values and star quality is James Stewart's *Hawkins* (CBS, Tuesday, 9:30-11 p.m.), about a homespun defense attorney specializing in murder cases. Its problem in building an audience, as the agencies see it, may be aggravated by the fact that it will only turn up on the schedule once a month or so—it rotates in its time period with the black-private-eye series, *Shaft*, and a new batch of made-for-TV movies. "And frankly, I wouldn't like to have a new show up against *Marcus Welby*," says Mr. Liddell. *Marcus Welby,*
ONE NAME THAT GIVES YOU TWO ADVANTAGES IN CATV FINANCING

TAKE Walter E. Heller International Corporation.

One of the world's largest business finance companies experienced in all sizes and types of lending and leasing with annual advances exceeding $5 billion.

ADD Oak Industries Inc.

A leading producer of CATV equipment with design, manufacturing, and research expertise serving the television industry for a quarter of a century.

YOU GET Heller-Oak Cable Finance Corp.

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

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

Call or write:

CABLE FINANCE CORP.

Samuel L. Eichenfield, Vice President
105 West Adams Street
Chicago, Illinois 60690
(312) 346-2300

Or

Loren N. Young, Vice President
Crystal Lake, Illinois 60014
(815) 459-5000
M.D. (Tuesday, 10-11 p.m.) was ABC's most popular show last year and the seventh most popular show in the country, according to Nielsen. "Don't expect \*Welby\* to diminish," cautions Mr. Pinkham. "By now, that show is a dyed-in-the-wool piece of Americana."

The continuing success of \*Welby\* is one of the factors that may pull ABC closer to NBC in the over-all ratings of the entire prime-time schedule. Louis Dorkin, senior vice president and director of network planning for Dancer-Fitzgerald-Sample, says he thinks ABC will actually knock off NBC and finish second behind CBS. Peter Bardach, vice president and director of broadcasting at Foote, Cone & Belding, adds: There may be no more than a single rating point separating all three networks."

"ABC's strength this year," Mr. Bardach points out, "is not only due to its better programs but also to the improved clearances for its shows. ABC's affiliate line-up is just about fully competitive with CBS's and NBC's. For example, our client [Western Electric] has moved the National Geographic specials from CBS to ABC this year, and it looks as though we're going clear 206 stations, compared to only 196 in our last year at CBS."

Misgivings about the quality of individual episodes on series (covering all three networks), whose production dates were delayed by the Writers' Guild of America strike, are widespread, according to Mr. Pinkham. "When the struck shows finally got off the ground," he says, "they had to speed up production and force-feed scripts through the hopper. Quality is bound to suffer under these circumstances."

The pressures of haste, coupled with the furor created by CBS's airing of the antibourgeois drama, \*Sticks and Bones\*, and of the two \*Maude* episodes on abortion, could persuade the networks to follow the safe course and steer clear of shows dealing with controversial subjects. "I know a few advertisers that are upset over a forthcoming \*Medical Center* hour on lesbianism," says Mr. Siegel. He adds that the Supreme Court's obscenity decision may cause the networks to bear down even harder in their scissoring of \*GP* and \*R*-rated movies. Mr. Bardach also sees "a slight softening of hot issues and controversial topics," mainly because CBS dropped a bundle when every sponsor bailed out of \*Maude* and \*Sticks and Bones*. "CBS found out the hard way that it doesn't pay to be a hero," he says. And Mr. Pinkham adds: "I'm afraid we're going to have to leave drama to public television."

Longer-form series do seem a little less prevalent this year than last, particularly at NBC, with its four new half-hour situation comedies, and Mr. Pinkham likes this trend "because it gives sponsors better protection for their spots, and hence better product identification." The agency men say that one of the problems of being a participating sponsor in a 90-minute or two-hour show is that it's very hard for an individual 30-second spot to stand out from the "wallpaper" of four and sometimes six 30-second messages in each break.

Many of the new half-hour situation comedies are "overusing the trend toward natural, realistic comedy that started with \*Archie Bunker,\" according to Mr. Liddell. "I'm down on this trend because the networks are trying to stretch it too far. \*Lois & Clark [NBC, Monday, 8-8:30], is in this vein and so is Calucci's \*Dept* and both of these program concepts are weak. \*Needs and Pins* will be ethnic, garment-center humor, which will use our hang-ups as sources of comedy. And \*Roll Out [CBS, Friday, 8:30-9], is not \*Word War II* comedy in the tradition of \*McHale's Navy* or \*Hogan's Heroes* but is more concerned with racial prejudice. And all I can say is: Who needs it?"

As far as long-range trends go, Mr. Bardach and the people at McCann-Erickson are touting the western to bounce back stronger than ever in two or three years. (The only weekly western series on the air is \*Gunsmoke, CBS, Monday, 8-9\.) "We're getting a surfeit of police shows, crime shows, action-adventure shows," says Mr. Bardach. "The format is simply becoming exhausted. People are beginning to crave the past again, and what satisfies that need better than the western?"

The New Perry Mason (CBS, Sunday, 7:30-8:30 p.m.) has not stirred much enthusiasm among the agency men. "The public is used to Raymond Burr, a powerful, forceful star, and a man of commanding physical presence," says Mr. Michel. "Monte Markham is a quiet actor and has a slender physique—I'm not sure viewers will buy him as Perry Mason." One actor that most of the agency men are bullish on is Tony Musante, the star of a new police show called \*Toma* (ABC, Thursday, 8-9 p.m.), but the competition of \*The Waltons* on CBS and Flip Wilson on NBC may pose problems for the new series.

Still another police show, an anthology series called \*Police Story* (NBC, Tuesday, 10-11 p.m.), is depreciated by the agency men because it has no continuing characters the audience can identify with and because it's competing with \*Welby*.

Three new comedy series that aren't likely to last beyond this season, according to the agencies, are: \*Diana* (NBC, Monday, 8:30-9 p.m.), starring Diana Rigg as an unmarried career woman, which, says Mr. Michel, is "a blatant copy of \*Mary Tyler Moore\"; \*Bob & Carol & Ted & Alice* (ABC, Wednesday, 8-8:30 p.m.), which, again according to Mr. Michel, "will never make it because it's throwing out the wit and sophistication and fine satirical edge of the movie"; and \*Adams Rib* (ABC, Friday, 9:30-10 p.m.), based on the Spencer Tracy-Katharine Hepburn movie, which some agency men said had a weak pilot.

This year's one new variety show is \*NBC Follies* (Thursday, 10-11 p.m.), whose main problem is expected to be competition from \*The CBS Thursday Night Movies*. 

Broadcasting Sep 10 1973

28
The time to think about maintenance is before you buy.

We keep some 85,000 installation and maintenance trucks on the road, operating out of 1,800 service centers that cover the country. So whenever you need repair service, there's someone close at hand. Even if it's a complex PBX, our repair people know what to bring. And while our trucks are literally depots on wheels, we don't take anything for granted. Just in case, we have well-stocked service centers behind every truck.

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There are many more reasons to choose a Bell System PBX than the maintenance that backs it up, but none that lets you sleep better.

If our maintenance organization says anything about AT&T and your local Bell Company, it says we care about our customers.

We hear you.
High hopes on the high seas: McIntire sets up his pirate radio station

Technical problems hamper start-up, but fundamentalist preacher and deposed broadcaster intends to force the issue with the FCC; he also has private bill introduced in Congress that would give him back his former stations in Media, Pa.

The Rev. Carl McIntire, the fundamentalist radio preacher, lost his first major engagement with the FCC, and it cost him WXUR-AM-FM Media, Pa., which had been licensed to the seminary he heads. But he is determined to have another go at the commission, even if it means, he says, going to jail for being the captain of a pirate radio ship. What he would hope to gain from a second encounter is nothing less than the destruction of the present system of broadcast licensing.

Being the captain of a pirate radio ship is an unlikely role for a man—a fundamentalist in politics as well as religion—who has never shown much sympathy for those who practiced civil disobedience. And jail may be the inevitable consequence of the course on which he is embarked.

But there he was last week, the master of a 140-foot, converted World War II minesweper, which he has had fitted out as a floating broadcast station and which was standing just outside the three-mile limit off Cape May, N.J., where the Christian Beacon Press, which he heads, owns a hotel. Although he declined to divulge many of the details, he said he acquired the ship under a lease-purchase agreement in Cape Canaveral, Fla., after a two-month worldwide search for a suitable ship. He was, it seemed, about to make good on what seemed like sheer bravado, when, with his court appeals exhausted and WXUR-AM-FM about to go off the air on July 5, he said he would get a ship and broadcast from it (Broadcasting, July 2).

On Labor Day, the ship—its name changed from the Oceanic to the Columbus—was dedicated. During the ceremony, Dr. McIntire said, "a manifesto of freedom" was read.

"We have the ship," he said, "with gusto, to reporters who were visiting and telephoning him in increasing numbers. "We're working frantically to get the station on the air." Technical difficulties, however, were proving too difficult for his technicians to solve quickly. Last week there was no firm date as to when broadcasting would begin.

But there was no doubting the zeal and desire necessary to begin a pirate station that, with 10 kw power, would cover much of the Eastern section of the U.S. were present in abundance. "I'm ready to go to jail and serve my time," he said. "My wife and my church are ready to have me go. I'm not burning draft cards. I'm just preaching the message God wants me to preach."

Part of that message—which Radio Free America will broadcast 24 hours daily—is that the commission's fairness...
Vidifont has quality characters, in true upper and lower case, a selection of fonts, with proportional spacing. Big reasons why Vidifont has received wide acclaim and has become the broadcasters' choice, and the most widely used character generator.

And now Vidifont has a new optional feature, Changeable Fonts, for even greater graphic programming capabilities. Vidifont also has a new bulk storage system, in convenient, removable cartridge format, with 100 times more storage capacity.

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If you've been anywhere near a television set this summer, the chances are you've heard our claim. Now it's turning up in radio, magazines and newspapers as well.

The immodest mouthful. All summer long.

From coast to coast. Is this just show biz?

Not exactly. The fact is, we've been pleasing American families more of the time than anyone else in television. And this season we have every reason to believe we'll do it again. Starting this week, our new schedule offers:

...MORE BLOCK-BUSTER MOVIES THAN EVER BEFORE
("Bonnie and Clyde," "Planet of the Apes," "Tora! Tora! Tora!," "The Graduate," "Bullitt," "Ryan's Daughter," "Hello, Dolly!" And more and more.)

...SIX PROMISING NEW NIGHTTIME SERIES
(Featuring James Stewart, Telly Savalas, Richard Roundtree, James Coco, new Perry Mason adventures and a World War II comedy from the creators of M*A*S*H.)

...SIXTEEN RETURNING FAVORITES
(Including "All in the Family," regularly seen last season by 9 million more people than any other series.)

...65 SPECIALS FOR EVERY AGE AND TASTE
(From Gleason & Carney to Gilbert & Sullivan. Significant dramas, animated fantasies, and stars galore.)

...A NEW CBS SPORTS FEATURE,
NBA BASKETBALL
(Joining NFL football, golf, tennis, hockey, racing and all the rest. This year, too, the Super Bowl.)

...CBS NEWS IN ITS 7TH TOP-RATED YEAR
(With Walter Cronkite, "the most trusted man in America," and his distinguished colleagues in more than 20 broadcasts a week.)

You may think this is bragging. But the truth is we've still failed to mention most of the stars in the CBS schedule. Beginning this week you will find them displayed in the television section of your daily paper.

Household names, every one, these stars helped us win 36 Emmy Awards last spring. And extended our lead in primetime audiences to 17 years in a row.


Seventeen straight years: Nielsen Television Index AA Households for every calendar year since 1956. 7:30 p.m.—11:00 p.m. Comparison is with competing networks. Additional survey information on request.
doctrine violates the First Amendment and that broadcasters should be free of it. Violations of the doctrine and its personal-attack rules were the principal allegations involved in the hearing which led to the commission's decision to strip WXUR-AM-FM—stations he wanted as outlets for his 20th Century Reformation Hour—of their licenses.

Dr. McIntire says his advisers have informed him that his planned operation is legal. But he believes the government will attempt to stop him. He talks of the Coast Guard's close scrutiny of his ship on the evening of Aug. 31, two days after it arrived off Cape May. He said two guardsmen boarded the ship to investigate the possible source of an oil slick that had been spotted from a helicopter. "The men wanted to see the registry," Dr. McIntire said. "They copied everything. They examined the whole ship, and studied the radio."

It appears likely, however, that the first move to stop Dr. McIntire will be initiated by his old nemesis, the FCC. A commission lawyer last week pointed to Section 301 of the Communications Act, which bars the use of radio by any one "upon any vessel or aircraft of the United States" who does not have a license issued under the act. (The ship, Dr. McIntire reports, is a U.S. vessel.) And, one commission lawyer said, the commission would probably ask the Department of Justice to seek a court injunction to close down the offshore station as soon as it begins operating. But the Communications Act does provide for penalties for violations of its provisions—up to one year in prison and a $10,000 fine.

Dr. McIntire said he would welcome a confrontation as the basis for a new legal battle with the commission. It would, he said, give him an opportunity to "challenge the entire licensing system as a violation of the First Amendment. We'll say we don't need a license. It will give us the chance for a frontal attack that we didn't have before in the WXUR case."

Dr. McIntire said his technical advisers say they have taken pains to avoid interference to mainland radio stations. Radio Free America will begin operating on 1160 kHz, which is a clear channel on which WJJD(AM) Chicago and KSL(AM) Salt Lake City broadcast. But he said the station can shift back and forth among several other frequencies if interference does result—to 692 kHz, 1613 kHz and 535 kHz. No stations are licensed on those frequencies; the commission assigns stations to frequencies 10 kHz apart, beginning with 540 kHz. The pirate radio ship is not Dr. McIntire's only answer to the commission's denial of renewal of the Media stations. Last week, Representative John Rarick (D-La.) introduced a private bill (HR-10076) that would direct the reinstatement of the WXUR-AM-FM licenses through Aug. 1, 1975, when the current license period for stations in Pennsylvania ends. The bill was referred to the House Judiciary Committee.

The measure was drafted shortly before the August recess by the staff of the House Commerce Committee at the direction of Committee Chairman Harley O. Staggers (D-W.Va.). The congressman acted after Dr. McIntire visited him and "laid out my story." Representative Staggers said that he had the bill drafted as a courtesy to Dr. McIntire but that he has taken no position on the issues involved since he is not familiar with the facts. "But," he said, "I intend to get the facts." He will direct the staff of the Investigations Subcommittee to check with the commission on the matter.

The bill's chances of passage appear slim. Representative Lawrence G. Williams (R-Pa.), whose district includes areas demurred by Dr. McIntire, asked him to introduce the private bill. The congressman said he felt its introduction would be "a futile gesture." He also has doubts about the bill's constitutionality—doubts which are shared by the Commerce Committee staffer principally responsible for the draft bill, Robert F. Guthrie, Dr. McIntire is anxious for a hearing on the matter. "I've got to get some forum to air these things," he said. And Representative Rarick insists that was a major consideration in his introducing the bill. It will "give the station an opportunity for hearings before elected members of Congress rather than merely be forced to abide by the rulings of the unelected bureaucrats of the FCC," he said.

However, Dr. McIntire is not waiting for either the start-up of the shipboard radio station or a congressional hearing to attempt to drum up support for his position. He said "a half million petitions are circulating"—placed in circulation by the Christian Beacon, which he publishes—urging four actions: reinstatement of WXUR-AM-FM by act of Congress, investigation of the FCC in connection with the "abridgment of free speech," and the abandonment of the fairness doctrine, and the assignment of permanent licenses to all broadcast stations.

"When we get ½ million signatures, we'll present them to Speaker Carl Albert," he said. He added that he did not think that would take very long.

Print, air media vow hemispheric solidarity

The Inter American Association of Broadcasters and the Inter American Press Association have passed a resolution reaffirming an earlier agreement under which any attack on one organization is considered an attack on the other.

The new "Caracas Agreement" is a restate-ment of the Panama Doctrine on Freedom of Expression the two organiza-tions adopted in 1952. The Caracas agree-ment also establishes a joint council to coordinate the efforts of the two organiza-tions in preserving the free flow of information.

The IAPA comprises newspapers and magazines in the Western hemisphere; the IAAB is made up of chapters representing TV and radio broadcasters. Chairman of the U.S. chapter of IAAB is Arch Madsen, president of Bonneville Inter-national Corp., Salt Lake City.
Mich. and Ohio stations come through deadline for challenges mostly unscathed

Two TV's in Detroit are hit by petitions to deny on racial charges; other contentions are over business and technical-violation allegations

The Sept. 4 deadline for challenges to renewal applications for stations in Michigan and Ohio passed in relative quiet—for stations outside Detroit.

Storer Broadcasting's WJBK-TV Detroit was the target of two petitions to deny its renewal application, both filed by citizen groups; the Evening News Association's WWJ-TV Detroit, was hit by one such petition, submitted by one of the groups filing against WJBK-TV.

WCAR-AM FM Detroit were the only stations against which conventional competing applications were filed by the deadline. But stations in Adrian and Battle Creek, both Michigan, found themselves challenged by present or prospective competitors.

And two filings last week indicated that citizen groups are not the only ones using the petition to deny as a means of enforcement. The mayor of Marquette, Mich., and a former secretary of the FCC, Mary Jane Morris, filed petitions to deny against stations with which they are engaged in disputes.

The citizen group opposing the renewal of both WJBK-TV and WWJ-TV is the Inter-Faith Centers for Racial Justice, which unsuccessfully opposed the renewals of both stations in 1970. IFC's petition against the renewal of the Storer station, filed two weeks ago (BROADCASTING, Sept. 3), was based largely on allegations of inadequate program service and of violations of the fairness doctrine.

In opposing the renewal application for WWJ-TV, IFC said the station's programming "contains an invidious racial bias and is prima facie inconsistent with the public interest." The allegation was based largely on the results of monitoring of the station's programming by "members and friends" of the Grosse Pointe Center for Justice during the weeks of May 27 and June 10. IFC said most of the programs were virtually all-white in terms of the personalities involved, while some, including programs aimed at children, contained an element of racism.

The second petition opposing the renewal of WJBK-TV was filed by the Detroit Media Coalition. It said the station is guilty of discriminatory practices in employment that leave it "unequipped to relate to significant portions of its community." It also said the station has violated the commission's fairness doctrine and personal-attack rules in connection with issues regarding women and racial minorities, that its programming policies "reflect this insensitivity" and that "it has ignored its obligations to ascertain community problems." The coalition also charged that the station failed to comply with commission rules to make its 1973 application available for inspection as soon as it was filed.

The competing applications confronting WCAR-AM-FM were filed by the Hall Broadcasting Co. Hall is 100% owned by Clyde W. Hall, a black, who is president and sole owner of a Detroit public-relations firm and who is active in real estate and property development.

In Adrian, Gerity Broadcasting Co.'s applications for renewal of WARB(AM) and for a permit for an FM are being opposed by Lenawee Broadcasting Co., licensee of WLEN(FM). Adrian. Lenawee expressed concern about the impact of a new FM station on broadcast revenues in the community, and asked that Gerity's two applications and its application for renewal be consolidated in a hearing. Some of the issues would be directed against the procedures Gerity followed in determining community needs in connection with its FM application.

But Lenawee would also want issues added to assess the economic impact of another station in Adrian. One would concern an "independent FM protection policy," to determine whether the proposed FM station would impair the ability of an independent FM to compete effectively. The second would be to determine whether the community could support three stations and, if not, which of the applications should be granted.

The other dispute among broadcasters involves the petition filed by the Jackson Television Corp., permittee of WWLD(TV) (ch. 18) Jackson, Mich., and Television Associates Inc., the proposed assignee of that permit. They want their application consolidated with the renewal application of WUQA-TV (ch. 41) Battle Creek for a hearing—to determine which should be granted.

The petitioners, whose application was filed in July 1970, blame the commission's delay in granting it on oppositions raised by WWQA-TV. Since Jackson and Battle Creek are 40 miles distant and the predicted coverage maps filed by each station show a substantial overlap of the grade A and grade B contours, the petitioners said, WUQA-TV's actions lead to the conclusion that WWLD-TV's operation would be mutually exclusive with that of the Battle Creek station.

The mayor of Marquette, William J. Malandrone, filed his petition—in his own behalf and as mayor—against the renewal of WUC-TV Marquette because of what he feels is the deterioration of its service to the city, technically and otherwise. Mayor Malandrone said that as a result of the relocation of its transmitter last year, the station does not put a signal over its city of license that is better than a grade B. He also said that the station moved its studio to a point eight miles outside of Marquette, without commission approval. And the out-
of-town location makes coverage of local events on a live basis "impossible," he said, as well as removing the station from community involvement and the local tax rolls.

The mayor said that if the commission chooses not to designate the renewal application for hearing, it should grant the station a one-year license and direct it to improve its signal and move the studio back into Marquette.

Miss Morris's petition is aimed at the renewal of Western Michigan Telecasters Inc.'s WZZM-TV Grand Rapids, Mich. The petition is based principally on Miss Morris's allegation that Western Michigan failed to keep a commitment made to her in a settlement of an earlier dispute involving an application for a television frequency with which she was associated about five years ago—for ch. 41 Battle Creek. She said she was to have been put on Western Michigan's payroll at $10,000 a year for six years, but that the payments stopped in 1971, after the death of William Dempsey, who had been president and general manager of the station. Miss Morris said that Western Michigan "intimidated" an applicant by threatening it with a $3-million law suit then negotiated a settlement to avoid a hearing on its conduct, and then failed to keep the commitments it made in connection with these matters.

In a related matter last week, a citizen group in Columbus, Ohio, that had opposed the renewal of RadiOhio's WBNs-TV there three years ago, asked the commission to defer consideration of the application seeking renewal of the station for the 1973-74 period. The Columbus Broadcasting Coalition noted that it has appealed the commission's action granting the station's 1970 renewal and said it would be improper to grant the newest application before judicial review of that action is completed.

Media Briefs

Treasury won't take checks. Broadcasters paying FCC fines will now make out forfeiture checks directly to commission. In response to request by Treasury Department, commission amended rules to substitute FCC as payee. Checks for application fees, which are already required to be paid directly to FCC, remain unaffected by new rule.

Antipay campaign shifts into high gear at NAB
Special committee lays it out: a campaign director to be hired, outside PR firm to be retained, public figures to be recruited

The National Association of Broadcasters' campaign against pay television is becoming an issue of such magnitude at the association that some observers believe it is surpassed only by NAB's continuing drive for renewal reform on the priority scale. The movement took more cohesive form last week at the second meeting of NAB's Special Committee on Pay Television, at which basic issues regarding the committee's internal structure were resolved.

"The critical nature of this situation is calling for a separate, single-purpose department within the NAB," Willard Walbridge of Capital Cities Communications, chairman of the pay-TV committee, told newsmen last week. "We're determined to join this battle on all fronts."

It is clear that NAB does not regard the campaign as a short-term situation. The committee, as it was structured at last week's meeting, will include:
* A public advisory board consisting, according to Mr. Walbridge, of "people of stature representing broadly based public groups." The board would be called on to provide input on attitudes with respect to the pay issue from a large spectrum of the public.
* An executive director, who is still being sought, will be responsible for the over-all coordination of the antipay campaign. The director would be "guided in principle" by the pay-TV committee. He would, however, be an NAB employee and would be directly responsible to NAB President Vincent Wasielewski. A special committee has been appointed to fill the post.
* A private public-relations/consulting firm will be employed to prepare and execute the campaign's future public exposure. Previously, newspaper ads placed by the association had been prepared under the direction of James Hulbert, NAB's executive vice president for public relations. But to continue to lay that job on the NAB staff, Mr. Walbridge said, would be "deleterious to them and the job that needs to be done."
* Five subcommittees have been formed to delve into the campaign's diverse specifics. Their respective functions will be public relations, government relations, information/research, media relations and funding. Chairmen of the subcommittees are expected to be announced this week.

Mr. Walbridge acknowledged that the pay committee's principal target is pay cable. He expressed the belief that other air STV does not pose an immediate threat to free broadcasting, although he said the committee would take a similar position with respect to STV if that threat
materialized in the future. He also downplayed the issue that cablecasters are not presently in a position to outbid broadcasters for programming, stating that that situation—particularly in light of the possibilities for cable-satellite interconnection—could change overnight.

"Our committee wasn't set up to stifle pay TV in its cradle," Mr. Walbridge said. "Our continuing concern is that it indeed be a supplemental service that is additive and contributive [to free television], but will not be a force that will take away from the public what it is getting free now."

Mr. Walbridge did not disclose any specifics as to how much money will be spent on the campaign. He said the committee will draw its funds from various segments of the broadcast community as well as from the NAB. He said "tentative pledges out of various entities" have already been forthcoming.

Although no details were disclosed on future publicity efforts, it is apparent that the pay committee does not intend to discontinue the practice of purchasing newspaper space to foster the antipay campaign. There has been some dissent from broadcasters on this practice. It is less certain as to whether a similar drive will be mounted on the airways. Mr. Walbridge said NAB has no plans to purchase broadcast time on its own, but indicated that the question of whether independent drives will be mounted by association members, with or without NAB's encouragement, is still an open issue. One essential consideration here is the fairness doctrine. "We recognized the fairness doctrine would be involved [in any broadcast campaign] from the beginning," an association spokesman said.

One of those keeping a particularly watchful eye on any broadcast-campaign developments is the National Cable Television Association. NCTA President David Foster formally challenged NAB to a debate on the pay issue several weeks ago. It was learned last week that the NAB pay-TV committee has reached a decision on the NCTA challenge. NAB sources, however, declined to disclose the nature of that decision, which is expected to be made public this week.

Meanwhile, NCTA is continuing to research the issue. It is presently keeping a low profile on the subject, electing to wait for more specific information from NAB before it takes any retaliatory steps. An NCTA spokesman last week disclosed that the association had earlier contemplated requesting an interpretation from the FCC as to whether an NAB-inspired antipay campaign on broadcast facilities would invoke fairness obligations. That plan was scrapped, the spokesman said, when it was subsequently determined that fairness would indeed come into play.

Commenting on the latest NAB activity in this area, Mr. Foster stated last week: "It's no surprise to us that the NAB is attempting to pull together its considerable resources for this campaign. We intend to present the issues before the public clearly and dispassionately and we hope NAB does too—although so far

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KJHU, Los Angeles, CA
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WTVJ, Miami, FL
WDSU, New Orleans, LA
CBS, New York, NY (2)
WNEW, New York, NY
KTVU, Oakland, CA
WKY, Oklahoma City, OK (2)
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KCSB, San Diego, CA
KGO, San Francisco, CA
KGO-TV, San Francisco, CA
KPIX, San Francisco, CA
WSYR, Syracuse, NY
WTVT, Tampa, FL (2)
KTEW, Tulsa, OK
WTTG, Washington, DC
WXXI, Winston-Salem, NC

Great Britain
Southern TV, Southampton (2)
Thames Television, Ltd., London (2)
Granada Television, Ltd., Manchester (2)
Rank Video Labs, London
Harlech Television, Ltd., Wales (2)

Canada
CFCF, Montreal
CKCO, Kitchener
CHCH, Hamilton
CBC, Canada (3)

Australia
ATN7, Epping
ABN, Sydney
Hong Kong
TV Broadcast Ltd.
RTV, Hong Kong

New Zealand
NZBC, New Zealand

Mexico
XETV, Tijuana
there's little evidence of that. We also hope that NAB is ready to enter into a serious debate of the matter soon.

Citizen groups and broadcasters take sides on ascertainment

In comments filed with FCC last week, broadcasters opt for more latitude in determining and dealing with local needs; citizen groups see primer as aid in their efforts to watchdog station performance

Broadcasters and citizen groups have never seen eye to eye on the question of whether the FCC's present community-needs-ascertainment procedure is worth all the effort with which it is customarily associated. Never were those differences more evident than in comments filed by both sides at the FCC last week. The response was predictable.

For broadcasters, the commission's primer on ascertainment procedures has become such an exercise in verbosity and attention to detail that it now amounts to nothing more than a "regulatory malaise." That phrase was coined by the Washington law firm of McKenna, Wilkinson & Kittner and appeared on two separate briefs the firm filed on behalf of several broadcast clients. But the attitude it reflected was universal among those industry representatives filing. Broadcasters clearly want to be emancipated from the allegedly burdensome and unproductive requirements contained in the primer. They want a return to quieter times, specifically to 1960. That was the year in which the commission issued a policy statement on the efforts it expected of its licensees in ascertaining local needs and problems and proposing remedies for them. The requirements reflected in that policy, which was superseded by the ascertainment primer of 1971, were minimal. They allowed for wide licensee discretion with respect to the survey method to be employed. In fact, the policy was essentially an exercise in self-regulation, in which the licensee was required to do little more than list, in narrative form, several relevant community problems, how those problems had been determined, and what the station intended to do about them.

For citizen groups, as was evident in comments submitted last week by such organizations as Black Efforts for Soul in Television, the United Church of Christ's Office of Communications, and the National Organization for Women, the primer was a godsend. It represented an FCC mandate that broadcasters no longer had the freedom to deduce for themselves how to go about ascertaining the needs of their audiences; the commission was doing it for them. What is needed now, the groups stated, is more detailed scrutiny of those surveys at the FCC. Rather than lessen, or abandon, the requirements set forth in the primer, citizen groups feel the process should be strengthened. The beneficiary of that process would be the public, the groups stated. But, they added, there would be a fringe benefit as well: Tougher ascertainment requirements would make their jobs easier when renewal time approaches; it would give their petitions to deny more legal weight. Or, in some cases, more stringent ascertainment procedures could eliminate the necessity for filing challenges entirely.

BEST, for one, acknowledged that it was skeptical when the commission first initiated the primer's adoption, but since its inception, it noted, citizen groups "have found it a valuable tool in performing their proper role as 'private regulators' of the broadcast industry." It has been found to provide "information needed to perform a basic examination of their local broadcaster's commitment and performance." BEST said. And it would be even more effective if certain modifications were made, such as requiring ascertainment procedures of public broadcasters, requiring that the needs of women and young people be dealt with specifically, banning amendments to original ascertainment surveys, and making more raw data available to the public.

NOW proposed several other alterations to the status quo. It told the commission that all stations should be required to form community liaison groups (at their own expense), perform random surveys of public needs throughout the license period, be barred from interviewing large groups of community leaders in the same room at the same time, and consult with those leaders on a continuous basis, rather than toward the end of the license term.

The primer also received high marks from the Church of Christ, but with qualification. With the FCC's failure to adequately scrutinize each ascertainment report, its consistent practice of modifying the primer, and its indications that the primer might someday become inoperative, "it is not surprising that ascertainment surveys to be prepared," the church group said. But the primer, the group added, can be a viable commodity if it is used correctly. "What is lacking is an affirmative effort by broadcasters to use ascertainment for positive purposes and the will of the commission to see that it is done." Absent these goals, it contended, the primer is not "regulatory malignancy," as the McKenna firm asserts; but it is "regulatory mush."

The National Association of Broadcasters said it has no quibbles about the "theory and purpose" behind the primer. But the creature itself is another story. NAB's assessment of the present requirements were similar to those voiced earlier by such broadcast interests as ABC and CBS (Broadcasting, Sept. 3). The commission's citizen groups and broadcasters themselves have become so engrossed with the methodology of the ascertainment process, NAB claimed, that sometimes the real purpose of the exercise—"overseeing licensees to determine whether program service is reasonably respon-
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sive to the problems and needs of the community served"—is forgotten. Despite the commission's efforts to clarify the requirements, NAB said, an "aura of confusion" still exists as to precisely what those requirements are. In order to ward off prospective renewal challenges, the association asserted, licensees too often abandon the standard of good-faith performance in completing ascertainment surveys and opt instead for the concept of "overkill"—in which the station so deluges the commission with facts and statistics that there can be little doubt that a concerted effort has been made to satisfy the commission's directive.

NAB was not without support. According to the McKenna, Wilkinson & Kittner briefs, the ascertainment process has "dramatically mushroomed from a relatively simple statement of overall policy into an extremely complex and often confusing set of regulations." The National Association of FM Broadcasters echoed that the requirements "impose needless and unproductive responsibilities on broadcast licensees."

And according to NBC, "the diverse and dynamic nature of the broadcast media do not permit the establishment of rigid and inflexible standards for the interaction of stations and the public." The commission, NBC stated, "must give its licensees broader latitude to use their own individual initiatives, energies and judgments."

While the broadcasters filing varied somewhat as to how, exactly, that freedom should be delegated, the consensus was in accord with a proposal—and a relatively simple one at that—offered by NAB. The procedure involves a re-issuance of the 1960 policy statement to supplant the primer. Under those minimum standards, stations would be required to submit a list of about 10 community problems. A narrative about five pages long would explain how the licensee determined those problems, what programming it has offered in the past that dealt with them, and what would be done in the future to solve them.

Church groups assess Cleveland radio-TV

It looks like mini-version of report by Johnson, but authors say it is only to help residents, stations

Cleveland-area residents who take their listening and viewing seriously now have available to them a report on the performance of radio and television stations in the area. The report was produced by the Catholic Diocese and the Council of Churches in Cleveland.

It provides a ranking of the AM, FM and TV stations in the area, based on their performance in terms of news, public affairs, "other" (exclusive of sports and entertainment), community-service and public-affairs programming (local programming, too, in the TV ranking), commercials and public service announcements.

Thus it appears to be a cut-down version of the report Commissioner Nicholas Johnson prepared for all on major-market network television stations. However, the authors—J. Jerome Lackamp, executive producer of Cleveland Diocese's Department of Radio-TV, and the Rev. Donald Stockford, director of the Public Witness Commission of the Council of Churches of Greater Cleveland, are not following in anyone's footsteps. They prepared a similar report three years ago.

In addition, their 1973 report contains an admittedly "subjective" analysis of the stations' performance, based on monitoring conducted by the authors and by members of the Radio-TV Council of Greater Cleveland.

The ranking of AM stations by composite of all program factors follows: WERE, WJW, WQAR, WELW, WJKF, WQCE, WLRQ, WWWW, WBKC, WBOI, WQAB, WQY and WPRL.

The ranking of FM stations: WWMN, WELW-FM, WCLV, WCR, WZAK, WDOK, WBWA, WMMs, WQCL, WXEN, WBEN and WQAL.

The ranking of TV stations: WJW-TV, WNCV-TV, WYES, WJAS(TV), WQBF-V.

The report was completed in August, early enough to be of use to groups interested in petitioning the FCC to deny the renewal applications of Cleveland stations. The stations' renewals are due Oct. 1. And that was one use the authors said could be made of the report. But their only recommendation, they said, was that citizens use it to inform themselves of the service of their stations and that the stations use it to make themselves "responsive to their licensed rights and responsibilities."

No petitions were filed against Cleveland stations last week, when the deadline for such filings passed (see page 40).

Pacifica's own people turn against it

Licensee of free-form FM's is hit by racial charges from third-world groups

The Pacific Foundation, licensee of four free-wheeling noncommercial radio stations, last week came under attack by minority groups in Berkeley, Calif.

The Community Coalition for Media Change and Third World Communications, claiming to speak for the Asian, black and brown citizens in Berkeley, where Pacifica's KPFA (FM) and KPFB (FM) operate, accused Pacifica of racial discrimination in employment at KPFA and of thwarting efforts of nonwhites there to produce ethnic-cultural programming.

The petitioners' criticism was contained in a petition in which the citizen groups ask permission to intervene in the proceeding in which Pacifica is seeking a construction permit to build an FM station on channel 207 in Washington. The groups also ask the commission to deny the application.

Most of the groups' criticism focuses on KPFA. They said it has no brown, Spanish-speaking, Spanish-surnamed, Asian or
black full-time employees, and added, "KPFA presents itself as being a 'right-on' organization, but close examination would show that KPFA has done an excellent 'write off' job on minority people and others in the community." Besides the Berkeley stations, Pacifica operates KPFK (FM) Los Angeles and WBAI (FM) New York.

Pacifica's application for a new FM in Washington has been in hearing status for four years. At one time, it faced competition for the channel from the National Education Foundation, which later dropped out of the contest. Actually, only several days have been taken up in hearing. And Pacifica is now petitioning the commission to grant the application without hearing or to clarify the issues.

The one major issue involved represents the kind of trouble that is more familiar to Pacifica than criticism from a citizen group. It seeks to determine whether Pacifica is qualified to operate on a channel reserved for educational purposes, but is so broadly framed that, Pacifica complains, the commission's Broadcast Bureau is using it as authority to check into Pacifica's stations' use of four-letter words.

**Senate pulls rug half way out from under OTP**

It unanimously adopts appropriation cutting offices' budget by 50%

The fiscal future of the White House Office of Telecommunications Policy looked bleak last week. By a vote of 87-to-0 the Senate voted to uphold the substantial cuts the Senate Appropriations Committee had made in OTP's 1974 budget request. Approved by the Senate last Wednesday (Sept. 5) was H.R. 9590, the multibillion-dollar appropriations bill for the Treasury Department, Postal Service, and other federal agencies. Contained in the bill is the $1.5 million for OTP that the Senate Appropriations Committee had recommended (Broadcasting, Aug. 13). The amount is less than half the $3,270,000 OTP had requested.

OTP has said that if it receives only $1.5 million, all of its research projects would have to be eliminated and there would be substantial staff cut-backs—beyond the 20% staff reduction it had planned to effect by next June.

The Senate bill will go to conference with the House-passed version of H.R. 9590, which contains $2,070,000 for OTP in fiscal 1974.

**Changing Hands**

The following transfer of station ownership has been approved by the FCC (for other FCC activities see "For the Record," page 63):

* KTBC-TV Austin, Tex.: Sold by family of late President Lyndon B. Johnson to Times-Mirror Co., Los Angeles, for $9 million (see details, page 12).
committee's activities. "All we are doing is following the mandate of Congress," which has authorized business interests to set up and operate political-action and education committees, says Mr. Manship. Spearheading the committee's operation in Washington is Spencer Denison, who has just resigned his position in NAB's station-relations department to become the executive secretary and only full-time employee of the NCSFB ("Closed Circuit," Aug. 27).

Mr. Denison agrees that the tentacles of Watergate have not strangled the committee and do not threaten to do so. He points out that fund-raising solicitations make it clear that the political-action committee can by law accept only individual contributions, while the political education unit, which is just starting up this year, may also accept corporate money. (Operating expenses for the Washington office come from the funds of both committees.)

Then, too, he says, the committees have separate bank accounts, engage a Washington law firm (Webster & Kilklun) as consultants in dealing with the campaign-spending law, and periodically file reports of receipts and expenditures with the secretary of the Senate and the clerk of the House. "We operate in a fishbowl," Mr. Denison says.

He also points out that last year TAR PAC did not contribute over $2,000 to any single congressional candidate. "Obviously you can't buy anyone for $2,000," he points out. "Our aim is just to get the congressman's ear."

Mr. Manship says that the $2,000 figure is what TAR PAC considers "a limit of good taste" in political contributing, but he said that amount could be exceeded in some circumstances. TAR PAC contributed only to incumbents last year because of its limited funds, according to Mr. Manship. The committee's first priority, he says, involves races of senators and congressmen on key committees (primarily Commerce, Judiciary and Rules).

The political-action committee collected $41,736.65 from 513 broadcasters last year. Mr. Denison says, and spent $28,609.88 on 40 candidates (only two of whom lost their bid for re-election). The $13,000-plus carryover will go to 1974 congressional races, he adds.

Justice frowns on eight more crossownership waiver requests

FCC also hears oppositions from two citizen groups

The Department of Justice is proving to be a prolific producer of oppositions to petitions for waiver of the FCC rule barring crossownership of cable television systems and television stations in the same market. The department has been grinding out such oppositions since May (BROADCASTING, May 21), and in July it said there were more than 60 waiver petitions in all that it had its eye on (BROADCASTING, July 16). Last week, it produced oppositions to eight more.

What's more, citizen groups, normally associated with petitions aimed at broadcast station operations, last week began participating in proceedings involving petitions for waiver of the rule—urging the commission to break up the crossownerships involved.

Two filed petitions last week. Citizens United for Better Broadcasting of Lansing, Mich., requested the commission to deny the petition of Gross Telecasting Inc., licensee of WJIM-TV Lansing (file no. CSR-409 [X]). And the Committee for Open Media, based in San Jose, Calif., said the commission should deny the petition filed by Gill Cable Co., which is affiliated with KNTV-TV San Jose (file no. CSR-395[X]).

The Justice Department, which has made it clear it feels the commission should measure the waiver petitions against a standard designed to assure diversity of ownership of mass media, found nothing in any of the eight petitions it was opposing to recommend them. The petitions involved:

- The ownership interests of KTVF-TV and KSM-TV, both Salt Lake City, in Community Television of Utah, Inc., one of two cable systems with franchises in the city (file nos. CSR-387[X] and CSR-404[X]). Because of interests of the stations not only in the cable system but in other media in the city—newspapers and broadcast—"this case falls squarely within the intended coverage of the rule," the department said.

- The San Francisco Chronicle's interest in KRON-FM-TV San Francisco and three cable systems in the Bay area (file no. CSR-400[X]). Some other media interests, particularly that involving the newspaper, "so significantly aggravate media concentration in the San Francisco-Oakland areas as to make divestiture of the cable system "essential," the department said.

- Newhouse Broadcasting Corporation's ownership of WSYE-TV Elmira-Corning, N.Y., and cable system in Corning (file no. CSR-415[X]). The department concluded that breakup of that crossownership "will promote local diversity and competition and will remove Newhouse's economic incentive not to develop to their fullest potential either the cable system or, "as is more likely in this case, WSYE-TV." The station is a satellite of WSYR-TV Syracuse, N.Y.

- KID-AM-FM-TV and KIFY-TV, both Idaho Falls, Idaho, whose licensees each own 25% of the cable system there (file nos. CSR-401[X] and CSR-425[X]). KIFY-TV is owned by the publisher of the only daily newspaper in the city. "Petitioners' CATV-TV-AM-FM newspaper interests in Idaho Falls makes this a virtually irrefutable case for application of the divestiture requirement," the department said.

- KSBW-TV Salinas-Monterey, Calif., and its satellite KSBY-TV San Luis Obispo, Calif., and 14 cable systems in the area with which is commonly owned by Central California Communications Corp. (file no. CSR-400[X]). "Central California," the department said, "has failed to show that divestiture would not increase diversity and competition."

- WTHI-AM-FM-TV Terre Haute, Ind., and the cable system there (file no. CSR-394[X]). The principal owners of the stations and the cable system are also principal owners of the only daily newspapers in the city. Considering the local dominance of the CATV-TV-AM-FM-newspaper aggregate that petitioners' ownership interests bind together, the depart-

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Money maker. The National Association of Broadcasters cleared $282,000 at its 1973 convention last spring in Washington, the association's executive committee was told last week at its regular monthly meeting. The income was derived from full of exhibition space after payment of all convention-associated expenses, except staff overhead. Income for 1973 was about the same as that for 1972.
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Almost every day he's in town, FCC Commissioner Robert E. Lee finds time to go to the Office Health Club.

Testimonial. FCC Commissioner Robert E. Lee was never thought of as the commission jock. But here he was, last week, staring out from a flyer distributed by the Office Health Club as a means of promoting business.

The club, located directly across the street from the commission offices, on M Street, in Washington, has become something of a restful, reinvigorating haven for the commissioner. He works out there frequently, and credits the exercise and therapy he received at the club in the past year with curbing an ailing knee. So when the club's management asked if it might use his picture in a flyer, he agreed. No payment was involved; he is simply a satisfied customer letting the world know how he feels about the Office Health Club.

The Senate last week approved legislation to lift television blackouts of home professional sports events, and it became clear that the House intends to follow suit this week. Those developments, coupled with the Nixon administration's support of the concept, made it appear virtually certain that an antablackout law will be on the books shortly after the regular football season begins on Sept. 16.

The bill that passed the Senate last Thursday (Sept. 6) by a thumping 76-to-6 vote is a very slightly modified version of S. 1841, introduced by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) and approved by the parent Commerce Committee on July 18 (BROADCASTING, July 23).

The Senate-passed measure provides, through an amendment to the Communications Act, that for a period of one year no TV station, TV network or CATV system may carry out any agreement under which it is prevented from broadcasting home games of any pro football, baseball, basketball or hockey team when tickets are no longer available for purchase by the general public 72 hours in advance. (The original bill had stipulated 48 hours. The 72-hour provision was the result of an amendment offered by Commerce Committee Chairman Warren Magnuson [D-Wash.] and approved by voice vote.)

On the House side, where Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) was winding down hearings on his H.R. 9553 and other antablackout bills, National Football League Commissioner Pete Rozelle charged that the proposals are aimed at determining when, where and how NFL games are to be telecast. "These proposals are entirely unprecedented," he said. "I'm not aware that Congress has ever before in the history of the United States attempted to determine by amendment to the communications laws how the producer of one form of commercial television programming shall present its programming to the public—particularly when the primary impact of the bills will be on the producer's interests in areas having no relationship to television. That the proposed bills will be damaging to professional football is, we think, beyond question. The only realistic issue is how damaging they will be and how soon these damaging effects will be felt."

In attempting to dispel what he called some common misconceptions about professional football, Mr. Rozelle pointed out that the sport's economic base still rests with game attendance. "The NFL would pre-
fer to greatly modify its television practices—or abandon television in its entirety—rather than experience the results of a significant conflict between television programming and gate attendance,” he said.

If NFL football is bound by a long-term network contract, he added, the league would, because of the pending antitblackout bills, be giving serious consideration to adopting the television practices of other sports—to limiting our Sunday afternoon telecasts to selected national game-of-the-week telecasts.” Then, he said, NFL member clubs would be left to arrange their own game telecasts.

One damaging effect of the legislation, Mr. Rozelle said, is that fans will delay purchasing their tickets. But because most fans have already purchased tickets, he said, the most immediate impact will be to increase “no shows”—those who purchase tickets but do not appear at games.

Crowds are a major element in the atmosphere of games, he said, and are even a factor in the performance of the home team. No-shows also affect stadium authorities and others who have interest in parking and concessions, he said. “We are talking about parking and concession receipts totaling in excess of $15 million annually.”

Mr. Rozelle also contended that antitblackout legislation would substantially reduce radio audiences, and hence the financial base of the broadcasts.

Finally, Mr. Rozelle contended that “today’s no-show rapidly becomes tomorrow’s non-ticket buyer,” because fans will be guaranteed that they will see games on television. “Ultimatively over-saturation and changed attendance habits will push football down the same path followed by professional boxing—which largely destroyed itself with TV oversaturation,” he said.

The NFL commissioner also attempted to allay fears that the NFL was opposing the bills because it planned to switch from free television to pay TV or pay cable. In recent negotiations with CBS, he said, the network had sought to prohibit the NFL from using any other form of television through 1977, but the NFL resisted because it believed “some sort of minimal experiment might be neces-

If Congress does decide to enact a bill on a one-year, experimental basis, he said, “we will not even wait for the presidential signature on the bill [before abiding by it].” But he expressed the hope that at the end of the trial the situation would be carefully reviewed. “Nobody is trying to persecute you [the NFL],” Mr. Macdonald told Mr. Rozelle. “We are asking you to pay your dues for what Congress did for you,” he said, referring to enactment of the 1961 antitrust exemption which permits sports blackouts. “We never claimed it wouldn’t hurt [football] financially,” he said. “It’s not a shot in the arm, but it’s not a mortal wound either.”

In his testimony, George H. Duncan, president of the Metromedia Radio Division, who was among those accompanying Mr. Rozelle, said that if blackouts are lifted on NFL home games “the economic feasibility of continuing to broadcast the games will be very seriously eroded if not completely out of the question. Our company, for one, would take a very hard look at the question of

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whether we want to continue to carry the games at all.”

Another facet of the problem, he said, is whether radio stations could continue to maintain the regional networks they have established to carry games into remote areas.

NFL football is “prestigious programing” and usually profitable for a radio station, he said, and blacked-out home games are the most important element in the ability attracting sponsorship. “Indeed,” he said, “without the element of exclusivity, there may be very little appeal to sponsor the game on radio, no matter how inexpensive.”

Baseball Commissioner Bowie Kuhn opposed antiblackout legislation, contending that baseball is already making a large percentage of its home games available for telecasting in the teams’ home city.

Regular-season telecasting of home games varies because broadcast rights are sold by individual clubs, he explained. Under baseball’s contract with NBC, he added, the World Series, divisional play-offs and the All-Star games are not blacked out, although regular-season Saturday and Monday-night games under the network contract are blacked out in home cities.

“We have reasonably accommodated our mass audience, by our broadcasting practices and by our ticket-pricing practices,” he said. “We believe that the television decisions should remain with professional sports.” He added that if Congress imposes an antiblackout requirement, it should not apply to baseball.

Antiblackout legislation, Mr. Kuhn charged, has the potential to undermine the baseball gate. “If the public knows a game is to be televised if sold out,” he explained, “there is a tendency for the public to lay back and not to buy tickets.”

Thomas E. Kauper, assistant attorney general in the Justice Department’s antitrust division, reiterated the administration’s support for antiblackout legislation that he had voiced last October during Senate Communications Subcommittee hearings. But he expressed doubt about outlawing blackouts through legislative amendment to the Communications Act (which all the pending bills would do). “The major problem with seeking to require home telecasts through amendment to the [act] is that the act provides for regulation and enforcement mechanisms only vis-a-vis the communications media,” Mr. Kauper said. “The [FCC] would appear to have no enforcement power over professional sports clubs. Any enforcement action would have to be taken against television stations or networks which have rights under contract to televise the sporting events in question.”

An alternative approach, he said, would be legislation that could “simply assert the power of the Congress to regulate professional sports activity in interstate commerce” and require teams that market television rights by joint agreement among league members to make the TV rights for home games available at reasonable rates whenever an advance sell-out occurs.

“Such a bill could provide for direct criminal or civil penalties for clubs which fail to comply,” he said. “This approach would leave the leagues or the individual clubs maximum freedom to bargain for the contractual arrangement they found most desirable, and would likewise leave the television industry free to see whatever arrangement is preferred.”

In a statement filed with the Macdonald subcommittee that morning, the Association of Maximum Service Telecasters said it does not take a position on any of the pending antiblackout bills. But it urged that if such a bill is adopted it include language “to make clear that formerly blacked-out home games will be made available on reasonable terms to a local, free television station before they may be carried as CATV pay television or over-the-air pay television origination.”

But Amos B. Hostetter Jr., national chairman of the National Cable Television Association, told the subcommittee NCTA favors limiting legislation to what appears to be the chief concern—public access to sold-out pro football games.

Some professional sports clubs have contracts with cable operators, he pointed out, and the rights of those viewing pro sports via cable should be protected. He also expressed the concern that one side effect of legislation would be to activate the FCCs antiphoning rules, which provide that sports events cannot be cablecast if they have been carried by free television during the preceding two years.

If TV carriage of home sports contests were to have an adverse impact on stadium attendance and the blackout was reinstated “then the effect of the legislation would be to preclude alternative means of providing these games to the public,” Mr. Hostetter said, urging clarification of this problem in the legislation.

He assured the subcommittee that the CATV industry wants only to broaden public viewing choice and “is not and does not wish to be a threat to advertiser supported television. We . . . have no intention of attempting to ‘siphon’ off sports and other popular programs now carried on so-called free television.”

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Program Briefs

Telethon tops record. Twenty-hour Jerry Lewis Labor Day telethon in behalf of Muscular Dystrophy Associations of American raised almost $12 million in pledges, third more than $9.2 million raised in 1972, it was reported last week. Las Vegas-originated TV benefit had 152 stations in line-up, two more than last year. Telethon officials expect, based on previous years' experience, to collect 106% of actual amount pledged.

TV therapy bloom. New York, reports initial sales on the half-hour TV series, Group Therapy with Dr. Irene Kassora, in 13 major markets. Stations which have acquired show as trade-out for two commercials promoting Dr. Kras-
soria's book on mental health include wtaf-TV Philadelphia; WJAN(TV) Canton, Ohio; wpgt-tv Pittsburgh; kptv(TV) Portland, Ore., and wtcg(TV) Atlanta.

Another crown, PSS, new programming subsidiary of Dance-Fitzgerald-Sample, is producing Miss World-U.S.A. beauty pageant. Ninety-minute special marks network television debut of the pageant, which will air Tuesday, Sept. 25 as late night presentation of ABC's Wide World of Entertainment.

'It Pays'... in 60 markets. Worldwide Enterprises reports that It Pays To Be Ignorant, half-hour comedy series, has been sold in 60 markets for fall start. Program will be carried in prime-time access periods by 28 stations in top 50 markets, and in both network prime time and prime-access time in markets below top 50.

Daytime drama. ABC-TV will carry 10 original 90-minute drama presentations of original scripts under the title ABC Afternoon Playbreaks, expanding from three such specials telecast during the past season. They will be scheduled once a month from 1:30-3 p.m. and will encompass serious drama, comedy, mystery-adventure and romance.

'Dating Game' spree. Station Syndication Inc., New York, a Sandy Frank company, reports sales of its weekly prime time access series, New Dating Game, in 28 of top-30 markets in less than one month of selling. Buyers include wabc-TV New York, knxk(TV) Los Angeles, wbbm-TV Chicago, wcan-TV Philadelphia, kron-TV San Francisco and wjw-TV Cleveland.

Second round. Second annual leukemia radiothon is scheduled for Feb. 16-17, 1974, with show originating at Burbank Studios, Burbank, Calif., under direction of National Leukemia Broadcast Council, Sherman Oaks, Calif. Larry C. Vander- veen, sales manager, KTLA(AM) Los Angeles, is president of council. Initial leukemia radiothon took place last February, raising $120,000 from 36 participating stations in 30 markets. Aim this year is to enlist 100 stations in fund-raising event.

'Concentration' in 30. Jim Victory Television Inc., New York, reports that its weekday, half-hour game series, Concentration, has been bought by 30 stations in first month of sales. Syndicated series, produced by Goodson-Todman and with Jack Narz as host, has been sold in nine of top-10 markets, including wnbc-TV New York, khl-TV Los Angeles, wcan-TV Philadelphia, wbb-TV Boston, kpix(TV) San Francisco, wjw-TV Detroit, wews(TV) Cleveland, wfor-TV Washington and wtae(TV) Pittsburgh.

Togetherness. Beckwith Presentations, New York and Los Angeles, is developing half-hour syndicated series, Mixed Doubles, slanted toward women who want to share their husbands' interests. Series will feature Melinda Fee, daytime dramatic series actress, who is said to be expert scuba diver, skeet shooter, race-car driver, gourmet cook and health-food authority.

**Broadcast Journalism**

**Dart game resumes in the East Room**

Watergate gets lesser role at latest Nixon news conference; attempts at banter fail to camouflage tension between President and media

It was almost like a normal presidential news conference. Members of the White House press corps, packed into the East Room of the White House last Wednesday (Sept. 5), asked questions covering a wide range of subjects—the Middle East, the economy, the President's domestic program. There were questions, too, about Watergate, of course. But they did not blot out virtually everything else, as they did at San Clemente two weeks earlier, in the first news conference in five months.

But, if the atmosphere was somewhat more relaxed, on both sides, things were not back to normal. Some of the reporters' questions still had rough edges to them. And if President Nixon had his feelings under better—that is, easier—control, his resentment of the news media was still discernible.

Again, CBS News's Dan Rather, whom the President in San Clemente had engaged in a volleying match on the question of the newsmen's respect, or lack of same, for the presidency, was picked on for special attention. When Mr. Rather said he was following up a question of ABC's Tom Jarriel about the Watergate tapes, the President, wearing the tight smile he dons when sinking his own knives, remarked about the two networks "working together." Mr. Rather replied, "No, not always, Mr. President," And the understatement drew chuckles from some newsmen. But the President had the last word: "Thank heavens you are competitive."

But that may have been personal. Generally, he indicated his views about television in responding to a question on whether he was concerned about a need to rebuild confidence in his leadership. Yes, he agreed, winding up for a jab, that was a problem—what with four months of prime time in which the President was attacked "by innuendo, by leak, by, frankly, leers and sneers of commentators, which," he added, "is their perfect right."

The print media got theirs too. In discussing the controversy over his real estate, President Nixon said he had done "gave the lie" to reports that were "carried, usually, in eight-column heads in most of the papers of this country." The retraction, he said, usually appeared back among the "corset ads."

But the second presidential news conference in three weeks demonstrated that, whatever he thinks of it, the news conference can be as useful to the President as to his inquisitors—if not more so. In answering the question about the need to restore confidence in his leadership, he...
Q and A. President Nixon answers question from NBC's Richard Valerian at last week's news conference. (NBC News photo)

said the first order of business on his part is not to allow his own confidence to be destroyed. Second, he said, confidence in his leadership is restored as a result of presidential action.

So there he was, bathed in television lights, demonstrating a reasonable amount of self-confidence to the nation via the three television networks. As for the second step, he led off the conference with an announcement that he would be sending Congress a second "State of the Union" message in which he would press for a number of pieces of legislation he said were urgently needed—in the areas of energy, housing, revenue sharing, among them. And he criticized Congress for "a very disappointing performance."

The telecast of the news conference got slightly lower ratings and shares for network-affiliated stations in New York and Los Angeles than regular programing usually carried in the same time period.

Based on Nielsen Overnights in those two cities, the three network TV stations had an average rating of 3.8 and a total share of 57 on the three network stations in New York and an average rating of 6.4 and a total share of 70 in Los Angeles.

In the week before the Nixon speech, the 3:30-4:00 p.m. period, filled with regular programing, had an average rating of 4.4 and a total share of 57 on the three network stations in New York and an average rating of 6.3 and a total share of 78 in Los Angeles.

Mr. Nixon's Aug. 22 news conference from San Clemente, Calif., captured an average rating of 5.5 and a total share of 63 on network affiliates in New York and an average rating of 6.5 and total share of 63 in Los Angeles.

Dole seeks to restrict Watergate coverage

He introduces resolution that would confine Ervin panel to executive sessions, which would effectively ban live reporting by the media

As he promised, Senator Robert Dole (R-Kan.) last week introduced a resolution aimed at halting television coverage of the Senate Watergate hearings (BROADCASTING, Sept. 3). But the senator's resolution would not block coverage by the other media and exclude the public from the sessions.

The resolution introduced last Wednes-

day (Sept. 5), the first day Congress returned from its month-long vacation, says that the Watergate Committee "shall not conduct any hearing or receive any testimony or evidence...except in executive session..." That was the original version of the legislation, but it had been speculated that Senator Dole would change it to preclude only TV cameras.

In a floor statement, the former chairman of the Republican National Committee emphasized that the resolution is in no way intended to interfere with the committee's hearings or with the rights of the news media to report on them. He said the resolution is aimed at protecting the interests of the public and safeguarding the rights of innocent parties involved by "ending the sensational wave of publicity" generated by TV coverage of the hearings. He added that it was time Congress turned its attention away from Watergate to deal with other problems.

Two weeks ago, in announcing his intention to offer the resolution, Senator Dole claimed his Kansas constituency was "sick and tired" of watching the hearings on television.

Senator Democratic Whip Robert C. Byrd (D-W.Va.) last week also contended that the public is weary of the televised hearings.

In an interview on NBC-TV's Today show, the senator said that continued telecasting could "create a backlash" against the Watergate Committee. But he added that "I would be opposed to concluding the hearings. I don't think the people of the United States want the hearings ended until the work is done."

When asked whether Senator Byrd would support the Dole resolution, a spokesman said he would not and preferred to follow the lead of Watergate Committee Chairman Sam Ervin Jr. (D-N.C.).

A Watergate Committee spokesman said the members will meet this week to decide when to resume the hearings, and added that the committee has no current plans to ban television cameras. "Our feeling is that it's up to the networks," the spokesman said. "They are the ones paying for the coverage."

Journalism Briefs

Inside China. Seven ABC newsmen will enter People's Republic of China on Sept. 20 for six-week assignment shooting newsfilm for various ABC-TV news programs and one-hour documentary. Trip by the newsmen will implement agreements reached by Elmer W. Lower, president of ABC News, and Leonard H. Goldenson, chairman of American Broadcasting Companies Inc., with Central Broadcasting Bureau of People's Republic during recent three-week working visit there.

UPITN adds. UPITN reports that two additional stations have signed for its daily electronic news service, raising total number of subscribers to 14. New clients are KLS-TV Los Angeles, effective today (Sept. 10), and WMSS-TV South Bend, Ind., starting Oct. 8.
Y&R backs new agency

New York got another advertising agency when Ammirati Puris A/Rutick opened its doors last week. One of the factors that distinguishes APA from other new agencies, however, is that Young & Rubicam owns 50% of the stock and occupies two of the five seats on the board of directors. APA can handle accounts that might prove to be product conflicts for Y&R and it can also take advantage of some of the depth of support services the second largest domestic ad agency can give it.

First client is Chrysler-Plymouth's Trailblazer, a four-wheel-drive wagon scheduled to be introduced next year. Such a vehicle would conflict with Y&R's International Harvester account.

Julian A/Rutick, formerly a senior vice president at Y&R, is president of the new agency. Martin Puris and Ralph Ammirati, vice presidents and creative group heads, are the executive vice presidents.

The company will be temporarily located at the Delmonico Hotel, 502 Park Avenue, suite 1602, New York. Phone: (212) EL-5-2500.

Business Briefs


Odds back with Grambling. Oldsmobile Division of General Motors, Lansing, Mich., through Leo Burnett Co., Southfield, Mich., has renewed for fourth year partial sponsorship of Grambling College Football TV Highlights, commencing Sept. 23.

Pigskin spots. With football season getting under way, New York Life Insurance is ready to kick-off its second season of football-oriented commercials created by Compton Advertising. Beginning Sept. 15, pool of six 30-second spots will be seen on professional and college football games telecast by more than 600 stations, including NCAA games on ABC-TV.
Negotiations go on in AT&T tariff case

Compromise is hoped for with carrier either according to FCC proposal or developing its own rate schedule for occasional users of service

If AT&T can come up with a proposal for meeting the program-transmission needs of regular but part-time users of its service, the dispute over the carrier's planned hike in rates for occasional users will probably end in compromise. Otherwise, it may be up to the FCC to settle. And the answer should be known by Tuesday morning (Sept. 11).

That is when the parties involved in the AT&T program-transmission case are scheduled to meet at the commission's offices for a fourth time in an effort to reach a compromise.

The commission staff has proposed that AT&T lower its proposed charge of $1 per hour (up from the present rate of 55 cents) to 65 cents for one year of a two-year experimental period and to 75 cents for the second year. In addition, occasional users who choose to do so would be permitted to use 10 hours of service each day at a cost of $40 per mile each month, with customers permitted to share service.

Under the proposal as discussed at a meeting of the parties last week, AT&T would file its new tariffs providing for the 65 cent rate effective on Oct. 1, 1973, and the 75 cent rate effective on Oct. 1, 1974. The company would then be free on Sept. 1, 1975, to file whatever tariffs its experience proved necessary; the new rates become effective three months later.

AT&T's representatives at the meeting did not indicate the company's attitude, and there were mixed views among others present as to whether AT&T would accept the compromise.

Some thought the company would accept it. But others felt that the issue hung on whether AT&T could fashion a proposal for meeting the needs of UPITN which, in distributing news programs to clients, wants to use transmission service every day but for only a small portion of the day. E. William Henry, counsel for UPITN, said that even the 65- and 75-cent formula would be unduly burdensome to UPITN. Baseball commissioner Bowie Kuhn was also said to be dissatisfied with the 65-75-cent proposal.

Representatives of various parties, including Thomas Dowd, counsel for INTV, a trade association of independent television stations, as well as Mr. Henry, urged AT&T to attempt to develop a monthly contract rate that would be limited to short periods of the day between certain hours.

But, although AT&T's representatives agreed to consider the proposal, one source noted, they "were not too enthusiastic." And the source, who said he was not optimistic about AT&T's chances of developing a proposal UPITN could accept, expressed doubt that AT&T would agree to the proposed compromise unless all other parties agreed to it.

The proposed increase in rates for occasional users, which would boost their costs some $10 million annually, was designed to go along with a cut in charges for monthly contract users—the networks—which is expected to reduce their costs by some $18 million. Those tariffs are now in effect.

The contract rates provide for a $55 per month per mile charge, down from the previous charge of $82.50 for an average of 17 hours daily. AT&T representatives last week were reported to have said that if the commission staff's 65-75-cent compromise were put into effect, the company would have to boost the $55 charge for contact users to $63 to recover losses. However, that is not part of the proposal. And AT&T officials were also quoted as saying that the $55 figure could not be raised without risking the loss of network business to miscellaneous common carriers. It was to meet that competition that AT&T cut its monthly contract rates.

Unless the matter is settled this week, AT&T will be free to file its proposed tariffs for occasional users on Sept. 13. The commission made that commitment to AT&T in May, when the company was allowed to file its lower network rates but not its higher rates for occasional users.

However, under the commission's order, the occasional user rates would not become effective for 60 days. And by the end of that time the commission could suspend them for up to three months. During that time, the commission would be confronted with the knotty problem of deciding the case—the propriety of the contract rates now in effect as well as the proposed occasional user rates on the basis of the record. That is a task the commission hopes the parties will spare it by agreeing to a compromise.

Technical Briefs

High atop Sears. WTTW(TV) Chicago, public TV station, has ordered butterfly-type antenna from West Systems for installation on new 110-story Sears tower in that city. ABC-owned WLS-TV Chicago previously had purchased this type of RCA antenna, which will be used to test new concept for improving TV reception.

Going it alone. Memorex Corp., Santa Clara, Calif., which had earlier announced its objective of selling equity interest or seeking business combination with another company, has announced it has entered into negotiations to continue operations as independent business. Memorex and ILC (Memorex's wholly-owned leasing subsidiary), are seeking agreement from Bank of America and lenders to ILC with view to restructing debt payments of Memorex and ILC to amounts which are projected to be available for debt service in order to permit firm's continued operation on independent basis.

Trio of tubes. RCA Electronic Components, Harrison, N.J., is marketing three new one-inch vidicon TV camera tubes. RCA 4809 and 4809/B are designed for color film TV pickup and are priced at $350 each. RCA 4588 is designed for low light levels in applications where there is limited amount of motion in scene. It is priced at $400.

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The recent news about music on television has been about late-night rock. But NBC-TV is planning to devote some of that late-night time to country music. The network has commissioned two 90-minute pilots to be aired Saturday nights at 11:30 p.m. NYT in hopes of opening that time slot to country performers permanently. The pilots are scheduled for November and February and will be produced by Joe Cates for Phillip Productions.

Two weeks ago, sources in the NBC programming department leaked word that the network was pleased with the rating performance of Music Country (Thursday, 10-11 p.m. NYT), the summer replacement for the Dean Martin Show. Music Country topped all other programs in the Nielsen ratings for the first two weeks of August (an average 45 share, 22.65 rating). At that time, the NBC sources said, there were no concrete plans for a continuation of Music Country, though it was under serious consideration for future use.

Mac Davis is slated to be the host of the first country-music pilot, as yet untitled, with guests Charlie Rich, Ann Murray, Tom T. Hall, Patti Page and Kris Kristofferson. The second show will be hosted by Johnny Cash. Both pilots will be produced in New York.

In the meantime, Mr. Cates and Phillip will be responsible for two other prime-time country specials this fall. CBS-TV will air the Country Music Awards Show from Nashville, sponsored by Kraft Foods, on Oct. 15 (10-11 p.m. NYT) hosted by Eddy Arnold. NBC-TV has not scheduled a second 60-minute Country Music Hit Parade with Johnny Cash yet. The NBC special will be sponsored by the American Gas Association, a perennial country-music sponsor. It will be produced in Nashville as well.

**Breaking In**

"That's Why You Remember"—Kenny Karen (Big Tree) * The people speak again. This record started out as a commercial for Faygo root beer. The first station Faygo bought in its ad campaign, WIXY(AM) Cleveland, was reportedly deluged with 12,000 requests for copies of the spot. It was a quick step from ad to record for Kenny Karen on Big Tree Records and "That's Why You Remember" is taking off quickly.

This is an all-demographic record, replacing "Playground in My Mind" by Clint Holmes on playlists. Unlike "Playground," which took the better part of four months to break, "Remember," a ditty of a song about nostalgia—is happening very fast. In its two weeks of release, the record is on playlists at many major-market stations.


"Such a Night"—Dr. John (Ace) * Now that audiences are accustomed to Dr. John's gravel-pit voice by virtue of his hit, "Right Place Wrong Time," it appears he will have little trouble finding acceptance for a smooth, honky-tonk ballad, "Such a Night." Crooning effortlessly, Mac Rebennack (the doctor's given name) serves up New Orleans night music, made lean and clean by producer Allan Toussaint.

Black and white audiences alike will probably appreciate this uncommonly good song. And it is so much without offensive qualities, that adults also may enjoy it.

Airplay is scattered at this point, with no discernable pattern emerging. Programmers surveyed last Wednesday (Sept. 5) seemed to like the sound of the record, but are waiting for stronger sales reports from secondary markets before going on it.

Stations playing the new Dr. John single last week included: WEAM(AM) Arlington, Va., KLIF(AM) Dallas, KUPP(AM) Tempe, Ariz., KFUR(AM) Amarillo, Tex., and KROQ(AM) Burbank, Calif.

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

* ALL I NEED IS TIME, Gladys Knight & the Pips (Soul).
Angle (RCA).

Baby, I've Been Missing You, Independents (Wand).

Basketball Jones, Cheech & Chong (Ode).

The Bed, Peter Cofield (Metromedia).

Don't Let Me Wait Too Long, George Harrison (Apple).

Everybody But Me, G. W. Kenny (Kama Sutra).

Farewell Andromeda, John Denver (RCA).

Future Shock, Curtis Mayfield (Kurtom).

He, Today's People (20th Century).

Hurts So Good, Millie Jackson (Spring).

Keep on Truckin', Eddie Kendricks (Tamla).

Make My Life a Little Bit Brighter, Chester (Bell).

Midnight Train to Georgia, Gladys Knight & the Pips (Buddah).

Mr. Skin, Spirit (Epic).

Nobody Wants You, Bobby Womack (United Artists).

Outlaw Man, Eagles (Asylum).

The Peacemaker, Albert Hammond (Mums).

Purple People Eater, Dickie Goodman (Rainy Wednesday).

Rubber Bullets, 10 C.C. (U.K.).

Send a Little Love My Way, Anne Murray (Capitol).

Shady Lady, Shepstone & Dibbens (Buddah).

Small, Small World, Mike Curb Congregation (MGm).

Stoned Out of My Mind, Chi-Lites (Brunswick).

Such a Night, Dr. John (Atco).

They're Coming to Take Me Away, Napoleon IV (Warner Brothers).

Touch of Magic, James Leroy (Janus).

Twistin' the Night Away, Rod Stewart (Mercury).

Woman from Tokyo, Deep Purple (Warner Brothers).

### 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 week</th>
<th>This week</th>
<th>Title (length)</th>
<th>Artist-label</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>Brother Louie (3:55)</td>
<td>Stories-Kama Sutra</td>
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<tr>
<td>5</td>
<td>2</td>
<td>2</td>
<td>Live and Let Die (3:10)</td>
<td>Paul McCartney and Wings-Apple</td>
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<td>2</td>
<td>3</td>
<td>3</td>
<td>Let's Get It On (3:58)</td>
<td>Marvin Gaye-Tamla</td>
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<tr>
<td>4</td>
<td>4</td>
<td>4</td>
<td>Delta Dawn (3:08)</td>
<td>Helen Reddy-Capitol</td>
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<tr>
<td>18</td>
<td>5</td>
<td>5</td>
<td>Loves Me Like a Rock (3:32)</td>
<td>Paul Simon-Columbia</td>
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<tr>
<td>6</td>
<td>6</td>
<td>6</td>
<td>Touch Me in the Morning (3:51)</td>
<td>Diana Ross-Motown</td>
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<tr>
<td>7</td>
<td>7</td>
<td>7</td>
<td>My Sweet Gypsy Rose (2:51)</td>
<td>Dawn-Bell</td>
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<td>3</td>
<td>8</td>
<td>8</td>
<td>The Morning After (2:14)</td>
<td>Maureen McGovern-20th Century</td>
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<td>16</td>
<td>9</td>
<td>9</td>
<td>Half Breed (2:42)</td>
<td>Cher-MCA</td>
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<td>10</td>
<td>10</td>
<td>10</td>
<td>Get Down (2:38)</td>
<td>Gilbert O'Sullivan-Mam</td>
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<td>12</td>
<td>11</td>
<td>11</td>
<td>I Believe in You (3:56)</td>
<td>Johnnie Taylor-Stax</td>
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<td>13</td>
<td>13</td>
<td>Feelin' Stronger Every Day (4:13)</td>
<td>Chicago-Columbia</td>
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<td>10</td>
<td>14</td>
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<td>We're an American Band (3:25)</td>
<td>Grand Funk-Capitol</td>
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<td>15</td>
<td>15</td>
<td>Gypsy Man (3:57)</td>
<td>War-United Artists</td>
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<td>23</td>
<td>16</td>
<td>16</td>
<td>My Maria (3:22)</td>
<td>B. W. Stevenson-RCA</td>
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<td>17</td>
<td>17</td>
<td>Ramblin' Man (3:36)</td>
<td>Allman Brothers-Capricorn</td>
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<td>15</td>
<td>18</td>
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<td>Bad Bad Leroy Brown (3:03)</td>
<td>Jim Croce-ABC/Dunhill</td>
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<td>26</td>
<td>19</td>
<td>19</td>
<td>Higher Ground (3:10)</td>
<td>Stevie Wonder-Tamla</td>
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<td>20</td>
<td>20</td>
<td>Monster Mash (3:00)</td>
<td>Bobby Boris Pickett-Parrot</td>
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<td>21</td>
<td>21</td>
<td>Are You Man Enough (3:24)</td>
<td>Four Tops-ABC/Dunhill</td>
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<td>22</td>
<td>22</td>
<td>If You Want Me to Stay (2:58)</td>
<td>Sly and the Family Stone-Epic</td>
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<td>22</td>
<td>23</td>
<td>23</td>
<td>Uane Rider (3:53)</td>
<td>Charlie Daniels-Kama Sutra</td>
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<td>Free Ride (3:05)</td>
<td>Edgar Winter Group-Epic</td>
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<td>25</td>
<td>China Grove (3:14)</td>
<td>The Doobie Brothers-Warner Brothers</td>
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<td>36</td>
<td>26</td>
<td>26</td>
<td>That Lady (3:09)</td>
<td>Isley Brothers-T-Neck</td>
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<td>The Hurt (4:16)</td>
<td>Cat Stevens-A &amp; M</td>
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<td>Smoke on the Water (3:48)</td>
<td>Deep Purple-Warner Brothers</td>
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<td>17</td>
<td>29</td>
<td>29</td>
<td>Here I Am (4:10)</td>
<td>Al Green-H</td>
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<td>37</td>
<td>30</td>
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<td>Jimmy Loves Maryann (3:25)</td>
<td>Looking Glass-Epic</td>
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<td>29</td>
<td>31</td>
<td>31</td>
<td>Believe in Humanity (3:22)</td>
<td>Carole King-Ode</td>
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Tracking the 'Playlist' Two new songs break into the top-10 positions of the 'Playlist' this week—Paul Simon's 'Loves Me Like A Rock' (five and bulleted) and Cher's 'Half-Breed' (nine), Accelerated movement returned to the charts this week as well, highlighted by 14 bulleted records. Most of the activity, however, was confined to mid-chart positions. Only two records break into the top 40 for the first time, the late-starting Spinners single, 'Ghetto Child' (40), and the Rolling Stones' 'Angle' (35) ('Breaking In,' Sept. 3), which is in its first week. Both are bulleted. And there are five bulleted records in the 40's. New to the chart are 'That's Why You Remember' by Kenny Karen (53 and bulleted) (see 'Breaking In,' page 53), 'Hey Girl' by the Temptations (66), 'Sister James' by Nino Tempo & the 5th Avenue Sax (66), "You've Never Been This Far Before" by Conway Twitty (68), "Get It Together" by the Jackson Five (70), "Nut Bush City Limits" by Ike and Tina Turner (73) and "All I Know" by Art Garfunkel (75).
<table>
<thead>
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<td>This week</td>
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<td>10a-3p</td>
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<tr>
<td>34 32</td>
<td>Sweet Charlie Babe (2:38)</td>
<td>Jackie Moore—Atlantic</td>
<td>34 31 31 27</td>
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<tr>
<td>43 33</td>
<td>A Million to One (2:38)</td>
<td>Donny Osmond—MGM</td>
<td>27 32 34 36</td>
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<tr>
<td>35 34</td>
<td>How Can I Tell Her (2:59)</td>
<td>Lobo—Big Tree</td>
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<td>Angle (4:30)</td>
<td>Rolling Stones—(Rolling Stones)</td>
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<td>Diamond Girl (3:29)</td>
<td>Seals and Crofts—Warner Brothers</td>
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<td>Cross Country—Atco</td>
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<td>Angel (3:34)</td>
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<td>Heartbeat, It's a Love Beat (2:59)</td>
<td>Defrancesco Family—20th Century</td>
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<td>Rhapsody In Blue (3:45)</td>
<td>Deedtay—CTI</td>
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<td>Tonight (3:25)</td>
<td>Raspberries—Capitol</td>
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<td>68 44</td>
<td>Theme from Cleopatra Jones (3:45)</td>
<td>Joe Simon—Spring</td>
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<td>Freedom for the Stallion (3:45)</td>
<td>Hues Corp.—RCA</td>
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<td>Yesterday Once More (3:50)</td>
<td>Carpenters—A &amp; M</td>
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<td>Yes We Can Can (3:55)</td>
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<td>Clouds (2:45)</td>
<td>David Gates—Elektra</td>
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<td>Evil (3:09)</td>
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<td>Nino Tempo &amp; the 5th Ave Sax—A &amp; M</td>
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Black's get a foot in cable business

Gary system opens as the first as others vie for franchises in cities all over the nation

Some time today, a technician in Gary, Ind., will throw a switch, and a new cable system will be energized. The technician who will throw that switch is black. The men who have financed and who control the system are black, and an overwhelming majority of the system's initial subscribers will be black. Nobody else in cable can make that claim. But it won't be unique very long. Blacks are beginning to stake positions in the cable business.

The Gary system is owned and operated by Gary Communications Group, comprising 20 blacks whose backgrounds range from steel mills to professional football. Its president is Dr. A. William Douglas, who suggested the black-maned will be a reality. Mr. Douglas' application for a certificate of compliance, the last governmental approval necessary before a cable system can become operational. The commission granted that certificate last Thursday (Sept. 6).

GCG's is not the only story in the neophyte world of black cable. According to the Cablecommunications Resource Center, a Washington-based subsidiary of the Booker T. Washington Foundation working to foster cable development among minorities, some 50 black-owned firms are either actively seeking or already hold cable franchises. Within the past few months, black firms have received franchises in Seattle and Atlanta. Similar negotiations are under way in New Orleans and Dayton, Ohio.

GCG was born two years ago, when Dr. Douglas and nine associates combined their resources and came up with $150,000. "A lot of people didn't want to believe this was possible," Dr. Douglas says now. "Indeed, the initial 10 investors included four skeptics who pulled out of the venture within months of its inception. "But each time we lost a few, we picked up a few more," Dr. Douglas recalls. GCG's founders had a hard selling point. "We told them: 'We not only want your money; we want your body.' Most of those who joined went to work. Like Rayfield and Lloyd Fisher, brothers who recently passed their bar examinations and now do GCG's legal work. Messrs. Fisher are vice president and secretary of the firm.

There are two other brother teams in the enterprise. Earmon Irom, also an Inland Steel alumnus, is GCG's treasurer. Gerald Iroms, a veteran with the Oakland Raiders of the National Football League, is a stockholder. Another sports figure who has joined the venture is
Dick Barnett of the New York Knicks professional basketball team, Harry Douglas, brother of the GCG president, helps with the engineering work.

GCG was incorporated under Indiana law on June 28, 1972, after a year of organizing. It was granted a nonexclusive franchise for city-wide operations three months later. Almost immediately it became involved in a legal dispute—with none other than Teleprompter Corp., the nation's largest multiple-system owner. The problem started when GCG learned that Teleprompter (which has held a franchise in some towns, though it is just now on the verge of turning on its system) was planning to lay the bulk of its cable in Gary's predominantly black west side. It had thought that the larger firm would concentrate its initial efforts in the eastern half of the city, where most of Gary's 50% white population resides. Since Teleprompter had secured pole space long before GCG came into being, it had first option as to where its cable would be laid. Teleprompter chose to put its lines smack in the middle of the two feet of pole space available to cable, which left GCG with inadequate territory. The situation was resolved after GCG filed a complaint with the FCC; Teleprompter elected to make room for the newcomer.

GCG finds itself competing head on for subscribers with Teleprompter in the same territory. But Dr. Douglas feels that the support it will receive from residents of the area by virtue of its black ownership will be a decisive factor in its favor. "They want to go in the west side of town that's their problem," he says. "They're a big company. They can afford to lose money. We can't."

At present, GCG has laid about 30 miles of cable. (Teleprompter's plant is more extensive.) The system currently passes 6,000 homes. Subscriber signings started last week with the issuance of the FCC's certificate of compliance. "Our key is to broaden the base of community participation in cable," Dr. Douglas says. Toward this end, GCG is keeping 40% of its stock for sale to investors from the community at large. GCG was instrumental in the creation of a non-profit production facility, Community Television Co., to which it is leasing one channel at $1 a year. The center is expected to fill the channel with material that is purely community-oriented, with an emphasis on the inner city.

But GCG's plan of development does not end with Gary's black population. "For us to say that we're only programing to the black market leaves half the city underdeveloped," Dr. Douglas says. "We see Gary as a whole city. We intend to serve it."

That "whole city" has a subscriber potential of 60,000 homes. It will take 400 miles of cable to cover it. While Gary is the birthplace of black cable, it is, alone for long. In Atlanta, Inner City Communications of Atlanta Inc. was granted a nonexclusive citywide franchise on Aug. 6. It is anticipated that the black-owned system will cost $15 million to build and will have 1,400 miles of cable plant. Thirty-five channels, with two-way capability, will be offered. Inner City's principals include Herman Russell, an Atlanta businessman and its president; Jesse Hill Jr., board chairman and secretary; Clayton Sinclair Jr., treasurer and general counsel, and Kevin B. Wadley, Theodore S. Ledbetter, director of Washington's Urban Communications Group, is also a vice president.

Like the Gary system, Inner City will begin construction in the black section of town. Like the Gary system, it will operate in the same city with a major MSO—Georgia Cablevision Corp., which is 80% owned by Cox Cable Communications. Unlike the situation in Gary, however, there appears to be no friction between the two firms. Under a tentative agreement, when the Inner City and Georgia Cablevision systems meet, they will form a joint venture. The projected new firm, Atlanta Cable TV, was devised after the city government instructed the two systems to develop the entire city within five years, with no competitive overlap for at least one year.

In Seattle, Vanhu Cablevision Inc. was awarded a franchise to serve the central portion of the city three months ago. Although Seattle already has four cable systems, two of which are controlled by MSO's (Teleprompter and Viacom), Vanhu President Leonard Berry claims that the minority neighborhoods of the city have not been wired. Those areas will be the firm's major target, at least initially. Construction of the system is expected to begin by the end of this month. Initial costs, including the first year of operation, have been set at $450,000. A major portion of that amount has come from outside grants, including $200,000 from the Campaign for Human Development of the U.S. Catholic Conference and $13,060 from the Black Enablement Committee of the regional United Church of Christ.

A joint venture between a black firm and a major MSO could eventually spawn a cable system serving southwest Dayton, Ohio. Parties to the agreement are Cincinnati Communications Corp., (which has since merged with Warner Communications) and Citizens Cable Corp. Citizens, which is entirely black owned, would pay $500,000 for a 50% interest in the projected system, for which a franchise is being sought. Four-fifths of that amount would be loaned by Cincinnati on a long-term, low-interest basis. Cincinnati would pay $1.9 million in equity and loans for its one-half participation. Citizens officials include Richard Austin, president; Reginald Dunn, vice president, Floyd B. Johnson, secretary, and Taylor Jones Jr., treasurer. Southwest Cable Corp., the firm formed under the joint venture, was the only franchise applicant seeking to serve Dayton's black community to meet the city's July 19 deadline for submission of bids.

In New Orleans, principals of Community Cablevision of Louisiana are awaiting an Oct. 4 city council meeting, at which the future of cable in that city is to be decided. The city government is as yet undecided as to whether to adopt a multiple-system approach or an exclusive franchise concept. Cablevision, which was incorporated only last May, is resting its hopes on the former. Its president is Dan P. Young, a professor in political science at Xavier University. Principals include William Dilday, general manager of WLBY(TV) Jackson, Miss. If Cablevision is eventually awarded a franchise in New Orleans, which has a 270,000 subscriber potential, it estimates that construction and first-year-operating costs will run to $3.5 million.

Black groups have also been reported to be pursuing franchises in such major cable markets as Jacksonville, Fla., Phoenix and the Watts section of Los Angeles.

Meanwhile, the Gary group is looking toward a festive formal dedication of its system during the weekend of Oct. 5-7. Included in the plans are a black film festival, CATV equipment displays, seminars on cable development and "just plain partying," Gary Mayor Richard Hatcher, himself a black, has declared the period Gary Communications Group weekend. But to the GCG principals, and, indeed, for the entire fraternity of blacks who are seeking a place in cable's future, it's more than a party. It's the start of a new era.
Money squeeze hits Teleprompter expansion plans

High interest rates and slowdown in new subscriber sales prompts 20% cut in new construction

Teleprompter Corp., New York, announced last week it has suspended about 20% of its 1973 construction schedule, amounting to about $15 million, and is reviewing its entire program of building CATV systems.

Raymond P. Shafer, chairman and chief executive officer, explained that record high interest costs and a lower rate of gaining new subscribers in relation to the growing number of homes behind cable had led management to the construction-cutting decision.

Mr. Shafer said he was issuing the announcement to "categorically deny there are any adverse developments concerning Teleprompter's business, assets or earnings." He added that the company had been in the midst of the largest construction program in its history. The current priority is to add new subscribers to existing systems where construction during the past year outpaced subscriber additions," Mr. Shafer said. "As a result of its expanded construction program, Teleprompter on Aug. 31, 1973 had cable behind approximately two million homes in its franchised areas and had approximately 850,000 primary subscribers."

In early August, Teleprompter reported that net income dropped to $977,000 in the second quarter of 1973 from $3,247,000 in the comparable quarter of 1972. At that time Mr. Shafer attributed the decline in earnings to a substantial increase in depreciation and amortization because of accelerated construction of systems; increased local program origination; higher electronic data expenses, and higher costs as new CATV systems become operational.

For the first half of 1973, net income fell to $4,758,000 from $6,011,000 in the corresponding period of 1972.

Toledo slated for pay cable

Optical Systems plans expansion into 10 markets by end of year

Optical Systems Corp., Los Angeles, is implementing its second pay-cable service on a 25,000-subscriber system serving Toledo, Ohio. The company also reports that it will soon start pay cable on three more cable systems and by the end of the year will have leased channel space for pay transmissions in an estimated 10 cable markets.

Optical Systems, which already has 6,000 customers for its Channel 100 service on the 75,000-subscriber Cox Cable Communications system in San Diego, is now offering the service to subscribers of Buckeye Cablevision in Toledo.

The Channel 100 service currently offers two current feature films weekly at a rate of $6.50 per month. Optical Systems is preparing to initiate the second phase of its pay-cable operation, which it terms Service B Channel, on the San Diego system. The second service will provide a mixture of sports events, educational material and other forms of entertainment.

John R. Calvetti, Optical Systems vice-president-director of operations, reports that the Channel 100 service will be placed on two systems in Harrisburg and Easton, both Pennsylvania, by the end of this month. Service will also be initiated soon on another system in Wayne, N.J. Both Pennsylvania systems are owned by Sammons Communications, Dallas. The Harrisburg operation has 32,000 subscribers; the Easton system, 25,000. The Wayne operation, which is owned by UA-Columbia, has 10,000 subscribers.

In addition, Mr. Calvetti said, Optical Systems has agreed to initiate service on two Cox Cable systems in California, one serving Santa Barbara and another in Bakersfield.

"We anticipate additional services on all the systems within six to nine months after installation," Mr. Calvetti said.

Generally, pay-cable operators pay 10-15% of their gross receipts to the system operator in return for the leased channel space.

Mr. Calvetti estimates that Optical Systems has expended some $2.5 million in the past three years in the development of the Channel 100 service. Thus far, he asserted, the return on the investment is encouraging.

Theatrevision, Storer make pay permanent

Theatrevision Inc., New York, and the Storer Broadcasting Co. reported last week they had completed their joint test of pay-cable in Sarasota, Fla., and have agreed to continue the project there on a permanent basis.

The two companies also said that Theatrevision will expand its operations at Storer's cable-TV system in Sarasota and they are negotiating to bring the Theatrevision system to other Storer cable facilities.

A Theatrevision spokesman said the eight-month test in Sarasota centered around 1,000 subscribers, intentionally limited in scope, so that the technical and marketing needs could be evaluated.

Subscribers paid $2 for each performance of a feature film. Approximately 52 features were carried during the eight months. Films were cablecast four times a day.

The Theatrevision official said subscribers paid an average of $8 per month, bringing total receipts to about $8,000 monthly. When the Foreman-Frazier bout was telecast, 700 of the 1,000 subscribers ordered it at a cost of $3 each, he added.

The first priority of Theatrevision will be the expansion of pay cable to other Storer subscribers in Sarasota, 19,000 of which are potentially new clients. The spokesman said an improved decoder will be installed, going initially to the current pay-cable subscribers.

585 systems turning out local fare

NCTA releases follow-up to '71 study; Foster notes 40% of those originating are not required by FCC to do so

The number of cable systems providing locally originated programming has more than doubled within the past two years and the amount of time per week devoted to those efforts was up by 25% on average. These findings are contained in a directory of local origination released last week by the National Cable Television Association.

According to the NCTA study, 585 of the more than 3,000 cable systems in the country (20%) now originate programming. Two years ago, when the last NCTA study of this nature was conducted, the number of originating systems stood at just 284.

The report also states that cable systems are programming an average of 21 hours per week, an increase of more than five hours over two years ago. The 585 originating systems cover 1,263 communities and reach a total of 3,778,692 subscribers.

A particularly relevant finding of the NCTA survey is that 40% of all the systems originating programs have fewer than 3,500 subscribers. That was the benchmark set by the FCC in ruling that systems with more than that number of subscribers must offer local origination. According to NCTA President David Foreman-Frazier, "this demonstrates the CATV industry's concern for serving the public interest through locally oriented programming in the communities served by cable."

Of the systems responding to the NCTA survey, 311 said they carried advertising on their local-origination channels. A total of 168 reported that they carried syndicated programming. In specific program categories, 226 systems said they offered news, 333 programed public affairs material, 311 carried sports, 286 offered entertainment, 218 showed educational material and 165 produced children's programming.

On the technical side, 340 systems reported that they utilize black-and-white cameras; 157 employed color. One-half inch video tape equipment was in use at 257 systems; 202 cable operations utilized three-quarter inch VTR. International Video Corp. tape equipment was in use at 176 systems; 103 systems use Ampex hardware; 52 use Sony, and 56 used other manufacturers.

In addition, the NCTA survey showed that 116 additional systems are planning to do origination in the future, of which 71 stated that they expect to move into
this area before the end of 1973. Another 21 systems said they have VTR and camera equipment, but are not doing any origination. A total of 284 systems reported that they do not presently originate and have no immediate plans to do so.

NCTA says FCC plan for program protection is unfair to cable

Six more broadcast firms disapprove of proposal

The FCC’s July 26 ruling limiting the area in which television stations can be given exclusive rights to nontelecasting or syndicated programing within a radius of 25 miles is proving to be very unpopular indeed among broadcasters. Last week, 11 broadcast firms added their names to the list of those which have petitioned the agency for reconsideration of the ruling, bringing the total to 14. A 15th voice also entered the picture last week—the National Cable Television Association. But contrary to the arguments of the broadcasters, which center around allegations that the new rule is beyond FCC jurisdiction and would deny stations exclusivity against direct competitors, NCTA’s concern is merely that the rule not be permitted to deny cable systems access to programing that it would make available to other stations.

In illustrating its position, NCTA noted that the standard zone of protection within which television stations are afforded nonduplication privileges against cable systems comprises the area within a 35-mile radius around the city of license. Under the new exclusivity ruling, the association said, the area in which a TV station can obtain exclusivity against other broadcasters is 25 miles. This, NCTA said, raises the question of whether, under the rule, the protected station can continue to obtain exclusivity against cable duplication in the “doughnut” area lying between the 25-mile and 35-mile perimeters.

NCTA feels that the answer to that question is no. “If it is anti-competitive or violative of the antitrust laws to permit contractual exclusivity for over-the-air broadcasters further than 25 miles from the city of license,” it said, “it follows that the same principles apply to CATV.”

Unless that point is clarified, NCTA said, cable systems in the “doughnut” area will be precluded from obtaining programing that would be available to a television station situated in the same area. This, it asserted, would be anti-competitive and unfair.

NCTA would find no support from the 11 broadcasters which asked the commission to reconsider the rule last week. Their arguments were similar to those submitted earlier by three other broadcast interests—the Association of Maximum Service Telecasters, Broadcast Plaza Inc. and Rust Craft Broadcasting. The 11 new challengers included Wgal Television Inc., Newhouse Broadcasting Corp., Multimedia Inc., Storer Broadcasting Co., Metromedia Inc. and Gateway Television Inc. The remaining firms submitted their opposition jointly; they are RKO General Inc., Time-Life Broadcast Inc., Universal Communications Corp., Wky Television System Inc. and WUBA Inc.

AMST, in a petition it filed last week, put the argument for broadcaster opponents with some force. The rule as adopted “is far too broad and pervasive,” it said. “It outlaws exclusivity within 50 recognized television markets, in some of which the commission has explicitly recognized the propriety of exclusivity and in virtually all of which exclusivity is indisputably proper.” AMST added that when the rule becomes effective—one Nov. 12—stations in many markets will not be permitted to bargain for exclusivity against stations “using a common tower or located at the same antenna farm.”

Countdown in Louisville

Final selection from among 12 applicants for a cable-telephone franchise in Louisville, Ky., is now projected as being a month away. A public hearing before the city’s board of aldermen was held Aug. 20. A transcript of that meeting is now in the final preparatory stages. The record will be studied by the director of public works, who will screen the applicants and submit a tentative recommendation to the board of aldermen.

Broadcasting’s index of 143 stocks allied with electronic media

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**Broadcasting Sep 10 1973**

60
WELLS; RICH; GREENE

WRG N 12 11 3/4 + 1/4 + 2.12 21 1/8 9 1/2 1.568 18 816

Electronics

ADIRAL

AGL N 10 5/8 10 3/4 - 1/8 - 1.16 18 7 1/4 5.617 61.850

AMF EX

APX N 4 3/4 4 5/8 + 1/8 + 2.70 6 7/8 3 1/4 10.878 51.670

CARTRIDGE TV+

CCE E D 1 1/4 1 1/4 .00 16 1/2 1 3/4 2.083 52.207

CCA ELECTRONICS

CCX E D 1 1/4 1 1/4 .00 5 1/8 1 1/8 881 1.101

COLLINS RADIO

GRI N 25 1/8 25 1/8 + 1/8 + 5.25 25 7/8 15 1/4 2.968 74.571

COMPUTER EQUIPMENT

ACE A 1 7/8 1 7/8 .00 2 7/8 1 7/8 2.366 4.436

CONRAD

CAX N 15 3/4 15 3/4 .00 31 7/8 14 1/4 1.261 19.860

GENERAL ELECTRIC

GE E 59 58 1/8 + 7/8 + 1.50 75 7/8 55 182.348 107.593

HARRIS-INTERTYPE


INTERNATIONAL VIDEO

IVCP D 8 3/4 7 1/4 + 1/2 + 20.68 14 3/4 6 2.745 24.018

MAGNAVOX

MGN N 1 1/8 10 1/2 + 5/8 + 5.95 29 5/8 4 5/8 17.806 198.091

MOTOROLA

HOT N 56 1/2 52 1/2 + 1/2 + 7.61 59 1/4 41 1/4 27.570 115.705

OAK INDUSTRIES

OEM N 1 1/2 1 1/2 + 7/8 + 1.10 1 1/2 4 1/2 1.639 21.716

RCA

RCA 23 5/8 23 3/8 + 1/4 + 1.06 39 1/4 22 1/2 74.531 1.760.794

RSC INDUSTRIES

RSC A 2 1/2 1 7/8 + 3/8 + 20.00 2 1/4 1 3/8 3.058 7.380

SONY CORP

SNE N 47 1/2 45 3/4 + 1/4 + 3.82 57 1/4 38 3/4 66.250 3.146.875

TEKTRONIX

TEK N 42 5/8 38 7/8 + 3/4 + 9.64 53 7/8 29 7/8 8.162 347.850

TELEMATION

TMT D 2 3/4 2 3/4 .00 5 3/4 2 3/4 1.050 2.887

TELEPRO INDUSTRIES*

D 7/8 7/8 .00 2 1/2 7/8 1.171 1.502

WESTINGHOUSE

WX N 34 3/4 34 3/4 .00 47 3/8 31 1/8 88.595 3.045.453

ZENITH


TOTAL 59,044 1,213,885

GRAND TOTAL 1,371,630 49,009,480

A-American Stock Exchange
B-Midwest Stock Exchange
C-Over the counter (bid price shown)
D-Pacific Coast Stock Exchange
T-In bankruptcy proceeding

<table>
<thead>
<tr>
<th>Company</th>
<th>Period</th>
<th>Net Income</th>
<th>Change</th>
<th>Stock</th>
<th>Per Share</th>
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<tr>
<td>Citizens Financial Corp</td>
<td>6 mo. 6/30</td>
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* Percentage change is too great to provide a meaningful figure.
1 Before extraordinary income of $2,463,000, principally from sale of stock in Communications Properties Inc.
2 Motion-pictures distribution and similar activities contributed $24,802,000 in revenues and $1,703,000 in net income in 1973 period; $2,045,000 in revenues and net loss of $1,005,000 in 1972 period.

Media

Gary Stevens, general manager, Kriz (AM) Phoenix, named corporate VP of licensee, Double-day Broadcasting Co., group station owner.

Dudley Tichenor, general manager, WGA (AM) Hollywood, Fla., elected VP. Robert Elchoe, sales manager, WGA, named station manager.

Tony Smith, general sales manager, WBAW (AM)-Welve (FM) Madison, Wis., appointed general manager, WOF (FM) Milwaukee. Patrick Shanahan, program manager, whlo (AM) Akron, Ohio, joins WQFM in the position of operations director.


Eugene Bohi, VP and general manager, WAST (TV) Albany, N.Y., joins WQHP-TV High Point, N.C., as general manager.

Edmund R. Auer, formerly with Videorecord Westport, Conn., joins CBS-TV, Hollywood, as controller.

Joyce Pruett, with WFLU-AM-FM Fulton, Ky., named station manager.


James W. Brown, with Oscar Productions Inc., Seattle, joins KOMO-AM-TV Seattle as public affairs coordinator/producer.

David Milberg, creative services director, WLW (AM) Cincinnati, joins WBAM (AM) Chicago as information services director.

Jo Ann Harris, with WBAM, named director of community relations.

Ray Coleman, with news staff, WTAE-AM-FM Pittsburgh, named community relations coordinator.

Shelton Weaver, with WICO-TV Pittsburgh, named to newly created administrative post, facilities supervisor. John Christian, reporter, WICO-TV, appointed community affairs adviser.

Ray Lang, with WOCL (FM) Cleveland, appointed public-service and promotion director there.

Thomas Otwell, formerly with public re-

David Gillmore, student at Michigan State University, East Lansing, joins National Association of Educational Broadcasters, Washington, as program officer, instructional telecommunications department. He succeeds William T. Dale, who joins Educational Development Center, Boston.

James W. Kissinger, associate director, Northeastern Wisconsin Inschool Telecommunications, Green Bay, Wis., joins noncommercial wwhc-tv Menomonee, Wis., now under construction, as regional representative, with responsibility for station development.

Broadcast Advertising


Richard J. Hayes, VP and regional manager, Blair Television, Boston, joins wtly-TV Jacksonvillle, Fla., as national/regional sales manager.

David A. Grim, national sales manager, wtho-tv Toledo, Ohio, joins wsml-tv Patchogue, N.Y., as VP-sales.

Richard H. Meeder, with sales staff, wqxi-tv Atlanta, named local sales manager.


Michael de Leo, art group head, Grey Advertising, New York, appointed VP-associate creative director at A&G Advertising, New York, member of Ted Bates Group.

Frank W. Becker, media planning group supervisor, Daniel J. Riordan, supervisor, nighttime network purchasing, Frank Zinge, supervisor, daytime network purchasing, and Walter Granville-Smith III, account supervisor, Young & Rubicam, New York, elected VP's.

Jonathan Powditch, formerly with J. Walter Thompson, Rio de Janeiro, joins Kenyon & Eckhardt, New York, as account coordinator, Helena Rubenstein account.

Art Leffler, with sales staff, WABC-tv New York, joins wpiix(tv) there as sales development manager, Donald P. Jurocki, media coordinator, Bristol-Meyers Co., appointed assistant director, sales development and research, wpiix.

Carol E. Cohen, senior marketing analyst, wncb-tv New York, appointed director of sales development, wor-tv there.

Bill Wood, with krla(AM) Pasadena, Calif., appointed national sales manager.

Richard L. French, account executive, wltv(tv) Cincinnati, joins whbo-am-fm Memphis as local sales manager.

Jim Richards, account executive, wqao-(FM) Cincinnati, joins wavi(AM) Dayton, Ohio, as sales manager.

Francis S. Mangan, manager, Midwest office, KKO Television Representatives, joins Waltion Broadcasting Sales Corp., station rep firm, Chicago, as executive VP-television sales division.


Marshall Pengra, with Tracy-Locke, Dallas, joins Goodwin, Dannenbaum, Littman & Wingfield, Houston-based agency, as account supervisor.

Helen W. Turbeville, researcher director, lando/Bishopric, Miami, appointed media director.

Martin B. Cagan, VP in charge of Plaza house, broadcast mail order division of Plaza Group, New York, named manager of direct response broadcast activities, Universal Communications Inc., New York.

John W. Burgard, senior executive VP, corporate director and member of executive committee of Brown & Williamson Tobacco Corp., Louisville, retired Sept. 1. Authority on broadcast advertising, he spearheaded B&W entry into radio in 1930's when company became one of medium's largest sponsors. He also was known for fight against TV clutter in early 1960's.

John W. Hogan Jr., free-lance commercials director, named producer for Tulchin Productions, New York, TV commercials and program firm.

Programing


Bob Payton, public-service director and disk jockey, wqcl(fm) Cleveland, appointed program director. Tim Davison, with wqcl, named music director.

Bill Appel, public service director, wcit-(AM) Lima, Ohio, named program director there.

By Williams, news director, whc-tv Pittsburgh, named programing executive producer.


Jimmy O'Neill, with wow(AM) Omaha, appointed music director.

Nancy Marquand, casting director, BBDO, New York, appointed director of casting, ABC Entertainment, Los Angeles.


Walt Sabo, formerly with publications office, University of Syracuse, joins wxlo-(FM) New York, as director of educational projects.


Broadcast Journalist

Tom Powell, news director, wdua-tv and wgbg-am-fm Scranton, Pa., and former president, Associated Press Broadcasters Association, named chairman, APBA's freedom of information committee. Also named to committee are Harry McKenna, with wean(AM) Providence, R.I.; Anthony Gonzales, with wwnr(AM) Beckley, W. Va., and George Volger, kwpc(AM)-KFM(AM) Muscatine, Iowa.

Don Brice, associate news director, kiro-tv Seattle, named news director. He succeds Clif Kirk, appointed managing editor, news, kiro-tv.

Dick Burt, and Don Allhart, anchormen, wokr-tv Rochester, N.Y., appointed news director and assistant news director, respectively.

John Pruitt, with news staff, wsb-tv Atlanta, named anchorman, evening news.

Maureen Bunyan, general assignment reporter, wcbs-tv New York, joins wtop-tv Washington as reporter.


Ted Marvelle, formerly with news staff, wjrt-tv Flint, Mich., joins wccw-am-fm Traverse City, Mich., as news director.

Maury Povich, sports director, wttv-(tv) Washington, appointed general assignment correspondent, evening news, and anchorman, weekend and noon news. Meryl Comer, with news staff, wttc, also named to anchor midday news.

Cablecasting


Frank Webb, director of operations, Southwest region, Teleprompter Corp., named Southwest regional manager there.

Melvin Pitts, manager, Sammons Communications' Westpoint, Ga., system, named Southeastern district manager, Sammons.

Mark Savage, administrative assistant, LVO Cable Inc., Tula, Okla., named assistant treasurer.

Equipment & Engineering

Gerald G. Heitel, director of marketing, CMX Systems, Sunnyvale, Calif., named director of sales, International Video Corp., Sunnyvale. Ronald E. Dieser, Midwest regional distributor sales manager, IVC, named Western manager. He is succeeded in Midwest sales post by Herbert Van Driel, formerly with sales staff, Panasonic. Other appointments to regional sales
As compiled by Broadcasting Aug. 29 through Sept. 4, and based on filings, authorizations and other FCC actions.


New TV stations

Rulemaking action
- WNY3-TV Syracuse, N.Y.—FCC denied WNY3-TV Inc., request for assignment of TV table of assignments so as to delete ch. 52 from 180 mhz, and ch. 52 to Corning N.Y. (RM-2181). Action Aug. 10.

Existing TV stations

Final actions
- WHNB-TV New Britain, Conn.—Broadcast Bureau granted license covering main trans. and ant., for change in BIL-2322. Action Aug. 16.
- WDCN-TV Nashville—Broadcast Bureau granted engineering data filed June 4 in accordance with report and order adopted March 21 (Doc. 19617) to change frequency from ch. 2, 54-60 mhz, to ch. 5, 180-186 mhz; change ERP to vis. 295 kw; aur. 29.5 kw; change trans. location to 1406 Old Hickory Boulevard, Nashville; change of type of trans. and ant.; ant. height 1280 ft. Action Aug. 23.
- WSIX-TV Nashville—Broadcast Bureau granted engineering data filed June 4 in accordance with report and order adopted March 21 (Doc. 19617) to change frequency from ch. 8, 180-186 mhz, to ch. 2, 54-60 mhz; change ERP to vis. 100 kw, aur. 10 kw; change trans. location to approximately 50 feet south of present site; change type trans. and ant.; condition. Action Aug. 23.
- WNCT-TV New York—Chief, Complaints and Compliance Division, informed John Cervane that no further action was warranted on his complaint that WNCT-TV New York failed to comply with commission’s rules regarding broadcast of personal attacks during April 17 Black Journal program, in which Adhimu Chunga, while being interviewed on school boycott, called Mr. Cervane “a political opportunist.” Action Aug. 30.
- FCC granted waiver of prime-time access rule to CBS and NBC and their affiliates to carry to conclusion certain sports events scheduled for Aug. and early Sept. Action Aug. 29.
- FCC granted waiver of prime time rule until 30 days after decision on overall prime proceeding (Doc. 19622) to ABC, CBS and NBC and their affiliated stations in top 50 markets to continue to present “one-time-only” network news and public affairs programs without counting these shows toward permissible three hours of network programming permitted during prime time. Action Aug. 29.
- FCC, in response to requests by Association of Maximum Service Telecasters, Rust Craft Broadcasting and Broadcast-Pizza Inc., stayed effective date until Nov. 12 for rules adopted July 26, giving television stations exclusive right to present non-network or syndicated programs in own community or in another community less than 25 miles away. Original effective date was Sept. 7. Rule also provided that contracts, arrangements or understandings...
New AM stations

Final action

Actions on motions
- Chief, Office of Opinion and Review, Youngstown, Ohio, for leave to amend petition by Breslow Broadcasting Co., for review of opinion and comments to its application for renewal of license (Doc. 13978-9). Actions Aug. 22.

- Administrative Law Judge Frederick W. Dennis, for leave to amend petition by Burns, Riske and Voice Associates and Braverman Broadcasting Co., for review of decision in proceeding (Doc. 13968-9). Actions Aug. 22.

- Chief, Administrative Law Judge Arthur A. Gladstone, for leave to amend application to specify "standard" radiolocation patterns (Docs. 13995-6). Actions Aug. 22.

- Chief, Administrative Law Judge John B. G. Ehrig, for leave to amend petition by Burns, Riske and Voice Associates, for review of opinion and comments to its application for renewal of license (Doc. 13995). Action Aug. 24.


Initial decisions


Other action
- Review board in Gulfport and McComb, both Mississippi, AM proceeding, granted request by WCHR, for extension of time through Aug. 30 in which to file oppositions to appeal from precluding officer's final ruling, filed Aug. 8, by Southwestern Broadcasting Co., of Mississippi (Doc. 13966-7). Presiding officer, in order released July 9, granted applications of Gulf Broadcasting Co. new AM at Gulfport, and extended to Sept. 5 pending appeal for AM at McComb, and terminated proceeding. Action Aug. 30.

Call letter application
- R-B Co., Rainelle, W.Va. - Seeks WRLI.

Call letter actions
- Rock City Broadcasting Inc., Chattanooga - Granted WGCQ.

Existing AM stations

Applications
- WTIQ Minisotch, Mich. - Seeks mod. of license to change hours of operation from 9 to 11 p.m. (Doc. 13995). Ann. Aug. 29.

- KYBE Oklahoma City - Seeks to change ant. site to 900 ft. east of intersection of Eastern Avenue and Britton Road; increase ant. height to 493 ft. Ann. Aug. 31.

Final actions
- WMAP Madison, Fla. - Broadcast Bureau granted mod. of license covering change of hours of operation from 9 to 11 p.m. (Doc. 13974). Ann. Aug. 29.

- WITZ Jasper, Ind. - Broadcast Bureau granted CP to install new antenna for physical exchange in system; ant. height 460 ft. (BP-1396). Action Aug. 29.


- KTLK Atlanta, Ga. - Broadcast Bureau granted mod. of license covering time change in system (Doc. 13974). Action Aug. 29.


- WITZ Jasper, Ind. - Broadcast Bureau granted CP to install new ant. for physical exchange in system; ant. height 460 ft. (BP-1396). Action Aug. 29.

- WMAP Madison, Fla. - Broadcast Bureau granted mod. of license covering change of hours of operation from 9 to 11 p.m. (Doc. 13974). Ann. Aug. 29.

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Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCCE

EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
(formally Commercial Radio)
1334 G St., N.W., Suite 500
Washington, D.C. 20005
(202) 947-5580
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Rd.
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
WASHINGTON, D.C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Teleser Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCCE

LOHNE & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

ROBERT E. L. KENNEDY
1302 18th St., N.W.
WASHINGTON, D.C. 20036
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D.C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
1429 K Street, N.W.
Washington, D.C. 20005
(202) 223-4664
(301) 827-8725
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Box 68, International Airport
San Francisco, California 94128
(415) 842-5258
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl.
Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
Suite 716, Associates Bldg.
1145 19th St., N.W.
Washington, D.C. 20005
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCCE

VIR N. JAMES
CONSULTING ENGINEERS
5270 Avenue F.
Austin, Texas 78751
(512) 454-7014
Member AFCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 320
Caldwater, Michigan 49036
Phone: 517-278-7339

ROSNER LAMB, INC.
Communications Consulting
and Engineering
250 West 55th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEERS
9416 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 0213
BEVERLY HILLS, CALIF.
(213) 272-3344

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Menasha, Wisconsin 54952
Member AFCCE

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
465 Concord Ave.
Cambridge, Mass. 02138
(617) 876-2810

APPLIED VIDEO ELECTRONICS, INC.
Box 35, Brunswick, Ohio 44212
(216) 225-4463
SYSTEMS DESIGN—INSTALLATION
SERVICING—EQUIPMENT BROKERAGE

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000+ Readers—among them, the decision making ratio owners and managers, chief engineers and technicians—applicants for AM-FM and Facsimile Facilities.
1970 Readership Survey Showing 3.2 readers per copy.
Summary of broadcasting According to the FCC, as of July 31, 1973

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<th>Licensed</th>
<th>On air</th>
<th>Of</th>
<th>STAs</th>
<th>On air</th>
<th>CP's</th>
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* Special temporary authorization.

Other action
- Review board in Wilmington, Ohio, FM proceeding, granted motion by 5 kW Inc., to correct transcript of oral argument held July 24 in the Wilmington FM proceeding (Docs. 19218-9). Oral argument was held on exceptions and to briefs in initial decision related to renewal of grant of application of Clinton County Broadcasting Corp., for new FM at Wilmington, and denial of conflicting application of 5 kW Inc. for same facilities. Action Aug. 30.

Rulemaking petition
- WAA(C)AM) Terre Haute, Ind.—Citizen Broadcasting Co., licensee, seeks amendment of FM table of assignment to change design ch. 242 or ch. 247 to Terre Haute, and to assign ch. 265A to Hoosierland, Ill. (RM-404) Action Aug. 27.

Rulemaking actions
- Richmond, Mo.—FCC dismissed Ray County Radio's request for amendment of FM table of assignments to add ch. 249 to Topeka, Kan., and ch. 266 to Topeka, Mo., from Topeka (RM-1900). Action Aug. 21.
- Acting Chief, Broadcast Bureau, in Aledo and Galesburg, both Illinois, on request of local and "remote" owners of various AM stations, to request in writing to participate in rulemaking in 2.4 GHz band and in 3.4 to 4.2 GHz bands. Action Aug. 26.
- Acting Chief, Broadcast Bureau, in Aledo and Galesburg, both Illinois, on request of local and "remote" owners of various AM stations, to request in writing to participate in rulemaking in 2.4 GHz band and in 3.4 to 4.2 GHz bands. Action Aug. 26.

Call letter application
- Board of Education of West Bloomfield School District, Orchard Lake, Mich.—Seeks *WBLD-FM* for educational FM station.

Call letter actions
- Glenn West, Portland, Ind.—Grants WPFG-FM.
- Lawrence N. De Beau, Tawas City, Mich.—Grants WDBI-FM.
- Steven J. Ziebarth, Bassett, Neb.—Grants WBJS(FM).
- Community Broadcasting Co., Johnstown, Pa.—Grants WKJZ(FM).
- Lamar University, Beaumont, Tex.—Grants *KVLU(FM)*.

Existing FM stations

Final actions
- WFYR(FM) Chicago—Broadcast Bureau granted CP to install new aux. at main trans. location; operate by remote control from studio location at 188 West Randolph St., Chicago; ERP 18.5 kW, ant. height 460 ft. (BPH-8552). Action Aug. 29.
- WBHI(FM) Trenton, N.J.—Broadcast Bureau granted CP to change trans. and studio location to east side of Ewingtown Road at Shabakunk Creek, Trenton; install new FM grant of radio station; ERP 10 kW; ant. height 120 ft. (BPH-8553). Action Aug. 29.
- WOSC-FM Fulton, N.Y.—Broadcast Bureau granted CP to use former main trans. as aux. trans. and, in addition to main new trans. grant in place of one already in ant. system; ERP 20 kW; ant. height 900 ft. (BPH-8556). Action Aug. 29.
- WXX(Y)FM Montour Falls, N.Y.—Broadcast Bureau granted CP to change ant. height to 480 ft. and delete remote control (BPH-8534). Action Aug. 30.
- WGMF(FM) Schenectady, N.Y.—Broadcast Bureau granted CP to transmit to change transmission line; ERP 3 kW; ant. height 300 ft. (BPHM-13841). Action Aug. 30.
- WDH(FM) Presque Isle, Me.—Broadcast Bureau granted CP to change trans. and of CP to transmit to new trans. and ant.; ERP 100 kW; ant. height 440 ft.; change transmission line (BPHM-13843). Action Aug. 30.
- KBXV(FM) Kansas City, Mo.—Broadcast Bureau granted CP to transmit to change licence line; ERP 100 kW; ant. height 500 ft.; remote control permitted (BPHM-13844). Action Aug. 30.
- KJOY-FM Madison, Wis.—Broadcast Bureau granted CP to transmit to change ERP to 6,74, ant. 0.85 kW and make changes in trans. and ant. system; ERP 30 kW; ant. height 500 ft.; remote control permitted (BPHM-13845). Action Aug. 30.
- WHTM-TV Pittsburgh—Broadcast Bureau granted CP to transmit to change ERPs to 7,55, ant. 1.35 kW and make changes in ant. system; ERP 30 kW; ant. height 500 ft.; remote control permitted (BPHM-13846). Action Aug. 30.
- WHNS(FM) Portsmouth, Va.—Broadcast Bureau granted CP to transmit to change ERP to 6,74, ant. 0.85 kW and make changes in transmission system (BPHM-13847). Action Aug. 30.

Translator action
- K02HM Alliston and Arboles rural areas, both Colorado—Broadcast Bureau granted CP for new FM translator to transmit to rural areas, operating on ch. 2 by rebroadcasting programs of KOAT-TV Albuquerque, N.M. (BPTV-4762). Action Aug. 23.

Ownership changes

Applications
- KXTSM-FM El Paso—Broadcast Bureau granted CP to install new aux. and change trans.; change trans.; change license, condition and location; ERP 30 kW; ant. height 1,520 ft. (BPH-8531). Action Aug. 29.
- WBRG-FM Clarksville, Va.—Broadcast Bureau granted CP to install new aux. and change trans.; change license, condition and location; ERP 30 kW; ant. height 1,520 ft. (BPH-8531). Action Aug. 29.
- WBTQ-FM Charlotte—Broadcast Bureau granted CP to install new aux. and change trans.; change trans.; change license, condition and location; ERP 30 kW; ant. height 1,520 ft. (BPH-8531). Action Aug. 29.
- WSWX-FM Detroit—Broadcast Bureau granted CP to install new aux. and change trans.; change license, condition and location; ERP 30 kW; ant. height 1,520 ft. (BPH-8531). Action Aug. 29.

Renewal of licenses, all stations

Modification of CP's, all stations
- KMN-TV Sacramento, Calif.—Broadcast Bureau granted CP of CP to extend completion date to Feb. 28, 1973 (BMPCT-4788); granted CP of CP to change ERP to 3,57 kW, ant. 107 ft.; change studio location as corner of Beaudry and Market, San Francisco; station type trans.; change ant. structure; ant. height 1,020 ft. (BMPCT-4789). Action Aug. 28.
- WYFF-Auburn, Ind.—Broadcast Bureau granted CP of CP to change transmission line; ERP 3 kW; ant. height 300 ft. (BMPH-13841). Action Aug. 30.
- WDH(FM) Presque Isle, Me.—Broadcast Bureau granted CP of CP to transmit to change transmission line (BPHM-13843). Action Aug. 30.
- WKBX(FM) Kansas City, Mo.—Broadcast Bureau granted CP of CP to transmit to change transmission line (BPHM-13844). Action Aug. 30.
- K03D-Ely and Mountain View—Broadcast Bureau granted CP of CP to transmit to change transmission line (BMPCT-4788). Action Aug. 29.
- WTA-FM Pittsburgh—Broadcast Bureau granted CP of CP to transmit to change ERP to 6,74, ant. 0.85 kW and make changes in transmission system (BPHM-13846). Action Aug. 30.
- WKBK-TV Toledo—Broadcast Bureau granted CP of CP to transmit to change ERP to 6,74, ant. 0.85 kW and make changes in transmission system (BPHM-13846). Action Aug. 30.

Broadcasting Sep 10 1973
**Classified Advertising**

See last page of Classified Section for rates, closing dates, box numbers and other details.

### RADIO

#### Help Wanted Sales

**Desire/salesman with experience needed by number one AM/FM station in Louisville, Ky., offer opportunities with ability plus commision, fringe benefits. Great opportunity for hard workers and amateurs please!**

Write Box H-270, BROADCASTING.

**AM-FM beautiful music stations in major market wants to add to sales department. No active acc- count manager. If you're in a small or medium market and want to grow, this is for you! An Excellent Opportunity. Send resume, photo and references to Box J-214, BROADCASTING.**

**Full-time experienced salesman for town of 10,000, Southwest for FM station. Preference given with photo to KSVI Radio, Box 102, Stephenville, Texas 76401.**

Immediate opening for radio salesman in South Bend, Indiana. Call Bob Kriehoff, Manager WIVA-AM, WBV-BF, 219-224-1111, or write Box 179 South Bend, Indiana 46608.

**Reward: This is a once in a lifetime opportunity for a fully experienced sales manager. The men we seek must have a proven track record in radio time sales. Must be able to work exclusively in Louisville area. Opportunity to build your own territory. Close to home. All expenses paid. Immediate opening.**

**Ask for Mr. Timm. Immediate is the key.**

#### Help Wanted Announcer

**Desire/salesman with experience needed by number one AM/FM station in Louisville, Ky., offer opportunities with ability plus commision, fringe benefits. Great opportunity for hard workers and amateurs please!**

Write Box H-271, BROADCASTING.

**Attention: If you are on the way up, we have an opening for you. The hottest secondary market station in the Middle Atlantic States. Openings for AM, AP, etc. Sales positions available.**

**Immediate need for experienced MOR afternoon drive job. Must be a communicator, clever, mini- mum two years experience expected. Send tapes, resumes, references to WBQB Dubuque, Iowa 52001.**

#### Medium Market 5 kw Correspondence/Top 40 needs first phone announcer for evening shift. Some experience helpful. Send phone, resume, and salary requirements in first letter. Box J-46, BROADCASTING.

#### Southeastern medium market, NBC affiliate with MOR up-tempo format seeks black announcer to handle late afternoon traffic MOR format. Excellent salary for the right guy. All tapes and resumes returned. Box J-46, BROADCASTING.

#### Low-key, friendly announcer for lock format in small market station. New York State. Good delivery and willingness to work more in the near future needed. Send tape and resume to Box J-79, BROADCASTING.

#### Immediate need for MOR afternoon drive job. Must be a communicator, clever, minimum two years experience expected. Send tapes, resumes, references to WBQB Dubuque, Iowa 52001.**

#### FM Announcer wanted for night shift. Monday thru Saturday for major station in Louisville, Ky. Excellent pay. Send tape and resume to Box J-79, BROADCASTING.
Help Wanted Announcers Continued

Experience of at least 3 years as talk show host required. Educated, background must be in music and able to work with automation, do news and possibly fill in for KIO-AM. Call Fred Bown, WIBX, Utica, N.Y. 315-726-9313.


Needed yesterday night time personality county program. Experiences and talent expected. Must educate program ear. Contact College President, AM-FM Radio, Mayville, N.Y. 14757.

Well established AM-FM seeking sportscaster who's a pro. Extensive local high school plus college play-by-play, salary open. Send resume and tape to Joe Fogo, WPLG, La Salle, N.Y. 122-3310.

America's outstanding suburban station seeks personality speaker with experience, interested in working with teen interest in community. Regional, Metro, N.Y. AM-FM operation expanding into new ultra-modern facilities. Live in Westchester and work at Nation's most influential local station. We consider recent college grad a good person who wants to grow at a top-notch station. Working conditions and facilities are excellent. Salaries commensurate with four years of engineering experience and the ability to assume responsibility as early as possible. Experience with AM-FM. Box H-269, BROADCASTING. All inquiries answered.

Help Wanted Technical

Radio Chief Engineer AM-FM. Experienced in AM Directional, maintenance, AM-FM pro-station construction. Excellent salary and growth potential. Excellent Opportunity Employer M/F. Reply to Box H-91, BROADCASTING.

Chief engineer for small group of AM-FM facilities located in southeast who knows how to organize and execute construction and maintenance programs including all F.C.C. type proofs. Box H-166, BROADCASTING.

Tired of being the "chief" engineer at a small, under-equipped station? A rare opportunity exists for the enterprising manager who wants to grow at a top-notch station. Working conditions and facilities are excellent. Salaries commensurate with four years of engineering experience and the ability to assume responsibility as early as possible. Experience with AM-FM. Box H-269, BROADCASTING. All inquiries answered.

Wanted: technician for Hollywood mobile unit. Latest equipment, limited travel. Send resumes to Box X-60, BROADCASTING.

Chief Engineer for Sw direction in border Mid-Atlantic State. Good equipment. Good salary and working conditions. Reply to Box X-77, BROADCASTING.

Help Wanted News

Newsman/Announcer wanted in top rated small eastern market station. Excellent Opportunity Employer. Box J-73, BROADCASTING.

We're looking for a dynamic, experienced, News Director, Anchorman. Administrator, to head up our five man news department serving the Mason City area. Excellent Opportunity Employer. All replies confidential. Send resume, photo and references to Dick Teber, P.O. Box 577, Austin, Minnesota 55912.

We have an opening for a news pro. Must collect, write, and air news. College degree desirable. Can be five day week. Starting salary $160.00. Contact Ken Pitch at 617-874-5610.

Help Wanted Production

Sitting on air major, Group-owned, oldies-powerhouse, needs a 2-1 production voice. Detroit, E.O.E. Send tape, resume: Tom Miles, WHPI, 1120 Franklin, Troy, MI 48084.

My production director may be leaving for another job. If he stops playing golf in the halls he may even have more energy. In the meantime, I can't stand the job and need a person who is a thoroughbred who wants need apply. Resumes, tapes, funny saying and sincere letters to: Jeff Kaye, WBWR Radio, 1250 Main Street, Buffalo, New York 14209. WBWR is an E.O.E. M/F.

Situations Wanted Management

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

Unusual opportunity, Man-wives combination, 29 years experience in all phases of broadcasting. Desire 3-2 station market. "Continuing experience for 15 years experience... 6 years sales and management... looking for larger challenge and option to buy. Starting salary must top $20,000. Box J-2, BROADCASTING.

Major Market Sales Oriented General Manager can make a automation work for you. AM & FM stations increase profit 20%. Marketing, Promotion, F.C.C., all phases management experience. Box J-15, BROADCASTING.

Recent graduate looking for entrance level management position with station in Philadelphia-S. Jersey area. Willing to work in beginning. Reply to Box J-93, BROADCASTING.

Young heavy weight sales manager with strong track record in major market desires G.M. Position. Box J-74, BROADCASTING.

Art: Los Angeles Radio-Dynamic sales personality desires Local or National Sales Management position, with strong negotiating skills, excellent credentials, references... highly knowledgeable in PRO-LF TO MY KNOW ME NOW Box J-9, BROADCASTING.

Manager/owner with fifteen years experience, eleven with present group has reached the summit. Desire new challenge in larger market or group. Impecable references both business and morality. Box J-101, BROADCASTING.

Box Q-26, BROADCASTING. Sales, 30-40%. Strong sales and management oriented. Self starter, financially stable. Will consider sizable investment. Excellent track record. East or Southeast. Box Q-103, BROADCASTING.

G.M./S.M. Now top market 15, B.S. and M.B.A. Excellent records, Aggressive Management, 3282 Le- gation St., N.W., Washington, D.C.


Situations Wanted Announcers

DJ, right board, good news, commercials, 3rd plume. Can follow direction, ambitious, will go anywhere. Box C-106, BROADCASTING.

Personnel Director with ten years top business back- ground and prior broadcast experience wishes to return to the field. Let's talk. Box H-187, BROADCASTING.

Looking for good sport who knows sports? I'm looking for a station who needs a go-getter for play-by- play and/or sports. Experience in football and hockey, 1500 good DJ. Available Oct. 15, 1973. Box H-224, BROADCASTING.

30 year old--14 year pro. Top markets--Top ratings. All qualifications plus voice. No screeners. Five figures. West only. Box H-228, BROADCASTING.

DJ, announcer, 6 years experience, college graduate, excellent production, looking for position in top 40 operation. 22, married. Box H-244, BROADCASTING.

Competent, black DJ, with dynamic personality... will bring in 100% more listeners. No screeners, clean appearance, indeed a marble, pro- fessional, hardworking. Your desire, I'll relocate, immediately. Box J-1, BROADCASTING.


Telephone Talk Show Host/DJ seeks responsible opportunity in exchange for personality and $$. Let's talk! Box J-62, BROADCASTING.

DJ seeking station in Buffalo or Ontario, Canada. Well serviced only for weekends. Box J-49, BROADCASTING.


Disc Jockey-Newsman. Want bright creative talent? Try me! Dependable, experienced, versatile, third, eight voice, creative production, can follow direc- tions. Every show pre-prepared. Box J-56, BROADCASTING.

Heavy drivetime personality-(about 220 lbs.) 15 years ex. Time/temp jobs are dime a dozen. Personalities cost more. 305-299-4611, Letty Shannon.

Beginner, 3rd, good production too D/M/POR. Prefer New England, Give me a chance. Call Pete col- lect after 4 p.m. 203-223-4223.


Talented pro with potential to go to the top. 5 years experience, top market. Radio is my life, not just another job. If you want total dedication to your station, leave the market behind, get in touch. Top $40,000 up or untop MOR preferred. Available now. Call Ken 302-734-9431.

Beginner looking for first break. Recent Connecti- cut School of Broadcasting grad. 3rd phone, 23- 31, can follow direction, ambitious, will go any- where. Box E-106, WENI St., Windsor Locks, Conn. 06096 203-623-9236.

Broadcasting Sep 10 1973 68
Help Wanted Technical

Operations Manager/Program Director with experience as News Producer and Program Manager and custodified in all phases of television operations, desires challenge as Operations Manager and/or Program Director. Box H-163, BROADCASTING.

There is a TV station owner in the top 50 who can use this man as his GM. He is a 22 year broadcast pro with a documented track record as a top 30 GSM. He knows local and national sales, programming, and news operations. He is proficient and community involved, and is looking for a move. Must have 15 years sales experience. Can relocate. Box J-14, BROADCASTING.

Help Wanted Sales

June grad—broadcast major. Seeking career opportunity in sales, programming, production, news, CATV-STV, etc. Many years experience in all phases of broadcast. Age 22. P.O. Box 4788, Martin Silverman, 635 Candletire Ct. Fort Wayne, Ind. 46807. 219-496-5704.

Help Wanted Announcers

1st Phone, 6 years radio-TV, booth, news, interviews. Currently Sports Director, college grad., 26, 3700. Box J-34, BROADCASTING.

Weathercaster/Staff Announcer, featured top nine. TV/FM/FM. 15 years, Money secondary to growing company and benefits. Excellent appearance, top references. All markets considered. Color VTR, audiotape, resume, John Douglas, 5603 Lamar Road, Washington, D.C. 20016, 301-320-4664.

Help Wanted Technical

Dir. of Eng. Considerable experience in managing, planning, purchasing, installing, and maintaining studio and transmission facilities. Must have technical ability. Able to take complete charge. Desires change, with stable employment. Box H-235, BROADCASTING.

TV studio engineer, first phone, ten years broadcasting experience with professional workmanship and know how seeks permanence. Box J-10, BROADCASTING.

AM-FM, TV, experienced on maintenance, transmitters, and directors, also studio. Box J-98, BROADCASTING.

Young experienced broadcast engineer. First phone. Seeks production or technical work. Patrick Sheph- herd, 3220 Cameron, Chapaligan, Illinois 61820.

Help Wanted News

Anchorman presently employed. Ready to move up. 16-20K annually. Family, conscientious, reliable, BS. Box H-107, BROADCASTING.

Seek news director's position. Excellent credentials. Valuable 8-year experience. Recognized NBC-TV affiliate. H-211, BROADCASTING.

Broadcast Journalist, 24, BA, 6 years experience mostly radio. APRTS Europe correspondent, married. Seeking position in television news. Box H-224, BROADCASTING.


Sportscaster-newscaster . . . Experienced and hard-hitting especially with sports commentary, desires to join an effective news team. Write Box J-53, BROADCASTING.
Situations Wanted News Continued

Magicians Deal in Illusions: here's absolute honesty, I've been out of full time broadcasting (free-lancing) for the past couple of years, making very good money in sales. But I'm "climbing walls" and must admit to being happy with what I do to boot. Eighteen years in sports, news, announcing, and even once a host and play-by-play radio writer. Attractive anchorwoman. Finest references. Consider any market a possibility. Box J-72, BROADCASTING.

Award winning, Hollywood writer, photographer, an- nouncer, engineer: first ticket wins network job. Film experience. Full resume available. 213-763-7272 or Box J-78, BROADCASTING.

Experienced field reporter wants similar position in television. College graduate, Mid 20's, Northeast, Ohio, Florida. Box J-95, BROADCASTING.

Wanted to Buy Equipment Continued

Need IBM model 48 PSET Stereo Instacast for IBM 500 system. Write: J. McQuade, Anchorage, P.O. Box 1, Murray Hill, NJ 07974. 201-562-2106.

FOR SALE EQUIPMENT

RCA 50,000 KQ, model STA-SG AM Transmitter, immaculate condition. Now tuned to 720 KH. $22,500.00. Box J-82, BROADCASTING.

RCA RTS-a transmitter, channel 2 thru 8, air cooled modification, excellent condition. Box J-86, BROADCAST.

Most all equipment for SK-FM station $2,750.00. KYLF, Calvillo, NM. $1,500 for complete installation. J-420, BROADCASTING.

Automation complete, MacCara eight channel mono; 4 Carousels, time announce, net join, audio loger, $11,500. RCA BFT-3D transmitter, $5,000. Contact Bill Hyden, 918-251-8222. KITA, Box 50, Broken Arrow, Okla. 74012.


BATES 50-C 50,000 watt AM Transmitter. Installed new in 1971, WKNR, Mentor, Ohio. $5,000. Contact Lakeside, Miami Beach, Florida. This transmitter is in A-1 condition and has spare final tubes and other parts. I am asking $35,000. Contact Marshall W. Bovard, 813-251-8881.

COMEDY MATERIAL


INSTRUCTION

Correspondence instructions leading to FCC license and telecommunications degree, O.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90028.

First Class FCC license and laboratory training in six weeks. Be prepared — let the masters in the nation's largest network of FCC licensed schools train you. Approved for veterans and non-veterans. Write or phone the location most convenient to you. Elkins Institute in Dallas, 2727 Inwood Rd. 214-357-4001.

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

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston**, 3518 Travis.

Elkins in Memphis**, 1362 Union Ave.

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

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


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

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


In Chicago, OMEGA Services has the best price for a first class license, $500. Guaranteed to suit OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license block training. Contact A.T.S. Announcer Training Studios, 24 West 45 St., New York, N.Y. 10022.


Instruction Continued

Ref teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin July 16, August 27, October 1, November 12, REI, 22 South Palm Ave., Sarasota, Fla. 33577; phone: 813-952-6922, REI, 809 Caroline St., Fredericksburg, Va. 22401; phone: 703-373-1461.

Bryan Institute in St. Louis, 1st class FCC license, approved for Veterans. 314-752-4371, (formerly Elkins Inst.)


FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute, 3443 N. Central Ave., Chicago, III. 60634; 312-286-0210.

Enrollment applications now being considered for courses in Broadcasting—Radio Licensing and Communications Engineering. State Technical Institute, 3443 North Central Ave., Chicago, Ill. 60634. 312-256-0210.

MISCELLANEOUS

Prissel! Prissel! Prissel! National brands for promotions, contests, programming. No barker, or trade — better for fantastic deal. write or phone: Televe- sion & Radio Features, Inc., 166 E. Superior St., Chicago, Ill. 60611. 312-467-6700.

Carlock airchecks California's best station! Send for July's issue. . . . Charlie Tuna on KBOQ, Rich Rob- bin back on KCOU, KFRC, KYA, Gary Owens, even an Indian riding a Rinto named "Ford." Much more innovative, Tomorrow radio packed into a 60- minute cassette! $8.25 from Carlock, 1416 Fifth St., Second Floor, San Diego, CA. 92101.

Be exceptional. Develop better speaking voice. Win- ning personality. Exceptional memory; also Practical Guide to Public Speaking and Increase Your Learning Power: Only $2.25 each; All 5 books NOW $9.95. Housaken, 32-R., Windermere, Fl. 32786.

"Free" Catalog — everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests and telescript Writer: Command, Box 26348, San Francisco 94126.

AIR PERSONALITY

Immediate opening in Major Mar- ket for Mid-Day Personality. Warm, sincere housewife approach!

Box J-24, BROADCASTING.

CABLE

Help Wanted Sales


Situations Wanted Sales

June grad—broadcast major. Seeking career oppor- tunity in sales, programming, production, news, CATV, etc. Many years experience in all phases of broadcasting. Age 23, willing to relocate. Martin Silverman, 625 Caddell Ct. Fort Wayne, Ind. 46807. 219-456-5704.


Recent broadcasting graduate, B.S. in TV, desires position in production. 2 years experience, avail- able immediately. Will relocate. Jordan Lakefish, 2936 E. Clackamas Rd., Portland, Oregon 97203.

Dependable creativity; concept through completion. Commercial film and TV experience. MA, TV & Film. Roger Fortis, B.R. 2, Mansfield Center, CT 06250.

WANTED TO BUY EQUIPMENT

Remote unit complete. Color equipped four (4) cameras. Send information and best price to Box J-93, BROADCASTING.


RADIO

Help Wanted Anouncer

AIR PERSONALITY

Immediate opening in Major Market for Mid-Day Personality. Warm, sincere housewife approach!

Box J-24, BROADCASTING.

FLORIDA

Fulltime contemporary music Disc Jockey. Voice and Delivery Important. Must have Radio telephone First Class License, Write, include your resume listing references, experience and qualifications. Include tape first letter. Salary open.

Box J-29, BROADCASTING.

UP FRONT

You know we consult some of America's big stations. The kind of place you want to be. We're growing all the time and find good talent hard to find. You can be the solution. Join one of our "headquarters" stations. If you're good, but need a little polish before you send that tape to NY, send your tape Air Mail today. We have five excellent openings. Please apply.

THOMAS McMURRAY IDEAS

610 Sheldon Street
Charlotte, N. C. 28211.

Broadcasting Sep 10 1973 70
Help Wanted News

Experienced newshaper of minority group for large market Texas radio station. Send Picture, resume and tape to:
Equal Opportunity Employer.
Box J-65, BROADCASTING

Midwest metro news operation looking. If you can write and talk to people on the air, send tape, resume and written newscasts to:
Box J-9, BROADCASTING.

Situation Wanted Management

Box J-67, BROADCASTING.

Situation Wanted Announcer

CD CONSERVATIVE
Talk Show Host
Can't find a rational conservative? I've got the charisma and intellect plus a great track record. I'm a formal liberal, who grew weary of the tired radio-lib troubadours.
Box H-22, BROADCASTING

TELEVISION

Help Wanted Management

Need inspired sales oriented mgr./sales mgr. for TV in unique market.
Box J-99, BROADCASTING

TV SALES & SERVICE OPPORTUNITIES!

TV BROADCAST SALES ENGINEER/WASH., D.C.
Our TV Sales Department is seeking a well trained and experienced sales engineer to handle TV Broadcast sales. Experience in TV station engineering and operations is essential. Sales experience helpful.

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

Salaries commensurate with experience, full company benefits, including hospitalization, life insurance, profit sharing, plus paid relocation expenses. Send resume and salary history in confidence (indicate position desired) to: TOM BEDFORD, Employment Supervisor, or Call 217-222-9200.

GATES DIVISION
HARRIS-INTERTYPE CORPORATION
123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

Help Wanted News

Situation Wanted Technical

Young aggressive chief looking for a home. Experience in high power directional, FM stereo, SCA, remote control, construction and ampliphase. Prefer job as chief with airshift. I am not a 'slide rule man' and I appreciate fine audio. All replies will be answered.
Box J-74, BROADCASTING

Situation Wanted Program, Production, Other

MAJOR MARKET JOCK SEEKING P.D. JOB
Top 40 jock at Big station for several years, would like to return to programming. U.S. or Canada—Salary commensurate with market—Large or good Medium only—Prefer new FM just going rock in Top 10.— Have very good staff already if needed.
Box J-18, BROADCASTING

 ситуация Wanted News

Help Wanted News

ASSIGNMENT EDITOR
WHAS-TV Louisville, a station with an excellent news reputation, is looking for a person with TV experience who really cares 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

CABLE

Situation Wanted Management

BROADCASTING CATV PRESIDENT
Dynamic Executive—tremendous background in sales and programming + financial acumen. Proven leadership, strong motivator for profit and performance. $70M+.
Box H-9, BROADCASTING

Social Services

CUSTOM
TIME-ANNOUNCE TAPES
FOR AUTOMATION
By Professional Major Producer
Incorporate legal ID
Station promos & jingles
Choice of styles
Net-joining feature
GUARANTEED • $230 • GET DETAILS
CYBER, LTD.
FULTON, MD. 20759
(301) 498-4000

Media Personnel

WANT TO CHANGE?
Jocks, newsmen, all air people.
Tapes, resumes, salary desired.
Broadcast Media Personnel Inc.
Box 22267 Dallas, Texas
214-337-3215
75224

Miscellaneous

Active broadcaster interested in purchase of ANTIQUE RADIO MICROPHONES
for private collection.
Send photo and price to:
Box J-66
BROADCASTING
managers consultants specializing in executive search

We welcome an opportunity to discuss in greater detail our services, our methods, and our staff with respect to a specific situation in your top-level Management, Sales, Programming, Engineering, and Financial areas.

Call Ron Curtis at 312-693-6171.

Ron Curtis & Company
O'HARe PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631
RADIO • TELEVISION • CATV • NEWSPAPERS
**Profile**

Carl Ally: what he learned from the caliph's shoe

Carl Ally harbors no illusions, either about life or about advertising. The 49-year-old head of his own agency has no trouble coming up with statements such as this: "Life is rated X. That's something you don't know when you are starting out. Anybody who proceeds long enough in any given direction is going to get corrupted to some extent. "There are no men of La Mancha—none. N-O-N-E. None. In this world you have to do something against all the other people to try to get some little thing going. And how can you not be corrupted when you face all those terrifying situations that you have to cope with?"

Most of Carl Ally's talk is like that—straight from the hip and from the street. It's part of a rough-and-tumble personality that led to his well publicized partings from Campbell-Ewald in 1960 and from Papert, Koenig, Lois in 1962, when he formed his agency.

As for his company's type of advertising, he says this: "I'd like to think that we have a reputation for doing advertising that deals with reality—because that is what I'm trying to do. I don't want to deal with illusions." Some of the clients that have put faith in his advertising ideas include CBS-TV and CBS Radio, the CBS-owned television and radio stations, Fiat, IBM, Pan American, Noxell Corp., Pharmacer Corp., and The Travellers insurance company. Carl Ally Inc. bills some $50 million annually for its clients, with half of that in television.

His advertising belief in the real extends to a distinct lack of humor in his commercials. "I'm not here to be funny," he says. "I'm here to tell people something on the basis of which they can act. Now if humor assists me in illuminating a point so they can understand it, then I'll use it. But I think people are finding out that empty-headed attempts to get a couple of laughs, like some cornball humorist in the Catskills, have nothing to do with advertising."

This discourse brings him to another of his that's-the-way-it-is outlooks on his business. Once the agency did attempt a humorous commercial, that in his words, "fell on its ass." "Humor that doesn't come off is murder," Mr. Ally says. "Everytime we ran it it'd sit there and cringe and say, 'Oh, my God, how did we do that? How did I let that happen?'

"I didn't know what else to do, that's how it all happened. But two clients have a client. There's a schedule. There's a closing date. You go with the best thing you've got. Sometimes the best thing you've got isn't very good, but you go with it anyway. That's not only true of advertising, that's true of everything. You go with what you've got and hope it's good enough."


Carl Ally's maverick philosophies led him in the late sixties to depart also from most of his colleagues' ideas about political advertising. He discarded the arguments over the length of political spots—whether 30 seconds was enough, whether a minute was enough, whether five minutes would be better—and advocated a total ban on political broadcast advertising. He committed his opinions on that subject in paper in Fair Comment, newsletter of the Fair Campaign Practices Committee, which was subsequently read into the Congressional Record:

"There may be a sound economic value in making it easy for a consumer to compare two brands of soap powder, but is it possible or practical to over-simplify the political hue of a candidate? Some problems must be understood in their full complexity or not at all. In government, the realization that a situation is complex is often itself the main point to grasp. All too often the real use of the TV spot is to build a personality cult. 'He's a good guy' may be the reason for some of the votes cast, but why aid and abet that practice? Agencies themselves should bow out of such activity."

Which all doesn't mean that Carl Ally has stayed away from politics. As a "private citizen" he has worked for Eugene McCarthy in his 1968 campaign, for the Southern Christian Leadership Conference, for the Citizens for Clean Air, for the Mayor's Committee on Urban Congestion. "Yeah, well I had a nutty period when I was involved in all kinds of public good works," he recalls dryly. "I was out to save the world, keeping myself busy with all this do-goody stuff and the manic notion that I could make a difference." No-illusions Ally concludes. "Well, I don't make any difference."

He is quick to point out, however, that he coordinated the McCarthy advertising, but did not create it. He worked for Mr. McCarthy because "he was telling us that the federal government isn't the answer to everything and that the war was wrong. And he did it when nobody was doing it." Despite his alliance with the McCarthy campaign, he describes himself as a "political conservative," meaning that he feels the structure and apparatus of the government should be kept in control so that it doesn't overwhelm individuals.

Back before he owned his own agency, back before his era of political involvement, and just after WW II service as a fighter pilot—which may explain some of his attitudes about life—he wanted to be a lawyer. ("You know, what does a kid want to be? He wants to be a fireman; he wants to be an attorney.").) But his switch to advertising was, as he says, an accident. While picking up a degree at the University of Michigan and supporting a wife, a kid and a mother-in-law, he earned extra cash giving flying lessons. A student of his was an agency executive who told Mr. Ally that at the pace he had set for himself, he wouldn't live long enough to be a lawyer. The advertising man urged Mr. Ally to apply for a job with an agency then hiring on the campus. Mr. Ally did, ending up with the General Electric Co. as an advertising trainee. And the rest is not history, according to him.

"Nobody goes up the ladder," he says. "You fall off; one of the rungs breaks and you get it in the chin when you slip. I've had so many false starts, you wouldn't believe."

How does this volatile combination of ideas and feelings, mixed with Turkish ancestry, view his agency? "After 11 years, we're billing a little better than $50 million," he replies. "We should have been billing a lot better. There are a lot of people buying advertising. Why aren't they buying us?"

He doesn't deny it might be his personality. "My father used to say, 'Do not pee in the caliph's shoe.' There are a lot of people around who take delight in peeing in the caliph's shoe so they can get the applause of all the beleaguered in the world, and I was one of those. I loved to go around defending all the little people. But that's ridiculous because the caliph will dump it on your head—which is what happened to me."
Editorials

Overload
We note with a sigh that new awards are planned for television. These, under the aegis of the Television Bureau of Advertising, would honor personalities who have contributed to the medium's business growth ("Closed Circuit," Sept. 3).

The scheme, with TVB board approval, would set up a "Hall of Fame" with one of five winners to be adjudged "Man of the Year."

Pardon, please, but where have the TVB powers that be been these past dozen years or so? The National Association of Broadcasters has had a Distinguished Service Award (usually called its Man of the Year citation) since 1953. The International Radio and Television Society has had its Gold Medal Award (also called Man of the Year) since 1960.

And there are, in the talent, program and news fields, the annual Emmys, the duPonts and the Peabodys, as well as the Radio-Television News Directors citations. These might be categorized as the annual men and women of the year in their respective and perhaps all too numerous classes. There also are the Sigma Delta Chi journalism awards, and numerous scientific, technical, academic and other citations too plentiful to recount here.

TVB has been an effective arm, over the years, in its assigned task of providing the sellers of TV time with the statistical nuts and bolts—the tools of the trade. No medium seriously challenges TV's primacy any longer.

Because its job is so well done, we are puzzled by TVB's intrusion into an overpopulated area fraught with problems. It is the commercial aspect of TV (for which, we hasten to add, it owes no apologies) that is fair game for the so-called public and citizen groups. Why haunt it?

At sea
The Rev. Carl McIntire is an evangelist of firm resolve. Time and again he has fought the FCC, and time and again he has lost, never wavering in his belief that his First Amendment rights have been denied. Now he has embarked, literally, on his most ambitious defiance of federal authority. Broadcasting from an unlicensed AM station aboard a converted minesweeper off the New Jersey coast, he intends to provoke a showdown on the constitutionality of the government's licensing power.

It all evokes thoughts of FCC boarding parties, perhaps led by Robert E. Lee, whose physical fitness has been certified in the advertising of a health club that he is said to patronize (see photo elsewhere in this issue). Indeed, the McIntire venture could be dismissed as a quixotic marriage of piracy and preaching if the potential consequences were not so great.

There is no way to foresee the intricacies of law that may develop in the FCC's response to the challenge, but if Dr. McIntire succeeds in forcing the fundamental issue to a court test, he may also succeed in getting a decision that neither he nor licensed broadcasters would like. It is hard to believe that at this advanced stage of broadcast regulation the judiciary would declare the assignment of frequencies unconstitutional.

It is more likely that the courts would provide an affirmation that would encourage future FCC's to enlarge their controls.

Dr. McIntire is, however, owed sympathy for the experience that led him to his present action. The license renewals of his WXUR-AM-FM Media, Pa., were set for hearing largely on charges of violation of the fairness doctrine, which Dr. McIntire says is unconstitutional. The renewals were ultimately denied largely on findings that Dr. McIntire had misrepresented his programing intentions. Thus the FCC avoided the First Amendment confrontation that Dr. McIntire had anticipated, and it was upheld in a oddly split 2-to-1 decision of a three-judge court of appeals.

The two-judge majority was itself divided on the reasons for affirmation. Judge Edward Tamm wrote a 92-page defense of the constitutionality of the fairness doctrine (Broadcasting, Oct. 2, 1972). Judge J. Skelly Wright concurred, but only on the findings of misrepresentation and with a later statement emphasizing that the constitutionality of the fairness doctrine had not been at stake. Chief Judge David Bazelon at first concurred but later changed his vote and wrote a long dissent denouncing the majority's decision which he said ignored a "prima facie violation of the First Amendment," the FCC's denial of renewal on basic evidence involving its fairness doctrine and personal-attack rule (Broadcasting, Nov. 13, 1972).

The Bazelon dissent was not enough to encourage the Supreme Court review that Dr. McIntire requested.

This publication has been on Dr. McIntire's side in his questioning of the fairness doctrine and of the constitutionality of any number of FCC forays into program manipulation. But program control is one thing and spectrum-traffic control another. Absent a federal authority to assign frequencies, there would soon be a descent to the chaos of interference that led to the original adoption of the Federal Radio Act of 1927.

Interference is bad enough in AM radio under present station distribution. It could easily become intolerable if Dr. McIntire got into serious operation and imitators went to sea. In our view it was a questionable decision that deprived him of his land-based properties. There would be no question at all if his floating experiment were silenced. Perhaps Dr. McIntire will consider a voluntary return to dry land.

Like everybody else
The National Committee for the Support of Free Broadcasting, the political-fund-raising adjunct of the National Association of Broadcasters, has opened solicitations for the 1974 campaigns. Assuming the disbursements are administered with political sagacity and high regard of the law, broadcasters ought to be generous. The purpose here is not to buy votes in the Congress, even if they could be bought, but to support openly those candidates who may be expected to vote reasonably on broadcast-associated legislation. Broadcasters are no less entitled to engage in that practice than any other kinds of businessmen.

"Let's skip all the commercials tonight."
Our children's sale ends in twelve minutes.

No exceptions.

At Kaiser Broadcasting, we're doing something about clutter. First, by subscribing to the NAB TV Code. And second, by having some stricter standards of our own.

That's why we limit non-program material during children's shows to 12 minutes an hour. On weekends, when the Code says we have to. And during the week, when the Code says 16 minutes is okay.

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

Represented by Metro TV Sales

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That's why we limit non-program material during children's shows to 12 minutes an hour. On weekends, when the Code says we have to. And during the week, when the Code says 16 minutes is okay.

We've got other anti-clutter standards, too. The Code allows just 3 elements during any station break. We go a step further: just 3 elements, and no more than 90 seconds. (Check BAR to see what happens on other stations in local time.)

There's room on television for commercials. But there's no room for the kind of clutter that makes those commercials less effective.

Not on Kaiser stations.

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

Represented by Metro TV Sales
Prelude to Prague, Vienna and Budapest

Visiting the land of Mozart's "Prague," Strauss' "Blue Danube" and Liszt's "Hungarian Rhapsodies" was the big plan of the Lincoln Youth Symphony Orchestra. But raising the money was the problem.

To help finance their tour of the three cities, the Fetzer TV station televised an hour show, "Youth in Vienna," and gave the proceeds from the commercial time to the Youth Symphony.

Helping plans end on a happy note is part of Fetzer community involvement.

The Fetzer Stations

WKZO Kalamazoo
WKZO-TV Kalamazoo
KOLN-TV Lincoln
KGIN-TV Grand Island
WWTV Cadillac
WWUP-TV Sault Ste. Marie
WJFM Grand Rapids
WWTV-FM Cadillac
WWAM Cadillac
KMEG-TV Sioux City