A worried cable industry sends SOS to FCC
Retrospective on a slump the market hopes is history

MEET THE 1974 BOARD OF DIRECTORS OF THE
ASSOCIATED PRESS BROADCASTERS ASSOCIATION
HOW TO COMPETE WITH NEWS SHOWS TWICE YOUR SIZE.
Put newsmen in every major city in the world.
Have cameramen ready to dispatch to wherever a
big story is breaking.
Set up facilities to get the newsfilm back and on
the air while the event is still news.
And if you can't do all that yourself, Television
News will do it for you.
Every day at 4:30 pm ET, TVN will feed you
stories from its more than 450 newsmen.
At least a dozen national and international stories.
At least three sports stories. At least three features.
Each story is straight and objective. With no
anchorman or other TVN identification to make it any
other than your news story.
To help you program, we'll send you a preliminary
line-up before 1:00 pm ET, and a final line-up before
4:00. You can run the stories at whatever time or as
often as you like.
Call us collect at (212) 582-6666 to find out what
this service will cost your station.
If you think it's going to be expensive, prepare
yourself for a shock.

TELEVISION NEWS INC.
10 Columbus Circle, New York, N.Y. 10019
Over 450 newsmen covering the world.
WTEV delivers the land of high living standards

Providence, a key facet of the WTEV market, contributes greatly to the area’s prosperity through a continuing building program for its downtown area. Marked by an Effective Buying Income of almost six billion dollars, this market offers an unusual opportunity for advertisers. WTEV assures rewarding returns because of total-market reach and penetration.
Closed Circuit

Postponement. Here is latest timetable on expected resignation of FCC Chairman Dean Burch. He won’t submit letter to President until Senate confirms nomination of James H. Quello to succeed Nicholas Johnson. That strategy is to avoid creation of two vacancies — Republican for Mr. Burch, Democrat for Mr. Johnson — at the same time. Worst-kept secret in Washington is Mr. Burch’s desire to leave, but new date may be about Dec. 1 instead of Nov. 1 because of delay in Quello confirmation.

Lines are forming for Burch seat on FCC. (Chairmanship is virtually certain to go to Commissioner Richard E. Wiley.) Among new names mentioned for unexpired portion of Burch term (until June 30, 1976): Edward C. Lambert, 63, chairman of broadcasting department and professor of journalism at University of Missouri; Margita White, 35, assistant director of public information, United States Information Agency, former deputy to Herb Klein when he was White House director of communications, and Antonin Scalia, former general counsel of Office of Telecommunications Policy, now chairman, Administrative Conference of U.S.

Down to drafting. Some time this week House Communications Subcommittee will begin to mark up its version of license-renewal legislation. It’s expected to start with bill introduced by Representative Fred Rooney (D-Pa.) (Broadcasting, Sept. 24). Rooney bill would extend license period to five years, give licensee edge against challenger if incumbent’s programing has substantially rather than minimally met local needs and interests and if operational record contained no serious deficiencies. Ad-hoc restructuring of industry would also be prohibited.

Waterfront. FCC’s proposed inquiry into alleged network dominance of television (“Closed Circuit,” Oct. 1) could expand into much bigger project before it is initiated. Some commission officials feel that all aspects of dominance issue should be investigated — whether it involves newspaper ownership of stations, multiple-station ownership, multiple-cable-system ownership, whatever.

Commission will probably settle on inquiry’s scope this week when it resumes effort to reshape prime-time-access rule, project that sparked suggestion for network inquiry. Since FCC meeting two weeks ago, staff has been putting into draft form various options commission is considering. These include exempting news, public-affairs, children’s and minority-oriented programs; returning to networks two or three half hours per week; permitting affiliates to carry one-one-hour off-network program per week. Commission is expected to wrap up in one package, perhaps within weeks, proposed inquiry and final order on prime-time-access rule.

The yearners. What if, in its upcoming decision on prime-access time, FCC should grant TV networks definitive waiver on another half-hour of prime-time news? Would networks go for it? Preliminary soundings last week found no firm commitment, though NBC sources gave qualified yes: they said they generally favor idea but would want to see FCC’s language before saying more. Most anyone else would say is that they’d “want to weigh the entire package.”

Prime-access or not, network news chiefs definitely would like to have another half hour for evening news, though they disagree on where they’d like to have it — and, as practical matter, don’t expect to get extra time any time soon. Eimer Lower, president of ABC News, would like it at 10 or 10:30 p.m. NYT and use it to develop in some depth one, two or three major stories that couldn’t be treated at length in early-evening news. Richard Wald, president of NBC News, also would like it later in evening — and would be glad to have not merely half-hour then but full hour. CBS News President Richard S. Salant, however, would prefer extra half-hour as extension of present 30 minutes in early evening.

Twain meets. California Community Television Association convention Nov. 28-Dec. 1 in Las Vegas promises to be second biggest cable assembly of year, exceeded only by National Cable Television Association convention. In Las Vegas registration of 2,000 is expected. Association has engaged first major speaker: Peter H. Storer, executive vice president of Storer Broadcasting Co., which is also multi-CATV owner. Mr. Storer, who was TV board chairman of National Association of Broadcasters last year, will be opening luncheon speaker Nov. 28.

Sticky waivers. To most FCC commissioners, question of how to proceed with those 68 petitions for waiver of rule barring crossownership of cable television and television station in same market is tough. But at least one commissioner has direct approach. H. Rex Lee would deny them all. On other hand, Sol Schildhause, chief of Cable Television Bureau, would grant them all. Commission met on Thursday on waiver issue — first of nine cable-TV items it plans to consider in next few weeks — but barely scratched surface. Neither Rex Lee nor Schildhause approach seems likely to prevail.

Off-network news. Twentieth Century-Fox Television has bought exclusive syndication rights to following shows produced by ABC-TV News: ABC News Close-Up series of irregularly scheduled hour-long investigative documentaries; The Reasoner Report (Saturdays 6:30-7 p.m. NYT), newsmagazine program hosted by Harry Reasoner; Directions (Sundays, 1-1:30 p.m.), which delves into current trends in religion, and Issues and Answers (Sundays, 1:30-2 p.m.), in which two ABC-TV news correspondents interview newsworthy figures. Fox will syndicate shows to TV stations in U.S. and abroad. Agreement covers shows produced since Sept. 30, 1972.

Johnson for Congress. Outgoing FCC Commissioner Nicholas Johnson has confided to broadcasters in his home state of Iowa that he may run for seat in House. He is said to have professed no yen for either campus (as law professor) or for private law practice, but service in Congress, as liberal Democrat, would interest him. He made brief pass at senatorial nomination from Iowa in 1972 but backed out before Democratic primaries.
Industry in crisis. Eighteen months after FCC put into effect regulatory package that was supposed to be its eman- cipation proclamation, cable industry has ventured into quagmire. Its largest company, Teleprompter, is in turmoil. Its growth is threatened by capital limitations and generally hostile economic climate. Subscription cablecasting, its anticipated future forte, is under fire from broadcasters and theatre owners. And it still feels it's getting short end of stick in Washington. Those problems came dramatically to surface last week in Washington, when NCTA's board of directors, in town for two days of meetings, met with six FCC commissioners in closed-door session. Cablemen's message was emphatic: Looser regulatory climate is essential if industry is to weather storm. Two representatives of Salo- mon Brothers, New York financial institution, who gave commissioners bearish report on cable's position in Wall Street circles, backed up industry's plea for relief in Washington.

Host of other problems notwithstanding, pay cable con- tinue to be industry's major concern. Affirmation of that verity came when NCTA board authorized expenditure of $250,000 to counter NAB's accelerating antipay cam- paign. NCTA, however, was keeping essentially silent on where money will come from and where it will go. But it's understood that major campaign, possibly including newspaper space, is in offing. Calculated plan for monitoring of TV stations and various forms of litigation also are ex- pected.

NAB also was active on pay issue. Its special committee on pay television, at second meeting, refined its own anti- pay program; it continues quest for outside help to admin- ister campaign.

Controversy over pay cable has had no effect on medium's continued growth. According to data compiled by National Association of Theatre Owners and amplified by Broadcasting's own research, there are now 35 operating pay systems in country. And marketable film product, NATO says with concern, is becoming readily available to cable.

In-depth coverage of all these developments starts on page 21.

True to Burch word, FCC revises proposal to impose quotas on TV program categories; it also issues new TV renewal forms

Following lead of Chairman Dean Burch, FCC last week re- opened inquiry into establishment of quantitative guidelines to determine "substantial service" by television-license re- newal applicant whose occupancy of channel is challenged by competing applicant.

Commission at same time gave final approval to new rules of license-renewal procedures, including new annual program-reporting and license-renewal application forms for television stations.

Commission in 1971 issued two notices of inquiry and held oral argument in May 1972 on quantitative-guidelines issue, but proposal languished and appeared dead until Chairman Burch last month publicly endorsed it as only viable means of determining when television licensee had earned "reasonable assurance of license renewal" (Broad- casting, Sept. 17).

Commission last week asked for comment on categories of programing commission should consider and precise def- inition of those categories, whether exact percentages or percentage ranges should be used, and applicability of stan- dards to various groups of stations. It also wants parties to

Tower tragedy. KCRG-TV Cedar Rapids was back on air with regular programing last Friday (Oct. 5), within 36 hours after its 2,000-foot tower at Walker, Iowa, collapsed, killing five workers and injuring several others. Working around clock, KCRG-TV Chief Engineer Walter Alliss Jr. and RCA field repre- sentatives moved and installed transmitting equipment at old station tower at Hiawatha, Iowa. (Story page 55.)
ratings put NBC's Girl With Something Extra and Lotsa Luck in tie for 29th. NBC's Diana, previous week's highest ranked new show, also tied for 29th, was third-highest in second report, tied with NBC's returning Emergency and World of Disney for 31st. NBC also had fourth and fifth highest-rated new series: Needles and Pins (37) and Chase (38). CBS's New Perry Mason was 43d, ABC's Adam's Rib tied with NBC movie special ("Marooned") for 49th, NBC Follies 56th and CBS's Calucci's Dept. hit bottom in tie with ABC summer show, "Love Thy Neighbor," for 59th in field of 60.

In weekly averages, CBS ranked first and ABC second on strong performances by returning series, specials and movies. Blockbuster "Bonnie and Clyde" on CBS was number one program of week while wildly promoted Billie Jean King-Bobby Riggs tennis match on ABC same evening ranked third (see list below). Averages for week: CBS 22.8, ABC 19.2, NBC 17.4.

Two of recent years' consistent hits, ABC's Marcus Welby M.D. and NBC's Dragnet, ranked 35th and 42d, respectively.

Top 15, with ratings (listed first) and shares:
1. CBS Thursday Movie ("Bonnie and Clyde") 33.5-48.0,

Broadcast journalists are breathing easier in wake of Watergate, but there remain dark clouds on horizon. How to clear skies will be foremost topic at this week's RTNDA convention in Seattle. Page 37.

Congress is resurrecting old "voter's time" concept as alternative to current political-broadcasting process, and industry — led by CBS's Dick Jencks — thinks it's bum idea. With one campaign-reform bill cleared by Senate and two before House, there's reason for concern. Page 32.

Benton & Bowles's George Simko thinks he has simple answer to clutter problem: keep business away from stations that perpetrate the crime. Page 38.

Children's TV advertising may be due for some trimming at FCC. That's indication from Chairman Burch, speaking on Mutual program. Page 48. And children's programing itself will get some trimming at KTTV (TV) Los Angeles. Station — in unprecedented acquiescence to outsider demands — agreed last week to drop three cartoon series, blacklist 39 others, in return for dismissal of renewal challenge. Page 49.

Although analysts now think downward trend among communications-oriented stocks may be history, there's been some damage done. Retrospective recounts bad news industry hopes is behind it. Page 57.

Assault on that Everest of paper
FCC has adopted plan to reduce mounting backlogs in its various bureaus. Chief of staff is John Torbet, executive director, and strategy is to improve efficiency. Each office will review rules, to determine which can be eliminated to expedite paperwork. Each will assign one staffer to search for obsolete forms that can be weeded out. In addition two

Still waiting. Senate hearing on confirmation of James H. Quello's nomination to FCC may be delayed further by Oct. 12-29 Senate recess. Chairman John O. Pastore (D-R. I.) had not set Quello date last week. Hearing could be held during recess, if Senator Pastore were so minded; no committee quorum is required.

Expensive trip. Executive committee of National Association of Broadcasters in Washington last Thursday (Oct. 4), took look at plans for next year's NAB convention in Houston (March 17-20) and decided to raise price of admission. Registration fees will be up $15, making tab $50 if you buy convention lunches, $35 if you fast. Late registration will cost extra $5. Convention meetings and equipment exhibits will be in Albert Thomas Convention and Exhibit Center. Other exhibits will be in Shamrock hotel.

two-member teams of management analysts will work with bureaus on streamlining.

Project could lead to reallocations of office space and revisions of purchasing procedures. It could also lead to resentment by officials who see threats to their positions in changes being made. So board has been appointed to handle complaints. Members are Executive Director Torbet, Commissioner Benjamin Hooks (who has been backlog commissioner) and FCC General Counsel John Pettit.

Dragnet. CBS News's Fred Graham was among number of reporters subpoenaed late last week by lawyers for Spiro T. Agnew, investigating leaks from investigation of Vice President. Lawyers acted under authority granted earlier by U.S. District Judge Walter E. Hoffman in Baltimore. First indications were that subpoenas would be resisted. "Iron" footnote: Jay Topkis, Agnew lawyer who signed subpoena on CBS's Graham, was CBS News lawyer three years ago when it was preparing defense against anticipated (but never delivered) subpoena of news background by Justice Department in CBS News broadcast about Black Panthers.

Cablemen prevail. Illinois' Supreme Court has told State Commerce Commission it has no right to assert jurisdiction over CATV in that state. Decision last week by court rejected commission's claim that cable, by virtue of technical similarity to telephone and telegraph operations, could be regulated under state public-utilities law.

No sweat. Mary Elizabeth Hanford, deputy director of Office of Consumer Affairs appointed to Federal Trade Commission, looks likely to breeze through confirmation process later this month. Hearings Thursday (Oct. 4) provided little fodder for her opponents, who have little against Ms. Hanford's appointment but would like to see Senate Commerce Committee hold back her nomination until new FTC Chairman Lewis Engman gives assurances commission will continue activist policy. Ms. Hanford took moderate positions on children's advertising — supporting self-regulation — and substantiation of advertising claims.

Storer survives suit. All complaints against Storer Broadcasting Co. by minority stockholders of SBC's Northeast Airlines have been dismissed without prejudice by U.S. District Court Judge Sylvester J. Ryan. Plaintiffs has opposed proposed 1969 merger of Northeast into Northwest Airlines, union that was aborted in March 1971 when North-
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 3 1/2 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
east rejected restrictions attached to merger approval by Civil Aeronautics Board. Northeast then was merged into Delta Air Lines (Broadcasting, April 26, 1971).

Pay cable at AWRT regional. Oct. 12-14 Mideast area conference of American Women in Radio and Television will draw on communications policymakers and interpreters in its examination of industry issues. Highlight will be Saturday afternoon debate on pay cable vs. free TV between Robert B.ton, Teleprompter vice president, and Richard Jenks, CBS Washington vice president.


Lawrence B. Hilford, president of Cartridge Rental Network, New York, until it suspended operations last summer, and before that in executive programming and program-distribution posts with Columbia Pictures Industries and CBS, named president of Viacom Enterprises division of Viacom International, effective immediately. He succeeds Willard Block (Broadcasting, Oct. 1).


Robert D. Hales promoted to general manager and chief executive officer of Hughes Sports Network, New York, succeeding President-Founder Richard E. Bailey Sr., who has resigned but will serve as consultant and remain active in broadcasting business (“Closed Circuit,” July 16). Mr. Hales had been Hughes network’s executive VP for marketing, Roylance Sharp, executive with network since its inception in 1956, promoted to executive VP.

Samuel Thurman, advertising VP of Lever Bros., New York, since 1959, is resigning to take newly created post as Association of National Advertisers as senior VP, Washington. He will join VP William F. Heimlich in ANA Washington office Nov. 1, specializing in improving understanding of advertising business. Mr. Thurman was chairman of ANA in

1967, is also past chairman of American Advertising Federation, is currently vice chairman of Advertising Council.

L. T. (Ted) Steele, chairman of executive committee, Benton & Bowles, New York, and chairman of Benton & Bowles International, retires Dec. 31. He'll serve as consultant to agency starting in January. Overseas responsibilities will be picked up by Victor G. Bloede, company’s board chairman and chief executive officer. Mr. Steele joined Benton & Bowles in February 1937. He was elected VP and chairman of radio and television department in 1946; two years later assumed charge of agency’s West Coast operations. He was named chairman of board in 1967, was elected to present post in 1971.

J. Leonard Reinsch, president of Cox Broadcasting Corp. and chairman of Cox Cable Communications, both Atlanta, has been named to receive Pulse Inc.’s Man of the Year award. It will be presented Oct. 31 at luncheon of Atlanta Broadcast Executives Club.

John Furman, director of broadcast standards and coordinator of advertising and promotion for Cox Broadcasting Corp., Atlanta, named president-elect of Broadcasters Promotion Association, will be president for year beginning Jan. 1. Mr. Furman, named at special meeting of BPA board, succeeds L. C. (Babs) Pitt of CFCF-TV Montreal. Mrs. Pitt resigned because she has taken new post that disqualifies her as voting member of BPA.

Paul W. Freas of Washington Evening Star stations was elevated from president to chairman of Institute of Broadcasting Financial Management last week at IBFM’s annual convention in New Orleans. He succeeds John J. Rouse Jr. of WOIX-AM-FM-TV Atlanta in chairmanship. C. Mack Murphy of WSOC-AM-FM-TV Charlotte, N.C., was elected to succeed Mr. Freas as president.
Would you pay WTVJ/Miami 10% more for 36% less?

Foote, Cone & Belding does ... for 36% less commercial time than NAB code standards.

FOOTE, CONE & BELDING, 401 NORTH MICHIGAN AVENUE, CHICAGO, ILLINOIS 60611

EDWARD M. STERN
VICE PRESIDENT
DIRECTOR MEDIA
& PROGRAMMING

July 24, 1973

Mr. Tom Fraioli
National Sales Manager
WTVJ-TV
316 North Miami Avenue
Miami, FL 33128

Dear Mr. Fraioli:

I think you will be pleased to know that based on the data contained in Brian Byrnes’ letter of June 7 to Yvonne Schoolfield and previous information exchanged between us, we have added WTVJ to our list of stations entitled to the Foote, Cone & Belding audience bonus.

As you probably know, our agency has long been concerned with the communication effectiveness of television advertising in terms of total commercial volume and the number appearing in a consecutive chain. We have long told our spot buyers to give an extra value to stations that are substantially below the NAB Code in these respects.

It is our experience that the best way to implement this policy is to actually increase the audience of those stations that we favor. Therefore, by way of this letter, I am asking your representative to increase audience size by ten percent on availabilities submitted to this office. A footnote to this effect should appear on the availability sheet -- however, we ask that the actual rating percentage not be increased.

I hope this action on our part results in additional consideration for advertising schedules in your market. We believe your commercial practices reflect well on your station and its management.

Sincerely,

[Signature]

VP in Charge of
Media/Programming

cc: Mr. Bill Brazzil
Mr. Brian Byrnes
"Rookie of the Year" leads off another championship season of children's television on ABC.

In 1972, ABC inaugurated a series of innovative television programs for children—the ABC Afterschool Specials. With emphasis placed solidly on entertainment, this series of six programs complemented youngsters' school work and activities by exploring such areas as literature, history, ecology, physical fitness, and interpersonal relationships.

As each show premiered the critics responded enthusiastically. The Los Angeles Times summed it up: "These have been among the most interesting offerings in the effort to upgrade children's TV, which has been primarily led by the ABC Network."

Awards followed. Among the many were: a Peabody Award for "outstanding television programming for youth"; an Emmy; a Christopher Award for "affirming the highest values of the human spirit"; an ACT Achievement Award as a "significant step towards upgrading children's television"; and, from the New York Times, a citation as one of the best programs of the year.

An interesting audience phenomenon developed. The average Afterschool Special reached over fifteen million viewers. There was at least one adult for each child watching each telecast—a viewing togetherness earnestly sought for, rarely achieved.

On Wednesday, October 3, "Rookie of the Year" started our new season of Afterschool Specials. With twelve programs this year, and a diverse array of topics related to youthful experience.

"Rookie of the Year" is a drama that tells the story of eleven year old Sharon Lee who can play baseball better than most boys. Underneath the excitement of this action-packed baseball story there's an emotion-packed story of children's sex prejudice.

The Afterschool Specials are unique. But they're not all that ABC is doing for youthful audiences.

...The Peabody Award winning "Make A Wish" continues to delight and stimulate with its creative challenges to young imaginations.

..."Multiplication Rock" continues to make mathematics fun. And we've added new segments called "Grammar Rock."

..."A Very Merry Cricket," created by Academy Award winner Chuck Jones, is joining the other prime time holiday family classics on ABC this year.

..."Yogi and his Gang" are combating ecological and sociological enemies, Mr. Pollution, Mr. Bigot, Gussie Gossip and Mr. Waste.

...And ABC has called upon some of the best minds in the field of education to consult with us. The Bank Street College of Education for Afterschool Specials. Dr. Haim Ginott for "Superfriends," and Dr. Thomas Robischon of U.C.L.A.'s School of Education, for "Yogi's Gang."

The point of it all is to enrich the content of programs a young viewer sees. While we entertain him. For youngsters—and their parents—we're making sure that this is the place to be.

ABC Television Network
WHEN YOU SLIP, IT HURTS . . .

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally realize it, the reaction is often panicky, and the changes that are made accelerate the decline.

If you study your audience in-depth every year, you know just what's going on, and you have time to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us 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

Also in October
Oct. 15—Extended days for filing comments with FCC in matter of practices of licensees and networks in connection with broadcasts of sports events (Doc. 19773)


Oct. 18—Beginning television production seminar, sponsored by Telemax Inc. Minneapolis.


Oct. 17—Sixth AM Directional Antenna Seminar of National Association of Broadcasters. Cleveland and Scientific center, Cleveland.


Oct. 19—Regional convention, Society of Broadcast Engineers. Orego Tredegar Inn, Ogden, N.Y.


Oct. 20—Annual meeting, Massachusetts Broadcasters Association, Ramada Inn, Jamaica. Town and Country Hotel, N.Y.


Oct. 21—Second annual meeting, Tennessee Association of Broadcasters, Mountain View Hotel, Gatlinburg.


Oct. 22—Annual meeting, North Dakota Broadcasters Association, Ramada Inn, Jamestown.


This is the tube that was in the camera that revolutionized TV broadcasting seven years ago.

This is the line, the only line that includes all four types of one-inch camera tubes currently used in today's TV cameras.

Amperex, who gave the TV industry the Plumbicon camera pickup tube seven years ago, is the only manufacturer of all of the four types of one-inch pickup tubes used in today's TV cameras.

Recognizing the obligations that have accrued to us as the number one source for the component that is the heart of the TV camera, we extend an invitation to anyone who is contemplating the purchase or the design of a TV camera system to discuss his specific requirements with us, with complete confidence in the objectivity and validity of our recommendations. Whatever the application - color or black and white, telecasting or videotaping, CCTV or CATV, industrial, educational or medical, surveillance/security or military reconnaissance.

Electro-Optical Devices Division, Amperex Electronic Corporation, Slatersville, Rhode Island 02876
Telephone: 401-762-3800

Amperex
TOMORROW'S THINKING IN TODAY'S PRODUCTS

Sold through
North American Philips Electronic Component Corporation

*Trademark of N.V. Philips of The Netherlands
Who speaks for whom?

EDITOR: Since neither Cecil Heftel nor RKO General appears interested in fighting for the right of a licensee to determine his format as he sees fit, I wish— as one who is standing as only as a firm believer in free broadcasting—to challenge the philosophy of Jacob A. Bernstein and his “Committee for Community Access” (“Open Mike,” Sept. 24) which sold the sale of WROR (FM) Boston from RKO to Heftel.

While I would concur with Mr. Bernstein that greater Boston has a plethora of “beautiful music” FM stations, I reject totally his appointing himself and his group as spokesmen of what is in the public interest. Rather, I believe the public interest is best served by a licensee’s serving his private, monetary interests. This, of course, is heresy to Mr. Bernstein, Nicholas Johnson, Ralph Nader and their ilk who presume to speak for the public. They reject philosophically the proposition that people know what they like and can reasonably select the formats they want. The so improperly denominat “citizen’s spokesmen” have decided what they think the public should want. If a licensee is losing money, if no one wants a particular format, the “elite” nevertheless will destroy a licensee who seeks to respond—for his own financial reasons—to the public demand for something different.

Those who, like Mr. Bernstein, work for educational FM stations just cannot grasp the idea that ratings should be the criterion upon which a format is based—that by seeking to please listeners, a radio station is best serving the “public interest.” They reject the clear evidence that American broadcasting offers the widest diversity and choice of any nation in the world solely because it has been relatively free to pursue ratings and attract audiences by giving them, not “culture,” but attractive formats.

Ironically, when it appeared that WROR would drop its “oldies” format for “beautiful music,” another Boston FM station is now preparing to adopt “oldies.” The marketplace responded. If Mr. Heftel’s venture failed because there is too much “beautiful music,” economics would have led him to try something else. Competition would have worked out for what the public wants. To a person with an involvement in a station subsidized by listeners and government (the people’s) largest, the concept of aiming for a real audience seems odd indeed. To most Americans, however, it has brought the widest variety and finest quality of programming in the world. And if there are enough people to sustain some unusual format that Mr. Bernstein et al. might desire, the market place will meet that demand.

Mr. Heftel and RKO deserve our censure for betraying the freedom of all broadcasters in their failing to fight out the fundamental issue here—the right of a broadcaster to select his format as he sees best. Their surrender endangers all future program changes and sales.—Bruce Dean, Seekonk, Mass.

Out front on upfront section

EDITOR: The magazine has taken on a new and youthful look which is most becoming and which reflects well upon the image of its creator.—Julian Goodman, president, NBC, New York.

EDITOR: Your new first-pages format is a great help. Even in reading the Bible, it helps to have a good guide.

The proliferation of required reading is really getting to be something else.—Samuel S. In re, general manager, WBOC-AM-FM-TV Salisbury, Md.


UHF stands just as tall

EDITOR: Your Sept. 24 editorial about FCC Chairman Dean Burch’s rekindling of the substantial-performance issue contained a most unfortunate and unfounded slap at UHF. This occurred when the writer was referring to the fact that UHF independents would be exempted from the program-category quota system. He went on to say that this “says something about an FCC allocations system that encourages inferior performance.”

The facts are that UHF independents in an ever increasing number have achieved parity with VHF. Our six stations, and many other operations, will require no special dispensation.—Richard C. Block, vice president and general manager, Kaiser Broadcasting, Oakland, Calif.

(The slap was not delivered by Broadcasting, but by Chairman Burch who, in exempting all UHF independents from quotas he proposed on local, news and public-affairs programs, was in effect saying the unallocated UHF were incapable of meeting the minimum standards expected of all others.)

FM mail

EDITOR: Thank you for another brilliant presentation [in the FM “Special Report,” Sept. 27]—Bill Lane, owner, WARR-FM Huntsville, Ala.

EDITOR: In your piece on FM top 40, part of the special report on FM, you correctly reported that the “Q-format” is used in here in the Norfolk-Newport News-Portsmouth, Va., market, but you put it on the wrong station. It is on ours.—Joseph Burton, president, WORR (FM) Norfolk, Va.
Making sure the message is getting through

Despite all the advances in media and advertising research no one really knows the answers to the three critical questions that relate to advertising communication:

Who really got the intended message? How many of them got it? And how often did they get it?

The fact is, of course, that while no one really knows the answers to these questions, many in advertising today indulge themselves into thinking they do.

Many in advertising talk about people as if they could be catalogued into groups and seem to feel that it is entirely practical to talk about them in terms of numbers. This obviously overlooks the fact that even within groups there are very substantial differences in people’s attitudes and life styles. Then, too, the idea is readily accepted that all people in a given group are of equal weight and importance to the advertiser. Overlooked here, of course, is the obvious fact that people are at different stages in terms of their need for products and services, and in terms of their interest in them.

We talk about how many people are reached in terms of total delivery of advertising messages without regard for the obvious fact that in the case of print advertising many people who actually could be exposed to the message are not for a variety of reasons. In broadcasting many people who are supposedly viewing or listening in fact have their minds tuned out. Even where it can be demonstrated that the message probably did reach the reader, viewer or listener there is still no conclusive evidence that it actually registered in his mind or still further that it produced any result whatsoever. There seems to be rather general acceptance of the idea that if it got there it must have done some good.

We talk about frequency in average terms, overlooking the obvious importance of distribution of frequency which usually shows that a relatively small number of people really get the message a reasonable number of times to make a firm impression.

At Ayer we have developed a media-planning procedure that attempts to get closer to the real world in terms of advertising delivery and registration. Ayer’s media-planning procedure is a fundamental unifying force throughout the agency’s work. It contains a number of unique features:

* It provides a strong discipline, assuring that all major factors are given consideration in developing the media program and that the media program is properly carried through in the buying and execution phase.
* At several stages in the procedure the involvement of all of the agency’s major functions is required. That includes creative as well as account management working directly with media.
* The procedure provides a written working record for all to use in their daily work. When personnel turn-over occurs, it provides a quick reference for new personnel to get up to date.
* It requires and provides guidelines for the weighting of target audiences in terms of their relative importance by demographic and life-style characteristics. And it provides for weighting of various media opportunities as well as weights relating to the actual delivery of advertising. All of these weights, of course, are designed to provide much better discrimination in making judgments, as well as to provide the basis for statistical analysis via computer. These weights bring into perspective things which most other media planners are content to leave as unqualified judgments.

Clearly in making these judgments more than the media staff’s opinions need to be considered.

The collective judgments of the account group are required in deciding the target audience—identifying the people against whom we want the advertising to work. And they are required in establishing the broad dimensions of the creative assignment particularly in terms of those matters that relate directly to media.

Why collective judgments? It seems conceivable to me that any member of our creative staff or our account management group or our media staff could do an effective job in his area of responsibility without being involved in the answers to these questions.

And equally obvious to me is the fact that this involvement should take place right from the start of work on the assignment.

Collective opinions, while not required, are frequently helpful in two other key areas of our media work—identifying the types of media that ought to be considered and identifying the specific media vehicles that should be analyzed in arriving at a final program recommendation. In these analyses we consider four qualitative factors to which others in the account group can make important judgmental contributions. We consider the editorial or programming content of the media, we consider the atmosphere and environment for the advertising the media provide, we consider the fit the media provide to any special requirements the creative material may demand, and we consider other factors such as merchandising, timing, special position, etc. All of these factors are weighted along with the quantitative considerations of cost and audience.

Finally, we seek collective judgments of our people on the delivery of the message to the reader, viewer or listener. Since this involves such factors as attentiveness to media, probability of exposure, the creative material itself as well as all the many media factors that come into play, a collective judgment again is called for.

This is an evolving procedure. It involves a great deal of judgment. But we feel it is a step in the right direction. We recognize that judgments need to be supported by much more research. We can and are doing some ourselves to strengthen our professionalism. But others in the industry and particularly the media themselves need to help us find answers. We have plenty of quantity from a research standpoint. What we need is qualitative work particularly in the area of life styles, attitude of readers, viewers and listeners toward particular products and services, toward particular media and toward the advertising in them. And of course we need much more information on the effect of advertising on various audiences.

At Ayer we attach a great deal of importance to the qualitative considerations involved in media work. We do believe that creative media work can get extra value for our client’s dollar. We are taking steps to try and get this advantage for our clients. We are looking for all the help we can get from the media in doing this.
OUT HERE, THERE'S OIL AND GAS TO EASE AMERICA'S ENERGY SHORTAGE IN YEARS TO COME.
Experts say that beneath our coastal waters there's enough oil and natural gas to meet a substantially larger portion of America's energy needs.

President Nixon has directed the Secretary of the Interior to increase the rate of leasing of outer continental shelf areas for exploratory drilling.

This is an important first step. There may still be delays because of environmental concerns.

The history of U.S. marine drilling suggests that there would be small risk in providing the nation with much-needed new supplies, which could be available within a few years.

During the winter of 1972-73, some Americans experienced shortages of natural gas, certain heating oils, jet fuels, diesel fuel.

In the spring and summer of 1973, gasoline shortages. Why?

Because the United States is using more energy than it is producing. Domestic reserves of oil and natural gas are being consumed much faster than replacement reserves are being discovered and developed. The growth of refining capacity also lags far behind the rise in demand.

Oil and natural gas supply 77 percent of all the energy this country uses, including nearly 40 percent of our electricity.

How Marine Drilling Could Help.

There are no quick and easy solutions for America's energy problems. But one that offers great promise toward meeting our future demand for energy is to expand exploration and drilling in our coastal waters.

Marine production already supplies almost 18 percent of our domestic crude oil, nearly 17 percent of domestic natural gas. Without these contributions our energy situation would be far worse than it is.

The United States now uses 17 million barrels of oil a day, more than 6 billion barrels a year. A larger share of this could be supplied by marine wells, perhaps within five years, if leasing for exploratory drilling is expanded rapidly.

According to U.S. Geological Survey estimates, the nation's outer continental shelf may contain from 160 to 190 billion barrels of crude oil, 25 or 30 billion barrels of natural gas liquids, and from 820 to 1,110 trillion cubic feet of natural gas that are probably recoverable.

"Recoverable," that is, after the investment of billions of dollars and years of time in their development.

Oil: A Source of Public Revenue.

Marine drilling areas are owned either by the federal government or by state governments.

As a taxpayer, you'll be interested to know that under present laws the federal government and coastal states would receive bonuses, rents and royalties from leasing.

These could be important sources of public revenue. During 1972, the federal government received over $2.6 billion in royalties, bonuses, and other payments from outer continental shelf oil and gas production.

Drillable portions of the outer continental shelf add up to more than one million square miles, one-third as large as the total land surface of the "lower 48" states. To date, less than two percent of this vast area has been leased for drilling. In his Energy Message to Congress on April 18, 1973, President Nixon stated that he has directed the Secretary of the Interior to increase the annual acreage leased, beginning in 1974.

The Record of 17,000 Wells.

Drilling in American coastal waters began more than a quarter of a century ago. Some 17,000 oil and gas wells have been drilled in the marine environment. Yet only four marine oil well accidents have posed a serious pollution problem, and none of these resulted in permanent damage to the environment. And technology continues to be improved.

Yet in recent years, environmental opposition has delayed the orderly development of marine resources that are more urgently needed every day.

The Real Shortage Is Time.

There is a pressing need to increase domestic supplies of oil and natural gas, and to build new refineries, terminals, and other facilities to get products to consumers.

The United States will not "run out" of energy in the near future. But, because of the long lead time required to develop new energy sources, we cannot safely delay action that could increase those supplies. The need is real, and so is the urgency.

To tell you more about a vital subject, we've prepared a booklet, "The How and Why of Undersea Drilling." Write to Dept. 82, American Petroleum Institute, 1801 K Street, N.W., Washington, D.C. 20006 for your free copy.

A COUNTRY THAT RUNS ON OIL CAN'T AFFORD TO RUN SHORT.

THE OIL COMPANIES OF AMERICA
CENTURY 7 has one black and white picture...

... THE LONGEST DAY

Unfortunately, for those who have black and white sets, the other 24 pictures are in glorious color!
Private hour with FCC: cable owners plead for less control

They produce New York analysts to tell how government regulation has dried up venture capital, and they want restrictions lifted on programing pay cable can use.

Officers and directors of the National Cable Television Association and representatives of a New York brokerage house last week closed themselves off in a Washington hotel room with six FCC commissioners for a one-hour roundtable discussion on the state of the cable-television industry. As some of the commissioners read the message, it said that times are tough for the cable industry and liable to get tougher unless the commission eases regulatory controls. A loosening of the reins on pay cable seemed to the cable-industry representatives a good place for the liberalization to begin.

Win Himsworth and Robert LeBlanc, representing the New York stock brokerage, Salomon Brothers, talked of the problem that the cable industry—a "capital intensive" industry—faces in raising the large amounts of money it needs. Not only is money expensive, but investors interested in communications companies have a number of industries from which to choose. And then, of course, there are the questions about FCC regulatory policy. The industry was said to be unsettled—a condition that discourages investors.

The suggestion that the commission liberalize the pay-cable rules—which are designed to prevent pay cable from siphoning programs from free television—was made by Alfred Stern, chairman of Warner Cable. Many cable-television interests look to pay as essential to the well-being of the industry and to its expansion into large cities—as once they did the importation of distant signals.

There were also appeals for relief from the nonduplication rules. Small systems generally were said to be having considerable financial difficulty in meeting the equipment costs required to protect local stations against duplication of their signals. NCTA is expected to file with the commission this week a formal pleading urging exemption from the nonduplication rule for small systems. But, as of last week, NCTA had not established any rules for determining a small system.

And Rocky Mountain cable systems were said to be particularly bitter. They must afford stations in their markets same-day nonduplication protection while all other systems are required to guard against duplicating programing only at the time it appears on the local station. The exception was made at the request of the Rocky Mountain Broadcasters Association; and the cable systems say they intend to file a pleading with the commission to show that the broadcasters' plea was baseless.

The question of the proper division of cable-telephone regulatory labor among federal, state and local governments was another of the issues discussed. Amos Hostetter, chairman of NCTA, who serves on the government-industry advisory committee studying the question, advanced the recommendation endorsed by a majority of the committee—and by the cable industry generally: The federal government should preempt all authority and then return specific portions better handled by local state bodies.

The roundtable discussion, sandwiched in between the NCTA's board meeting and a reception for the association's directors and officers, came as the commission was beginning to consider a number of major cable-television issues.

The commissioners who heard the cable-industry spokesmen were Chairman Dean Burch, Nicholas Johnson, R. Rex Lee, Charlotte Reid, Richard E. Wiley and Benjamin L. Hooks. Missing was Robert E. Lee who is at an international telecommunications conference in Spain. None of those present was said to have made more than a noncommittal remark or two.

Rationale for relief. Cable television's economics as a basic reception service in major markets are not attractive. Systems built in the major markets—to which the cable industry looks for its growth in the 1970's—will be harder to market and more costly to build and operate. This bearish picture was drawn from several stock research reports by Salomon Brothers, the New York brokerage house, and compiled by that firm's representatives as part of a presentation on the cable industry that was made to members of the FCC last week. The financial witnesses, Robert E. LeBlanc and Win Himsworth, were invited by NCTA President David Foster to participate in a roundtable discussion with the commissioners while the NCTA board was meeting in Washington.

The most detailed report on cable industry growth problems was dated Feb. 29, 1972. A second—dated May 1973—indicted the firm's analysts saw no reason to change their earlier estimate: it held to the view that the prospect for a major market system is not bright. And it says an NCTA study containing a downbeat estimate of cable-penetration prospects in the top-100 markets (34.4-37.9% on the fringes of top-50 markets, 21.9-27.2% in the heart of them) "provides a realistic indication of the problems faced by the cable industry today should the industry begin indiscriminately wiring the major markets." The study was done in connection with a study on cable-television's ability to make copyright payments.

The February 1972 report—"An Industry Analysis"—provides support for the plea cable-industry representatives are making with increasing fervor: for relief from limitations imposed by the commission on cable's ability to engage in pay-cable operations. It says that major markets need new sources of revenue if they are to be more than marginally profitable, and that "pay TV appears to be the one new service which could significantly improve earnings in the immediate future."

The report's conclusion that cable television in the major markets is a less than appealing economic prospect is based on a financial model involving a 250-mile system that passes 25,000 homes with a 55% penetration rate and two-thirds debt financing. The calculations are said to reflect capital requirements that are 60-70% higher, and operating expenses that are 30-40% higher. Total expenses, including interest and depreciation, are up 50%. "Their result, even without adjusting for potentially lower demand levels, is an unprofitable system."

Over-all, the Salomon Brothers analysts foresee a lower rate of growth for the industry than does the industry itself. The report puts the total number of subscribers by 1980 at between 20 million and 24 million. Industry forecasts put the total at between 25 million and 30 million. But even if the more conservative estimates are wrong, the important "capitalization" on cable television's growth, the report indicates, will be the industry's ability to attract the capital it needs. The report says that an industry with up to 24 million subscribers would require additional total capital of more than $6 billion and external financing of over $4 billion —"a sizable amount for an industry whose net worth is just breaking the one-billion dollar level."
Quarter million pledged by NCTA in fight with NAB over pay cable

At same time NAB special committee sharpens up its antispioning plans

The National Cable Television Association will spend up to $250,000 to counter the campaign of the National Association of Broadcasters against pay cablecasting.

The NCTA board authorized "in principle" by the NCTA board of directors, which met for two days in Washington last week. Though the association was keeping silent as to how that sum would be spent, it was evident that a major public-relations countercampaign is in the offing. Asked whether NCTA plans to purchase newspaper space to take its position to the public—as had the NAB last month in Washington's two dailies, the Post and the Star-News, an association spokesman was noncommittal. "I won't say that we won't," he stated.

The NCTA board authorized the association's public relations department to spend as much as $30,000 in an anti-NAB drive between now and the time the board meets in Las Vegas next month. At that time, it was reported, a detailed budget for the countercampaign will be actuated upon. The association would not say where the $250,000 would come from, but the spokesman asserted that "adequate resources are already on hand." Funds and other support will also be solicited from allied industries, educators and certain public-interest groups, he said.

In addition to an anticipated newspaper campaign, the NCTA staff was also authorized to prepare a "good strong brochure" on its stand on the pay issue.

Beyond the emerging PR campaign, the board was also reported to have discussed several types of litigation to bring against the NAB. Included was the filing of an antitrust complaint with the Justice Department that the NAB campaign is an attempt to thwart competition from the pay-cable industry, and a pleading with the Federal Trade Commission charging NAB with fraudulent and misleading advertising in its print activity. NCTA staffers were instructed by the board to keep silent on those issues, and refused to comment.

It was also apparent that the request by NCTA President David Foster two weeks ago that association members monitor neighboring television stations for pro-NAB on-air proclamations that would invoke fairness obligations (BROADCASTING, Oct. 1) is being taken to heart. The monitoring program discussed by the board last week, according to staff sources, was "extensive and sophisticated." Said the spokesman: "We're going to watch them [the broadcasters] like a hawk."

NAB was also active on the pay issue last week. Its special pay TV committee discussed four basic issues:

* The funding subcommittee presented

Pay cable on stage and in the wings

<table>
<thead>
<tr>
<th>Company</th>
<th>City</th>
<th># of Cable Subscribers</th>
<th># of Subscribers</th>
<th>Operating Income(X)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xtra-Vision</td>
<td>Carrollton, Pa.</td>
<td>9,900</td>
<td>O</td>
<td>8,000</td>
</tr>
<tr>
<td>Trans-World</td>
<td>Smithfield, N.Y.</td>
<td>7,000</td>
<td>X</td>
<td>7,000</td>
</tr>
<tr>
<td>Communications</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>and communications</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teleprompter</td>
<td>San Bernardino, Calif.</td>
<td>16,875</td>
<td>X</td>
<td>16,875</td>
</tr>
<tr>
<td>Warner Cable</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oleen, N.Y.</td>
<td>7,100</td>
<td></td>
<td>X</td>
<td>7,100</td>
</tr>
<tr>
<td>Potrero, Pa.</td>
<td>11,500</td>
<td></td>
<td>X</td>
<td>11,500</td>
</tr>
<tr>
<td>Clearfield, Pa.</td>
<td>4,700</td>
<td></td>
<td>X</td>
<td>4,700</td>
</tr>
<tr>
<td>Warner, Pa.</td>
<td>6,000</td>
<td></td>
<td>X</td>
<td>6,000</td>
</tr>
<tr>
<td>Reston, Va.</td>
<td>2,450</td>
<td></td>
<td>X</td>
<td>2,450</td>
</tr>
<tr>
<td>Winter Haven, Fla.</td>
<td>5,000</td>
<td></td>
<td>X</td>
<td>5,000</td>
</tr>
<tr>
<td>Coos Bay, Ore.</td>
<td>9,000</td>
<td></td>
<td>X</td>
<td>9,000</td>
</tr>
<tr>
<td>Bradford, Pa.</td>
<td>5,000</td>
<td></td>
<td>X</td>
<td>5,000</td>
</tr>
<tr>
<td>Fayetteville, Ark.</td>
<td>6,800</td>
<td></td>
<td>X</td>
<td>6,800</td>
</tr>
<tr>
<td>Phoenix, Ariz.</td>
<td>9,000</td>
<td></td>
<td>X</td>
<td>9,000</td>
</tr>
<tr>
<td>Kingston, Cablevision</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Penascole, Pa.</td>
<td>4,000</td>
<td></td>
<td>X</td>
<td>4,000</td>
</tr>
<tr>
<td>Clearview Cablevision</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home Box Office</td>
<td>Richmond, Ind.</td>
<td>8,000</td>
<td>X</td>
<td>8,000</td>
</tr>
<tr>
<td>Wilkes-Barre, Pa.</td>
<td>8,150</td>
<td></td>
<td>X</td>
<td>8,150</td>
</tr>
<tr>
<td>Allentown, Pa.</td>
<td>42,500</td>
<td></td>
<td>X</td>
<td>42,500</td>
</tr>
<tr>
<td>Bethlehem, Pa.</td>
<td>1,000</td>
<td></td>
<td>X</td>
<td>1,000</td>
</tr>
<tr>
<td>Hazleton, Pa.</td>
<td>15,310</td>
<td></td>
<td>X</td>
<td>15,310</td>
</tr>
<tr>
<td>Stroudsburg, Pa.</td>
<td>3,900</td>
<td></td>
<td>X</td>
<td>3,900</td>
</tr>
<tr>
<td>Palmerton-</td>
<td>8,900</td>
<td></td>
<td>X</td>
<td>8,900</td>
</tr>
<tr>
<td>Lehightown, Pa.</td>
<td>4,000</td>
<td></td>
<td>X</td>
<td>4,000</td>
</tr>
<tr>
<td>Lansford, Pa.</td>
<td>1,735</td>
<td></td>
<td>X</td>
<td>1,735</td>
</tr>
<tr>
<td>Nazareth, Pa.</td>
<td>1,735</td>
<td></td>
<td>X</td>
<td>1,735</td>
</tr>
<tr>
<td>Mahanoy City, Pa.</td>
<td>21,300</td>
<td></td>
<td>X</td>
<td>21,300</td>
</tr>
<tr>
<td>New York City, Pa.</td>
<td>57,200</td>
<td></td>
<td>X</td>
<td>57,200</td>
</tr>
<tr>
<td>St. Clair, Pa.</td>
<td>2,000</td>
<td></td>
<td>X</td>
<td>2,000</td>
</tr>
<tr>
<td>Toms River, N.J.</td>
<td>3,200</td>
<td></td>
<td>X</td>
<td>3,200</td>
</tr>
<tr>
<td>Coplay, Pa.</td>
<td>1,600</td>
<td></td>
<td>X</td>
<td>1,600</td>
</tr>
<tr>
<td>Ithaca, N.Y.</td>
<td>6,500</td>
<td></td>
<td>X</td>
<td>6,500</td>
</tr>
<tr>
<td>Mt. Vernon, N.Y.</td>
<td>1,000</td>
<td></td>
<td>X</td>
<td>1,000</td>
</tr>
<tr>
<td>Babylon, N.Y.</td>
<td>500</td>
<td></td>
<td>X</td>
<td>500</td>
</tr>
<tr>
<td>Home Theatre Network</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Redondo Beach, Calif.</td>
<td></td>
<td>2,543</td>
<td>O</td>
<td>2,543</td>
</tr>
</tbody>
</table>

That's latest count by theaters; subscriber potential is big

It cannot be said that pay cable in its short existence has grown by leaps and bounds. It can be said that the new medium has the potential to do so.

According to data compiled by the National Association of Theater Owners (an arch foe of pay cable) and buttressed by BROADCASTING's own research, there are now 35 operational pay-cable systems. The majority are on cable channels leased from independent systems by private entrepreneurs. The exception is Gridronics, a subsidiary of Warner Cable, which has 10 pay operations on Warner-owned systems. The largest pay entity in terms of total operational systems is New York-based Home Box Office, a subsidiary of Time Inc.'s Starling Communications, which with the addition of three more pay systems last week —in Ithaca, Mount Vernon and Babylon, all New York—has enlarged its portfolio to 13 (BROADCASTING, Oct. 1).

Other firms making inroads in the new industry are Optical Systems Corp., which is now in operation on four systems with

Broadcasting Oct 8 1973
Coming out. With its board of directors together in Washington for two days of meetings last week (see opposite page) the National Cable Television Association took the occasion for a little exposure. The occasion was a reception on Tuesday evening (Oct. 2) to which NCTA invited nearly everyone in the city it suspected of being a friend (or foe) of the industry—the trade press, FCC commissioners and staff, think-tank representatives and government officials. They met, 250 strong, with the full NCTA board and most of the association’s staff. Confering in the picture at left are (l-r) board member Bert Harris, NCTA President David Foster, Jan Lipsen (wife of NCTA Vice President for Government Relations Charles Lipsen) and FCC Commissioner Richard Wiley. At right, FCC Chairman Dean Burch (l) shares a moment of levity with Nathan Levine of Sammons Communications.

Pay cable is getting fresher films, says NATO

A spokesperson for the National Association of Theater Owners asserted last week that pay cable is playing movies closer and closer to their theatrical release, and he submitted a long list of playdates to support his contention.

When the first pay systems became operational, the NATO spokesmen said, most films they offered were a year or so old. Now, he contended, the average period between the date of theatrical release and the date of cablecast is about four months.

In at least two cases, he added, the waiting period has been only 30 days. Both of those reportedly were on systems operated by Warner Cable. In Olean, N.Y., the system was said to have shown the animated “Charlotte’s Web” soon after it was exhibited at the town’s two movie houses. The system’s prior promotion of the film, NATO contended, resulted in box-office disaster in the theaters. NATO has asked the New York State Commission on Cable Television to force the Warner system to suspend pay operations until the legality of its subscription fee schedule has been resolved (BROADCASTING, Sept. 17). The NATO spokesmen also contended that a Warner system in Warren, Pa., showed the “Thief Who Came to Dinner” only a month after it was in local theaters.

The NATO spokesmen said the association’s research has thus far indicated that all the major film companies are placing their pictures on pay systems. Though many of those offerings consist of “backlog” films—those that failed to prove themselves financially on the theater circuit—the majors are also placing some blockbuster films as well in an attempt to measure the cable market. “It’s kind of a test-tube situation,” the NATO spokesmen said.

The 102 films listed below, according to NATO, represent most if not all of the films that have been shown on pay cable until now. They range from such obscurities as Columbia’s “The Burglars,” which never played the movie houses, to such large-grossing films as “Summer of ’42.” The first date given for each is for its theatrical release. The second is its earliest cable showing.

Butterflies Are Free (Columbia) 6-72, 4-73; The Burglars (Columbia) 6-72, 5-73; Whichjack (MGM) 5-72, 7-73; Made for Each Other (Fox) 12-71, 5-73; Sometimes a Great Motion (Universal) 12-71, 7-73; The Dago That Couldn’t Shoot Straight (MGM) 12-71, 7-73; McCabe and Mrs. Miller (Warner) 5-71, 7-73; The French Connection (Fox) 10-71, 7-73; Elvis on Tour (MGM) 11-71, 7-73; Escape from the Planet of the Apes (Fox) 6-71, 2-73; Summer of ’42 (Warner) 6-71, 2-73; Love Machine (Columbia) 6-71, 7-73; Candidate (Warner) 7-72, 7-73; Such Good Friends (Paramount) 2-72, 3-73; The Other (Fox) 5-72, 3-73; Blame It on the Belle (Paramount) 10-71, 3-73; Hennie Caulder (Paramount) 7-72, 7-73; Silent Running (Universal) 3-72, 4-73; Shoot Out (Universal) 6-71, 4-73; Buck and the Preacher (Columbia) 1-72, 4-73; Pied Piper (Paramount) 4-72, 7-73; Living Free (Columbia) 11-72, 4-73; Walkabout (Fox) 9-71, 4-73; Hot Rock (Fox) 11-71, 2-73; Klute (Warner) 11-71, 1-73; T. R. Baskin (Paramount) 10-71, 4-73; Man in the Wilderness (Warner) 11-71, 7-73; Cowboys (Warner) 2-72, 4-73; Omega Man (Warner) 8-71, 2-73; Conquest of the Planet of the Apes (Fox) 6-72, 4-73; Mary Queen of Scots (U.I.) 2-72, 3-73; Bad Company (Paramount) 10-72, 5-73; Slaughterhouse 5 (U.I.) 3-72, 7-73; Stuttgart Connection (Fox) 8-72, 5-73; Joe Kidd (Universal) 7-72, 4-73; Marriage of a Young Stockbroker (Fox) 10-71, 6-73; To Find a Man (Columbia) 12-72, 7-73; Travels With My Aunt (MGM) 12-72, 5-73; Night of Dark Shadows (MGM) 8-71, 7-73; X Y and Zee (Columbia) 7-73, 7-73; The Go-Between (Columbia) 12-71, 6-73; Charlotte’s Web (Paramount) 3-73, 7-73; Every Little...
You ask an embarrassing question.
It can be embarrassing, asking people what they think of your work. Especially when they're your severest critics.

But the CBS Radio Network has been introducing a series of major programming innovations these last few years.

The only network to do so.

And we wanted an assessment from those severe critics. Our affiliated stations.

After all, they have to live with the response to Network programs in their own communities. And rating books.

So we asked a group of stations for their opinions, straight out.

And back, indeed, came an embarrassment. But of riches.

About the Weekend Specials: "A big plus... They create local interest. Give us a big sound."

About All-Night News: "We feel the value of our station to the public has greatly increased with the 24-hour news service."

About Early Morning Sports: "We particularly get many comments about the fast pace of the sports programs... We are proud of CBS Sports."

About Spectrum: "It develops a great deal of audience comment, by mail and phone."

About News Feeds: "If we didn't have this service, it would cost—well, I don't know. It would be incredibly expensive for us."

And while our CBS News-on-the-Hour isn't exactly an innovation, it, too, constitutes a major asset. One manager said: "The people who come to us to listen to the news make the rest of our day."

Other rave notices went to the Network personalities. ("We think the big-name personalities are important... Cronkite, Kuralt, Rather and the rest.") And to the promotion material we send stations to help attract audience. ("The material is excellent... we make great use of it.")

So maybe it's not surprising that our affiliates do attract big audiences.

Take the 25 top ARB markets. In 17 of them, a network affiliate is the number one station. Of these 17, 8 are affiliated with CBS. All 7 other networks account for the remainder. Or look at 115 ARB markets where CBS Radio has an affiliate. In 77 of them, our affiliates rank among the top 5 stations, with most ranking first or second.

As for national networks, the latest RADAR says, again, that we reach larger adult audiences than any competitor, by average quarter-hour and cumulatively.

From the affiliates' kind words and from the audience standings—it's clear that our innovative programming is making itself felt.

The only graceful thing we can do now is keep right on with it.

Which is why, as a modern network radio "first," our new CBS Radio Drama Network will present hour-long mystery/suspense dramas seven nights a week starting January 6, 1974.

More later, so stay tuned.

CBS Radio Network
Utility commission may get into the act on franchising

Cable-TV companies seeking franchises in New Jersey communities may have to face initial review by that state's Public Utilities Commission if proposed new legislation is enacted, according to a spokesperson for Gov. William Cahill.

Current cable-television laws in New Jersey institutionalize the right to grant licenses to private cable companies, with the state commission (which by law has final say over cable-TV applications) acting as "something of a rubber stamp for the municipality's decision," according to one state-house source.

Cable will ask the state legislature, when it reconvenes Nov. 12, to give the commission "greater control over franchise awards," the spokesman said.

Cable Briefs

Cable facts. Cable Television Information Center, nonprofit advisory group, has announced publication of two new reports: "The Cable Communications" introduces range of cable uses now possible and applications for future. "Technology of Cable Television" defines rapidly evolving cable technology in laymen's terms in order to assist local authorities with decisions related to system design. Reports available from CTIC, 2100 South Clark Street, Chicago, Illinois 60616.

Off the press. National Cable Television Association now has available copies of complete transcript of its second annual marketing conference held in Dallas last May. Volume, entitled "The Complete Guide to Cable Marketing," runs 350 pages (softcover) and is available to NCTA members at $2.95 per copy, non-members at $4.95, and in bulk orders of 35 copies or more at $2.50 each.

NCTA's little guys to get more muscle

Financial aid, closer ties with board among the many recommendations made to help small operators

In response to complaints from small-system operators that it is not paying adequate attention to their particular interests, the National Cable Television Association board of directors last Tuesday (Oct. 2) unanimously approved a program to strengthen those systems' participation in its affairs.

Significantly among an extensive list of recommendations approved last week was a measure allocating $6,000 to help pay the travel expenses of small-system operators when they come to Washington this month to lobby at the FCC against the current nonduplication rules. The NCTA board also voted to encourage state and regional cable associations to provide financial assistance in this and future similar endeavors.

The board approved a recommendation to appoint two members of NCTA's small-system operator committee as special liaison to the board itself as well as other select committees. Those representatives will receive all correspondence from the board and will be empowered to make recommendations on behalf of their peers. Provision was also made for small-system spokesmen to provide formal input on all agenda matters of the board of directors and the executive committee. The board also said it is soliciting recommendations from small-system operators for specific services.

The small-system committee was redesignated as a "small-system operator advisory board" to the board of directors. In recognition of the fact that the reception of broadcast signals is still the primary selling point of small systems, the board directed the NCTA staff to develop materials which promote the reception-service function as the "cornerstone of the CATV business."

NCTA will soon establish a private telephone line which is to be utilized by small-system operators to acquire information and assistance. The staff will also be developing a promotional campaign under the theme "We Care," to solicit new membership among the small systems. A further incentive will come in the association's in-house publication, the NCTA Bulletin, which is to start a special column devoted to matters of particular interest to small-system operators.
THE ONE YOU HEAR . . . the UPI Audio Network serving 736 stations. Fifteen years ago UPI created a new concept—an all-news audio network. America's broadcasters helped us grow. Now, in 1973, new sports programming: 27 live sportscasts a week. You get three live sportscasts every morning, Monday through Friday. On Saturday and Sunday, six live shows each day. This along with 21 hourly newscasts daily, plus regular feeds of actualities, voice reports, special features and live coverage of significant events.

THE ONE YOU DON'T . . . UPI's new electronic teleprinter . . . the new look in UPI broadcast news. Transistorized, modular construction insure quiet, virtually trouble-free delivery of the news report. The new teleprinter symbolizes UPI's progress in electronic editing and computerized word transmission. Our international information, storage and retrieval system in New York is widely regarded as the most sophisticated development of its kind. Next year we are converting the entire UPI regional news operation . . . over 100 bureaus . . . to the same system. It will mean more regional news—faster—for UPI subscribers.

UPI - The complete service for broadcasters.
220 East 42nd Street, New York, N.Y. 10017 (212) MU 2-0490
The man who. For the first time in years there will be a contest for the presidency of the Radio-Television News Directors Association. The candidates: Bos Johnson of WSAZ-TV Huntington, W.Va., and Richard E. Gottschall of WDIO-TV Duluth, Minn. RTNDA President-elect Travis Linn, formerly of WFFA-TV Dallas, resigned earlier this year when he became director of broadcasting of a consortium of Dallas junior colleges. Running for the RTNDA presidency are Thomas Frawley, Cox Broadcasting, Washington, and Wayne R. Vriesman of KWGN-TV Denver.

It has, in the opinion of some, made working more comfortable by restoring credibility and curtailting public complaints. There is disagreement on this, however—a disagreement stemming from differences over whether the local complaints that echoed after the Agnew speech were directed, as the Vice President's were, at network news, or whether there was a spillover onto local news as well.

The network news heads are themselves in some disagreement. Elmer Low, president of ABC News, says: "There is not nearly so much critical mail now as before Watergate—and quite a bit of favorable mail has been engendered by the Senate committee's [Watergate] hearings." Richard Salant, president of CBS News, says the public attitude toward the press has become polarized—they either hate President Nixon or love him—and that the mail is becoming more "violent" along these lines. Richard Wald, president of NBC News, says criticism seems to be cyclical: "There's been very little recently but there was quite a lot back at the outset of the [Senate] hearings."

Messrs. Lower, Salant and Wald are more nearly in agreement that Watergate has had no real effect on the practice of broadcast journalism and that whatever effects it may have had will prove temporary if not illusory. "People [in the administration] who were accusing broadcast news of imbalance and unfair practices were shown not to have come in with clean hands," Mr. Lower says. But, he emphasizes, "it's too soon to breathe easily." Mr. Salant feels that "temporarily—but very temporarily—[Watergate] has driven some of the attackers underground. And I think they're beginning to attack the undercurrent again." Mr. Wald's view Watergate may have halted, at least for the time being, White House attacks on the press, but "in sum," he says, "I see no great effect yet or in the long future."

Among local news directors, some apparently felt the heat built up after the Agnew attack and some apparently did not. Like a number of others, Bernard Rotman of WBN-AM-FM-TV Buffalo, N.Y., felt that "Agnew provided a focus for viewer complaints—a viewer would write and say, 'Agnew proved you're biased!'" Others, like News Director Don McMullin of WTVI-TV St. Louis, who was at WLWT(TV) Cincinnati when the Agnew speech was made, said "there was a tremendous amount of viewer response" but that "the complainers went out of their way to differentiate between the network and local operations." David Riggs, news director of WSB-TV Atlanta, agrees that "we didn't really feel the pressures at the local level," but Tom Powell, news director of WDMA-TV and WJFR-AM Scarsdale, N.Y., feels that "Agnew's speech caused us to come under closer public scrutiny, and the public didn't like what they saw."

But Mr. Powell, like most others who thought some of the criticism of network news rubbed off on local news, feels that, after Watergate, "we're beginning to regain the credibility we lost in the wake of the Agnew speech." "As a matter of fact," says News Director Mel Bernstein of WNAV-TV Boston, "we're now even getting viewers urging us to dig harder into Watergate."

A corollary benefit, in the opinion of some, is that, as one news director phrased it, "Clay Whitehead is no longer a household word." The White House communications policy director's proposal that affiliates somehow ride herd on network news in exchange for five-year licenses, many felt, is a direct casualty of Watergate. Some thought Mr. Whitehead, absent the

Taking stock in the wake of Watergate. Says ABC's Lower, "It's too soon to breathe easily." Echoes CBS's Salant, "temporarily . . . [Watergate] has driven some of the attackers underground. And I think they're beginning to attack overground again." NBC's Wald says he sees "no great effect yet or in the long future." At the local level, WDAU-TV's Powell says that "Agnew's [Des Moines] speech caused us to come under closer public scrutiny, and the public didn't like what they saw." WHAS's Dorsey thinks "that atmosphere has changed now due to Watergate," while WBEN's Rotman says the network is "no longer a liberal label," so my job in the hour of local news we do is to provide the greatest possible balance."

KHJ-TV's Rank noted that "many of the details of the Watergate story would never have seen the light of day without digging by reporters." But WTVJ's Renick is reflective. "The first question I asked myself [after Watergate] was why did it fall primarily to one medium to unearth a story of this magnitude. It caused me and it should cause us all to take a closer look at what we're doing and how thoroughly we're doing it and to beef up our investigatory efforts."
Call (313) 556-2233 and we'll give you broadcast quality news from GM.
But you'll have to write your own editorials.

(313) 556-2233 is the number of the General Motors News Service. Call it for news. Don't call it for news analysis.
Call it for advisories, general information and broadcast quality actualities. Don't call it for editorial comments.

You can call that number twenty-four hours a day, seven days a week. But you won't always get an answer. Because we only report the news. So when there's no news, there's no news service.

If you're looking for some specific news story and you're calling from a long distance, you might want to check one of our nearby regional public relations offices to find out what news is being offered.

Or if you've called and gotten the news, but you want additional information to add depth to your newscast, call Jim Smidebush in our News Relations Section at (313) 556-2034. He'll fill you in on details.

That's the news about our News Service. This is the editorial: the actualities, so far, have been pretty good. It's generally worth patching the call into the tape machine on the first time around.

General Motors
scandal, might have succeeded. Tom Dorsey, WHAS-AM-FM-TV Louisville, Ky., news director, said the Whitehead "scheme of getting local stations to monitor liberal bias in network news would have worked because the majority of the stations were conservative; in many cases, they agreed with Whitehead that the network news people were the bad guys. But that atmosphere has changed now due to Watergate."

If broadcast newsmen are a little freer of criticism and suspicion from the Whitehouse, they occasionally harbor some of their own.

"I myself agreed with a substantial part of what Agnew said," wdau-TV/ wbst's Tom Powell reported. "For example, CBS should clearly label Eric Sevareid's commentary. Our own editorial policy is more conservative."

Mr. Powell was not the only local newsmen concerned about labeling. RTNDA's President Harrison, whose stations are not network-affiliated, volunteered that he'd like to see broadcast newsmen "put a little label in there saying 'the right think.' It would improve credibility, he believes, because 'on a newscast it's sometimes hard to understand that the newscaster is giving opinion.'"

When-AM-FM-TV's Bernard Rotman was more explicit: "Lots of people feel [W] [from 1970] CBS News] has a liberal bias, so my job in the hour of local news we do is to provide the greatest possible balance. In addition to CBS, for example, we subscribe to TVN... to get more perspective in a newscast."

Walter Hawser, news director of KTRK-TV Houston, had a suggestion: "Four or five years ago Frank Shakespear, then head of the U. S. Information Agency] said that most of the reporters hired by TV station are liberals. He's probably right. Maybe we need to hire reporters the way CBS uses commentators like Howard Krulewitz or its Spectrum series, trying for a balance among liberals, conservatives and moderates."

The newsmen sampled by Broadcasting did not, by and large, find much good to say about the fairness doctrine, and some had very strong things to say against it and particularly its application by the FCC staff in the NBC Pension documentary, which the staff said did not include enough about successful pension plans. Yet the FCC itself found some supporters. Pat Polillo, director of WHAS TV-CBS News] in Atlanta, said: "I know of no case where the FCC itself was unfair. If we have to have someone standing over us, the FCC has proved itself." Tom Powell of Scranton said that while he was "philosophically opposed to the fairness doctrine," because "the government shouldn't be involved in second-guessing news judgment," he thought that "in its case-by-case application of the doctrine, the FCC has been remarkably fair and even-handed. So, in practical terms, I don't worry about it much."

Similarly, Stephanie Rank of KJH-TV.

**Going it alone.** CBS- TV covered the Senate Watergate hearing live last Wednesday and Thursday when the sessions resumed for the first time since the commercial TV network news organization gave up daily rotation coverage (Broadcasting, Oct. 1). CBS News officials, who had voted against a return to rotation, said they considered the scheduled testimony of Donald H. Segretti, who was hired by the White House to disrupt the presidential-nomination campaigns of Democratic candidates, enough to justify full live coverage. NBC and ABC, whose officials had argued that the hearings had reached a point where each network should evaluate each day's session on its own, covered the Segretti testimony in regular newscasts.

**Shutout.** Non-commercial WETA-TV Washington has been precluded, for all intents and purposes, from live coverage of this week's House debate on home-rule status for the District of Columbia. WETA had requested live coverage of the debate two weeks ago (Sept. 29) in letter to House Speaker Carl Albert (D-Okl.), pointing out that the new "mini-cameras" would need little light and would be unobtrusive. "We thought the House might like to take a start at this idea [of television coverage of congressional sessions] locally," WETA general manager Don Taverner said. But Speaker Albert responded Wednesday (Oct. 3) saying that it was not in his authority to sanction such a move. House rules prohibit cameras of any kind in the chamber during sessions and any television coverage would require a change in those rules. Even though there was no time to see a rule change through the body, Mr. Taverner said the station would pursue the issue further.

Los Angeles—one of the few women to hold a news directors' post—said she is conscious of the fairness doctrine in her job but doesn't let it get in the way. A newsmen, she felt, can satisfy fairness requirements "and still do a tight, interesting story with good, precise editing."

Need for a shield law was a high-priority concern of a number of newsmen, though many thought it unlikely that Congress would enact an unqualified shield law any time soon. "In every case, there appeared to be little support for a highly qualified bill. One director who was opposed to an absolute shield was Scranton's Tom Powell: "It would in effect be setting journalists above everybody else in the society. You'd have the ridiculous situation of the President being asked to turn over tapes of privileged conversations while a cub reporter would be shielded from naming his sources." Others, like News Director Ray Miller of KPRC-TV Houston—who noted that a shield bill in the Texas legislature got turned down in proposed amendments "when the lawmakers started to fiddle it"—concluded that they'd be better off with the First Amendment alone than with a shield law that had too many strings attached.

There was little support for the proposal, advanced most recently by FCC Chairman Charles Van De Graff, that a station's performance be judged at renewal time on percentages devoted to local news and public affairs programming. "It's not a function of the FCC to tell us how much news we should do," News Director Jim Reiman of KRON-TV San Francisco asserted. "The last thing we need is another mountain of paper work."

But the idea was not totally condemned. KPRC-TV's Ray Miller disagreed with it "ideologically" on grounds that it's beyond the FCC's jurisdiction but said that as a practical matter "KPRC is serving Houston and that we'd have no problem meeting any percentages set by the FCC." And WNBC-TV's Mel Bernstein reported: "If we were forced to do more news by strict FCC percentage guidelines, I'd be happy. The more news, the better. I have no problem with percentages because the FCC is not asking to get into our knickers on news content."

WTOL's Ralph Renick had another viewpoint: "Percentages should be a cause for alarm—and a cause for broadcasters to take a good look at what they're doing. Some of them are not doing a very good job. If they don't rise to the occasion, they will be inviting percentages. I would hate to see the government responsible for improving the product, but a lot of it needs improving."

Newsmen, in turn, came up with their own nominations leading current problems and pressures, responded with a broad range, for example:

**Joe Bartelme, West Coast director of TV news for the NBC-owned stations,** replied without hesitation that "the number-one problem is attracting better people into the field." Young people, he said, are not going into journalism at the rate they did a few years ago, and he wondered whether they simply weren't interested or in some cases had become disenchanted with the product. A shortage of good personnel was also high on the lists of other news directors, among them WSB-TV's David Riggs, who called it "my biggest problem locally."

**More specifically,** KTRK-TV's Walter Hawser felt that "we've got to start finding the people and getting the money to do some gutsy investigative reporting."

And in a parallel vein, news department budgets in general were an unsurprising concern of many. Don McMullin of KTVI, for one, called rising costs his "biggest problem." Martin Haag, who moved into the news director's post at WFAA-TV Dallas.
a couple of months ago from WCBS-TV New York, spoke for many when he said his biggest challenge is to make complex stories, such as monetary reform, informative without being boring. (He’s trying to do it with more visual display and graphics.) Buffalo’s Bernard Rotman agreed that “the ultimate gaffe is for a news show to be boring” but felt that if a story is boring—and non-visual—it would better be left out. “Even careful, clear writing can’t salvage a story that’s nonvisual,” he said.

One big-market news director, who asked not to be identified, said one of TV news’s biggest problems is “not to turn itself into the hands of consultants who recommend changes based on their desires, or what they think, rather than on solid research.” He said “the quest for new formats has led to bad things,” and particularly deplored increased emphasis on getting more and more stories into each newscast and “too much emphasis on how it looks and not enough on what it says.”

Tom Dorsey of WHAS-AM-FM-TV echoed the dislike for trying to cover as many stories as possible, though he offered no criticism of consultants. “News directors,” he said, “should think in terms of doing five stories well in a half hour instead of doing 15 stories badly. These 30-second stories may be quick and flashy, but does anybody go away from them knowing anything?” Mr. Dorsey also felt TV news still spends too much of its time covering prearranged news conferences and speeches by bureaucrats and politicians and serving as a conduit for public-relations releases and statements.

Jim Reiman of KRON-TV San Francisco felt that one of TV news’s big problems is that “the journalism schools are still teaching trains of thought that are rooted in the newspaper journalism. If TV news were working at its optimum, a typical story would contain an absolute minimum of words and an absolute maximum of sight and sound. Your cameramen should be newsmen rather than technicians. But the unions have tended to squelch all our efforts to move into new areas.”

Those, then, are some of the problems and pressures that have tended to crowd the effects of Watergate into the back corners of newsmen’s minds these days. They seem ample enough to put to rest the fear expressed by one news director that newsmen might be “lulled into overconfidence” by Watergate’s vindication.

RTNDA agenda highlights

(All conference meetings in Olympic hotel)

Monday, Oct. 8:
10 a.m. RTNDA board meeting, Pacific-Evergreen.
12:30 p.m. RTNDA board cocktails, Rex room.
6:30 p.m. RTNDA board luncheon, Colonial room.

Tuesday, Oct. 9:
9 a.m.-5:30 p.m. Registration, Spanish lounge.

Wednesday, Oct. 10:
8-9 a.m. RTNDA continental breakfast, Georgian room.
9 a.m.-5:30 p.m. Exhibits, Spanish lounge.
1:30 p.m. Luncheon with Washington Governor Dan Evans. Grand ballroom.

Thursday, Oct. 11:
8-9 a.m. RTNDA continental breakfast, Spanish lounge (RTNDA regional directors will meet with their constituent members for get-acquainted breakfast in section of room.
8-9 a.m. Canadian breakfast, Pacific-Evergreen.
8 a.m.-6:30 p.m. Registration, Spanish lounge.
8 a.m. Ladies breakfast, Williamssburg room.
9 a.m.-noon. Business session: Additional nominations and elections; constitutional amendments proposed; research committee report; President’s address. Noon-2 p.m. Luncheon with RTNDA members, Grand ballroom.
1:45-3 p.m. and 3:15-4:30 p.m. Repeat of Wednesday day-workshops.

Friday, Oct. 12:
8-9 a.m. RTNDA continental breakfast, Georgian room.
8 a.m. Special-interests breakfasts (UPI, AP, educators), workshop rooms.
8 a.m.-noon. Exhibits, Spanish lounge.
Noon-2 p.m. Luncheon with RTNDA awards presentations and address by Oregon Governor Tom McCall, Grand ballroom.
2-3:45 p.m. Problem-solving workshop for news directors. Spanish ballroom.
7-8 p.m. Paul White Memorial Award reception, Spanish ballroom.
8 p.m.-conclusion. Paul White Memorial Award banquet with Julian Goodman, president and chief executive of NBC, as recipient. Grand ballroom.

Saturday, Oct. 13:
5-10 a.m. Network breakfasts.
10 a.m.-conclusion. RTNDA board meeting.

Non-RTNDA functions: Monday all-day tour into Washington woods to see how the timber industry functions (sponsored by Weyerhaeuser Co.); Monday, 6 p.m., cocktail reception at the Rose House (sponsored by Newsweek); Tuesday afternoon harbor cruise and cocktail hour, followed by trip to Pacific Science Center (62 World’s Fair site) for cocktail party (sponsored by Ford Motor Co. and Weyerhaeuser Co.); late Thursday afternoon boat trip across Puget Sound to Semiahmoo lodge at Tilloicum village (sponsored by Chrys Corp.); Wednesday, 11:30 a.m. bus trip for ladies across floating bridge of the Columbia to Snake River Falls Lodge for luncheon (sponsored by United Air Lines).

Conference program chairman: John Salisbury, KXL(AM) Portland, Ore.

Newman says Nixon has it all backwards in sniping charges

President gets in own 'leer and sneer' at media, NBC newsmen claims

Edwin Newman, critic and commentator for network news, jouneyed to Washington this basis New York to Washington to address the Federal Communications Bar Association on Watergate last week, and in the process, took another role, that of defender of the news media against the digs of President Nixon.

He noted that the President, in one of the two news conferences he held in August and September after avoiding such meetings with the press since March, had talked about the "leers and sneers" of commentators, though without naming names or indicating which part of the business they were in. This, of course, is "a leer and sneer and smear itself," Mr. Newman observed. And he also said that, contrary to Mr. Nixon's comment, the President was not being attacked 12 or 15 minutes night after night on television "he was being reported on.

As for the President's complaint that the ceaseless attention was eroding his authority, Mr. Newman noted that the network-news operations were busy reporting on a whole litany of Nixon administration problems—"the Watergate trial, and the hearings, and the conduct of the Ellsberg case, and the bringing of untenable prosecutions; . . . and the indictments of some of his former associates, and guilty pleas by others, and the resignations of still others . . . and the Watergate tapes . . ."

Generally, Mr. Newman took a conventionally hard-boiled view of the media's responsibility in covering Watergate. It is not the function of those in the news business to destroy the President or the Presidency—although some people wonder if that is what American journalism is in the process of doing, he said. "Our job is to report. But if destruction results from that, that is not something we can take into consideration."

He also saw two potential dangers facing the press in connection with Watergate. One result from its success. Watergate has not only relieved the pressure the administration had been applying to the press to get the story but also put the President in an "almost heroic position," he said, adding: "But the press needs criticism no less now than it did before." Not all reporting and commentary are good, he noted.

Then, he said, there is the possible emergence of the Nixon administration's old antinews-media line. That line was thought to be politically useful, he said. And there have been "overtones of it in some of Mr. Nixon's recent statements."

But on balance, Mr. Newman saw Watergate as a potential blessing, for it will have provided an education for all Americans—and not only the voters who will be less impressed by large claims, by political advertising on television and elsewhere, by the contrivances that politicians and their organizations now use . . . .
'Voter's time' called trap for candidates

Jencks gets sympathetic hearing when he says bills would saturate big-market television schedules and cause revolt against politicians

Richard W. Jencks, CBS's Washington vice president, told the House Subcommittee on Elections last Tuesday (Oct. 2) that the two "voter's time" bills it was considering were "counterproductive." Although some of the congressmen seemed to agree with Mr. Jencks's contention that the legislation would cause difficulties for broadcasters and "turn off voters," they were reticent to propose alternatives and adamant against repealing the equal-time provisions for any race besides that for the Presidency.

The "voter's time" concept, first advanced in 1969 in a study sponsored by the Twentieth Century Fund and conducted by a committee whose chairman was former-FCC Chairman Newton Minow and which included the present FCC chairman, Dean Burch, would legislate blocks of TV time for federal candidates to be purchased by federal funds. The provision is included in bills authored by Representatives John B. Anderson (R-Ill.) and Morris K. Udall (D-Ariz.) (H.R. 7612) and Representative Samuel H. Young (D-Utah) (H.R. 10463-4) (see accompanying description).

"While [the 'voter's time' provision] stops short of requiring that citizens... watch and listen to these [political] programs," Mr. Jencks said of the requirement that if all stations carry such broadcasts simultaneously, "its underlying concept is to deny the citizen any real freedom of choice."

Although the bills would allow the FCC to divide the responsibility for such blocks of political time among stations in a market for candidates to the House, it does not require the commission to do so. If the commission does not choose to divide the time, Mr. Jencks pointed out, a station in New York City, for example, would be required to carry 106 hours of political talk out of a total availability of 123 hours of prime time during the 35 days before the election. "The statistical likelihood of any viewer having a voting interest in a particular 'voter's time' period," he said, "is about 15%."

From the standpoint of networks, Mr. Jencks observed that since the time blocks would vary from city-to-city, a "checkerboard effect could be created which might lead some local advertisers to cancel their sponsorship of network programming," and that could lead to network cancellations of programs in the political period, he said.

Representative Bill Frenzel (R-Minn.) called the "voter's time" concept an "unrealistic scheme" after Mr. Jencks's open-
AMTRAK PACKAGE EXPRESS SERVICES
WITH THREE NEW WAYS TO SHIP.

Amtrak Package Express Services are Fast...Dependable...Economical. Your local Amtrak Sales Representative can give you all the details. Everything from routes to rates to departure times.

So far, Amtrak has Priority Express Service to over 30 cities in choice corridors, Custom and Economy Express Services to over 110 cities. Midtown to midtown.

No matter which of the three ways you ship, drop-off and pick-up are as close as the nearest Amtrak station.

---

AMTRAK PRIORITY PACKAGE EXPRESS
For “rush” packages that require premium service, it will cost you a flat rate of only $7.50 between any two cities on designated priority routes...such as New York—Washington on our famous Metroliners. Maximum weight per shipment 25 pounds.

AMTRAK ECONOMY PACKAGE EXPRESS
For normal express-type traffic, weighing up to 250 pounds per shipment and 50 pounds per piece. We call it Economy because it is the best money’s worth in the shipping business.

AMTRAK CUSTOM EXPRESS
This is a custom-tailored service at custom-tailored rates, designed to meet the individual requirements and characteristics of your particular traffic, based on repetitive business needs.

Tell me more about Amtrak all-weather Package Express Services.

Name__________________________________________
Title___________________________________________
Firm_________________________________________________________________
Address_________________________________________
City_____________________________________________
State____________________ Zip____________________

Amtrak Express Services
P.O. Box 474, Riverdale, Md. 20840

BX-3

PLEASE PRINT
Broadcasters' Supermarket

One-stop shopping for outstanding values in Spotmaster® cartridge tape equipment and other broadcast products and accessories. Just check the boxes and send us this advertisement with your letterhead. We'll speed complete information by return mail.

Single Cartridge Equipment

- Ten/70 Stereo Record-Play
- Record-play & playback models, mono & stereo, compact & rack-mounted.
- The incomparable Ten/70
- The low-cost "spacesetter" Three/70
- The value-packed Six/70 (coming soon)
- Delayed programming models

Multiple Cartridge Equipment

- Model 305 Mini-Series Deck

Other Audio & Video Equipment

- Spotmaster/Revox stereo recorder (10" rears)
- Audio consoles, 5 & 8 channel, mono & stereo
- Turntables, tonearms, turntable lamps
- Audio distribution amplifier
- Compressor-limiter amplifier
- 410BX Automatic Audio System
- Mini-Series models (5 to 15 decks)
- Economical Five x Spot & Ten x Spot
- 151/2" track tape equipment

Cartridge Tape Accessories

- Cartridge racks (wall, floor, table top)
- Degaussers
- Cartridge winder & timer
- Head brackets & replacement heads, inc. PHASE-LOK® stereo bracket
- Audiodak & Fidelipak cartridges (all sizes, any length tape or empty cartridges), no minimum order, lowest prices.

Let us fill all your needs. Write:

BROADCAST ELECTRONICS, INC.
A Filarmex Company
8810 Brookville Rd., Silver Spring, Md. 20910
(301) 886-4863

How political reforms would affect radio-TV

Of the campaign-reform bills before the House Elections Subcommittee last week, one Senate-passed bill and two House-initiated measures contain provisions on the use of broadcast media. They are:

S. 372—Passed on July 30, the original bill was introduced by Senators John O. Pastore (D-R.I.) and Warren G. Magnuson (D-Wash.). The bill provides for the repeal of Section 315 of the Communications Act, the equal-time provision, as it applies to presidential and vice-presidential candidates. As reported to the floor of the Senate, the bill also excluded congressional candidates from equal-time claims. But Senator Pastore, believing House members would never accept an exemption applying to themselves, called for the rejection of that section of the bill. A compromise amendment, submitted by Senator Walter D. Huddleston (D-Ky.), which provided for limited exemption from equal-time considerations in congressional races was finally approved. The Huddleston amendment provides that a station offers 15 minutes or more of free time to each "legally qualified candidate," it will be exempt from further requirements of equal time.

S. 372 also provides for the establishment of a Federal Elections Commission; sets a limit of $25,000 per year in political contributions by any one person (with a $3,000-per-candidate limit for primary and general-election campaigns) and fixes an expenditure ceiling of 10 cents per voter in primaries and 15 cents per voter in general elections.

H.R. 7612—Called the Anderson-Udall bill for its sponsors, John B. Anderson (R-Ill.) and Morris K. Udall (D-Ariz.), this "voter's time" measure includes provisions for subsidized political-broadcast time. Television stations would be required to broadcast simultaneously the following blocks of time in the 35 days before an election:

- President and Vice President: major party, five half hours; third party, two half hours: minor party, one half hour.
- Senate: major party, three half hours; third party, one half hour; minor party, 15 minutes.
- House: major party, two half hours; third and minor parties, 15 minutes. The FCC would be allowed, but not required, to divide "voter's time" for House candidates among the stations in large markets.
- Major-party candidates are defined in the bill as those whose party placed first or second in the previous two elections, third parties as those receiving more than 15% of the vote in the previous election and minor parties as those which received between 5% and 15%.

The Anderson-Udall bill also would create a tax credit of $50 for political contributions; impose a limit of $2,500 per-year in contributions by an individual; institute a matching-fund system with the government contributing equal sums for public contributions under $50, up to an amount not exceeding 10 cents per voter for all federal-office candidates, and would establish an elections commission.

H.R. 10463—Sponsored by Representative Samuel H. Young (D-Ill.), this bill would attempt to limit campaign length by precluding candidates from buying media advertising before Sept. 6 of an election year, except for primary races. It also includes the same "voter's time" provisions of the Anderson-Udall bill. The Young measure allows for a tax credit of
$500 per person and set a limit on individual contributions of $100,000 to a presidential candidate and $9,000 to congressional aspirants. Candidates for the House would be permitted to spend $50,000 in a primary, incumbents $175,000 in a general election and challengers $190,000 in a general election. Senatorial candidates would be allowed to spend 25 cents per voter in primaries, 50 cents in general elections.

315 to absurdity

New Jersey broadcaster will try to carry out dictates of equal time—with 12 candidates for governor—to point up problems posed by law

Dilemmas posed by the equal-time requirement of the Communications Act have become especially pronounced in New Jersey this year—with 12 gubernatorial candidates in the running. Since a station cannot offer free time to one candidate without offering equal time to the others, Nassau Broadcasting Co., Princeton, N.J., has decided to offer time to all 12—Democrat, Republican, Populus, Libertarian, Independent, Communist, Tax Repeal and the like—and in the process "test the practicality" of the equal-time provision.

Over a seven-week period that began Sept. 12, Nassau is posing a "Question of the Week," and providing each candidate with a two-minute response time in key morning and evening periods on its two New Jersey outlets: WHWH(AM) Princeton and WPSF(FM) Trenton. The two-minute limit was a product of the fact that so many candidates have thrown their hats into the ring. "Obviously we would like to have a debate between principal candidates. We would like to be able to expound on the key issues brought up by any candidate, but we cannot do so under the equal-time law without having dozens of responses all over our radio dial," according to Herbert W. Hobler, Nassau's president.

One week before the election the station will endorse one candidate—with a 10- or 15-second endorsement, once. "To do a normal editorial of perhaps two minutes—play it four or five times—would mean we would have to offer as many as 60 responses," he said. The radio endorsement will be coupled with a newspaper ad explaining the station's endorsement of a candidate—and why the station is turning to the press to do so.

The station is keeping the public conversant with its "test" as part of its own campaign to educate the public on "issues which affect them," said Mr. Hobler. The station preface each candidate's weekly response with an explanation of the equal-time requirements. Nassau also plans to take an editorial position about the equal-time law, and ask for comments from senators and congressmen on that provision.

Mr. Hobler is also documenting all efforts and expenses involved in contacting the candidates and offering free air time for inclusion in a report to the FCC.

Another argument for renewal relief

NAB-backed research cites problems of present system to CPA firms

The National Association of Broadcasters, in its ongoing efforts to drum up support for license-renewal legislation, has sent members of Congress reprints of a magazine article arguing for renewal relief provisions from the financial viewpoint. Published in the June and July issues of The National Public Accountant, and written by Dr. John Coughlan, a certified public accountant, under an unrestricted research grant from NAB, the article contends that the present license-renewal process is necessary for a major change in financial accounting.

Dr. Coughlan points out that a recent pronouncement by the Accounting Principles Board requires that all intangibles—which includes FCC licenses for broadcasters—be amortized. Because license renewal is uncertain, he says, the "life expectancies" used for depreciation and amortization should be shortened. Even with these changes, he says, it could become more difficult for CPA firms to give

KODE-TV is represented nationally by Avery-Knoedel, Inc.

The Show-Me People had to be shown

Joplin, Missouri had a serious drug problem according to 82% of the high school teachers responding to a KODE-TV questionnaire.

Our station went to work. Result: an hour-long special, "Status Report: The Drug War," a comprehensive study of drug traffic in Joplin and the surrounding four-state area. Appearing on the program to give first-hand information on drug use were officials representing law enforcement agencies, schools, federal and state government, the medical profession and two drug users.

Those who thought drugs were only a big-city problem have been aroused by the facts presented in this special. Drugs are known to reach all economic and age levels. And the increasing frequency is alarming.

KODE-TV spent many months preparing this documentary because we believe in leadership . . . taking action that will create action by citizens to do something about a problem. Gilmore Broadcasting Corporation—committed to community action.

James S. Gilmore, Jr. President

THE GILMORE GROUP

James S. Gilmore, Jr., President
unqualified certification to the financial statements of broadcasting companies.

Unless greater stability can be brought to the renewal process, Dr. Coughlan argues, a "major upheaval in broadcasting economics and financing may ensue."

**INTV expands its plans to build independent image**

Next project is creation of advertiser-agency pitch to prove worth as ad medium

The board of the one-year-old Association for Independent Television Stations, INTV, meeting last Tuesday (Oct. 2) in Tucson, Ariz., took a satisfied look back at its first-year efforts and plotted activities for the year ahead.

The board agreed the association had gone far in working toward the three major goals that were established along with the organization: opposing the proposed AT&T rate increase for occasional users, favoring retention of the prime-time-access rule and improving the image of the independents.

For the next year, the board set as INTV's major task an effort to upgrade the sales image of the independent. A committee was established to create a presentation for advertisers and agencies that would push independents as an important advertising vehicle. Members of the committee, which will meet late this month, are Roger Rice, KTVU Oakland, Calif.; Richard Block, Kaiser Broadcasting, Oakland; John T. Reynolds, KTLA Los Angeles, and Al Kravin, Metromedia TV stations, Los Angeles.

The board also voted to hold a spring workshop on all areas of management.

Besides these efforts, the board also set association sights on three FCC matters that affect independents: the proposed change in the exclusivity rule that would give program exclusivity in a market only within a 25-mile radius, rather than the present market-wide exclusivity (the board favors an ad-hoc approach to the question rather than the over-all rule change); program-length commercials (the board considers it a problem of definition), and the rule giving independents first chance atspecial programming offered to a market with two network affiliates (the board feels the rule should be altered to include markets with three affiliates).

**Meredith outbids other broadcasters to purchase WGST**

Board of regents seen as ready to accept $5-million offer for university-operated station, but big question mark is whether Governor Carter will approve sale

Meredith Broadcasting, Des Moines, Iowa, has been awarded an option to purchase the Georgia Institute of Technology's WGST (AM) Atlanta. The award was made last Tuesday (Oct. 2) by the Georgia Board of Regents after Meredith's $5-million bid proved more substantial than that of three other competing firms.

According to sources present at the Atlanta meeting, the regents have 45 days to accept or reject the bid. In addition to the regents' approval, a sale of WGST would also have to be authorized by Georgia Governor Jimmy Carter as well as the FCC.

Observers believe that the regents will approve Meredith's bid, but whether the governor will do the same is still an open issue. In August, Mr. Carter expressed dismay that the regents had openly solicited bids for the station without having first cleared the action with his office (BROADCASTING, Aug. 27). Meredith sources, however, were optimistic last week that the deal will go through.

There is, however, another possibility that could further cloud the situation. The regents' announcement that WGST is for sale has angered many local interests, including some officials at the station itself. The Atlanta Constitution, which donated $275,000 to the state 50 years ago, has editorialized against the transaction and has expressed hope that the sale plans will not be executed. Several members of the state legislature have also come out against the regents' plan. Under those conditions, one observer said last week, any forthcoming attempt to sell WGST to Meredith could be "particularly vulnerable" to a challenge at the FCC. No group, however, has formally announced intentions to oppose the sale in Washington.

The publicity that the WGST situation
has attracted has caused numerous broadcast interests to explore the possibility of acquiring the station. Among those which have been mentioned as nibbling are Nationwide Communications, KKO General, Metromedia, Globetrotter Communications, SIS Radio Inc., ABC (which at one time was reported considering selling its KXYZ(AM) Houston to make way for WGST) and Doubleday Broadcasting. But when it came time for bids to be entertained, none of those companies were present: Those that did bid included Taft Broadcasting, with $4.666 million; Susquehanna Broadcasting, $4.076 million, and Cosmos Broadcasting, $2 million.

It is now obvious that the state would be in a position to make more money by selling WGST than by retaining it. The station billed $800,000 last year, but its profits were in the area of $100,000. At a 6% interest rate on the $5-million purchase price, Meredith would be contributing $300,000 yearly to the regents' coffers.

Meredith also owns KCMO-AM-TV and KFMU-FM, all Kansas City, Mo.; KPNO-TV Phoenix; WOW-AM-TV and KFMX(FM), all Omaha; WHEN-AM-TV Syracuse, N.Y., and WNEM-TV Bay City-Saginaw-Flint, Mich. WGST is on 920 kHz with 5 kW day and 1 kw night.

Changing Hands

Announced

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

* KETO-FM Seattle: Sold by Tri-Land Corp. to KETO Associates for $425,000. William E. Boeing Jr. is president of Tri-Land. George L. Lindemann and Sidney R. Knaefel, general partners of KETO Associates, are forming Active Communications Investors, new private financing firm seeking broadcast and other communications properties. KETO-FM operates on 101.3 mhz with 100 kw and antenna height 1,150 feet above average terrain. Broker: Edwin Tornberg & Co.


Approved

The following transfers of station ownership have been approved by the FCC (for other FCC activities see page 69):

* KTW-AM-FM Seattle: Sold by Walter E. Webster Jr., receiver for Nordawn Inc., to Sterling Theaters Co. for $325,000. Frederic A. Danz is president of Sterling, which operates KASH(AM) Eugene and KGDX(AM) The Dalles, both Oregon; KBFW(AM) Bellingham-Ferndale, KEDO(FM) Longview and KALR(AM) Richland, all Washington. Sterling is also awaiting commission approval of its purchase of KSJO(FM) San Jose, Calif. Grant of KTW-AM-FM is subject to outcome of antitrust suit against Sterling pending in U.S. District Court in Washington. KTW operates full time on 1250 kHz with 5 kw. KTW-FM is on 102.5 mhz with 16.5 kw and antenna height 320 feet above average terrain.

* KLIQ-FM Portland, Ore: Sold by Cascade Broadcasting Corp. to Portland FM Inc. for $400,000. David M. Jack is president of Cascade. Portland FM is owned by Arthur McCoy. McCoy Broadcasting operates KHON-TV Honolulu and KXXI(AM) Oregon City, Ore. KLIQ-FM is on 92.3 mhz with 100 kw and antenna height 930 feet above average terrain.

Exclusive … WEST

Excellent dial position, daytimer with PSA. Rich growth market. Cash flow in excess of $50,000. Real opportunity for an owner-operator.

Priced at $400,000. All cash.

Buildings and valuable real estate included.

Contact: John H. Bone, San Francisco office.

SOUTH

Profitable daytimer in progressive small market. Excellent image in community with solid growth prospects.

Priced at $200,000 with 29% down and good terms.

Contact: C. L. “LUD” Richards, Washington, D.C. office.
Mississippi Broadcasting Co. to New South Broadcasting Corp. for $250,000. D. W. Gavin is president of Mississippi Broadcasting Co. Frank E. Holladay and Joseph W. Carson, owners of New South Broadcasting Corp., have interest in WALT(FM) Meridian and WMSL-AM-FM Laurel. Miss. Mr. Holladay also owns WVM-AM-FM Biloxi, Miss. WOCQ operates full time on 910 kHz with 5 kw day and 1 kw night.

* KBLF(AM) Red Bluff, Calif.: Sold by North Sacramento Valley Broadcasting Co. to Concerned Communications Corp. for $70,000. Robert F. Dennis is president of North Sacramento Valley Broadcasting Corp. Charles A. Lawton III is principal owner of Concerned Communications. KBLF operates full time on 1490 kHz with 1 kw day and 250 kw night.

* WHEL(FM) Winter Haven, Fla.: Sold by Broadcastina Central Florida Inc. to Orange Broadcasting Co. for $225,000. Helen J. Hunting is president of Recreational Broadcasting. Owner of Orange Broadcasting is Joseph Garagiola, NBC sports personality. Mr. Garagiola also owns WENN(AM) Lake- land, Fla. WHEL is on 97.5 mhz with 12 kw and antenna height of 275 feet.

...didn't do it...
The vice president of WJMO(AM) Cleveland Heights, Ohio, and the chief engineer of WRC-AM-FM Washington have pleaded innocent to charges they plugged the office of WJMO's general manager, Kennard Hawkins (BROADCASTING, Oct. 1) Morris Paul Schecter, professionally known as Van Lane, the WJMO vice president, and John Harvey Rees, who has been relieved of his duties at the Washington stations pending the outcome of the trial, were arraigned in U.S. District Court in Cleveland.

Media Briefs:

On the other foot. Former employee of black-oriented WVVOL(AM) Berry Hill (Nashville), Tenn., has filed complaint with the Equal Employment Opportunity Commission charging he was fired because he is white. Charles Ashworth said he served 19 months as the station's sales manager and from February to August as general station manager. He said Ralph Johnson, president of owner Rounsville Enterprises, told him he could not make Mr. Ashworth general manager because he is white, and subsequently fired him. Clarence Kilcrease, a black, formerly WVVOL program director and now general manager of station, denied allegations.

Westward lob. American Civil Liberties Union's challenge to FCC's new cable rules and its separate suit against commission's crossownership rules will shift to U.S. Court of Appeals in San Francisco, following recent ruling by Washington appeals court. Washington court rejected commission's bid to have ACLU challenges thrown out and ordered both cases to ninth circuit, where original ACLU suits had been filed.

Broadcast Advertising:

Simko's solution for TV clutter: Boycott offenders

B&B executive uses study to do some call-letter calling of offenders; ANA session also hears Pinkham and Goodman assess TV's outlook

"Unreasonable practices" of some television stations cause the largest part of the clutter problem, George Simko, Benton & Bowles senior vice president and director of media, charged last week. "If these stations do not change their ways, I'll recommend to my clients that they use this information to determine if they should continue to place advertising on them," he said. "That's right, we should seriously consider whether or not we should do business with them at all—not just employ cost-per-thousand penalties or some other slap-on-the-wrist technique."

Mr. Simko was one of the speakers at a workshop on television advertising Thursday (Oct. 4) in New York by the Association of National Advertisers. His topic was "TV Clutter—What We Know About It; What We Can Do About It."

Mr. Simko said a new study has been made to ferret out "unreasonable" commercial practices at the station level. Participating with him on the report were two other agency media directors, Louis Fischer of Dancer-Fitzgerald-Sample and Robert Liddell of Compton. They worked with Robert Morris, president of Broadcast Advertising Reports, to produce the study, "Television Station Commercial Practices in Local Programming."

The yardstick they used to assess station practices in terms of total commercial time and multiple spotting was a modified version of the National Association of Broadcasters code standards. Mr. Simko said the report clearly shows there are stations "who have bent or broken the commercial-standards rules."

A group of 261 stations was surveyed. The average number of local programs on each was 42 and the average number of these programs with more commercials than the standard was 1.4%. Yet, said Mr. Simko, there were five stations—KXET(TV) Tijuana-San Diego, WOR-TV New York, WOR(TV) Rochester, N.Y.; KHJ-TV Los Angeles and KPLR-TV St. Louis—where the number of over-commercialized programs ranged from 11% to 37% of each station's local programs.

"In early and late-evening news programming," he said, "the average station exceeds our commercial time standards on 12.7% and 18.5% of the occasions respectively. However, the worst dozen stations, the dirty dozen if you will, exceeded our commercial standards more than 70% of the time in their early news and more than three-quarters of the time in their late news."

The stations he named as exceeding commercial standards in their early news programs: KSAT-TV San Antonio, WBDO-TV Orlando, Fla., WGL-TV Lancaster, Pa., KCMO-TV Kansas City, Mo., KMTV-TV Omaha, KETV(TV) Omaha, TV New Orleans, WLJU-TV Green Bay, Wis., WICS-TV Springfield, Ill., WBAY-TV Green Bay, KBTV Salt Lake City, KTUL-TV Tulsa.

The stations he named as exceeding commercial standards in their late-news programs: WBAY-TV, WBDO-TV, KCMO-TV, WICS-TV, KMBC-TV Kansas City, Mo., KARD-TV Wichita, KFH-WB Lawrence, Kansas City, KJAR-TV Providence, R.I., KFMB-TV San Diego, WMEN-TV Flint, Mich., WBRCT-TV Birmingham, Ala., and WNBC-TV New York.

He said that during the survey period 143 stations never exceeded the commercial standards in the early news and 117 stations never did in the late news. "What I want to know is—if so many stations can operate within our standards, why are there dozens who believe they must operate outside them? And why do we allow them to do so?"

The BAR special report also dealt with multiple-spotting, that is the number of consecutive commercials a station runs. Here is the yardstick used in the study:

"The agency standards permit up to three commercial announcements, regardless of length, in a station break and up to four in a participating position. Each element of a piggyback commer-
cial is counted as an individual announcement. Commercial separations by public-service or promotional announcements or by 'program material' foreign to the basic program and under two minutes long are counted as consecutive commercials.

The average station exceeded the multiple-spot standards a maximum of 2% of the time in any time period. However, in the early-evening time period, he said, "these eight stations exceeded our multiple-spot standards by 11% or more:"

"Leading the pack was WBBM-TV Chicago . . . which exceeded our multiple-spot standards 57% of the time."

In prime time, 10 stations exceeded the study's allowable consecutive commercial definition 13% of the time or better, up to a high of 27% for KHJ-TV Los Angeles. The 10 were: WBBM-TV Chicago, WSBA-TV York, Pa., WLS-TV Chicago, KMBC-TV, KJH-TV, XETV, WOR-TV and WICN-TV Pittsburgh.

In the late-night period, 14 stations were a multiple-spot problem, according to the study's calculations. Mr. Sisco named: KHJ-TV, XETV, WHP-TV Harrisburg, Pa., WPIT-TV New York, WKEF-TV Dayton, Ohio, WSBA-TV, WTAF-TV Philadelphia, WLCY-TV Tampa, Fla., WNEW-TV New York, and KPLR-TV.

Another agency executive who spoke at the workshop was Richard A. Pinkham, senior vice president at Ted Bates Co. Discussing "Television at 25: Is It at the Crossroads?", he said Cable TV appears to be the chief threat to commercial television—but not until the 1980s.

"CATV has a chicken-and-egg dilemma infinitely more difficult than broadcast television," he said, "because there is no visible Milton Berle on the horizon to sell the public on spending the money to get wired if their picture is already sharp."

Mr. Pinkham said only 10% of television households have CATV today, and 60% of them are in "C" and "D" markets not of great importance to advertisers. "The trouble Teleprompter is in must be typical because CATV is a capital-intensive business," he said. But when CATV does come of age, and there is progress too in satellite transmission and video cassettes, "broadcast television may very well find its audience so fragmented that it will be less valuable to us as a marketing tool."

Until that day, he predicted, "television will remain a seller's market, "since, for all its faults, television is unparalleled in its ability to persuade the consumer."

Mr. Pinkham listed some of the problem areas in television and said what he thought members of the ANA should do about them:

- Demand a guaranteed station line-up from networks for prime-time purposes.
- "Some stations move network movies to Sunday afternoons during rating weeks and yet we still have to pay prime-time rates. This is a totally indefensible."
- Assess any increase in the broadcasters' tendency to cluster commercials increasingly in pods. "The situation is border-line today, and we should resist any move further toward bunching of our messages into commercial ghettos."
- Obtain better product protection. "Today in long-form programs, we get protection on only 10% of the products we appear in, which means that a competitor could be 10 minutes away. At these prices, we deserve better than that . . .
- Require proper proof of performance from local stations. Magazines and newspapers give us solid proof of performance; why shouldn't the stations and why shouldn't they pay for it?"
- Encourage all stations to automate their billing procedures. "Stations that have automated can speed up payments by providing agencies with invoice data on tape—or even better electronically."
- Get research from television as sophisticated as that provided by magazines. "We need bigger samples to give us more stable figures on the demographic groups we are interested in."
- "What crossroads?" asked NBC President Julian Goodman. This was his answer to the theme of the television advertising workshop: "Is Television at the Crossroads?"

Not today, Mr. Goodman told the gathering. He said television was at the crossroads 25 years ago when the number of television sets reached one million and there were serious questions about its future. "There is no indication, however, that the television audience is growing up or that we are running out of advertising dollars."

"We have been a new medium, in every sense, ever since we were created. We have been used in ways we never thought we would be used. We have outgrown our own problems."

"It hasn't taken 25 years for the answers to come in," he said. "No communications medium, no household appliance, no family possession has ever approached the phenomenal growth of television. And by every available index—population, revenue, time spent viewing, improvement in quality and variety of content, expansion in news, advancement in production technique—television is still increasing its stature as a commercial and informational medium."

Mr. Goodman reported on some of the predictions made by the NBC corporate planning department about the decade ahead. The department forecasts that the public will have a personal income and expenditure ratio that should almost double by 1980. More than half of the population growth between 1970 and 1980 will be accounted for by the 18-24 age group, and the 30-39 age group will also expand greatly.

"In the same period," he said, "the number of households will increase twice as fast as the population. They will acquire enough new television sets to make television homes grow by a greater absolute amount than during the last decade. By 1980 television should reach close to 99% of all the homes in the nation."

The department also predicted that there will be more working women adding to family income and continuing shifts of population from rural areas and city centers to the suburbs—"to the places television reaches better than any other medium."

Turning to the present, Mr. Goodman urged advertisers to sponsor television news specials, even though they draw an audience about half as large as the entertainment programs. He said news specials and documentaries reach influential, thoughtful audiences representing income and educational levels of special value to advertisers.

The NBC president said some advertisers consider these programs risky because of their often controversial nature. He called this view outdated. "Ours is a diverse and dynamic society with a tradition of speaking its mind. So a few letters or phone calls or a returned credit card should not be enough to frighten an enlightened advertiser."

Mr. Goodman said the informational programs are ideal vehicles for new advertising needs, such as "corporate identification and expressions of social responsibility."

General counsel of FCC strikes responsive chord in ANA talk on fairness doctrine, counterads, advertising aimed at children

FCC General Counsel John Pettit has a direct and simple suggestion for putting ordinary commercials beyond the ambit of the fairness doctrine. The commission, he said, should apply the benchmark 1967 ruling in which it applied the doctrine to cigarette advertising.

Mr. Pettit, in an address to the Association of National Advertisers, in New York, on Thursday (Oct. 4), described the ruling as "an unmitigated disaster" that could and should be dealt with accordingly in the commission's pending inquiry into a possible revision of the fairness doctrine. The inquiry, under way for three years, is expected to be concluded by the end of the year.

Mr. Pettit noted that although the commission had said the hazard involved in
cigarette smoking constituted a "unique" case, the U.S. Court of Appeals in Wash-
ington later held that the commission's rationale in the cigarette ruling could be applied to officials for high-powered cars and high-powered gasoline because of the air-pollution problems the use of those products cause. And still awaiting a court decision is another case in which the use of Chevron gasoline with F-310 additive is alleged to raise the number of members of the American Lung Association.

With that as background, Mr. Pettit said, "The cigarette ruling and its progeny have distorted the chief purpose of the fairness doctrine—namely, to encourage the meaningful discussion of significant public issues. The FCC has not even attempted to curtail this process has threatened the very foundation of the free commercial broadcast system and the process by which this nation markets its goods and services." For those reasons, he added, the cigarette ruling deserves "a decent burial with a mini-
mum of mourning."

That was not the only observation that pleased Mr. Pettit's audience.

Mr. Pettit opposed countercommercial- cials, the use of which the Federal Trade Commission has recommended as a means of combating false or misleading advertising. "Arguing for counterads, as a cure for false advertising, is like arguing for euthanasia as a cure for cancer," he said. "Advertisers would leave TV and radio in dross."

And, in discussing the FCC's current inquiry into children's television pro-
graming, he said that, on balance, he is not persuaded that the "current situation in broadcast advertising aimed at children requires any significant government intervention." He also chided broadcasters for being apologetic about their Saturday morning children's programs. "In-
stead of suffering under the label of cartoon ghetto, 'why not refer to Saturday morning programming as the comic book of the airwaves?""

IBFM credit bureau to go, no go in month

Leaders of the Institute of Broadcasting Financial Management's Broadcast Credit Association decided last week to extend by a month, to about mid-November, the deadline for a definite decision on BCA's future.

The decision was taken during the IBFM's annual convention, held Sept. 30-Oct. 3 in New Orleans, after meeting with IBFM members. Spokesmen said a number of members were interested in joining BCA but needed more time to consult with their management and make final arrangements, and that others wanted more information on the service.

BCA leaders also expanded the BCA board to include four financial and credit experts who are not IBFM board mem-
bers. They were Dennis Vacchia of CBS-owned stations, Fred Cige of Metro-
media, Larry Loiello of Peters, Griffin, Woodward and Barbara Goodstein of wpix-TV New York.

The BCA board is headed by Paul Freas of the Washington Evening Star stations as chairman and Ray Watson of ktvy-

(tv) San Diego as president, also decided to continue its search for an experienced credit executive to head BCA.

The organization compiles data on agency payment practices and distributes monthly "aging" summaries to its sub-
scribers. Spokesmen said it would send to both current and prospective sub-
scribers a list of 135 agencies currently included in these summaries, so that subscribers could propose the addition of other agencies.

Burch restates concerns about ads aimed at children

Chairman indicates FCC's handkerings for restrictions; Mutual interview also spotlights growing EEO problem

With the FCC staff still working up papers for the commission's consideration in the long-pending children's television-pro-
graming inquiry, Chairman Dean Burch appeared to support speculation the com-
mision will, at a minimum, act to curb advertising aimed at children. The chairman indicated his concern about that subject in a radio interview on the U.S. Chamber of Commerce program, What's the Issue?, aired on the Mutual Broadcasting System.

The interview covered a number of issues in which the commission is inter-
ested. And when the conversation turned to children's television, the chairman said one question is whether advertising aimed at children is fair.

"Can a child of tender years even comprehend the theory of advertising?" he asked. In his view, advertising is intended to inform the public as to what is avail-
able and to let individuals make up their minds regarding purchase on the basis of "their needs and their means."

But, he said, "it is sometimes questionable whether a child has either needs or means, except as his parents determine those things."

The petition that triggered the chil-
dren's television programming inquiry—
filed by Action for Children's Television in 1970—sought the elimination of all advertising in children's programming. The commissioners have indicated little inter-
est in that proposal; but some staff mem-
bers are known to favor banning adver-
sisting from programming aimed at pre-
school-age children and reducing the amount of advertising broadcasters can air generally in children's programs.

Another issue facing the commission that the chairman mentioned is that of equal-employment opportunities in the indus-
tries the commission regulates. "We're getting more and more pressure from blacks, Spanish-American groups, oriental groups—you name it—we've had pressure that they're not represented," Chairman Burch said. "Women particularly are claiming they're not on the air; they don't have a voice in communications policy." He said he expects the problem to become larger before it gets smaller.

For BBDO another try to put stock on market

Prospectus warns of prospects that gas, food volume will decline

BBDO, New York, one of the nation's largest advertising agencies, has filed a preliminary prospectus with the Securi-
ties and Exchange Commission signaling its intention to go public.

The agency had planned to offer a public issue last fall (Broadcasting, June 26, 1972; Oct. 23, 1972) but backed off, citing depressed market conditions. It now plans to go public "possibly within two months," depending on market conditions and when the registra-
tion statement becomes effective, a finan-
cial officer of the agency said. The agency will initially offer 725,000 shares of its 2,500,800 shares outstanding at a maximum price of $18 per share.

The prospectus also gives indications of the financial worries that beset BBDO and other major agencies with food and gasoline accounts. A footnote to the sec-

BAR reports television-network sales as of Sept. 16

CBS $456,839,900 (34.9%), NBC $448,093,800 (34.3%), ABC $401,924,900 (30.8%)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Sept. 16</th>
<th>Total dollars week ended Sept. 16</th>
<th>1973 total minutes</th>
<th>1973 total dollars</th>
<th>1972 total dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>73</td>
<td>$519,100</td>
<td>2,648</td>
<td>$17,100,000</td>
<td>$16,418,000</td>
</tr>
<tr>
<td>Sign-on-10 a.m.</td>
<td>10 a.m.-6 p.m.</td>
<td>999</td>
<td>34,167</td>
<td>270,819,500</td>
<td>253,980,200</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>8 p.m.-7:30 p.m.</td>
<td>300</td>
<td>10,088</td>
<td>126,712,900</td>
<td>136,267,500</td>
</tr>
<tr>
<td>Sign-on-6 a.m.</td>
<td>86</td>
<td>2,016,900</td>
<td>3,493</td>
<td>66,590,000</td>
<td>63,181,200</td>
</tr>
<tr>
<td>Sunday</td>
<td>9</td>
<td>260,200</td>
<td>502</td>
<td>10,823,300</td>
<td>10,687,200</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>403</td>
<td>24,904,100</td>
<td>14,475</td>
<td>725,394,900</td>
<td>660,600,900</td>
</tr>
<tr>
<td>Sunday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td>195</td>
<td>2,949,900</td>
<td>5,988</td>
<td>89,417,800</td>
</tr>
<tr>
<td>Total</td>
<td>2,067</td>
<td>$44,022,200</td>
<td>71,361</td>
<td>$1,306,858,400</td>
<td>$1,212,241,700</td>
</tr>
</tbody>
</table>

*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

Broadcasting Oct 8 1973
tion comparing income figures for the first halves of 1972 and 1973 warns that because ad expenditures in those two categories have been reduced or are expected to be reduced during the second half of the year, that period "will not show a significant improvement" compared to the first half of the year. While net income for the six months ended June 30, 1973, was $2,762,000 as compared to $1,809,000 for the same period in 1972, the second half of 1973 "may approximate results for the second half of 1972," according to the prospectus.

The document also detailed salary figures for the agency's top officers and directors: Tom Dillon, president, $160,000 annually with a bonus of $22,460; James J. Jordan Jr., Bruce E. Crawford, and E. E. Norris, all executive vice presidents, $92,000 with bonuses of $22,460 each; Clayton Huff, senior vice president and treasurer, $75,000 with bonus of $17,250, and Raymond E. McGovern, vice president and secretary, $42,250 with bonus of $6,290.

BBDO is ranked fourth in combined radio-TV billings, with $172.8 million (BROADCASTING, Nov. 27, 1972) and is ranked third in over-all domestic billings with $371 million.

Business Briefs

Miller taps Zebra. Miller Brewing Co., Milwaukee, has appointed Zebra Associates, New York, to handle black-oriented advertising for all its brands. Jack Erickson, New York, is primary agency.

Most for the money. Network spots on CBS-TV morning children's shows and spot TV in 11 markets are being used this fall to launch Milk Duds as long-lasting alternative to candy bar. Concept is based on fact that candy bars are getting smaller as price of cocoa bean rises, whereas Milk Duds—made of caramel with chocolate coating—take longer to consume. Jack Trout, president of Ries Cappiello Colwell, New York agency, said nine top candy-bar brands spend $15.3 million annually on national advertising. Since Milk Duds will be spending only $750,000 a year, he said, product had to be clearly positioned against competition to make impact. Milk Duds are made by M. J. Holloway, Chicago, division of Beatrice Foods Co.


Programing

Sacrifice play: KTTV gives up programs, gets renewal moving

Squeezed by petitions to deny, station promises to drop three animated series and to ban 39 others; it will also broadcast a warning to parents before showing any episodes of 81 specified syndicated series before 8:30 p.m.

Citizen groups have long complained to broadcasters and to the FCC about tele- vision programming available for children; what there is of it, they say, is of poor quality and, usually, excessively violent in its character. The FCC is bogged down in a study of the subject. But last week it became evident that citizen groups, with the leverage provided by a petition to deny a station's renewal application, can force a powerful broadcaster to listen to, and heed, some of their complaints, even to the point of banning certain programs. Metromedia Inc. 's independent KTTV-TV Los Angeles, in an agreement it signed with four groups and filed with the FCC as part of the station's renewal application, has committed itself to dropping within 90 days three animated five-day-a-week cartoon series it now considers "unsuitable for younger children because of excessive violence and/or possible harmful program content."—Batman, Superman and Aquaman. The station will also ban from its air 39 other specified cartoon series, none of which are now in the KTTV inventory (see box, next page).

What's more, the station will broadcast a "caution to parents" warning prior to the showing of any episodes of 81 specified live-action syndicated series if the episodes are shown before 8:30 p.m. (Only one of the shows—Outer Limits—will require the warning by KTTV. Two other shows—Girl from UNCLE and Man from UNCLE—are in the station's inventory but not on the air.) The warning, which will also be broadcast in advance of any feature film or other program "which contains content possibly harmful to children," will notify parents that, because of [violence or other] possible harmful elements, certain portions of the following program may not be suitable for young children."

KTTV reached the agreement with National Association for Better Broadcasting, Action for Children's Television, the Mexican-American Political Association and the San Fernando Valley Fair Housing Council. For their part, the groups, which were represented by the Citizens Communications Center in Washington, withdrew the petition they had filed with the FCC in November 1971 seeking denial of the station's license-renewal application. Like all such agreements between citizen groups and licensees, it is subject to FCC approval. Unlike most, however,
it is to extend into a subsequent three-year license period, the one beginning Dec. 1, 1974.

The petition, based largely on the results of a study NABB had done in 1971 of kids' programs and community service, alleged an undue emphasis on violence in programming, fairness-doctrine violations, failure to fulfill the needs of minority groups and failure to produce programs using local talent.

Former executive vice president of NABB, said that the agreement affords parents “for the first time... the opportunity to protect their children from excessive violence on commercial television.” He called the agreement “the most far-reaching and fundamental revision of policy related to violence ever undertaken by any commercial broadcaster in the United States.”

Mr. Orme also indicated that the agreement marked more than the ending of the groups' dispute with KTTV. He said NABB and other organizations will use it as a pattern for inducing individual broadcasters throughout the country to adopt “responsible policies in the presentation of programs viewed by children and youth.”

Mr. Orme indicated that he felt the agreement, from the company's point of view, was a pragmatic answer to a difficult problem created by the petition to deny the station's renewal. They cited the $1 million that Capital Cities Communications Corp. committed itself to spending and the federal revision of policy related to violence as part of a settlement with groups that had opposed its purchase of three Triangle Broadcasting stations three years ago, and the heavy costs that WMAL-TV Washington incurred in fighting the petition to deny the station's renewal.

The KTTV application had been on the deferred list almost two years, and the case has already led to a commission ruling that the lawlessness could examine KTTV's financial reports. (However, the commission has been reluctant to inspect the records; they said they lacked the “time and resources” to pursue the matter after Metromedia filed an appeal for judicial review (Broadcasting, Aug. 20).).

Against that background, the agreement to drop three animated cartoon series and to carry a cautionary warning prior to some programs did not appear to be a high price, according to some Metromedia officials, who minimized the significance of the agreement. One official said there is no intention of applying it to Metromedia's five other television stations; "each is programmed differently to meet the needs of different markets," one said. And as for industrywide implications, Robert O'Connell, vice president and program director of KTTV, thought there would be little, in view of the programs on the banned list. "They are mostly old, outdated and generally unacceptable for children anyway," he said. Mr. O'Connell also added that the station client and general manager of KTTV, described it as a positive outgrowth of mutual concerns shared by an independent broadcaster and local citizens. "... There is much to learn in the coming years with respect to the influence of television on children, and Metromedia is willing to jump into the public and the broadcast industry, in the implementation of new programming approaches."

However, there was at least one indication of possible trouble ahead in implementing the agreement. Mr. O'Connell said the station did not agree with the protesting groups on their definition of violence.

Under the agreement, KTTV commits itself to do more than avoid or issue warnings in connection with specific programming. In the interest of improving children's programming generally, it promises to "seek to influence changes within the television industry" by, among other things, letting program sources know it is "a receptive market for meaningful, integrated children's programs" tailored to its needs.

KTTV promises also to produce programming for children (it is already embarked on a joint venture with Storer Broadcasting and Capital Cities Communications Inc. in the production of a children's program), expand the production of programming in which local performers will be used and "cultural resources" developed, and to continue "to implement present equal employment opportunity program aimed at eliminating discrimination in the recruitment and promotion of minority-group members and women in all departments."

Because of its unusual programming aspects, the agreement has cost KTTV far more than the legal fees required to negotiate it. Mr. Orme said information provided by the station indicates that it is losing $60,000 in ammortized costs in withdrawing the three cartoon series, and that its commitments for the production of children's programs and local programming, as well as for public-service spot announcements amount to at least $70,000.

But the activities of the protesting groups have not cost the station anything. Both Orme and Mr. O'Connell said that the protests had neither requested nor received financial remuneration in return for their costs.

**Critics keep busy with drawn-out new-season starts**

If the ratings for the new season promised haven't fed the expectations of the networks, at least the staggered new-show lineup is keeping the TV critics in bread and butter. Broadcasting's sampling of sentiment from across the country follows:

**Bob & Carol & Ted & Alice (ABC, Wednesday, 8-8:30 p.m.)** "It takes more than a title to make a hit... If anything, the opener was disagreeable rather than humorous." Percy Shain, Boston Globe.

"The premiere... tried awfully hard to be slick and sophisticated, but it came out looking strained and silly." Anthony LaCamera, Boston Herald American.

"How'd ya make it as sinful and sizzling as possible, but keep it about to be as Donna Reedish as possible by the end of the 22 minutes of running time... After all the buildup, we find the plot not much more advanced than an Ozzie and Harriet..." Rex Polier, Philadelphia Bulletin.

"... could be amusing & titillating
& honest & contemporary if its principles are as astutely chosen as its principals.”

Harry Harris, Philadelphia Inquirer.

“Despite some very labored material, we happened to like ABC’s Bob & Carol & Ted & Alice mainly because we like the four leads in it. They play well together and hold every promise that this series, with a title steal from the film, could come up with some good episodes in weeks to come.” Kay Gardella, New York Daily News.

“Bob & Carol & Ted & Alice moves into screen range . . . in a swift, occasionally bright, conventionally unconventional sex fable.” Morton Moss, Los Angeles Herald-Examiner.

“It showed promise.” Frank Judge, Detroit News.

“Voluptuous Anne Archer . . . and lean, handsome Robert Urich as Carol and Bob tower over Anita Gillette and David Spielberg as Ted and Alice . . . One thing that should be explained about the relationship of Bob and Carol with Ted and Alice: What do they see in each other?” Cecil Smith, Los Angeles Times.

“Based on the premise, Bob & Carol & Ted & Alice will need help from Fred 
Susie & Stan & Grace & Ed & Jenny & the U.S. Marine Band & the Kilgore Coll 
lege majorettes & Trigger & Lassie & all the males in the city of Hollywood & all the females in the city of Oakland & most of all, prayer.” Norman Mark, Chicago Daily News.

“Bob and Carol and Ted and Alice have had their horns removed and endowed with a Hugh Hefner mentality—lots of talk about sex and no action. . . Welcome to a half hour of sniggers, dedicated to the proposition that any topic can be debated into boredom, even sex.” Richard Shull, Indianapolis News.

“It is a shame that Bob & Carol & Ted & Alice doesn’t have a stronger format or premise because the four young actors who play the title roles are quite likeable.” Bob Brock, Dallas Times-Herald.

Faraday and Company (NBC, Wednes 
8:30-10 p.m.)

“. . . solid private-eye series . . . well 
written. Along with its serious story line, it had many warm, honest, amusing mo 

“. . . as Faraday, Dan Dailey, former song-and-dance man, is the story’s most impressive asset. Somewhat seedy, pouchy and hung over, Mr. Dailey’s private eye is a delightful distillation of every de 

CBS Laboratories Mark III Image Enhancer is preferred by most TV stations. Because it sharpens both vertical and horizontal detail automatically. And improves picture resolution as well as color fidelity. The Mark III, with unique “crispened-comb” filter, separates chroma

Send only the best.
routine—complex but nonetheless predictable in story line and characterization, strong on pace but there's not much in the way of nourishment in the other vital area.” Don Freeman, San Diego Union.

"...was the almost perfect example of the badly written TV 'whodunit' which leads to the next question: Why watch it?" Norman Mark, Chicago Daily News.

"With luck, next week [Lorne Greene] may tackle 'The Case of the Nonexistent Writer' and find out who framed him with Saturday night's phony script," Richard Shull, Indianapolis News.

"Griff is another private-eye stiff. The real mystery is what attracted Greene to this routine private investigation set-up." Bernie Harrison, Washington Star-News.

"Only the series' title and cast have changed... Detectives and cop shows like this one are a dime a dozen..." Barbara Holsopple, Pittsburgh Press.

"...nothing new or original about Griff, but it is done quite professionally." Bob Brock, Dallas Times-Herald.

"...[Lorne] Greene is mixed up in a dull-witted gumshoe series that's about as pleasant as five pounds of garbage in a four-pound bag." Gary Deeb, Chicago Tribune.

**The Magician** (NBC, Tuesday, 9-10 p.m.)

"...makes no pretense of being anything but far-out fiction. Bill Bixby slickly portrays a wealthy professional slight-of-hander who uses his digital dexterity to bamboozle baddies." Harry Harris, Philadelphia Inquirer.

"Energetic, immensely self-confident, Bixby came off looking good with a well-done premiere that was well cast and created a favorable impact..." Rex Polier, Philadelphia Bulletin.

"While Bixby wasn't at all bad as a crime buster with skill in magic, the relentlessly action-oriented proceedings quickly reached a point of ludicrousness." Anthony LaCamera, Boston Herald American.

"The superhuman stunts came so thick and fast in the final climactic chase sequence that the whole shebang collapsed of its own weight. It became pure, laughable hokum." Percy Shain, Boston Globe.

"...promises to be one of the better series of the new season—or an unusual one at least—because in it NBC has discovered a new way of circumventing the violence inherent in all crime stories." Terrence O'Flaherty, San Francisco Chronicle.

"If you're mad about juvenile wish fulfillment, this is definitely not to be ignored." Morton Moss, Los Angeles Herald-Examiner.

"The Magician... is simple baloney—and it has no redeeming social value..." The Magician

The writers once again are the culprits, and The Magician may pull the vanishing act by January," Gary Deeb, Chicago Tribune.

"...a good series, as these big city fantasies go. Bixby plays the role with nice cool. The over-all production has a high gloss..." Jack Anderson, Miami Herald.

"...the chase sequences were tops... Add some interesting photography and the Magician is a good action series..." Barbara Holsopple, Pittsburgh Press.

"Maybe the ratings will work some magic and make the Magician disappear." Frank Judge, Detroit News.

**Hawkins** (CBS, Tuesday, 9:30-11 p.m.)

"It failed mainly because the spine itself—the plot line—was so utterly far-fetched and absurd." Percy Shain, Boston Globe.

"All future episodes have only to be half as good as the premiere. Meeting that qualification ought to be easy for this obviously well-produced show." Rex Polier, Philadelphia Bulletin.

"A senior-citizen star... strictly contemporary in content... Stewart is ideally cast as a seeming hick country lawyer from West Virginia addicted to cracker-barrel Confucianisms." Harry Harris, Philadelphia Inquirer.

"...a winning television series... a well-constructed mystery with a surprise ending... It's a good role for Stewart..." Kay Gardella, New York Daily News.

"...the most impressively acted, written, directed and photographed of the new series so far this season... provides Jimmy Stewart with the best role he has had in years... Hawkins delivers on all fronts and with considerable style." John J. O'Connor, New York Times.

"Hawkins is off to a promising start. Stewart has finally realized, as some of his fellow superheroes have not, that television only looks like easy pasture, to be grazed at leisure. It's work..." Jack Anderson, Miami Herald.

"...a poor imitation of his 'Anatomy of a Murder.'" Norman Mark, Chicago Daily News.

"...the type of lawyer show that the New Perry Mason ought to be and isn't." Richard Shull, Indianapolis News.

"One of the new season's most refreshing offerings... Stewart's characterization and his excellent supporting cast lift

---

**Schafer**

**First in Automation**

Schafer Electronics Corporation

75 Castilian Drive - Santa Barbara Research Park

Goleta, California 93017 - Telephone (805) 969-0759

---

Broadcasting Oct 8 1973
the show above its story line...” Barbara Holsopple, Pittsburgh Press.

“David Karp, who created Hawkins and wrote the script... must have turned this one out overnight and it's embarrassing to see so many good actors trapped in this caricature of a courtroom puzzler.” Bernie Harrison, Washington Star-News.

“Stewart, of course, is the perfect choice for the role of Hawkins. He is as smoothly assured here as he was nervously beleaguered in his disastrous situation comedy a couple seasons back.” Don Freeman, San Diego Union.

“... the first unequivocal hit of the season.” Bob Brock, Dallas Times-Herald.

“Authenticity is properly served by showing that love-at-first-investigation is another of those hazards that make a policeman's lot not a happy one...” Jack Anderson, Miami Herald.

James D. Lyons, Nielsen vice president.
He said the first step would be the addition of NAC reports for four April weeks next year, which would increase the number of reports from 30 to 34 per year. The second step would provide a 50% increase in the NAC sample size, now approximately 2,400 homes, with half of the increase targeted for next July and the rest for February 1975. Mr. Lyons said Nielsen “hopes to improve that schedule.”

Cost of the new daily service has been estimated at about $300,000 a year per network, in addition to approximately $1 million that each network pays for the basic Nielsen services.

In the first daily report with ABC ratings included, for last Monday (Oct. 1), NBC's new entries, Loisa Luck and Diana, trailed their time periods at 8:30 and 8:30-9 p.m. NYT, respectively, with shares of 27 and 26 against CBS's Gunsmoke and ABC's Rookies, which were approximately tied with shares in the 32-35 range. ABC's NFL Football was second to the NBC Monday Night Movie (“Doctors and Nurses”) while ABC's The 500 with the 9-11 p.m. period but edged Lucy on CBS and pulled six to seven share points ahead of CBS's Dick Van Dyke Show and ABC's second half of Medical Center before slipping to a one-point lead over the last half of Medical Center. Average ratings for the night: NBC 21.6, ABC 21.2, CBS 19.4.

In earlier reports, when the dailies were limited to CBS and NBC ratings, CBS's New Perry Mason on Sunday (Sept. 30) slipped to a mid-20's share, 15 share points below NBC's Disney. NBC's Sunday Mystery Movie (“McMillan and wife”) was second throughout the 9-11 p.m. period but edged Lucy on CBS and pulled six to seven share points ahead of CBS's Dick Van Dyke Show and the first half-hour of Medical Center before slipping to a one-point lead over the last half of Medical Center. Average ratings for the night: NBC 21.6, ABC 21.2, CBS 19.4.

ABC-TV joined CBS-TV and NBC-TV as subscribers to the A. C. Nielsen Co.'s new "overnight" ratings last week after Nielsen agreed to expand the base and number of its National Audience Composition (NAC) reports. That meant the new daily service would start reporting the ratings and shares of ABC as well as CBS and NBC programs.

ABC had refused to sign for the service on the need for better "people-viewing" data was greater than the need for faster homes-viewing information (Broadcasting, June 18, et seq.). Nielsen officials insisted the changes in NAC—which provides estimates of viewers by various age and sex categories for all sponsored network TV programs—were not the result of ABC's stand alone.

The plan is in direct response to the requests of agency and network clients for increased number of reported weeks and improved stability of NAC data,” said Hawkins

new season... [Jimmy] Stewart finally has a TV role that is custom-tailored to his particular personality...” Terrence O’Flaherty, San Francisco Chronicle.

Police Story (NBC, Tuesday, 10-11 p.m.)
“Certainly powerful stuff, with startlingly uninhibited talk and data about the victimization of women for gangland profit.” Harry Harris, Philadelphia Inquirer.

“Judging by the frank and often tasteless premiere, it looks to be out for shock value. Police Story set a mark by bringing one of the most brutal, frank filmed police dramas of recent years to TV...” Rex Polier, Philadelphia Bulletin.

“The performances, the characterizations and the production were quite good, but the subject matter... had become tiresome by the time the hour-long series made its debut.” Anthony LaCamera, Boston Herald American.

“In the hard, vicious world of vice and drugs—of pimps and panderers and prostitutes and madams—you can’t get much more realism on the TV screen than in the opening Police Story last night. As creator of the series, though not the writer of the opening episode, policeman-author Joe Wambaugh’s expertise with the subject was everywhere in evidence.” Percy Shaie, Boston Globe.

... the best dramatic series premiere of the season.” Norman Mark, Chicago Daily News.

“On a screen far too crowded with cops and robbers, Police Story can be singled out from the mediocre pack.” Morton Moss, Los Angeles Herald-Examiner.

... totally realistic, sordid, frightening, the dialogue taut and believable, the characters right on the button, the yarn unfolds—a tawdry story that strikes to the core.” Don Freeman, San Diego Union.

... the first unequivocal hit of the season.” Bob Brock, Dallas Times-Herald.

“Authenticity is properly served by showing that love-at-first-investigation is another of those hazards that make a policeman’s lot not a happy one...” Jack Anderson, Miami Herald.

Nielsen alters NAC, ABC takes new service

Additional reports and increase in sample size are initial changes

ABC-TV joined CBS-TV and NBC-TV as subscribers to the A. C. Nielsen Co.'s new "overnight" ratings last week after Nielsen agreed to expand the base and number of its National Audience Composition (NAC) reports. That meant the new daily service would start reporting the ratings and shares of ABC as well as CBS and NBC programs.

ABC had refused to sign for the service on grounds that the need for better "people-viewing" data was greater than the need for faster homes-viewing information (Broadcasting, June 18, et seq.). Nielsen officials insisted the changes in NAC—which provides estimates of viewers by various age and sex categories for all sponsored network TV programs—were not the result of ABC's stand alone.

The plan is in direct response to the requests of agency and network clients for increased number of reported weeks and improved stability of NAC data,” said...
aged only a one-share-point lead over the special. The CBS Friday Movie ("Kelly's Heroes") led the rest of the evening. Average ratings for the night: NBC 19.0, CBS 17.1.

On Saturday (Sept. 29) there were two new entries, Suspense Movie and Griff, but both were on ABC and therefore not rated in the report for that evening. As between CBS and NBC, CBS's All in the Family doubled the rating of Emergency, and subsequent CBS programming also led all the way, giving CBS an average rating of 23.0 for the night, as against NBC's 15.1.

**NBC Radio unveils its new profile to affiliates**

Shorter 'News on the Hour', around-the-clock news service among changes, says Tornabene

Plans for major changes in NBC Radio network programming were presented to the network's affiliates at their annual convention in Palm Beach, Fla., last week.

Russell C. Tornabene, vice president and general manager of the network, said they would include the following, with others to be developed later as part of what he called a "retooling for today's needs and preparing for the future."

- The network's News on the Hour, now five-and-a-half minutes in length, will be cut to five minutes, with provision for affiliates to cut away after three-and-a-half minutes, at their option. This change will be effective Oct. 29.
- NBC Radio will launch a 24-hour-a-day news service on Jan. 1 if there is sufficient interest and support from network affiliates. CBS Radio went to hourly newscasts around the clock several weeks ago.

- "Substantial" changes will be made in Emphasis, the network's daytime strip of commentary programs. Mr. Tornabene said "the length will be determined by program content and the natural construction of the essay," with most running about 90 seconds but some as short as a minute. Most now are about three- and-a-half minutes in length.

- Monitor, the weekend program service, will be restyled: "We will have a new line-up of personalities, new production techniques, bright middle-of-the-road music with some familiar hits of past years, and, effective Nov. 3, 48 live 90-second news and sports reports." The news and sports reports, called NBC Update, will be fed at 15 minutes before and after the hour.

Mr. Tornabene said the changes respond to requests from affiliates and to findings of two audience research projects conducted for NBC Radio by Frank Magid Associates, Cedar Rapids, Iowa, one of which has been completed and was described to the affiliates by Mr. Magid, president of the nationally known consultancy firm.

"Once we digest the large amount of new information and knowledge about the audience, what our stations want and how we can carry out the plans," Mr. Tornabene said, "we will review rather substantial changes, as necessary, in retooling the network service.

NBC Radio's reliance on audience research was also underlined by Julian Goodman, president of NBC, in an address to the affiliates on Monday (Oct. 1), opening day of the two-day convention. He said radio "has come to be a medium for all seasons, carrying the sounds of our times to all places, to people of all ages," and that NBC Radio would continue to "look carefully for the opportunities of the future."

Members of NBC Radio Network Affiliates Executive Committee with NBC officials at annual conventions Oct. 1-2 in Palm Beach, Fla.: (1 to r) front row, David C. Adams, NBC chairman; Julian Goodman, NBC president; Nat Silboid, WWJ(AM) Detroit, re-elected chairman of affiliates executive committee; Donald J. Mercer, NBC station relations vice president; Robert W. Lemon, president, NBC Radio division, and Russell C. Tornabene, vice president and general manager, NBC Radio Network; back row, James Wesley, WXW(AM) Los Angeles, elected vice chairman of executive committee; John Alexander, WFLA(AM) Tampa, Fla.; Herbert Crosby, WCHS(AM) Portland, Me.; Bruce Buchanan, WJBC(AM) Greenville, S.C., re-elected secretary-treasurer of committee; Ted L. Snider, KARK-AM-FM Little Rock, Ark.; Robert Rich, WDSM(AM) Duluth, Minn., and Wilson Edwards, KGOO-AM-FM San Diego. Al Burk (not shown), WBAL(AM) Baltimore, and Mr. Alexander were elected to affiliates committee and Mr. Rich was re-elected. Other members continue under unexpired terms.
Agreement on rates for AT&T's occasional clients down to semantics

Rewording of compromises given draft committee with approval from both sides possible this week

The controversy over how much AT&T should charge occasional-use customers of the company's television-program-transmission service may be settled this week. This is the remaining major issue in the FCC rate-making proceeding involving AT&T.

The parties met last week in Washington in what had been expected to be the final meeting in a series that began in August. But AT&T objected to some language in the draft stipulation embodying the proposed settlement.

As a result, AT&T was to submit suggested modifications which are to be considered Tuesday (Oct. 9) by a drafting committee consisting of three communications counsel, representatives of four of the parties—Joseph Kittner, for the networks; Jay Ricks, for Hughes Sports Network Inc.; Harry Plotkin, for Corporation for Public Broadcasting and Public Broadcasting Service, and Kelley Griffith, of the commission's Common Carrier Bureau staff.

The committee is to work the changes into the draft and circulate it among the parties this week. If the parties agree to the changes, the job will be over. If not, another meeting will be necessary.

The draft stipulation is in accordance with the proposed compromise that has been under consideration for several weeks. It provides for a two-year trial period, in which occasional users would be charged an hourly rate of 65 cents per mile in the first year and 75 cents in the second. AT&T has proposed a $1 hourly rate per mile, up from the present rate of 55 cents. In addition, occasional users could take 10 hours of service each day for a monthly charge of $40 per mile, with customers permitted to share the service.

Commission officials and occasional users were showing signs of anxiety last week over the continuing delay in reaching a settlement for AT&T has already filed its new TV program-transmission rates for occasional users. They will become effective Nov. 13, unless a compromise is reached or the commission suspends them, as it can for a period of up to 90 days.

Failure to agree would leave the issue up to the commission. And that could bring into question AT&T's new tariff for monthly contract service—that used by the networks—that is already in effect. The tariff provides for a sharp cut in rates—$55 per month per mile, as against the first charge of $82.50—to meet competition provided by miscellaneous common carrier companies seeking network program-transmission business.

In addition to the effort to reach a compromise settlement on the occasional-use charges, the proceeding involves the complaint of UPITN that the settlement, even if reached, does not solve its problem. UPITN, which distributes news programs to television stations, wants a monthly contract rate for the transmission of programs for one hour each day. The monthly contract rate that was superseded by the one now in effect met that need. UPITN and AT&T were discussing that issue between themselves.

Rockwell captures enough Collins stock to complete merger

All that's needed now is approval of Collins stockholders on Nov. 2

The way was paved last week for Collins Radio Co. to merge into Rockwell International Inc. Rockwell announced it had received over two million shares of Collins in response to its tender offer two months ago. And Collins announced its directors had approved the merger.

Last August Rockwell made a tender offer of $25 per share for all of Collins's 2,967,647 outstanding common shares and said it would propose a merger if more than 1,681,766 were tendered and purchased (BROADCASTING, Aug. 20). Rockwell had 41% control of Collins with its ownership of all of Collins's preferred shares. Its acquisition of over two million common shares now gives it over two-thirds of Collins's common.

The merger is subject to approval by two-thirds of Collins's shareholders at a special meeting Nov. 2. The proposal calls for holders of Collins common to receive $25 per share.

Rockwell, a diversified aerospace, industrial and consumer-products company, invested $25 million in Collins in 1971, acquiring all of its preferred stock with an eye toward eventual total control.

Collins, a Dallas-based electronics and broadcast-equipment manufacturer, had 1973 net income of $12.8 million on revenues of $350.3 million, compared to a 1972 net loss of $63.8 million on revenues of $250.4 million (BROADCASTING, Sept. 24).

Five killed in crash of Iowa TV tower

Structure collapses as workmen prepare place for added ETV; KCRG-TV knocked off air

The 2,000-foot tower occupied by KCRG-TV Cedar Rapids, Iowa, collapsed last week, killing five persons, injuring two others and knocking the ABC-TV affiliate off the air.

The accident occurred last Wednesday (Oct. 3) when employees of the Clarke Olson consulting-engineering firm...
were working to modify the tower to accommodate the antenna of the Iowa Educational Broadcasting Network. All those killed and injured were associated with Clarke Olson.

Edwin Lasko, general manager, said the station would move a transmitter 20 miles south of the present tower location to Hiawatha, Iowa, where it will be hooked up to a 1,000-foot tower formerly used by KCRG-TV. Mr. Lasko said the station would be back on the air "as soon as possible" but would not be more specific. He declined to give a damage estimate but said the original cost of the fallen tower was just under $500,000. Cause of the accident was not immediately determined.

If you need money to build a new system, here's why you should borrow from Cable Funding Corp.

Pure and simple, we're offering you something unique: an innovative loan program for new builds. Not only do you get more leverage from Cable Funding Corp., but you get repayment terms geared to your projected cash flow. And a lot more advantages most commercial institutions won't give you.

Leverage. With Cable Funding Corp., you get maximum borrowing power with a minimum capital investment on your part, more than any conventional lender is willing to give you. We lend you money with regard to the total cost of constructing your cable system, too (and that includes funds to cover initial marketing costs and the operating deficits inherent in the first few years of any CATV system).

Our flexible repayment policy. We understand the cable business, the way the money comes in. So during the construction period, you pay only the interest on the loan. As the system becomes operational, you pay back principal and interest according to your cash flow.

We make loan decisions quickly. We're structured to provide you with immediate service. And prompt decisions.

We're independent. We have no affiliation with any equipment manufacturer or supplier. When you do business with us, you're free to pick the equipment that best suits your needs.

We provide unique professional expertise. Unlike any other lender, we provide more than money. Malarkey, Taylor and Associates are affiliated with Cable Funding Corp. and are available to help you with all aspects of cable operations, including engineering, marketing, administrative and personnel problems.

If you need money to build a new system, call our president, Harold Ewen, at (212) 371-3700 for more information. See what we can offer you.

N.Y.-area problems

Stations claim that port authority is renewing on 1967 agreement to put antennas on World Trade Center

Rene Anselmo, president of ch. 41 WXTV (tv) Paterson, N.J., made public last week a Sept. 28 letter to FCC Commissioner Robert E. Lee asserting that the New York-New Jersey Port Authority is "attempting to back out" of a 1967 contract by providing for the relocation of all New York-area TV stations to the top of the 1,350-foot twin towers of the new World Trade Center.

Authority spokesmen claim that the predicted massive interference to over-the-air TV reception has failed to materialize now that the towers are in place. The TV Broadcasters All-Industry Committee, the umbrella group of the seven VHF and three UHF stations in New York areas, disagrees. The towers "are causing undeniable problems to television in the metropolitan area," according to Ols Freeman, president of the committee and vice president for engineering of WPIX-TV New York.

In his letter, Mr. Anselmo says he's "preparing a law suit" against the authority, although he admitted at a news conference last week that "as a quasi-governmental body, the authority is immune to most types of legal action which could be brought against it." So the letter to Commissioner Lee, a champion of UHF causes, also urges the FCC to force the authority to move the stations' antennas from the Empire State Building (or, in WXTV's case, from the observation deck of the Cities Service Building at 70 Pine Street) to the World Trade Center, in accordance with the terms of the 1967 agreement. The authority in rebuttal has formally asked the FCC to hold full-scale hearings.

Technical Briefs

Permission for HEW tests. FCC Chairman Dean Burch has granted Department of Health, Education and Welfare temporary authorization to use nongovernment frequencies in communications experiments involving NASA ATS-F satellite. HEW experiments, which will take place in Alaska, Rocky Mountains and several Appalachian states, are designed to evaluate several health and educational concepts.

Upgrades. Inovonics Inc. has developed model 360 tape-recording electronics to replace tube-type electronics in older, single-channel tape recorders. Priced at $1,900, the self-contained unit is designed as a plug-for-plug replacement package for Ampex 300, 350/351 and 354 tape transports and will perform with original heads. Model 360 electronics are also adaptable to most other single-channel tape transports and head assemblies.

1630 Dell Avenue, Campbell, Calif., 95008. (408) 374-8360.

For loading. Audio Tek Inc. has introduced model 235 series tape loaders for audio or data-processing cartridges. Three options are available. One loads prerecorded material only and uses cue-cue pickup head to separate individual albums. Another option incorporates tachometer and digital switching for setting exact length of blank tape. Third option loads both blank and prerecorded material and features combination of other options. Price: $1,160 to $1,385. Box 5012, San Jose, Calif., 95150. (408) 244-1776.

Covering territory. IVC Corp. and Conrac Corp. have selected Cramer Video, Needham Heights, Mass., as authorized franchise distributor for their products in New England states, Maryland, Washington and Virginia. IVC manufactures TV cameras and tape recording equipment; Conrac produces TV monitors.
Financial

Broadcast issues showing recovery along with rest of market

Although prices are still below highs of last January, industry stocks are riding general Wall Street upswing.

Broadcasting and broadcasting-related stocks, which have suffered sharp declines along with the rest of the market since nearly the beginning of the year, are now following the general upward movement the market has exhibited in recent weeks. What's more, financial sources say, the upturn should last at least through the end of 1973.

According to one broker, the turnaround began to occur "when people realized they bought at the bottom of the downswing and felt that the prime interest rate had peaked." Emphasis was thus placed on the lower-priced stocks with lower P/E ratios, and away from the higher-priced so-called "glamour" issues.

But the fact remains that the fortunes of broadcasting and related companies—along with those of their major stockholders (see chart)—have declined to such a degree that for many equalling pre-January highs will be difficult, if not impossible, in the immediate future.

Total market capitalization for all stocks on Broadcasting's list declined 13.53% from Jan. 1 to Oct. 30 (just before the Dow Jones industrial averages reached record highs) to Sept. 26.

When viewed by stock category every group registered declines. Declines in market capitalization ranged from 38.31% in cablecasting to only 7.50% in broadcsming with other major interests (BROADCASTING's computations did not include Columbia Cable or UA Cablevision which merged in 1972).

The second biggest decline was in the programing category (30.17%), followed by the broadcasting (27.17%), service (10.83%) and electronics categories (9.94%).

Only a handful of issues registered increases in the prices of their stock for the eight-and-a-half-month period. In the broadcasting column, only Federated Media, Pacific & Southern and WHNT Corp. were up (81.81%, 9.52% and 54.83%, respectively).

The only three gainers in the broadcasting-with-other-major-interests group were Dun & Bradstreet (0.94%), Kaiser Industries (2.67%) and Schering-Plough (11.88%).

The programming group had one gainer (Music Makers with 50%) and electronics had three (Collins Radio with 13.40%, 3M with 5.38% and RSC Industries with 6.25%). None of the issues in either the cablecasting or the service groups saw per-share price increases for the period.

Price drops of 50% or more were commonplace. Particularly hard hit were

<table>
<thead>
<tr>
<th>Company</th>
<th>Jan. 10</th>
<th>Sept. 26</th>
<th>Net Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concast</td>
<td>5%</td>
<td>3%</td>
<td>-2%</td>
<td>-44.18</td>
</tr>
<tr>
<td>Commod. Props.</td>
<td>9%</td>
<td>4%</td>
<td>-5%</td>
<td>-58.67</td>
</tr>
<tr>
<td>Cos Cable</td>
<td>2%</td>
<td>1%</td>
<td>-1%</td>
<td>-25.14</td>
</tr>
<tr>
<td>Entron</td>
<td>3%</td>
<td>2%</td>
<td>-1%</td>
<td>-27.85</td>
</tr>
<tr>
<td>General instrument</td>
<td>9%</td>
<td>6%</td>
<td>-3%</td>
<td>-52.27</td>
</tr>
<tr>
<td>LVO Cable</td>
<td>11%</td>
<td>8%</td>
<td>-3%</td>
<td>-36.11</td>
</tr>
<tr>
<td>Scientif. Atlanta</td>
<td>14%</td>
<td>11%</td>
<td>-3%</td>
<td>-31.22</td>
</tr>
<tr>
<td>Tele-Communications</td>
<td>21%</td>
<td>18%</td>
<td>-3%</td>
<td>-35.53</td>
</tr>
<tr>
<td>Telepromp.</td>
<td>30%</td>
<td>27%</td>
<td>-3%</td>
<td>-34.61</td>
</tr>
<tr>
<td>Time Inc.</td>
<td>58%</td>
<td>50%</td>
<td>-3%</td>
<td>-36.71</td>
</tr>
<tr>
<td>Tocon</td>
<td>12%</td>
<td>8%</td>
<td>-4%</td>
<td>-41.66</td>
</tr>
<tr>
<td>UA-Columbia Cable</td>
<td>15%</td>
<td>11%</td>
<td>-4%</td>
<td>-35.16</td>
</tr>
<tr>
<td>Viacom</td>
<td>19%</td>
<td>8%</td>
<td>-4%</td>
<td>-54.42</td>
</tr>
<tr>
<td>Columbia Pictures</td>
<td>8%</td>
<td>3%</td>
<td>-4%</td>
<td>-51.35</td>
</tr>
<tr>
<td>Disney+</td>
<td>11%</td>
<td>9%</td>
<td>-4%</td>
<td>-37.44</td>
</tr>
<tr>
<td>Filmways</td>
<td>3%</td>
<td>1%</td>
<td>-4%</td>
<td>-27.44</td>
</tr>
<tr>
<td>Gulf &amp; Western</td>
<td>34%</td>
<td>30%</td>
<td>-4%</td>
<td>-31.50</td>
</tr>
<tr>
<td>MCA</td>
<td>32%</td>
<td>29%</td>
<td>-4%</td>
<td>-27.58</td>
</tr>
<tr>
<td>MGM</td>
<td>17%</td>
<td>14%</td>
<td>-4%</td>
<td>-24.35</td>
</tr>
<tr>
<td>Music Makers</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>+50.00</td>
</tr>
<tr>
<td>Teletape</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>+64.28</td>
</tr>
<tr>
<td>Teletronics Intl.</td>
<td>10%</td>
<td>9%</td>
<td>-1%</td>
<td>-17.61</td>
</tr>
<tr>
<td>Transamerica</td>
<td>17%</td>
<td>16%</td>
<td>-1%</td>
<td>-22.05</td>
</tr>
<tr>
<td>20th Century-Fox</td>
<td>11%</td>
<td>9%</td>
<td>-2%</td>
<td>-30.43</td>
</tr>
<tr>
<td>Warner Reade</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>-34.54</td>
</tr>
<tr>
<td>Warner</td>
<td>37%</td>
<td>34%</td>
<td>-2%</td>
<td>-24.54</td>
</tr>
<tr>
<td>Weather</td>
<td>12%</td>
<td>9%</td>
<td>-3%</td>
<td>-18.42</td>
</tr>
<tr>
<td>John Blair</td>
<td>12%</td>
<td>9%</td>
<td>-4%</td>
<td>-30.40</td>
</tr>
<tr>
<td>Concast</td>
<td>5%</td>
<td>4%</td>
<td>-5%</td>
<td>-17.14</td>
</tr>
<tr>
<td>Creative Management</td>
<td>7%</td>
<td>6%</td>
<td>0%</td>
<td>-8.19</td>
</tr>
<tr>
<td>Doyle Dane Bernbach</td>
<td>23%</td>
<td>21%</td>
<td>-1%</td>
<td>-14.16</td>
</tr>
<tr>
<td>Fillmore Institute</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>+50.00</td>
</tr>
<tr>
<td>Foote Cone &amp; Belding</td>
<td>12%</td>
<td>11%</td>
<td>-2%</td>
<td>-11.66</td>
</tr>
<tr>
<td>Clinton Ely</td>
<td>13%</td>
<td>11%</td>
<td>0%</td>
<td>+37.09</td>
</tr>
<tr>
<td>Grey Advertising</td>
<td>15%</td>
<td>12%</td>
<td>0%</td>
<td>+27.50</td>
</tr>
<tr>
<td>Interpublic Group</td>
<td>21%</td>
<td>18%</td>
<td>0%</td>
<td>+37.50</td>
</tr>
<tr>
<td>Marvin Joseph</td>
<td>17%</td>
<td>15%</td>
<td>0%</td>
<td>+37.50</td>
</tr>
<tr>
<td>McCaffrey &amp; McColl</td>
<td>9%</td>
<td>8%</td>
<td>-1%</td>
<td>-8.71</td>
</tr>
<tr>
<td>MCI Communications</td>
<td>8%</td>
<td>7%</td>
<td>-1%</td>
<td>-18.75</td>
</tr>
<tr>
<td>Movietape</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>+54.54</td>
</tr>
<tr>
<td>MPG Videotronics</td>
<td>3%</td>
<td>2%</td>
<td>0%</td>
<td>+32.14</td>
</tr>
<tr>
<td>Nesham Medical</td>
<td>27%</td>
<td>24%</td>
<td>-2%</td>
<td>-11.11</td>
</tr>
<tr>
<td>A. C. Nielsen</td>
<td>28%</td>
<td>23%</td>
<td>-2%</td>
<td>-25.40</td>
</tr>
<tr>
<td>Ogilvy &amp; Mather</td>
<td>32%</td>
<td>30%</td>
<td>-2%</td>
<td>-29.05</td>
</tr>
<tr>
<td>PKL Co.</td>
<td>24%</td>
<td>23%</td>
<td>-2%</td>
<td>-49.08</td>
</tr>
<tr>
<td>W. J. Walter Thompson</td>
<td>22%</td>
<td>20%</td>
<td>-2%</td>
<td>-52.50</td>
</tr>
<tr>
<td>Universal Comm.</td>
<td>12%</td>
<td>11%</td>
<td>0%</td>
<td>-10.81</td>
</tr>
<tr>
<td>Wells, Rich, Green</td>
<td>22%</td>
<td>19%</td>
<td>0%</td>
<td>+12.86</td>
</tr>
<tr>
<td>Adservil</td>
<td>17%</td>
<td>15%</td>
<td>-2%</td>
<td>-24.47</td>
</tr>
<tr>
<td>Anheuser-Busch</td>
<td>17%</td>
<td>15%</td>
<td>-2%</td>
<td>-24.47</td>
</tr>
<tr>
<td>Apco</td>
<td>8%</td>
<td>6%</td>
<td>-2%</td>
<td>-26.92</td>
</tr>
<tr>
<td>CCA Electronics</td>
<td>21%</td>
<td>4%</td>
<td>0%</td>
<td>+50.00</td>
</tr>
<tr>
<td>Collins Radio</td>
<td>22%</td>
<td>20%</td>
<td>0%</td>
<td>+25.00</td>
</tr>
<tr>
<td>Computer Equipment</td>
<td>7%</td>
<td>4%</td>
<td>0%</td>
<td>+30.00</td>
</tr>
<tr>
<td>Corning</td>
<td>30%</td>
<td>28%</td>
<td>0%</td>
<td>+6.90</td>
</tr>
<tr>
<td>General Electric</td>
<td>73%</td>
<td>64%</td>
<td>0%</td>
<td>+11.94</td>
</tr>
<tr>
<td>Harpo-Interelectric</td>
<td>46%</td>
<td>35%</td>
<td>0%</td>
<td>+31.43</td>
</tr>
<tr>
<td>Interpublic Group</td>
<td>21%</td>
<td>19%</td>
<td>0%</td>
<td>+10.53</td>
</tr>
<tr>
<td>Magnavox</td>
<td>28%</td>
<td>25%</td>
<td>0%</td>
<td>+11.02</td>
</tr>
<tr>
<td>Marconics</td>
<td>3%</td>
<td>2%</td>
<td>0%</td>
<td>+50.00</td>
</tr>
<tr>
<td>Motorola*</td>
<td>67%</td>
<td>59%</td>
<td>0%</td>
<td>+13.51</td>
</tr>
<tr>
<td>Oak Industries</td>
<td>20%</td>
<td>17%</td>
<td>0%</td>
<td>+26.50</td>
</tr>
<tr>
<td>RCA</td>
<td>26%</td>
<td>20%</td>
<td>0%</td>
<td>+30.00</td>
</tr>
<tr>
<td>RSC Industries</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
<td>+25.00</td>
</tr>
<tr>
<td>Socie</td>
<td>2%</td>
<td>1%</td>
<td>0%</td>
<td>+25.00</td>
</tr>
<tr>
<td>Sony Corp.</td>
<td>30%</td>
<td>27%</td>
<td>0%</td>
<td>+9.33</td>
</tr>
<tr>
<td>Tektronix</td>
<td>52%</td>
<td>45%</td>
<td>0%</td>
<td>+15.04</td>
</tr>
<tr>
<td>The Teletronics Corp.</td>
<td>13%</td>
<td>11%</td>
<td>0%</td>
<td>+20.00</td>
</tr>
<tr>
<td>Time Inc.</td>
<td>44%</td>
<td>41%</td>
<td>0%</td>
<td>+28.60</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>45%</td>
<td>39%</td>
<td>0%</td>
<td>+16.40</td>
</tr>
<tr>
<td>Zenith</td>
<td>53%</td>
<td>44%</td>
<td>0%</td>
<td>+20.75</td>
</tr>
</tbody>
</table>

* Jan. 10 prices adjusted to reflect stock splits.

Broadcasting Oct. 8 57
Harte-Hanks Newspapers (down 64.88%), Metromedia (61.72%), AM/CO (82.60%), Cable Information Systems (60%), Entron (68%), TeleCommunications (60.71%), Teleprompter (68.52%), Tele-Tape Productions (64.28%), Warner Communications (65.20%), PKL Companies (66.66%), Universal Communications (83.33%), and CCA Electronics Corp. (65.21%).

CBS's Taylor is bullish on both radio and TV in London talk

The CBS-TV network's profits in 1972 exceeded those of NBC-TV and ABC-TV combined, CBS Inc. President Arthur R. Taylor told a meeting of investment managers and security analysts in London last Tuesday (Oct. 2).

Beyond that, he said, "CBS expects 1973 to be a demonstrably better year than 1972, and 1974 to be a better year still, given our present view of the U.S. economy."

Mr. Taylor also offered an optimistic view of TV generally. He said CBS econ-
omists expect 1973 to be "a banner year for television, with an annual growth rate among the highest in the industry's history." He predicted 12% increases in both network and national-spot expenditures this year over 1972, and a gain of 15% or more in local spending. "We expect this growth to continue throughout 1974," he continued, "but at a more normal rate than in 1973."

Radio, he said, also "continues to enjoy steady growth in advertising revenues."

Mr. Taylor and CBS associates were in London—and also in Amsterdam, Netherlands, and Frankfurt, West Germany—in connection with the listing of CBS Inc. common stock on the stock exchanges of those European cities.

Revision upward. Standard & Poor's has upgraded CBS Inc.'s 7.85% debentures, due 2001, from single-A to double A. Credit rating agency said revision reflected CBS's expanded earnings protection afforded bondholders, improved outlook for future earnings growth and company's "conservative leverage position."

Paper loss: $1,403,278.


Mary Wells, chairman, Wells Rich Greene, held 84,500 shares valued at $1,690,000 on Jan. 10. Their value on Sept. 26: $1,109,062. Paper loss: $580,938.

David McCaull, president, McCaffrey & McCall, held 86,000 shares valued at $639,500 on Jan. 10. Their value on Sept. 26: $580,500. Paper loss: $258,000.
### Broadcasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. Oct.</th>
<th>Closing Wed. Sept.</th>
<th>Net change In week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. Shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>ABC</td>
<td>33 5/8</td>
<td>32 1/2 + 1 1/8</td>
<td>3.46</td>
<td>33 5/8</td>
<td>21</td>
<td>14</td>
<td>17,029,562</td>
<td>323,457</td>
<td></td>
</tr>
<tr>
<td>CAPITAL CITIES COMM.</td>
<td>CCB</td>
<td>47</td>
<td>47 1/4</td>
<td>1 1/4</td>
<td>-0.52</td>
<td>42 1/2</td>
<td>19</td>
<td>7,074</td>
<td>342,345</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>CBS</td>
<td>35 1/2</td>
<td>35 1/4 + 1 1/4</td>
<td>2.10</td>
<td>35 1/2</td>
<td>8</td>
<td>19</td>
<td>28,125,915</td>
<td>981,025</td>
<td></td>
</tr>
<tr>
<td>CONCERT NETWORK**</td>
<td>COX</td>
<td>0</td>
<td>3/8</td>
<td>3/8</td>
<td>0.00</td>
<td>5/8</td>
<td>1/4</td>
<td>2,200</td>
<td>825</td>
<td></td>
</tr>
<tr>
<td>COX</td>
<td>COX</td>
<td>27 7/8</td>
<td>27 3/4 + 1 1/2</td>
<td>1.62</td>
<td>40 1/4</td>
<td>21</td>
<td>14</td>
<td>5,828</td>
<td>162,455</td>
<td></td>
</tr>
<tr>
<td>FEDERATED MEDIA*</td>
<td>DRMD</td>
<td>5 1/2</td>
<td>5 1/2 + 1 1/2</td>
<td>10.90</td>
<td>5 1/2</td>
<td>19</td>
<td>820</td>
<td>46</td>
<td>20</td>
<td>820</td>
</tr>
<tr>
<td>GROSS TELECASTING</td>
<td>GGA</td>
<td>13 3/4</td>
<td>13 1/4 + 1 1/4</td>
<td>1.90</td>
<td>14 3/8</td>
<td>12</td>
<td>18</td>
<td>800</td>
<td>10,700</td>
<td></td>
</tr>
<tr>
<td>LIN</td>
<td>LIN</td>
<td>7 1/4</td>
<td>7 1/4 + 1 1/4</td>
<td>13.72</td>
<td>7 1/4</td>
<td>7</td>
<td>2,296</td>
<td>16,466</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MOONIE</td>
<td>MOONIE</td>
<td>4 1/2</td>
<td>4 1/2 + 1 1/2</td>
<td>2.21</td>
<td>4 1/2</td>
<td>13</td>
<td>855</td>
<td>2,213</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PACIFIC &amp; SOUTHERN</td>
<td>PDSU</td>
<td>12</td>
<td>11 1/2 + 1 1/2</td>
<td>3.44</td>
<td>13 3/4</td>
<td>7</td>
<td>133</td>
<td>1,671</td>
<td>21,204</td>
<td></td>
</tr>
<tr>
<td>RAHALL</td>
<td>RAHALL</td>
<td>5 1/2</td>
<td>5 1/2</td>
<td>0.00</td>
<td>12</td>
<td>1/4</td>
<td>2,207</td>
<td>1,133</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCHLAG-MAHOWD</td>
<td>SCMP</td>
<td>18 1/2</td>
<td>18 1/2 + 1 1/2</td>
<td>21 7/8</td>
<td>20 1/2</td>
<td>12</td>
<td>187</td>
<td>4,749</td>
<td>413,144</td>
<td></td>
</tr>
<tr>
<td>STARR</td>
<td>STARR</td>
<td>12</td>
<td>10 3/4 + 1 1/4</td>
<td>11.92</td>
<td>12 1/2</td>
<td>9</td>
<td>1,200</td>
<td>14,400</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STORER</td>
<td>STORER</td>
<td>19 3/4</td>
<td>19 1/2 + 1 1/4</td>
<td>1.44</td>
<td>19 1/2</td>
<td>11</td>
<td>1,200</td>
<td>93,832</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TAFT</td>
<td>TAFT</td>
<td>35 3/4</td>
<td>33 + 1 3/4</td>
<td>5.50</td>
<td>35 8/8</td>
<td>22</td>
<td>4,219</td>
<td>14,861</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WHRM COMM.**</td>
<td>TFL</td>
<td>24</td>
<td>33</td>
<td>33</td>
<td>0.00</td>
<td>24</td>
<td>14</td>
<td>589</td>
<td>14,136</td>
<td></td>
</tr>
<tr>
<td>WOODS COMM.</td>
<td>WOODS</td>
<td>3/4</td>
<td>3/4</td>
<td>0.00</td>
<td>1 5/8</td>
<td>3/4</td>
<td>6</td>
<td>292</td>
<td>214</td>
<td></td>
</tr>
</tbody>
</table>

### Broadcasting with other major interests

- **TOTAL**: 81,451 + 2,438,235 = 2,519,686

### Cablecasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing Wed. Oct.</th>
<th>Closing Wed. Sept.</th>
<th>Net change In week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>P/E ratio</th>
<th>Approx. Shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABOO**</td>
<td>ACO</td>
<td>0</td>
<td>3/8</td>
<td>1/2</td>
<td>-1/8</td>
<td>-25.00</td>
<td>3</td>
<td>3/8</td>
<td>1,200</td>
<td>450</td>
</tr>
<tr>
<td>AMER. ELECT. LABS**</td>
<td>AEBA</td>
<td>0</td>
<td>2 1/4</td>
<td>1 1/4 + 1 1/4</td>
<td>25.49</td>
<td>3 5/8</td>
<td>1/4</td>
<td>1,673</td>
<td>3,764</td>
<td></td>
</tr>
<tr>
<td>AMERICAN TV &amp; COMM.</td>
<td>AMTV</td>
<td>25 2/3</td>
<td>22 1/2 + 1 1/4</td>
<td>3.99</td>
<td>24 1/2</td>
<td>30</td>
<td>7,879</td>
<td>66,936</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATHENA COMM.**</td>
<td>ACO</td>
<td>1</td>
<td>1/4</td>
<td>1/4 + 1/4</td>
<td>11.11</td>
<td>1/2</td>
<td>7/8</td>
<td>7,126</td>
<td>2,677</td>
<td></td>
</tr>
<tr>
<td>BURNUP &amp; SIMS</td>
<td>BSIM</td>
<td>19 5/8</td>
<td>19 3/4 + 1 1/4</td>
<td>24.59</td>
<td>19 3/4</td>
<td>12</td>
<td>87,992</td>
<td>276,941</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CABLECOM-GENERAL**</td>
<td>CCG</td>
<td>3 3/4</td>
<td>3 1/2</td>
<td>3/4</td>
<td>-0.06</td>
<td>3 1/2</td>
<td>3</td>
<td>2,366</td>
<td>31,557</td>
<td></td>
</tr>
<tr>
<td>CARLEFUNDING CORP.*</td>
<td>CFUN</td>
<td>7 1/4</td>
<td>7 1/4 + 1/4</td>
<td>-3.60</td>
<td>8 1/4</td>
<td>9</td>
<td>1,233</td>
<td>15,875</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CARTELE**</td>
<td>CPM</td>
<td>4 1/4</td>
<td>4 1/4 + 1/4</td>
<td>3.12</td>
<td>5 9/16</td>
<td>1/2</td>
<td>7,612</td>
<td>25,134</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CITY LIGHT &amp; CO**</td>
<td>CLEX</td>
<td>2 1/4</td>
<td>2 3/4</td>
<td>-3/4</td>
<td>9.37</td>
<td>3 1/4</td>
<td>8</td>
<td>5,784</td>
<td>11,341</td>
<td></td>
</tr>
<tr>
<td>COX CARLIN**</td>
<td>CPM</td>
<td>18 1/4</td>
<td>18 1/4 + 1 1/4</td>
<td>10.01</td>
<td>18 3/16</td>
<td>13</td>
<td>5,350</td>
<td>54,735</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENTRON**</td>
<td>ENT</td>
<td>1</td>
<td>1</td>
<td>0.00</td>
<td>1/4</td>
<td>1</td>
<td>7,126</td>
<td>1,358</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GENERAL INSTRUMENT**</td>
<td>GNL</td>
<td>23 1/4</td>
<td>23 1/4 + 1 1/4</td>
<td>8.18</td>
<td>23 1/2</td>
<td>13</td>
<td>6,790</td>
<td>157,018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GENERAL TELEVISION**</td>
<td>GNTV</td>
<td>3 3/4</td>
<td>3 3/4</td>
<td>0.00</td>
<td>4</td>
<td>7/8</td>
<td>5</td>
<td>1,200</td>
<td>3,000</td>
<td></td>
</tr>
<tr>
<td>HERITAGE COMM.**</td>
<td>HERI</td>
<td>5 5</td>
<td>5 5</td>
<td>0.00</td>
<td>1 7/16</td>
<td>5</td>
<td>345</td>
<td>1,795</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LVE CARLE**</td>
<td>LVE</td>
<td>4 1/4</td>
<td>4 1/4</td>
<td>0.00</td>
<td>4 1/4</td>
<td>1</td>
<td>1,654</td>
<td>5,073</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SIENTIFIC-ATLANTA**</td>
<td>SFSA</td>
<td>10 5/8</td>
<td>10 5/8</td>
<td>0.00</td>
<td>10 5/8</td>
<td>1/4</td>
<td>1,800</td>
<td>10,897</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TELCOM**</td>
<td>TELC</td>
<td>8 1/4</td>
<td>8 1/4 + 1 1/4</td>
<td>-3.03</td>
<td>8 1/4</td>
<td>21</td>
<td>6,417</td>
<td>36,936</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TELEPROMPTER**</td>
<td>TP</td>
<td>0</td>
<td>3/4</td>
<td>3/4</td>
<td>0.00</td>
<td>4</td>
<td>7</td>
<td>16,682</td>
<td>158,436</td>
<td></td>
</tr>
<tr>
<td>TIME INC.**</td>
<td>TIME</td>
<td>40 5/8</td>
<td>36 3/4 + 1 1/4</td>
<td>1.13</td>
<td>43 3/8</td>
<td>13</td>
<td>10,000</td>
<td>41,847</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TDCOM**</td>
<td>TDCM</td>
<td>5 3/4</td>
<td>6 1/8</td>
<td>-1/8</td>
<td>4.16</td>
<td>7 1/2</td>
<td>5</td>
<td>5,560</td>
<td>3,550</td>
<td></td>
</tr>
<tr>
<td>UGA-COLUMBUS TV**</td>
<td>UAG</td>
<td>7</td>
<td>7</td>
<td>1/4</td>
<td>-3.44</td>
<td>7 1/4</td>
<td>17</td>
<td>1,794</td>
<td>12,558</td>
<td></td>
</tr>
<tr>
<td>VIACOM**</td>
<td>VIA</td>
<td>4 1/4</td>
<td>3 1/2</td>
<td>1/4</td>
<td>-2.60</td>
<td>4 1/4</td>
<td>14</td>
<td>3,651</td>
<td>31,790</td>
<td></td>
</tr>
<tr>
<td>VIKOA**</td>
<td>VIK</td>
<td>3 3/4</td>
<td>3 7/8</td>
<td>0.00</td>
<td>4</td>
<td>1 3/8</td>
<td>5</td>
<td>7,591</td>
<td>10,040</td>
<td></td>
</tr>
</tbody>
</table>

### Total

- **TOTAL**: 84,505 + 1,261,187 = 1,345,692
### Programming

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Esch.</th>
<th>Closing Wed.</th>
<th>Closing Sept. 26</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>Approx. Shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLUMBIA PICTURES**</td>
<td>CPS</td>
<td>N 4 3/8</td>
<td>4 1/2</td>
<td>- 1/8</td>
<td>- 2.77</td>
<td>4 7/8</td>
<td>4 1/4</td>
</tr>
<tr>
<td>DISNEY**</td>
<td>DIS</td>
<td>N 7 1/2</td>
<td>8 3/4</td>
<td>- 2 1/4</td>
<td>- 2.74</td>
<td>123 7/8</td>
<td>70 1/8</td>
</tr>
<tr>
<td>FILMWAYS**</td>
<td>PHY</td>
<td>A 3 3/4</td>
<td>2 7/8</td>
<td>+ 1/2</td>
<td>+ 17.39</td>
<td>5 3/8</td>
<td>2 1/8</td>
</tr>
<tr>
<td>GIRL + WESTERN**</td>
<td>GW</td>
<td>N 25 1/8</td>
<td>24 7/8</td>
<td>+ 1 1/2</td>
<td>+ 2.18</td>
<td>35 3/4</td>
<td>21 3/8</td>
</tr>
<tr>
<td>MCA</td>
<td>MCA</td>
<td>N 75 7/8</td>
<td>76 7/8</td>
<td>+ 1</td>
<td>+ 4.02</td>
<td>34 1/8</td>
<td>18 1/2</td>
</tr>
<tr>
<td>MGM</td>
<td>MGR</td>
<td>N 1 3/8</td>
<td>1 7/4</td>
<td>+ 1 1/8</td>
<td>+ 6.57</td>
<td>24</td>
<td>13 5/8</td>
</tr>
<tr>
<td>MUSIC MAKERS**</td>
<td>MISI</td>
<td>O 0 1/8</td>
<td>0 3/8</td>
<td>0 3/8</td>
<td>0 3/8</td>
<td>0 3/8</td>
<td>0 3/8</td>
</tr>
<tr>
<td>TELE-TAPE***</td>
<td>OT</td>
<td>O 5 3/4</td>
<td>5 3/4</td>
<td>0 3/4</td>
<td>0 3/4</td>
<td>0 3/4</td>
<td>0 3/4</td>
</tr>
<tr>
<td>TELETRONICS, INTL.</td>
<td>TEL</td>
<td>O 5 3/4</td>
<td>5 3/4</td>
<td>- 1/8</td>
<td>- 2 7/8</td>
<td>1 3/4</td>
<td>1 3/4</td>
</tr>
<tr>
<td>TRANSMERICA**</td>
<td>TA</td>
<td>N 13 1/8</td>
<td>13 1/8</td>
<td>0 1/2</td>
<td>0 1/2</td>
<td>0 1/2</td>
<td>0 1/2</td>
</tr>
<tr>
<td>20TH-CENTURY-FOX</td>
<td>TF</td>
<td>N 8 3/4</td>
<td>8 3/4</td>
<td>+ 3/4</td>
<td>+ 0.37</td>
<td>12 3/8</td>
<td>6 1/2</td>
</tr>
<tr>
<td>WALTER READE**</td>
<td>WALT</td>
<td>O 5 3/4</td>
<td>5 3/4</td>
<td>0 1/2</td>
<td>0 1/2</td>
<td>0 1/2</td>
<td>0 1/2</td>
</tr>
<tr>
<td>WHR</td>
<td>WHR</td>
<td>A 7 1/2</td>
<td>7 3/4</td>
<td>+ 1/2</td>
<td>+ 1.69</td>
<td>16 5/8</td>
<td>6 3/4</td>
</tr>
</tbody>
</table>

### Service

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Percentage change is too great</th>
<th>Pacific American Stock Exchange</th>
<th>Midwest Stock Exchange</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>Approx. Shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

### Electronics

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
</tr>
</thead>
</table>

### Standard & Poor's Industrial Average

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
</tr>
</thead>
</table>

### Week's worth of earnings reports from stocks on Broadcasting's index

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
<th>Percentage change is too great</th>
</tr>
</thead>
</table>

---

1. Includes $41 million in write-offs of investments and costs applicable to Cartridge Television Inc.
2. Before special charge for Cartridge Television.
Music

Falcone case moves on its way to trial while Buckley hits CBS News for investigating payola

As the trial of talent-manager Pasquale Falcone on charges of drug-smuggling opened in Newark, N.J., last week, Senator James L. Buckley (RC-N.Y.) was attacking CBS and its news department on the Senate floor for the job it has done in investigating the charges of payola that Mr. Falcone's arrest precipitated.

Senator Buckley charged that "CBS has presumably decided to let NBC carry the banner of investigatory skill" in the payola story that has been nagging the recording industry for four months. After praising NBC correspondent Betty Rollins for her reports on the alleged illegal practices, he scolded CBS by saying, "A network that is ingenious enough to find the topic of abortion a fit topic for a situation comedy [Moude] should certainly be able to use that ingenuity to find out what is going on in an industry of which its own recording subsidiary plays so important a role."

Said CBS News President Richard Salant of the Buckley speech, "I have no reply, just contempt. We have no plans to put a story on the air until people tell me they're ready. They say that they're still working on it and I have to believe them."

Meanwhile, a motion to have the trial of Mr. Falcone postponed by reason of prejudicial publicity was dismissed by Judge Frederick Lacey in U.S. District Court on Monday (Oct. 1). A motion by Mr. Falcone's attorneys to have the press barred from the trial was also denied, but Judge Lacey did order a CBS artist not to make sketches during the jury selection. The artist was allowed to make drawings once the trial began on Tuesday, however.

"Hello It's Me"—Todd Rundgren (Beverly-

rather than pick a record from his forthcoming fourth solo album, Todd Rundgren, the modern-day wizard of the recording studio, has reached back to the solo album that gave him his last hit record, two years ago—Something/Anything was the album, "I Saw The Light", the single—for his latest single. "Hello It's Me" is, in fact, a throwback to a time even earlier than Something/Anything. It is a redo of an old, middle-level hit by the group Mr. Rundgren led in Philadelphia in the late sixties, the Nazz. The former-hit quality of "Hello It's Me" seems to have both helped and hindered this new solo version. In areas where the original record was a hit, listeners are both happy for and tired of a new version. But generally, this record has been accorded no special consideration. It has made it onto playlists on its own merits.

The profile of stations on the record is national. Major-market top-40 operations began their moves onto the record the week before last. Those stations which have been playing the new Todd Rundgren include KDWB (AM) Minneapolis, WIFE (AM) Indianapolis, WSAI (AM) Cincinnati, WPKQ (AM) Pittsburgh, KXIN (AM) Denver and KLIF (AM) Dallas.

"Oh! No Not My Baby"—Rod Stewart (Mercury) * Rumors have been flying around the music industry over the past two months that Rod Stewart would soon be leaving his group, Faces. In fact, his greatest success—on contemporary radio, that is—has been created by such solo work as "Maggie May" and "You Wear It Well." And if he is planning to strike out on his own permanently, "Oh! No Not My Baby" may provide an excellent platform.

This early Jerry Goffin-Carole King song is only two weeks old in the new Rod Stewart version. Airplay is scattered, but not regional. "Not My Baby" will be on a new Stewart album due out by the early part of 1974 and, for the moment, remains a single without an album to back it up. That situation may hurt the record, since it will not record proportionate LP sales, but it is not an uncommon situation.

WFLI (AM), Philadelphia was the first station to go on the record, according to a Mercury spokesman. Other stations picking the single include: WABC (AM), Detroit, WBBM (FM) Chicago, KSHE (FM) St. Louis, WSKF (FM) Charlotte, N.C., KSIN (AM) Portland, Ore., WYX (AM) Oklahoma City and KLIF (AM) Dallas.

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

- Calico, Tommy James (Roulette).
- I can't stop loving you. Cornelius Bros. & Sister Rose (United Artists).
- Country Sunshine, Dottie West (RCA).
- Ecstasy, Ohio Players (Westbound).
- Friends, Bette Midler (Atlantic).
- I won't last a day. Maureen McGovern (20th Century).
- Life Ain't Easy, Dr. Hook & the Medicine Show (Columbia).
- The love I lost. Harold Melvin & the Blue notes (Philly International).
- The most beautiful girl. Charlie Rich (Epic).
- Oh no not my baby, Rod Stewart (Mercury).
- Outlaw man, Eagles (Asylum).
- Redneck Friend, Jackson Browne (Asylum).
- Sweet understanding love, Four Tops (ABC/Dunhill).
- This time it's real, Tower of Power (Warner Brothers).
- Vado via, Drupi (A & M).
- Venus, Christopher Paul (MGM South).
- You're the best thing that ever happened to me, Ray Price (Columbia).

Number 1 with adults, all day long

AM & FM radio Monday thru Friday (6AM-Midnight)
Morning: TOTAL ADULTS 18+ Daytime: TOTAL ADULTS 18+ Night: TOTAL ADULTS 18+

WBHF-radio 1070 WBHF stereo 99
The Quad-Cities, western Illinois & eastern Iowa

Broadcasting Oct 8 1973

62
JOHN GILLILAND'S
THE POP CHRONICLES
PRESENTS
THE 40'S
FREE

The 12-hour spectacular that brings alive the hit songs of the '40s and interviews with the most popular and influential stars of that decade is yours: FREE!

FREE

FREE

FREE

84 one-minute revenue-producing spots per broadcast to be sold directly from your rate card.

Personalized taped promotional spots and other promotional materials.

Special promotional record releases for contests and drawings.

ALL AT NO COST TO YOU!

And, of course, you get exclusive rights in your market. So, just clip the coupon below and get the '40s FREE.

EXCLUSIVE POP CHRONICLES INTERVIEWS:
Bing Crosby
Johnny Mercer
Edgar Bergen
Patty Andrews
Helen Forrest
Helen O'Connell
Tex Beneke
Frankie Carle
Ella Mae Morse
Harry Mills
Les Brown
George T. Simon
Sammy Cahn
Jimmy Van Heusen
Ray Eberle
Andy Russell
Perry Como
Paula Kelly
Freddy Martin
Harry James
Peggy Lee
Stan Kenton

Send to: DOUG ANDREWS
THE POP CHRONICLES
P.O. BOX 1282
LOS ANGELES, CA 90028

☐ Yes, I am interested in your free offer for my station.
☐ I would like a demo record and additional information.
☐ To my knowledge, this series has not played in my market.
I understand there is no obligation at this time.

Name ____________________________
Title ____________________________
Station __________________________
Street ____________________________
City ____________________________ State ________ Zip ________

Available to Canadian and U.S. markets only.
<table>
<thead>
<tr>
<th>Last week's rank</th>
<th>Title (length)</th>
<th>Artist</th>
<th>Rank by day part</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Half Breed (2:42)</td>
<td>Cher—MCA</td>
<td>11</td>
</tr>
<tr>
<td>2</td>
<td>Ramblin' Man (3:38)</td>
<td>Allman Brothers—Capricorn</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Higher Ground (3:10)</td>
<td>Stevie Wonder—Tamia</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>Let’s Get It On (3:58)</td>
<td>Marvin Gaye—Tamia</td>
<td>14</td>
</tr>
<tr>
<td>5</td>
<td>Angle (4:30)</td>
<td>Rolling Stones—Rolling Stones</td>
<td>15</td>
</tr>
<tr>
<td>6</td>
<td>Delta Delta (3:08)</td>
<td>Helen Reddy—Capitol</td>
<td>16</td>
</tr>
<tr>
<td>7</td>
<td>That Lady (3:59)</td>
<td>Isley Brothers—T-Neck</td>
<td>17</td>
</tr>
<tr>
<td>8</td>
<td>My Sweet Gypsy Rose (2:51)</td>
<td>Denny—Bell</td>
<td>18</td>
</tr>
<tr>
<td>9</td>
<td>China Grove (3:14)</td>
<td>Doobie Brothers—Warner Brothers</td>
<td>19</td>
</tr>
<tr>
<td>10</td>
<td>My马 (3:32)</td>
<td>B. W. Stevenson—RCA</td>
<td>20</td>
</tr>
<tr>
<td>11</td>
<td>Brother Louis (3:35)</td>
<td>Stanley—Kama Sutra</td>
<td>21</td>
</tr>
<tr>
<td>12</td>
<td>Free Ride (3:05)</td>
<td>Edgar Winter Group—Epic</td>
<td>22</td>
</tr>
<tr>
<td>13</td>
<td>Midnight Train To Georgia (3:55)</td>
<td>Gladys Knight &amp; The Pips—Buddah</td>
<td>23</td>
</tr>
<tr>
<td>14</td>
<td>All I Know (3:46)</td>
<td>Art Garfunkel—Columbia</td>
<td>24</td>
</tr>
<tr>
<td>15</td>
<td>Let Me In (3:38)</td>
<td>Osmonds—MGM</td>
<td>25</td>
</tr>
<tr>
<td>16</td>
<td>Keep On Truckin’ (3:21)</td>
<td>Eddie Kendricks—Tamia</td>
<td>26</td>
</tr>
<tr>
<td>17</td>
<td>We Can’t Stop (3:39)</td>
<td>Pointer Sisters—Blue Thumb</td>
<td>27</td>
</tr>
<tr>
<td>18</td>
<td>Heartbeat, It’s A Love Beat (2:59)</td>
<td>DeFranco Family—20th Century</td>
<td>28</td>
</tr>
<tr>
<td>19</td>
<td>Saturday Night’s Alright For Fighting (4:55)</td>
<td>Elton John—A &amp; M</td>
<td>29</td>
</tr>
<tr>
<td>20</td>
<td>Touch Me In The Morning (3:31)</td>
<td>Diana Ross—Motown</td>
<td>30</td>
</tr>
<tr>
<td>21</td>
<td>Jamaica Mist (3:26)</td>
<td>Jimmy Ruffin—MGM</td>
<td>31</td>
</tr>
<tr>
<td>22</td>
<td>Paper Roses (3:39)</td>
<td>Marsha Maris—MGM</td>
<td>32</td>
</tr>
<tr>
<td>23</td>
<td>You Got Me Anyway (2:53)</td>
<td>Sulphur Brothers and Quiver—Capitol</td>
<td>33</td>
</tr>
<tr>
<td>24</td>
<td>In the Midnight Hour (3:14)</td>
<td>Count Basie—Atlantic</td>
<td>34</td>
</tr>
<tr>
<td>26</td>
<td>Just You ‘n’ Me (3:44)</td>
<td>Duke &amp; Slim—Tamia</td>
<td>36</td>
</tr>
<tr>
<td>27</td>
<td>Monster Mash (3:30)</td>
<td>Bobby Bored—Parrot!</td>
<td>37</td>
</tr>
<tr>
<td>28</td>
<td>Summer (The First Time) (4:37)</td>
<td>Bobby Goldsboro—United Artists</td>
<td>38</td>
</tr>
<tr>
<td>29</td>
<td>Ringo Starr—Apple</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Gypsy Man (5:22)</td>
<td>Wally—United Artists</td>
<td>40</td>
</tr>
<tr>
<td>31</td>
<td>We May Never Pass This Way Again (3:50)</td>
<td>Tears &amp; Crooks—Warner Brothers</td>
<td>41</td>
</tr>
<tr>
<td>32</td>
<td>Rocky Mountain Way (3:39)</td>
<td>Joe Walsh—ABC/Dunhill</td>
<td>42</td>
</tr>
<tr>
<td>33</td>
<td>Can’t Let Go (3:02)</td>
<td>Joe Croce—ABC/Dunhill</td>
<td>43</td>
</tr>
<tr>
<td>34</td>
<td>Live And Let Die (3:10)</td>
<td>Johnnie Tillmon—MCA</td>
<td>44</td>
</tr>
<tr>
<td>35</td>
<td>The Morning After (2:14)</td>
<td>Maureen McGovern—20th Century</td>
<td>45</td>
</tr>
<tr>
<td>36</td>
<td>Knockin’ on Heaven’s Door (2:28)</td>
<td>Bob Dylan—Columbia</td>
<td>46</td>
</tr>
<tr>
<td>37</td>
<td>Basketball Jones (4:34)</td>
<td>Chuck D. Brown &amp; Ode</td>
<td>47</td>
</tr>
<tr>
<td>38</td>
<td>You’re A Special Part Of Me (3:15)</td>
<td>Diana Ross &amp; Marvin Gaye—Motown</td>
<td>48</td>
</tr>
<tr>
<td>39</td>
<td>Space Race (3:31)</td>
<td>Billy Preston—A&amp;M</td>
<td>49</td>
</tr>
</tbody>
</table>

These are the top songs in all-play popularity on U.S. radio, as reported to Broadcasting by a network of 200 stations that program contemporary and rock 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 part of the day in which it appears. Bullet (*) indicates upward movement of 10 or more chart positions over previous week.
Every major TV and radio station in the country is playing our song.

Dottie West's hit tune "Country Sunshine"—it started out as an award-winning commercial for Coca-Cola, turned into Dottie's new single and broke high on the country charts. Now it's crossing over into pop.

Dottie West's "Country Sunshine," APBA-8072, is the real sound.

"Coca-Cola" and "Coke" are the registered trademarks which distinguish the same product of the Coca-Cola Company.

RCA Records and Tapes
How to ship small packages in a big hurry.

Delta guarantees delivery on the flight or routing you specify between most Delta cities.

Packages accepted up to 50 lbs. with length plus width plus height not to exceed 90" total, with only one dimension exceeding 30".

Delivery to Delta's passenger counter or air freight terminal at the airport at least 30 minutes prior to scheduled departure time.

Pick-up at DASH Claim Area next to airport baggage claim area 30 minutes after flight arrival at destination.

Charges for DASH shipments are nominal. Delta reservations will be pleased to quote actual charges between specific points.

Payments accepted in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL, A. DELTA.

Rate examples (Tax included)

Atlanta--Washington ........ $21.00
Boston--Miami ................ $26.25
Cincinnati--Louisville ....... $21.00
Cleveland--Phoenix .......... $26.25
Los Angeles--New Orleans... $31.50
Dallas--Los Angeles .......... $26.25
San Francisco--Atlanta ...... $31.50
Philadelphia--Houston ...... $26.25
New York--Tampa .............. $26.25

For full details, call Delta reservations.

Delta is ready when you are!

Fates & Fortunes

Frank Chappell, assistant to the president, Kansas State Network Inc., Wichita, Kan., named corporate VP and president, KSN's broadcasting division. KSN stations are KARD-FM-TV Wichita; KCKT(TV) Great Bend and KGLD(TV) Garden City, all Kansas; KOMC(TV) McCook, Neb.-Oberlin, Kan.

Thomas J. Oswovich, formerly director of administration, WBBM-AM-FM Chicago, named VP-general manager, WCRT(AM)-WQEZ(FM) Birmingham, Ala.


Don Ryan, operations manager, WLUC-TV, named station manager there.

Gail T. Keeble, formerly VP-general manager, KIKK-AM FM Houston, Tex., joins KITT(FM) San Diego in same capacity (BROADCASTING, Oct. 1).

Thomas J. Josephsen, assistant general manager and sales manager, WSFA-TV Montgomery, Ala., named general manager (BROADCASTING, Oct. 1). He succeeds Bob G. Villar, assigned to headquarters, Cosmos Broadcasting Corp., licensee of station.

Jerry Moon, formerly VP and general manager, KZEV(AM) Tyler, Tex., joins KJET(AM)-KWC(FM) Beaumont, Tex., in same capacity.

George E. Shannon, director-finance and planning, CBS/Broadcast Group, New York, elected VP-finance and planning.


Tony Kawas, former computer analyst, Federal Reserve System, Washington, joins KNXT(TV) Los Angeles as manager of financial planning and analysis.

Bill Davidson, director of management services, WRTV(TV) Indianapolis, resigns to pursue other business interests after more than 35 years in communications field.

Donald K. Wise, office manager, Robert E. Eastman & Co., St. Louis, named assistant general manager, KXK(AM) St. Louis.

Bob Rice, sales manager, WAKY (AM) Louisville, Ky., assumes additional duties as assistant manager, newly created position.

S. Rutledge Jr., program manager, KOKA(AM) Shreveport, La., appointed station manager.

Jonathan Keyser, graduate of Maryland Institute College of Art, joins WBAL-TV Baltimore as operations director.

Robert E. Lee, on-air personality, KINS(AM) Los Angeles, named operations director.

Scott Michels, formerly with WAK-AM-TV Wichita, Kan., joins KFH(AM)-KBRA(FM) there as operations director.

Joe Fisher, program manager, WRBD(AM) Pompano Beach, Fla., appointed operations manager, WRBD(AM)-WCKO(FM) there.

David Hisxon, music director, KITE(AM) Terrell Hills, Tex., appointed operations director.

Bob Miller, program manager, WABJ(AM) Adrian, Mich., appointed operations director.

Daniel P. Gagley, variously with Grey Advertising, Doyle Dane Bernbach and Young & Rubicam, New York, named manager of advertising and promotion, WCBS-TV New York.

Pete Barrett, director of advertising, WABC-TV New York, joins KMOX-TV St. Louis as director of information.

Bennard C. Barth Jr., assistant manager of advertising and promotion, Avco Broadcasting Corp., Cincinnati, broadcast group owner, joins WKW-B-TV Buffalo, N.Y., as promotion manager.

Sandra Johnson, formerly with department of community and public relations, Wayne State University, Detroit, joins WJZ-TV Cleveland as community-affair coordinator.

Bonnie Van Dyke, with promotion department, ABC-TV, New York, named manager of public-service advertising.

Pamela O'Neal, with KMXO-TV St. Louis, joins WKCY-TV Cleveland as supervisor, on-air promotion.

Carole Kendall, with WTV(TV) Buffalo, N.Y., appointed promotion manager.

Dick Conrad, formerly with WGBS(AM) Miami, joins WCX-TV there as advertising and promotion director.

Michael Waterkotte, with Animators Inc., Pittsburgh-based film-production firm, joins KQV(AM) there as director of advertising and promotion.

Jerome C. Newsome Jr., manager of news bureau, Orlando (Fla.) Chamber of Com-
merce, joins noncommercial WMFE-TV Orlando as director of development and community relations.

Dick Hardiman, writer/producer, WICS-TV Springfield, Ill., named promotion and publicity manager, commonly owned WICS and WICD-TV Danville, Ill.

Albert Racco, VP and general manager, KGO-AM San Francisco, elected secretary, California Broadcasters Association. Re-elected were Howard S. Kester, VP and general manager KYA-FM, San Francisco, as president; Peter McCoy, VP and general manager, KCBS-AM San Francisco, as VP, and Peter Taylor, VP and general manager, KFOG-FM San Francisco, as treasurer.

Broadcast Advertising

Miles Turpin, VP-director of marketing services, Grey Advertising, Los Angeles, named senior VP and general manager, Los Angeles office. Other promotions at Grey: Mike Navarro, VP-account director of client services, named director of client services; Terry Reckas, appointed member, Grey's executive committee for Western operations; Joe Watters, named VP-account supervisor and director of international relations; Fred Schiller, elected VP-director of commercial production; Jim Korman, elected VP-director of marketing services, and Larry Varnes, research director, elected VP-director of marketing research.

Richard E. Gerbracht, executive VP and general manager of Cleveland office of Marschalk Co., named VP, Interpublic Group of Companies, New York, of which Marschalk is one component. He will handle special assignments. James D. Kuras, senior VP, Marschalk, succeeds him as general manager, Cleveland office.

Robert H. Westerfield, VP-management supervisor, Foote, Cone & Belding, New York, elected senior VP.

William Watson, account supervisor, and Burns Patterson, senior producer, Kenyon & Eckhardt, New York, elected VPs. Harold Nankin, creative group head, Wells Rich Greene, New York, joins K&E in same capacity. Dan Schwartz, art supervisor, Parkson Advertising, New York, joins K&E there as art director group head. Michael Lipton, copy supervisor, Parkson, named group head, K&E.

Harry Holtzman, creative supervisor, Young & Rubicam, New York, elected VP and creative director, special projects group. Damaris DeFilto de Pena, with Young & Rubicam International, Santo Domingo, Dominican Republic, named office manager there.

Lyle Nelson, assistant sales manager KFAB-AM Omaha, named general sales manager. He succeeds E. R. Morrison, who retires after 25 years with station.

All New Stereo/Mono Logi-Cart

RECORD • PLAYBACK CENTERS

Beautifully Clean Sound—Super Silent Studio Operation!

Improve your sound with the all new SMC Logi-Carts. Superior audio quality—always consistent, a clear crisp sound just as you want it heard! Solid state—no relays and a heavy duty professional tape transport. Positive capstan action that is super quiet. Rugged solenoid assembly; plug-in electronics (circuit boards and I.C.’s). The new Logi-Carts accept all three NAB cartridge sizes. Available either in playback or record/playback models; mono or stereo for either rack or desk-top mounting. Compact, stackable modular units fit any control facility. SMC Logi-Carts—from the professionals in automated broadcast systems. Call or write today for complete information and pricing.
William P. Roversi, general sales manager, WLWC-TV Columbus, Ohio, named national/regional sales manager, wcad-TV Charleston, S.C.

Dave McAtee, sales manager, KETV-TV Omaha, joins WFB-TV Greenville, S.C., as assistant general sales manager.

Frank A. LoGalbo, account supervisor, Shaffer Rubin Associates, New York, elected VP.

Barbara Alpert, media research manager, Norman, Craig & Kummel, New York, elected VP.

James G. Scowcroft, supervisor, account services division, Ketchum, MacLeod & Grove, New York, elected VP.

Dennis L. Dunlap, account executive. Leo Burnett, Chicago, named account supervisor.

Herbert H. Westphalen Jr., research director, Compsam Inc., New York, joins Cunningham & Walsh there as associate research director.

Richard N. Needham, director of personnel and agency training, Needham, Harper & Steers, Chicago, and Raymond M. Schwartz with NH&S, named manager of administrative services and manager of advertising services, respectively.

W. Corey Rich, assistant account executive, Tracy-Locke Advertising, Dallas, appointed account executive.

Robert Brewster, account executive, Thompson agency, Lincoln, Neb., joins Harney Advertising there as director of marketing and account executive.

Larry Bartlett, formerly on staff of Leland University, New Orleans, joins Charles Dolce agency there as account executive.


Luis Cabrera, account executive, WXTV-(TV) Paterson, N.J., appointed local sales manager.

Don J. Weir, general manager, KWW-(AM) Cedar Rapids, Iowa, joins WWTC-(AM) Minneapolis as local sales manager.

Arthur Jarrett, account executive, WCKO-FM Pompano Beach, Fla., appointed local sales manager.


Donna M. Anderson, marketing and research analyst, Henry I. Christal Co., New York, joins Blair Radio there as assistant research director.

Francis L. Smawley, director of marketing administration, Jos. Schlitz Brewing Co., Milwaukee, elected VP-marketing services.

Gerry Richelson, co-creative director of Venet Advertising, New York, elected VP.

John O. Oakson, senior VP-marketing and distribution, Hallmark Cards Inc., Kansas City, Mo., retires after 33 years with company. Mr. Oakson was instrumental in creating Hallmark Hall of Fame TV specials. Robert Stark, president of Coutts Hallmark, Canadian affiliate, returns to Hallmark as VP-marketing and distribution.

Louis L. Brooks, with WTVJ-(TV) Miami, joins Media Payment Corp. as West Coast credit manager.

Programming

Lin Bolen, director, daytime programs, NBC-TV, New York, elected VP-daytime programs.

Bob Boyett, program development consultant, Public Broadcasting Service, joins ABC Entertainment, New York, as program executive, prime-time programs.

Mary Me Combs, paralegal assistant with Washington law firm of Koffen and Burt, and before that with KORK-TV Las Vegas, Nev., and KFSK-TV Ft. Smith, Ark., named program director WSTN-(TV) Jacksonville.


Tommy Charles, on-air personality, WMPS-(AM) Memphis, joins WCP-FM Boston as program director.


Clark Anthony, on-air personality, KFMB-AM-FM San Diego, appointed assistant program director (corrects Sept. 17 item).

Joe Boyle, sportscaster, WTCN-TV Minneapolis-St. Paul, named sports director.

Craig Roberts, sports director, KTW-AM-TV Casper, Wyo., joins WRAU-(TV) Peoria, Ill., in same capacity.


Broadcast Journalism

Bill Fuller, morning news editor, KOKA-(AM) Shreveport, La., named news director.

Gil Brooks, formerly with WMNI-AM-FM Columbus, Ohio, joins WHFB-AM-FM Benton Harbor, Mich., as news director.

Mary Dorman, news editor, WAV(A-M)
Arlington, Va., named assistant news director.


Wayne Seal, president, Southern Education Communication Association, joins WCV(TV) Charleston, S.C., as anchorman, evening news.

Judith P. Sigler, news writer, WABC-TV New York, joins WTOP-TV Washington in similar capacity.

Lydia Alegria and Malcolm Holzmann, with KSAT-TV San Antonio, Tex., named reporter and news producer, respectively.

Petey Maroney, news producer, KGW-TV Portland, Ore., and formerly with KHOU-TV Houston, rejoins KHOU-TV as news producer.

Chuck Casey, with WJJD(AM) Chicago and Jim Conrad, with KKAM(AM) Pueblo, Colo., joins news staff of KIMG(AM) Denver.

H. William Jones, with Wilmington (Del.) News Journal; Larry Young, with WSDM-AM-FM La Plata, Md., and Tim Healey, graduate of Pennsylvania State University, joins news staff, WJRC-AM-FM-TV Salisbury, Md.

Dan Reilly, with news staff, WSPR(AM) Springfield, Mass., joins news staff, WCH-AM-FM New Britain, Conn.

Dave Fallon, formerly with WMEX(AM)

Boston, joins news staff, WLOB(AM) Portland, Me.

Ray F. Hemdon, manager, United Press International’s European division, Brussells, named general manager for Florida, UPI. Martin McReynolds, Miami-based newsmen, UPI, named to UPI’s Buenos Aires bureau as South American news editor.

Cablecasting
Nicholas E. Worth, with Jansky & Bailey, Alexandria, Va.-based communications engineering firm, joins Telecable Corp., Norfolk, Va., as director of engineering.

Charles R. O’Reilly, with Burns Electronics, South Windsor, Conn., joins New York-New England sales staff, Anixter-Pruzan, for sale of cable equipment.

Equipment & Engineering

Willard S. Truckenmiller, with C-Cor Electronics Inc., State College, Pa., named customer service manager, cable and industrial products.

Allied Fields
William K. Van Huss, with communications finance division, Firstmark Financial Corp., Indianapolis, named assistant VP and manager, communications finance division.

Deaths
Adrian Kenneth Knight, 64, former general manager of WPDQ-AM-FM Jacksonville, Fla., died Sept. 12 after brief illness. Mr. Knight began as radio announcer in 1947 and was pioneer black announcer in South. He was one of founders of American Association of Television and Radio Announcers. He is survived by his wife, Francine, and daughter, Jackie.

James E. Smith, 92, founder and former president, National Radio Institute, Washington, died Sept. 30 at his home in McLean, Va., after long illness. Mr. Smith founded the institute, one of the oldest home-study electronics schools in country, in 1914 and became board chairman of school when it was acquired by McGraw-Hill in 1956. He is survived by two daughters and a son.

J. C. Stallings, 50, president and manager, KKEE(AM) Nacogdoches, Texas, died Sept. 18 at Memorial hospital there after lengthy illness. At time of his death, Mr. Stallings was serving second term on NAB radio code board. He was also secretary-treasurer of Texas Association of Broadcasters. He is survived by his wife, Evelyn, and daughter, Jeannie Owens.

Benjamin A. Munson, 47, account executive at KGO(AM) San Francisco, who was shot by berserk gunman Sept. 27 (BROAD-
Casting, Oct. 1), died in San Francisco General hospital next day after surgery for bullet wounds in chest and side. Mr. Munson leaves wife and five children.

As compiled by Broadcasting Sept. 25 through Oct. 1 and based on filings, authorizations and other FCC actions.


New TV stations

Applications

* San Juan, P.R.—Suburban Broadcasting Corp. Seeks UHF ch. 18 (490-500 mhz); ERP 1080 kw vis. 108 kw aur. HAAT 1,160 ft. Ant. height above ground 273 ft. F.O. address Long Island Expressway and Bydendur Road, General Idaho, N.Y. 11722. Estimated construction cost $801,568; First-year operating cost $200,700; revenue $360,000. Geographic coordinates 41° 11' 10" north lat.; 76° 06' 38" west long. Type trans. RTCU TDO-60. Type ant. RTCFUT . Legal counsel Gordon & Healy, Washington; consulting engineer Steel, Andrus & Adair, Washington. Principals: Robert A. Rosen (20.5%).

* San Juan, P.R.—Suburban Broadcasting Corp. Seeks UHF ch. 18 (490-500 mhz); ERP 1080 kw vis. 108 kw aur. HAAT 1,160 ft. Ant. height above ground 273 ft. F.O. address Long Island Expressway and Bydendur Road, General Idaho, N.Y. 11722. Estimated construction cost $801,568; First-year operating cost $200,700; revenue $360,000. Geographic coordinates 41° 11' 10" north lat.; 76° 06' 38" west long. Type trans. RTCU TDO-60. Type ant. RTCFUT . Legal counsel Gordon & Healy, Washington; consulting engineer Steel, Andrus & Adair, Washington. Principals: Robert A. Rosen (20.5%).

Existing TV stations

Final actions


* WOTV(TV) Grand Rapids, Mich.—Chief, complaints and compliance division, informed David E. Hawkins that no further action was warranted on his complaint that WOTV(TV) Grand Rapids violated fairness doctrine by refusing to broadcast film statement by his opponent in election for school board. Action Sept. 26.

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

New York—60 East 42nd St., New York, N.Y. 10017

212-687-4242

West Coast—P.O. Box 218, Carmel Valley, California 93924

408-375-3164
McMartin Industries Inc., 4500 South Seventy-sixth Street
Omaha, Nebraska 68127
Phone (402) 331-2000

McMartin Industries Inc., 4500 South Seventy-sixth Street
Omaha, Nebraska 68127 Phone (402) 331-2000

Florida Television Co. for extension of time through Oct. 5 in which to file reply to opposition to petition to add issues by WLTY-TV's application to make changes in facilities of WLTY-TV-Largo (Doc. 19627). Action Sept. 21.

New AM stations

Application


Other actions


Theodore J. Lee, Jr., on application of Reliable Communications Inc., for sale of WJHC (AM) for all purposes, extended through Nov. 12, pending decision. Action Sept. 22.

James E. Reese for new AM at Shreveport and denial of competing applications by Ruby Jane Stinnett Dowd for Vivian and Bosier Broadcasting Co. for Bossier City (Docs. 19507-09). Action Sept. 21.

Review board in Lubbock, Tex., on AM proceeding, granted Panhandle Broadcasting Inc. extension of time for reply through Oct. 8 in which to file reply to objections to exceptions of Caprock Radio Inc. to initial decision disqualifying Austin Co. for application of Panhandle for new AM at Plainview, Tex., and denial of competing applications of Caprock Radio Inc. at Lubbock, Tex. (Doc. 19455-6). Action Sept. 26.

Existing AM stations

Applications

KWFR Fairbanks, Alaska—Seeks CP to change frequency to 800 kHz. Action Sept. 28.


KCCV Independence, Mo.—Seeks CP to install transmitters, etc. Action Sept. 28.

KCTO Kirksville, Mo.—Seeks CP to change frequency to 15 kW and change trans. and studio location to 0.3 mile west of Pilot Knob on Shepherd Mountain Lake Road, Kirksville, Mo. Action Sept. 28.


KXVA Vancouver, Wash.—Seeks CP to change studio and trans. site to 11197 North Portland Road, New Minot, Ore. Action Sept. 26.

Final actions

KJIE Glendale, Calif.—Chief, complaints and compliance division, informed Southern California Broadcasting Co., that it violated personal attack rule by failing to furnish two local college professors with script, tape or summary after they were accused of treason on radio program. Action Sept. 23.


WCBK, Martinsville, Ind.—Broadcast Bureau granted CP to increase tower height to 397.5 ft. Action Sept. 23.


Chief, complaints and compliance division, informed Sirius Communists United Church of Christ and Consumer Federation of America that it considered nullification of pro-motional announcements entitled "Radio Free America" distributed by National Association of Broadcasters to radio station members to constitute controversial issues of public importance generating fairness doctrine obligations by broadcast licensees, will not be issued because normal fairness complaints should be followed in this case. Action Sept. 24.

Actions on motions

Chief, Broadcast Bureau, on request of Radio Lafayette Inc., licensee of WAZY AM-FM Layfayette, La., extended from Sept. 25 to Oct. 10 in which to file responses to petition for rulemaking filed by Citizens Broadcasting Co. in matter of application of FM table or assignment of Terr Haute, Ind. and Hopeston, Ill. (RM-2244). Action Sept. 24.

Administrative Law Judge Bryon E. Harrison in Miami (United Broadcasting Co. of Florida), renewal of license for WFAH having under con-
### Summary of broadcasting

According to the FCC, as of Aug. 31, 1973

<table>
<thead>
<tr>
<th>Licensed On air</th>
<th>On air</th>
<th>Total</th>
<th>Not authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,368</td>
<td>4,340</td>
<td>4,438</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>2,417</td>
<td>2,401</td>
<td>2,581</td>
</tr>
<tr>
<td>Educational-TV</td>
<td>908</td>
<td>901</td>
<td>930</td>
</tr>
<tr>
<td>Commercial TV-UHF</td>
<td>189</td>
<td>0</td>
<td>192</td>
</tr>
<tr>
<td>Total commercial TV</td>
<td>984</td>
<td>7</td>
<td>981</td>
</tr>
<tr>
<td>Educational-TV-VHF</td>
<td>98</td>
<td>0</td>
<td>98</td>
</tr>
<tr>
<td>Total educational TV</td>
<td>123</td>
<td>0</td>
<td>123</td>
</tr>
</tbody>
</table>

* Special temporary authorization.

---

**New FM stations**

**Applications**

- **Denver**—Granford-Dillon Educational Broadcasting Corp., trading as Fort Collins Radio Harlan Inc. [WHNL], AM transmitting, granted to Broadcast Harlan Inc. [WHNL], AM transmitting, granted by Broadcast Harlan Inc. [WHNL], AM transmitting, granted
- **Denver**—Granford-Dillon Educational Broadcasting Corp., AM transmitting, granted, petition by Broadcast Harlan Inc. [WHNL], AM transmitting, granted
- **Denver**—Granford-Dillon Educational Broadcasting Corp., AM transmitting, granted, petition by Broadcast Harlan Inc. [WHNL], AM transmitting, granted
- **Denver**—Granford-Dillon Educational Broadcasting Corp., AM transmitting, granted, petition by Broadcast Harlan Inc. [WHNL], AM transmitting, granted

---

**Principals:**

<table>
<thead>
<tr>
<th>License</th>
<th>AM (fs)</th>
<th>Commercial FM (fs)</th>
<th>Educational-TV-UHF (fs)</th>
<th>Total</th>
<th>Not authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHNL</td>
<td>104.3</td>
<td>103.1</td>
<td>104.7</td>
<td>310.1</td>
<td>313.1</td>
</tr>
<tr>
<td>WHNL</td>
<td>102.3</td>
<td>103.1</td>
<td>104.7</td>
<td>310.1</td>
<td>313.1</td>
</tr>
<tr>
<td>WHNL</td>
<td>104.3</td>
<td>103.1</td>
<td>104.7</td>
<td>310.1</td>
<td>313.1</td>
</tr>
<tr>
<td>WHNL</td>
<td>104.3</td>
<td>103.1</td>
<td>104.7</td>
<td>310.1</td>
<td>313.1</td>
</tr>
</tbody>
</table>

---

**Actions on motions**

- **Administrative Law Judge Basil P. Cooper in Cape, S.C. (Lexington County Broadcasters Inc. and WSGW)**, petition for rehearing record as of Aug. 28, granted petition by Lexington County Broadcasters Inc. and WSGW.
- **Administrative Law Judge Lenore Elhig in Sacramento, Calif. (Blacktongue Broadcasting Corp.)**, petition for rehearing record as of Aug. 28, granted petition by Blacktongue Broadcasting Corp.

---

**Broadcasting**

- **Boonville, Mo.**—Big Country Radio of Missouri Inc. [KRIE], AM transmitting, granted, petition by Big Country Radio of Missouri Inc. [KRIE], AM transmitting, granted
- **Boonville, Mo.**—Big Country Radio of Missouri Inc. [KRIE], AM transmitting, granted, petition by Big Country Radio of Missouri Inc. [KRIE], AM transmitting, granted
- **Boonville, Mo.**—Big Country Radio of Missouri Inc. [KRIE], AM transmitting, granted, petition by Big Country Radio of Missouri Inc. [KRIE], AM transmitting, granted
- **Boonville, Mo.**—Big Country Radio of Missouri Inc. [KRIE], AM transmitting, granted, petition by Big Country Radio of Missouri Inc. [KRIE], AM transmitting, granted

---

**Call sign**

- **KPM**—Portland, Ore.—Seek's KLSC.
- **KSTO(FM)**—Agana, Guam—Authorized program operation on 92.3 mhz, ERP 100 kW.
- **KUSB(FM)**—Wash.—Authorized program operation on 91.5 mhz, ERP 100 kW.
- **KWPA(FM)**—Wash.—Authorized program operation on 90.5 mhz, ERP 200 kW.
- **KWPT(FM)**—Portland, Ore.—Authorized program operation on 90.3 mhz, ERP 330 kW.
- **WUPR(FM)**—Omaha, Neb.—Authorized program operation on 97.7 mhz, ERP 300 kW.
- **WAXU**—Winston-Salem, N.C.—Authorized program operation on 91.7 mhz, ERP 100 kW.
- **WBCS-FM**—Ft. Lauderdale, Fla.—Authorized program operation on 91.5 mhz, ERP 100 kW.
- **WLSM**—Burlington, Vt.—Authorized program operation on 91.5 mhz, ERP 100 kW.
- **KUBI**—Portland, Ore.—Authorized program operation on 91.5 mhz, ERP 100 kW.
- **KSTO(FM)**—Agana, Guam—Authorized program operation on 92.3 mhz, ERP 100 kW.
- **KWPT(FM)**—Portland, Ore.—Authorized program operation on 90.3 mhz, ERP 330 kW.
- **WUPR(FM)**—Omaha, Neb.—Authorized program operation on 97.7 mhz, ERP 300 kW.
- **WAXU**—Winston-Salem, N.C.—Authorized program operation on 91.7 mhz, ERP 100 kW.
- **WBCS-FM**—Ft. Lauderdale, Fla.—Authorized program operation on 91.5 mhz, ERP 100 kW.
- **WLSM**—Burlington, Vt.—Authorized program operation on 91.5 mhz, ERP 100 kW.
- **KUBI**—Portland, Ore.—Authorized program operation on 91.5 mhz, ERP 100 kW.
- **KSTO(FM)**—Agana, Guam—Authorized program operation on 92.3 mhz, ERP 100 kW.
- **KWPT(FM)**—Portland, Ore.—Authorized program operation on 90.3 mhz, ERP 330 kW.
- **WUPR(FM)**—Omaha, Neb.—Authorized program operation on 97.7 mhz, ERP 300 kW.
- **WAXU**—Winston-Salem, N.C.—Authorized program operation on 91.7 mhz, ERP 100 kW.
- **WBCS-FM**—Ft. Lauderdale, Fla.—Authorized program operation on 91.5 mhz, ERP 100 kW.
Other actions


- Review board in Sun City, Ariz., FM proceeding, in process involving applications for Sun City Broadcasting Co., added issues to new FM on ch. 238 (95.5 MHz) with power of 100 kW at Key West and return to previous determination pending BPH-8077. Action Sept. 26.

- Review board in Sun City, Ariz., FM proceeding, in process involving applications for Sun City Broadcasting Co., added issues to new FM on ch. 238 (95.5 MHz) with power of 100 kW at Key West and return to previous determination pending BPH-8077. Action Sept. 26.

Rulemaking actions

- Goshen, Ind., in rulemaking notice, proposed amendment of FM table of assignments by altering assignments of WPA to first FM assignment to Goshen and substituting W174BO(FM) for WPA. Action was in response to WPA's request to change its call letters from WPA to W174BO(FM). Action was in response to WPA's request to change its call letters from WPA to W174BO(FM). Action was in response to WPA's request to change its call letters from WPA to W174BO(FM).


- KAPK(FM) San Clemente, Calif.—Broadcast Bureau granted CP to make changes in trans.: ERP 50 kw; ant. height 175 ft. @ (BPH-8576). Action Sept. 27.

- KADX(FM) Denver, Colo.—Broadcast Bureau granted new CP to install new antenna at system (increase height): operate with ERP 94 kw; ant. height 960 ft.; remote control from main studio 1283 Spear Boulevard, (BPH-8555). Action Sept. 20.

- KLZ-FM Denver—Broadcast Bureau granted CP to install new antenna at system (increase height): operate with ERP 94 kw; ant. height 960 ft.; remote control from main studio 1283 Spear Boulevard, (BPH-8555). Action Sept. 27.

- WHCN(FM) Hartford, Conn.—Broadcast Bureau granted new CP to install new antenna at system (decrease height): change ERP to 100 kw H and 93 kw V; ant. height 390 ft.; remote control from main studio 2951 South Bayshore Drive, (BPH-8548). Action Sept. 19.

- KWTM(FM) Miami—Broadcast Bureau granted CP to install new antenna at system (decrease height): change ERP to 100 kw H and 93 kw V; ant. height 390 ft.; remote control from main studio 2951 South Bayshore Drive, (BPH-8548). Action Sept. 19.

- KBBK-FM Boise, Idaho—Broadcast Bureau granted new CP to install new antenna at system location to Deer Point Peak, 1075 ft. above sea level; operate with remote control from studio; ERP 79 kw; ant. height 285 ft.; remote control from main studio 9400 Fairview Avenue, Boise; install new trans.; install new antenna; make change in ERP; change TPO; ERP 44 kw; ant. height 2500 ft.; condition (BPH-8586). Action Sept. 26.


- WTM(FM) Miami—Broadcast Bureau granted CP to install new antenna at system (decrease height): change ERP to 100 kw H and 93 kw V; ant. height 390 ft.; remote control from main studio 2951 South Bayshore Drive, (BPH-8548).

- WKIM(FM) Peoria, Ill.—Broadcast Bureau granted CP to change frequency to 89.9 MHz, ch. 210; operate with remote control from studio; operating with ERP 44 kw; ant. height 2500 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.

- WJMR(FM) Pottsville, Pa.—Broadcast Bureau granted CP to change frequency to 87.9 MHz, ch. 214; operate with remote control from studio; ERP 44 kw; ant. height 300 ft.; condition (BPH-8586). Action Sept. 19.
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 353-0690
Member AFCCE

EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member APOUB

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
537 Munsey Blvd.
(202) 782-9111
Washington, D.C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING ENGINEERS
1771 N St., N.W.
296-2315
WASHINGTON, D.C. 20036
Member APOUB

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

LOHNES & CULVER
Consulting Engineers
1154 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member APOUB

HAMMATT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94126
(415) 347-5008
Member APOUB

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7006
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6666
Washington, D.C. 20005
Member APOUB

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D.C. 20006
(202) 233-6644
(301) 827-8725
Member APOUB

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd. — Suite 9006
(303) 336-5562
DENVER, COLORADO
Member AFCCE

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

JULES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D.C. 20036
Member APOUB

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-536-4086
Member APOUB

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

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

ROSNER LAMB, INC.
Communications Consulting and Engineering
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULANEY
CONSULTING RADIO ENGINEERS
9016 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member APOUB

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 5127 — Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, FM-AM-TV
Monitors Repaired & Certified
182 E. Markoe St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM-FM-TV and facsimile facilities.
*1970 Readership Survey showing 3.2 readers per copy.

Oscar Leon Cuellar
Consulting Engineer
Member AFCCE
1583 South Hudson
(303) 758-8456
DENVER, Colorado 80222
Modification of CP’s, all stations

KDKO(A.M.) Littleton, Colo.—Broadcast Bureau granted renewal of CP, to make changes in transmission line (main and aux. trans.) (BMP-13868). Action Sept. 19.

WRGH(A.M.) Marco, Fla.—Broadcast Bureau granted mod. of CP to change ant-trans. site to 0.5 mile south of Marco Junction Road, 0.5 mile north of Highway 92, and 2 miles west of Junction of Highway 92 and Tamiami Trail, Marco, Fla., and change main studio location to trans. site (BMB-13677). Action Sept. 20.


KVTV(TV) LaRue, Tex.—Broadcast Bureau granted CP to operate (FCC-46433) for new VHF translator (BTLTV-3962). Action Sept. 7.

KOLHS Kolligan, Alaska—Broadcast Bureau granted CP to operate (BTLTV-4724) for new VHF translator (ch. 7) by rebroadcasting programs of AFTV King Salmon AFAB, Alaska (BFTTV-4724). Action Sept. 24.

KOLT(C) Lev洛克, Alaska—Broadcast Bureau granted CP to operate (FCC-46438) for new VHF translator (BTLTV-3964) on ch. 7 by rebroadcasting programs of AFTV King Salmon AFAB, Alaska (BFTTV-4724). Action Sept. 24.

KOLT(C) Manokotak, Alaska—Broadcast Bureau granted CP to operate (FCC-46439) for new VHF translator (BTLTV-3965) on ch. 7 by rebroadcasting programs of AFTV King Salmon AFAB, Alaska (BFTTV-4724). Action Sept. 24.


Waterbury, Conn.—FCC granted application by Connecticut Educational Television Corporation, for CP for new 1 kw VHF translator to serve Waterbury, by rebroadcasting its commonly owned stations WTNH-TV Hartford and WFPN-TV Bridgeport, both Connecticut, on ch. 61 (BFTTV-2477). Action Sept. 26.

Other actions, all services

FCC corrected rules governing assignment of new and modified call signs to AM, FM, and TV broadcast stations to clarify that application for new modified call signs must notify all stations within 15-mile radius, of request (Doc. 17477). Action Sept. 7.

Chief, Broadcast Bureau, extended from Sept. 17 to Oct. 1, in which to file responses for petitions for Commission action on requests from applicants with respect to availability of television stations and CATV systems (Doc. 18179). Action Sept. 24.

Ownership changes

WARN-AM-FM Fort Pierce, Fla.—Seeks assignment of license from Fort Pierce Broadcasting Co. to Gulfstream Broadcasting Co. for $600,000. Seller: Drew J. T. O'Keefe, president (100%). Mr. O'Keefe also has also interest in WKEN(A.M.) Dover, Del. Buyer: Ronald E. Crider (50%). Leonard Mercer and Leonaitis also have interest in Fort Lauderdale, Fla., electronic equipment distributor. Property also has real estate, restaurant and various other business interests in Pennsylvania, New Jersey and New York. Action Sept. 18.

WAYX-AM-FM Waycross, Ga. and WBLU(A.M. Salem, Va. to Indianola, Iowa from Control Industries Inc. (100% before, none after) to Omnibus Group Inc. (none before, 100% after). Consideration: Agreement to purchase stock in principal, Harry W. Farmer (20.9%) is president and board chairman of Minneapolis-based public corporation based in Atlanta. Action, Sept. 18.


Help Wanted Management

Operations Manager wanted for modern Country station adjacent to major market, midwest. Must be experienced in management of entire operation, have phone and be full time, willing to assume responsibility. Box K-43, BROADCASTING.

Two positions open. Program staff, Mid-PA. Full timer program director, good man will be in five figure category. Ability to present shows with good voices, personality, and third endorsed. Write complete resume, box number and salary requirements to Box K-85, BROADCASTING.

Help Wanted Sales

N.Y. FM station has immediate opening for thoroughly experienced sales person. An Equal Opportunity Employer. For interview write to Box K-25, BROADCASTING.

Unlimited future starts with above average commission selling medium market AM-FM. Both have audience. Will create capital for sales and solid future. Build blue ribbon account list. Box K-28, BROADCASTING.

Move up now. Experienced small market salesman or sales manager ready to move into middle sized market. Many fringe benefits. A good list in an exciting company in dynamic growing Georgia. The right man should want to be sales manager and be able to bring in some more guys to follow him. Send resume including phone and letter. We'll call you. But do it now. Box K-77, BROADCASTING.

Multi-media group has opening for radio sales manager in top growing area. Excellent opportunity for advancement. Prefer small market person who is ready for advancement. Immediate opening. Box K-97, BROADCASTING.

AM station in growing medium-size market near Chicago needs an energetic advertising salesman. Ideal advancement for small-market radio salesman. Prefer individual with some radio sales experience and creative sales abilities, and who will consider going into TV in college. Excellent benefits. Send resume including salary requirements and references to Box K-102, BROADCASTING.


Dominant MOR AM and 100-kw FM in ideal community offers excellent opportunity to experienced salesmen. Send resume to WBBQ, Bradenton, Fla. Call Manager, 813-922-0777.

Experienced time salesman for WCIT and WLSR Radio Stations. Good opportunity. Starting commission, Call R. Rice, 412-228-9248, P.O. Box 940, Lima, Ohio.-

Need two eager young pro's for country fulltimer in fast growing area of N.W. Florida. $1500.00 base plus commission plus $10,000.00 first year. Opportunity for Management just around the corner. Send resume to Dan Harley, WFSH Radio, Box 306, Valparaiso, Fla. 32560.

Far better than average opportunity for good radio salesman to move up to TV. Contact Robert Palmer, WOW-TV, Florence, Ala. 35630. Phone 505-776-7711. Robert Palmer, P.O. Box 2220, Florence, Ala.


Help Wanted Announcers

New England: Leading adult music station would like to hear audition tapes from staff announcers interested in working with a good station. Send resume to Box J-127, BROADCASTING.

Wanted: Announcer who can read . . . prefer experienced 1st class ticket man. MOR operation in Western Pa., possibility of sales. Box J-162, BROADCASTING.

Midwest market major Good Music FM has an immediate opening for Female Announcer with pleasant voice. Production skills a must. Company paid fringe benefits. An opportunity for young announcer to move up. Good salary requirements and resume to Box K-3, BROADCASTING.

Experienced superior reading ability MOR Eastern NY. Equal Opportunity Employer. Box K-14, BROADCASTING.

Radio man for Top 40, right show 5 days per week. Production work must be a must. Wisconsin market. Box K-21, BROADCASTING.

1st Phone/Announcer combo man need for FM station. Must be experienced and capable engineer. Box K-32, BROADCASTING.

Tight board, production-minded man for medium size Country station, midwest, suburb of major market. Need 1st ideal. Professional working conditions and salary. Box K-44, BROADCASTING.

Station in southeastern city of 15,000 seeks an experienced morning disc jockey with engineering ability. AM, automated FM and background music equipment. Send resume and tape to Box K-55, BROADCASTING.

Live and work in sunny San Juan, Puerto Rico. New looking' Nitch-ster seeking permanent position with station. Production must, good readers. Lovely pay, long hours, beautiful island. Must be available to move immediately. Send resume and photo. Write Box K-104, BROADCASTING.

Experienced announcer. Tight board and creative production. Small market, variety programming. NO float. Must be available to move immediately. Write Box K-111, Warton, Texas 77488.

One of the Top Soul Stations in the country needs strong announcer. Immediate opening. Good salary, paid vacation and company benefits. Send tapes & resume to Edward S. Howard, KYOK, 3001 Labranch, Houston, Texas, 77004.

News/production opening . . . Will train bright college grad. WATS, Box 189, Sayre, Pa. 18650.

WBBQ, Augusta, Georgia, top rated adult rocker, has an opening for a personality announcer. Excellent working conditions. Send non-returnable tape and resume to Harold Drew, Box 1433, 500223. Minority applications encouraged.

WQQR, Asheville, North Carolina, top rated adult rocker, has an opening for a personality announcer. Excellent working conditions. Send non-returnable tape and resume to Harold Drew, Box 1433, 500223. Minority applications encouraged.

New 70,000 watt non-commercial FM station needs two announcers for classical and easy listening pop format. Send non-returnable tape, resume, and salary requirements to Dick Nick, Manager, WETS-FM, Box 2035, East Tennessee State University, Johnson City, Tennessee. Equal Opportunity Employer Male/Female.

Outstanding opportunity for a production minded radio-announcer seeking permanent position with one of the nation's finest WZKO Radio-TV pioneer of the Peter R. Cavanaugh station. Excellent opportunity employer with working conditions, fringe benefits, and advancement possibilities. Tops in outstanding community. Send tape, resume, and salary requirements to Lee Dershav, WZKO Radio, 590 W. Maple Street, Kalamazoo, Mich.

WOBM Toms River, N.J. needs a full time disc jockey. Call Greg Koziar, 201-269-0927, Equal Opportunity Employer.


Progressive group seeking Rock-Country Jocks for Top 50 market fulltimer. If you're good we offer a good future. Send all information with tape to Country. Box 517, Blue Ridge Summit, PA. 17214.

Milwaukee studio available for recording auditions, etc. Hourly rate. Operate controls yourself and save. Broadcast Performance.

Help Wanted Technical

Chief Engineer for Skw direction in border Mid-Atlantic State. Good equipment, Good salary and working conditions. E.O.E.; Send resume and references to Box J-61, BROADCASTING.

Chief Engineer needed for 50KW FM station. Good equipment and working conditions. Box K-33, BROADCASTING.

Chief Engineer for Directional 5000 watt AM station and non-commercial FM.必须 have mature voice, be thoroughly experienced in editing and record ing techniques. Live in Michigan and organization. You will work with a staff of two other people in preparation of all on air and spot commercials. Must have a personality able to create audience interest and participation directly拉动。If you like your air check will arrange personal meeting. Box J-129, BROADCASTING.

Help Wanted News

Experienced radio news director. Permanent position, Beautiful upper midwest community of 40,000. Must be strong on local and area news, good deliverer, Replies confidential. Send tape-resume promptly. Box K-17, BROADCASTING.

News Director for aggressive adult contemporary in beautiful Wisconsin medium market. Experience, guts, brains, and at least some college desirable. Start late this year at a minimum of $125 per week plus benefits . . . and responsibility for news and public affairs at our station. Send resume with references, tape and photo to: Box K-87, BROAD CASTING.


1st Phone Newsman. Organize, report local news 6-9 a.m. Start $145. Contact Ed K. Smith, WCMB, Box 3433, Harrisburg, Pa. 17105.

Help Wanted, Programming, Production Others Continued

10,000 watt full time AM and FM in the midwest looking for top Bight Play. Must have mature voice, be thoroughly experienced in editing and recording techniques. Live in Michigan and organization. You will work with a staff of two other people in preparation of all on air and spot commercials. Must have a personality able to create audience interest and participation directly拉动。If you like your air check will arrange personal meeting. Box J-129, BROADCASTING.

Classified Advertising

Be sure your classified ad appears in the next program. Closing date June 29, 1973. Classified Service, 205 Federal Street, Boston, Massachusetts 02110.
Situations Wanted Management

Personal Director with ten years top business background, hard working, with desire to return to the field. Let's talk. Box H-187, BROADCASTING.

A Veteran General Manager in mid-30's wants new challenge. In current situation has increased sales 120 percent in four years. Prefer part ownership and management. Has experience in AM/FM Regional or AM-FM combination. Box J-161, BROADCASTING.

Ready! Management-oriented with good background in sales promotion, programming, including major network credits—last home, family, 200 reference—let's talk. Box J-99, BROADCASTING.

I know you're out there! You need a Manager with eighteen years experience, fourteen in management. Strong on administration, programming, organization, publicity, staff, sales, etc. Where are you? I'm at Box K-36, BROADCASTING.

Seasoned professional, programer, News Director, Interviewer desires small market management of unique approach to modern communications, where those above 35 are desired. Box K-78, BROADCASTING.

20 year old radio executive seeks final move into management, 10 years experience all faces. Currently top-notch salesman in 100,000 market. Seeking GM, Account Executive, good for raising my family. Box K-88, BROADCASTING.

Northern Illinois/Indiana: PD, CE, OM, Consulting Engineer seeking management with AM/FM, the AM of. Box K-90, BROADCASTING. First phone. In the harness and next year I'll fly your NAB convention in a Cessna Inexpensive. Box K-90, BROADCASTING.


Available now . . . 27 years of broadcasting. In-changes, leases, renewals, building new stations, re-building dogs, excellent billing record, abilities, knowledge of all formats. Prefer medium or small market. Box K-106, BROADCASTING. Can make money for both of us. Honest, dependable. Call 717-235-4524.

Money. Want more money for your station? I want to manage small FM or AM-FM. Money making ideas. Problem solving inquiries to Box 1180-14 Dayton, Ohio 45414.

Situations Wanted Sales

Sales manager available. Young, confident, and hardworking. Ready with ideas, imagination, and outstanding track record. Box K-81, BROADCASTING.

Four year air pro seeks sales + d) combination. 1st home. Can't sell snow—move me south 317-604-2111.

Situations Wanted Announcers

DJ, right board, good news, commercials, 3rd phone. Can follow down. Willing to go anywhere. Box C-106, BROADCASTING.

3rd endorder, limited experience. Tight board, can follow down. Will relocate. Box J-177, BROADCASTING.

Do you need a versatile personality? I offer a bright, interesting clock job, also one of Chicago's best interviewers. I'm on the air in every format and under every sky. My voice has power and quality. I have full production capabilities and a constant 200% output for your station. Will take your call. Audience: 1,500. 200. Write Box J-230, BROADCASTING.


Will the real medium market please stand up and answer this ad? Looking for full time solid station, top 40 or so. Good experience and first ticket. You name it, I've done it. Currently working west coast. Will consider all. Box K-97, BROADCASTING.

Tight, Top 40 announcer/DJ with first phone and excellent references. Four years experience in medium major market. A.A., degree. Hope to relocate near a good surfing beach, but will consider anywhere. Box K-71, BROADCASTING.

I'm talented enough to do play-by-play and the morning-eveningside of any call. Will relocate. I'm just the need the chance. Write Box K-75, BROADCASTING.

First class rock jock wants to make your graveyard shift come alive. Box K-91, BROADCASTING.

Political Science degree, minor in journalism (including broadcast journalism), 1st phone, broadcast grad, want experience, will relocate anywhere. Box K-107, BROADCASTING.

5 year pro, college grad, went medium market, Top 40 or progression. Also Mi, if open, any area. Don Cohen 313-557-6190, 1747 Alta Vista, Southfield, Mich., 48075.

Human Being air personality, 33 years old, 14 years radio-T-V. Some video. For mat change left me jobless. Five years with last company as News Director, PD, Madison, Production Director. Excellent recommendation from last employer, Jims Lord, 7411 Sylvan Avenue, Sylvania, Ohio, 419-882-1344.

Public notice: Air personality desires return to radio after a years absence. Touch that dial 512-GR 6212, Ext. 314.


D. J. announcer, needs start. Good news, commercials, can handle rock. Station in Florida area. Phone Miss McIntyre, 212-291-4475 or 978-0280.

Network announcer-narrator available to augment your staff with recorded commercials, breaks, promos. Veteran experience in all areas. Excellent voice, delivery, writing ability. Married. Box K-99, BROADCASTING.

I live! Over 5 years experience. Seek permanent news director position. Actualities are essential. Maywards. All upper Midwest markets considered. Top notch references. 850/month minimum. Box K-101, BROADCASTING.

Looking for position as second or third newsman in larger market. Presently, News Director at small station. One year experience, and BA degree. Box K-106, BROADCASTING.

Newspaper. McHenderson trained, seeking major-market position. 3 years experience, will relocate. Charles Beach, 4020 Holland Avenue, Detroit, Michigan 48223.


Situations Wanted Technical

Engineer, experienced as chief 5 kw, DA 1 & 2. FM Stereo. Mature. On East Coast. Prefer Southeast. Box K-92, BROADCASTING.

Nineteen years experience, radio chief, AM-DA, FM, 675 W, 65th St. Cleveland, Ohio 44102. 216-951-7771.

Situations Wanted News

1973 grad with degree and experience in all areas of broadcasting and theatre with 3rd endowed class, music, news or sales. Experienced with people, will relocate. Resume available. Box J-197, BROADCASTING.

25 years old, innovative, dynamic, experienced in local news. West position in medium market anywhere. College grad. Box J-205, BROADCASTING.

Wanted: a professional news and/or sports organization, medium-major market, 6 years, all phases. Last 3 years PD, First phone, Box 24.

Award winning, experienced journalist seeks news director-anchor. Box K-66, BROADCASTING.

News Director seeks move to medium or large market. R.A., telecommunications and journalism. Experienced worker—hoster—of daily talk show listening for a job with a future. Box K-99, BROADCASTING.

Health correspondent, D.C.-based, seeks outlets for two weekly syndicated half-hour class (min) and twice-monthly feature audio (3-min). Experienced health care and feed. Box K-85, BROADCASTING.

Newsmans: seeks relocation to larger Midwestern market. Must be a go-getter, know the market. Excellent voice, delivery, writing ability. Married. Box K-99, BROADCASTING.

I live new! 5 years experience. Seek permanent news director position. Actualities are essential. Many awards. All upper Midwest markets considered. Top-notch references. 850/month minimum. Box K-101, BROADCASTING.

Looking for position as second or third newsman in larger market. Presently, News Director at small station. One year experience, and BA degree. Box K-106, BROADCASTING.

Newspaper. McHenderson trained, seeking major-market position. 3 years experience, will relocate. Charles Beach, 4020 Holland Avenue, Detroit, Michigan 48223.


Situations Wanted

Programing, Production, Others

Engineer and Producer with 10 years experience looking for change to program and engineer for station with high standards. Now in SE Market, will consider any good offer. Reply Box J-190, BROADCASTING.

When you finally become disgusted with "gimmick" Radio, resulting in diminished advertiser acceptance and low bank balance, let us help you with "positive programming." Box J-198, BROADCASTING.

Dynamic program director-rock, adult contemporary, or country. Box J-213, BROADCASTING.

Mature broadcaster seeks new challenge in MOR format. Urban radio. Needs experience . . . good audience response . . . excellent references . . . more programing . . . currently employed. . . . 29 . . . single. Box K-84, BROADCASTING.


BROADCASTING Oct 8 1973

76
Help Wanted Management

A TV news background, an MA, a creative imagination and management capabilities are required. You should be personable, responsible, perceptive and flexible. Write Box H-229, BROADCASTING.

Sales Manager. Top 50 market. Local salesman with limited to host daily talk/variety show. Applicant must have solid air background. Resume and video tape to Box K2, BROADCASTING.

Help Wanted Technical

Assistance needed in broadcast engineering equipment. Electronic skills must be superior. Resume and video tape to Box K-25, BROADCASTING.

Help Wanted Sales

Top 10 market station looking for talented performer to host daily talk. Variety show. Applicant must have solid air background. Resume and video tape to Box K2, BROADCASTING.

Help Wanted

Top 5 market station looking for a young personable weekend sports reporter with substantial broadcast experience and production know-how. $20,000 annually. Box K-6, BROADCASTING.

Help Wanted News

Secretary—Public TV-D.C.—low pay, long hours-network exposure—foreign assignments—research a must. Resume Box K-74, BROADCASTING.

Contemporary News Team in one of the nation's major markets is seeking a weekend producer. Must have 2 years of experience in TV news. Must either be familiar with the D.C. Journalist code or be willing to learn. Experience in a major market is required of 25, and who have the mature judgment of 65. Also, a good knowledge of the law and an ability to determine who is to be submitted. Resume, photograph, writing samples, and VTR or SOF first box. Box K-6, BROADCASTING.

Assistant Chief Engineer—Master control supervisor and responsible for all engineering and production equipment. Must be knowledgeable in tape and recording equipment. Some experience in production and studio assignments. Should have some background in electrical engineering. Resume Box K-77, BROADCASTING.

Help Wanted Sales

Top 5 market station looking for talented performer to host daily talk/variety show. Applicant must have solid air background. Resume and video tape to Box K2, BROADCASTING.

Help Wanted Programing, Production, Others

Teaching assistant wants job in real world. Two years varied experience in TV production. Eager to learn and willing to relocate. Available—January. Box K-11, BROADCASTING.

Help Wanted News

Director is seeking domestic correspondent. With some experience in film and stage scripts. A strong writer, good editor, a keen sense of news. Box 10, New York City, N.Y. Box 104, BROADCASTING.

May College graduate desires immediate employment. Experience in contemporary and Cable TV. To 2 years experience and audio production (TV, radio, recording). Single, will relocate. Contact: Jess Heimlich, 15 Baker Lane, New York City, N.Y., 10025. 914-634-9007.

Experience, mature director in Top Ten market wants Producer-Director position. Top references from fine, major broadcasting firm. Seven years experience. 301-460-1108.

WANTED TO BUY EQUIPMENT

Need used FH transmitter 3.7 km, must be good condition. Also, 380 to 420 foot guyed tower. Box K-74, BROADCASTING.

WANTED

Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KCSG-TV, San Jose, CA.

FOR SALE EQUIPMENT

RCA TFS-1 transmitter, channel 2 thru 6, air cooled modulation, excellent condition. Box J-8, BROADCASTING.

G.E. Model MC-318 and BC-31T consoles. Both new in Box K-36, BROADCASTING.

Film processor, Houston-Fears, 8-16 mm. Excellent condition. Reasonable price. 159 South Street, Middlesex County, New Jersey. 433-9111.
For Sale Equipment Continued

Tower, self supporting, 300 ft. dismantled, on ground, excellent condition, ready to move, $3500.00. Dick Hardin, WBUD, Trenton, N.J.

RCA TTIGAL Transmitters with Sideband Filters and Input equipment. Excellent working condition ... $18,000 each. WHOH-BSN, 617-288-5000.


Programming changes dictate we sell our prized Gates stero all carrousel automation. Six carousels, four criterion playbacks, automatic logging, IGM time announce (mncl), all-5k, manuals, much more. Extreneely versatile, well maintained system, sold to fast-paced format. Cost $40,000.00. New, $20,000. Contact Gary Johnson, 207-442-5544.

IGM $104 stereo automation system. Random access carousel, time announce, automatic program logger, etc. Be there and complain for $52,000.00. Cost new $25,000.00, asking $11,000.00. Call Greg Hapole collect after noon, 305-351-3121.

IVC 960C and Ampex 7900-16 Broadcast VTRs surplus to engineering needs. Top condition. Available option-ally with Delta 44 TBC and Delta 7 VELCOR. Call for bargain pricing—Television Microtime—Ken Kelley, 203-242-0761.

RCA TR-4 Head Band Color VTR with Electronic Edit- or—Spare Head—Low Hours. Contact R. Hippler, General Television Sales—313-548-5200.

Approximately 150 feet of used Andrews-3-inch Co-Ax. Sales price $5.00 per foot. Orion-KBER Square, San Antonio, Texas, 512-489-1150.


Replacement attenuators. We supply equivalent controls. Contact Mike Sut- ton 919-363-3135, Shillox, Inc. P.O. Box 1089, Smithfield, N.C. 27577.


COMEDY MATERIAL

Wwels: New, sure-fire comedy 11,000 classified one-liners, $10. Catalog free Fredunn Orrin, 2786-8 West Hanover St., Calif, 92025.

Revelation XXXII is at 1,200 complete pieces of wit and wisdom under one cover for $2. E. Brennan, Box 5116, Milwaukee, Wisconsin 53204.

INSTRUCTION

Correspondence Instruction leading to FCC license and electronics degree. G.I. Bill approved. Gramann, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation’s largest network of first class FCC licensing schools teach you. Approved for veterans* and accredited menher National Association of Trade and Technical Schools. 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 New Orleans**, 1324 Canal.

Elkins in Oklahoma City, 501 N. 57th St.

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

Instruction Continued


In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed re- sults! OMEGA Services, 333 East Ontario. 312-649- 0927.

Licensed by New York State, veteran approved for FCC 1st class license-discounted ret- ring. Contact A.S. Announcer Training Studios, 25 West 45 St., N.Y.C. (212) 639-5945.


No: nilson, rent; Morfn; study-Command’s “1973 Test-Allowers” for FCC first class license. —plus— “Self-Study Ability Test.” Prove $9.95, Moneyback Results guaranteed. Command Productions, Box 26346, San Francisco 94126. (Since 1967)

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our pupils pass their exams. Classes begin July 18, August 27, Oct. 1, November 12, REI, 52 South Palm Ave., Sarasota, Fl. 33577, phone: 813-955-6982. REI, 809 Caroline St., Fredericksburg, Va. 22401; phone: 703-373-1441.

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


Enrollment application now being considered for courses in Broadcasting-Radio Licensing and Com- munications Engineering. State Technical Institute, 3443 North Central Ave., Chicago, III. 60634. 312- 286-0210.

San Francisco. FCC license, 6 weeks, November 5. Veterans approved. Veterans approved. School of Communication Electronics, 150 Powell, 415-392-0194.

MISCELLANEOUS

Attention, quality reps—Strong FM station in Northern California market seeks to change rep. Box 2755, Santa Rosa, Calif. 95405.

Prized Prized Prizes! National brands for promotions, contests, premiums. No barrier, or trade ... . . . better! For fantastic deal, write or phone Tele- vision & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.


“Free” Catalog ... everything for the dealy! Books, songs, records, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

TV newsclips, free to qualified stations. Apply: Worldwide News, 305 Main Street, Menasha, N.J. 07540.

Sales, Programming, Promotion, 1 can help you straight- en them out, or beef them up! 26 years of experience can work for you. Lew Lewis, Consultant to Manage- ment, 1266 Beach Bl., Fairborn, Ohio 45324. Tel. 513- 879-0319.

RESPONSE OVERWHELMING

“You might be interested to know that our recent ad for a Sports Director, which ran one week in your publication, generated 263 applicants. We have filled the position and have a choice of a number of excellent broadcasters.”

Don N. Nelson
Vice President and Director of Music
WIRE Radio
You Belong in BROADCASTING!!

Radio

Help Wanted Management

Vice President/General Manager

Top rated radio station, Midwest location, within 200 miles of Chicago. Station grosses $700,000 last fiscal year in highly compe- titive market. Unusual opportunity for Sales Manager or Salesman ready to move up to top management. Salary—$30,000 plus five percent of profit. Call Mike Walker, Manage- ment Consultant at (312) 985-6171. No fee and all inquiries confidential.

Help Wanted Sales

If you can make ten calls in a ten hour day ... want a high 5-figure in- come in a major market for a #1 group owned station ... then you might be a salesman! So ... SELL ME!

Box K-72, BROADCASTING

Help Wanted Announcers

DRIVE TIME PERSONALITY

Country/Pop music leader in top ten market is looking for a pro. Send tape, letter and resume to Box K-4, BROADCASTING

MIDWEST TALK

We’re looking for a talker, preferably with news and programming background, who has the ability and courage to opine. Tape, resume, picture and salary expectations to:

K-103, Broadcasting

DJ

KYA needs an all-night jock who can really cook. Format is colorado, Seldom an opening for the on-air staff at KYA, but it’s happened. Station needs a big voiced, ener- getic, imaginative person who can stick to the format and be creative, Must have 3 years of successful experience in a large or medium sized market.

Company offers good starting salary, com- mensurate with background experience and attractive fringe benefit program. Rush tapes and resume to:

Vice President General Manager KYA
1 Nob Hill Circle
San Francisco, California 94108

MECHANICAL DESIGN ENGINEER

Immediate openning with the manufacturer of SPOTMISTER cartridge tape equipment. Re- sponsibilities include design of tape drive mechanisms and electronic packaging. Re- quires BSME, electro-mechanical design ex- perience, and familiarity with magnetic tape drive techniques. Good salary and benefits. Send resume to Broadcast Electronics, 8810 Brookville Rd., Silver Spring, Md. 20910.
Help Wanted Technical

FIELD SERVICE ENGINEERS
Tape Recorders
Ampex has immediate openings for qualified field service engineers to work in the Northeastern region of the United States with headquarters in Boston. Experience in servicing broadcast or closed circuit quality VTR's and television cameras is required. Ampex equipment knowledge is desirable—will provide training. Excellent fringe benefits and company car included.

BROADCAST SALES ENGINEER
Immediate opening for a broadcast sales engineer with 5-7 years proven experience in the broadcast equipment sales field. Knowledge of tape recorders, video tape equipment and TV broadcasting maintenance and operation desirable.
For immediate consideration for either of these positions, please send resume complete with salary history to Al Slater, 75 Commerce Way, Hackensack, N.J. 07601.

DISTRIBUTOR SALES
Audio & Industrial Video Products
We are seeking a proven sales professional to handle our distributor sales in the Chicago area. To qualify for this position, you should have 3-5 years experience selling to distributors and secondary distributors. Background in closed circuit TV preferred.
For immediate consideration for this position, please send resume in confidence including salary history to Leonard Hase, 5201 Estates Avenue, Elk Grove Village, Ill. 60007.

Help Wanted News

TOP 10 50KW NEEDS SPORTS-TALK PERSONALITY. TWO-WAY TALK PERSONALITY AND NEWS PERSONALITY
If you are young, active and talented, we want to hear you. You've got to think good and sound good...real good. If you do, we've got something to talk about. Rush tapes to:
Box K-109, BROADCASTING
APPLICANTS FROM ALL RACES DESIRED M/F.

Help Wanted Programming Production Others

PROGRAM DIRECTOR
KYA is in immediate need of a Program Director. Applicants must have current and past record of successfully programming a contemporary station in a highly competitive large or medium sized market. Applicants must know programming, music, continual on-air promotion, administration of union contracts and corporate and internal administration. Position requires an ability to lead and inspire a staff of DJs.
Company offers a good starting salary, commensurate with background experience and an attractive fringe benefit program. Please send resume in confidence to:
Vice President General Manager
KYA
1 Nob Hill Circle
San Francisco, California 94108

Situation Wanted Management

Major market manager (age 34) with 20 years experience in all phases of management, sales, programming, production, promotion, announcing, automation, motivation, rules and regs. Presently employed. Seeks new challenge where creativity and initiative are essential and encouraged. University grad. Call 414-425-6034.

Situations Wanted Programming, Production, Others

COUNTRY PROGRAMMER
Folks, I'm spending money for this space, so I ain't gonna waste it being modest. I'm offering you the very best country format ever devised. Book after book, buy after buy, its success is a proven fact. It will work in your market. Medium/major markets only. Available on consultant or permanent basis. Replies confidential.
Box K-37, BROADCASTING

I AM SEEKING a position with a top-rate (not necessarily large) operation. Currently Assistant P.D. in medium NE market. Duties have included programming, production, writing, announcing, engineering, etc. 24-R.S. in Communications. Especially interested in programming, personnel, management, country, prog, rock, and good-honest business. Reply to Box K-83, BROADCASTING

Situation Wanted News

WEATHER FORECASTER
Top 5 Market credentials with Happy Talk but as dedicated and authoritative as any AMS seetholdier.
Box K-110, BROADCASTING

Situations Wanted Programming, Production, Others

9/73 TV News Director letter of recommendation: "Aggressive, energetic, independent-minded news hawk" Personnel cutback but determined to continue in TV News—Govt. background—Always warm community response—"Dan"—315-472-2819 collect or
Box K-92, BROADCASTING.

Miscellaneous

NEED A CHANGE
Jocks, newsmen, all air people. Tapes, resumes, salary desired.
Broadcast Media Personnel Inc.
Box 22267
Dallas, Texas
214-337-3215
75222

Broadcasting Oct 8 1973
For Sale Stations—Continued

<table>
<thead>
<tr>
<th>M.W.</th>
<th>small</th>
<th>FM</th>
<th>$160M</th>
<th>terms</th>
<th>Texas</th>
<th>small</th>
<th>FM</th>
<th>$185M</th>
<th>cash</th>
</tr>
</thead>
<tbody>
<tr>
<td>East</td>
<td>medium</td>
<td>Fulltime</td>
<td>$240M</td>
<td>négociable</td>
<td>Florida</td>
<td>FM</td>
<td>Power</td>
<td>$275M</td>
<td>terms</td>
</tr>
<tr>
<td>South</td>
<td>major</td>
<td>Fulltime</td>
<td>$2MM</td>
<td>négociable</td>
<td>N.Y.</td>
<td>metro</td>
<td>AM/AM</td>
<td>$1,500M</td>
<td>terms</td>
</tr>
</tbody>
</table>

**We have several interesting major market FM's listed... all class B's.**

**La Rue Media Brokers, Inc.**

116 Central Park South
New York, New York 10019
(212) 265-3430

**BROADCASTING'S CLASSIFIED RATES AND ORDER FORM**

Payable in advance. Check or money order only.

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help Wanted</td>
<td>40¢ per word — $5.00 weekly minimum.</td>
</tr>
<tr>
<td>Situations Wanted</td>
<td>30¢ per word — $5.00 weekly minimum.</td>
</tr>
<tr>
<td>Rate ads for other advertisers</td>
<td>25¢ per word</td>
</tr>
</tbody>
</table>

| Preview of copy required |

Copy must be in typewritten letters, white bond paper, double spaced, and typed two lines to an inch. Word count includes name and address, name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
<td>State</td>
</tr>
</tbody>
</table>

Insert _____ time(s). Starting date ___________ Box No. ______

Display ______ (number of inches).

Indicate desired category:

Copy: ________________________________________________________________________________________________________

**CHAPMAN ASSOCIATES®**

business brokerage service

Atlanta—Chicago—Detroit—New York

Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

**Sovran Associates, Inc.**

Brokers & Consultants

Suite 217

1120 North Central Expressway

Dallas, Texas 75231

(214) 369-8545

**Larson/Walker & Company**

Brokers, Consultants & Appraisers

Los Angeles

Contact: William L. Walker

Suite 616, 1725 DeSales St., N.W.

Washington, D.C. 20036

202/227-1591

**WANTED TO BUY AM OR FM STATION IN MEMPHIS OR ST. LOUIS. CALL OR WRITE JOHNNY SHIELDS, KGMR, P.O. BOX 311, JACKSONVILLE, ARK. 72076, AREA CODE 901-982-5551.**

**WANTED** offices.

CC nation's 982-5551. CALL

**FOR SALE**

DAYTIME AM—FULLTIME FM STATION IN MEDIUM MARKET PENNA.

NO BROKERS.

BOX K-88, BROADCASTING

**CHASE digestion—Continued**

**FOR SALE**

STUDIOS—FOR RENT

M.Y.M. NEW YORK

Will share 2 fully equipped studios and offices. Ideal for all your radio production and duplication. Reasonable terms.

MCA STUDIOS—212-279-6850

**BUYERS**

Sorry, we can’t put you on our mailing list. We don’t have one. We don’t sell properties with failing lists, so you are not “just another name” when you are served by the nation’s fastest-growing media brokerage firm. For the personal attention your interest deserves, contact us to review your individual needs. (This is where the action is!)

In NEW ENGLAND we have several fine radio properties currently available—AM, FM, or combinations. Market sizes range from small to major with prices from $170.00. Please let us know your specific requirements.

**Brokers & Consultants to the Communications Industry**

THE KEITH W. HORTON COMPANY, INC.

200 William Street • Elmhurst, New York 11437

(P.O. Box 948) • (607) 732-7138

**FULL TIME FM...**

**FULL POWER REGIONAL FREQUENCY**

**UPPER MID WEST.**

BOX K-56, BROADCASTING

**FOR SALE**

DAYTIME AM—FULLTIME FM STATION IN MEDIUM MARKET PENNA.

NO BROKERS.

BOX K-88, BROADCASTING

**For Sale Stations**

West Coast

AM FM $210,000

AM $250,000

AM $225,000

AM $195,000

Western Business Brokers

773 Foothill Boulevard

San Luis Obispo, California

805-544-1310

**BROADCAST RECORDING STUDIOS—FOR RENT**

M.Y.M. NEW YORK

Will share 2 fully equipped studios and offices. Ideal for all your radio production and duplication. Reasonable terms.

MCA STUDIOS—212-279-6850

**FOR SALE**

STUDIOS—FOR RENT

M.Y.M. NEW YORK

Will share 2 fully equipped studios and offices. Ideal for all your radio production and duplication. Reasonable terms.

MCA STUDIOS—212-279-6850

**WANTED** offices.

CC nation's 982-5551. CALL

**FOR SALE**

STUDIOS—FOR RENT

M.Y.M. NEW YORK

Will share 2 fully equipped studios and offices. Ideal for all your radio production and duplication. Reasonable terms.

MCA STUDIOS—212-279-6850

**BUYERS**

Sorry, we can’t put you on our mailing list. We don’t have one. We don’t sell properties with failing lists, so you are not “just another name” when you are served by the nation’s fastest-growing media brokerage firm. For the personal attention your interest deserves, contact us to review your individual needs. (This is where the action is!)

In NEW ENGLAND we have several fine radio properties currently available—AM, FM, or combinations. Market sizes range from small to major with prices from $170.00. Please let us know your specific requirements.

**Brokers & Consultants to the Communications Industry**

THE KEITH W. HORTON COMPANY, INC.

200 William Street • Elmhurst, New York 11437

(P.O. Box 948) • (607) 732-7138

**FULL TIME FM...**

**FULL POWER REGIONAL FREQUENCY**

**UPPER MID WEST.**

BOX K-56, BROADCASTING

**FOR SALE**

DAYTIME AM—FULLTIME FM STATION IN MEDIUM MARKET PENNA.

NO BROKERS.

BOX K-88, BROADCASTING

**BROADCASTING'S CLASSIFIED RATES AND ORDER FORM**

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted. Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's Issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1775 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If audio tapes or films are submitted, please send $1.00 to BROADCASTING for each package to cover handling charge. If VTR's are submitted send $5.00 to cover handling and forwarding. All VTR's forwarded by Parcel Post. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>City</td>
<td>State</td>
</tr>
</tbody>
</table>

Insert _____ time(s). Starting date ___________ Box No. ______

Display ______ (number of inches).

Indicate desired category:

Copy: ________________________________________________________________________________________________________

Broadcasting Oct 8 1973
Jim Adduci keep EIA's many functioning as one

The American dream is on display in the Washington office of the president of the Electronics Industries Association. At the head of a mammoth trade group of manufacturers doing a collective business of $30 billion a year is a 53-year-old Italian immigrant who never graduated from a college. Jim Adduci arrived at the EIA by an unlikely route leading from an Italian village through the Pentagon.

Mr. Adduci was 7 when his family migrated from its native Italy to Monroe, Mich., where his father had been working for years as a nurseryman to save enough to transport the family to America. Out of high school, Mr. Adduci decided on a military career. In 1939 he enlisted in the Army Air Corps and became a pilot. At the end of World War II he was a lieutenant colonel. He stayed on in what became the U.S. Air Force.

Early in his military service he had attended night classes at the University of Hawaii. Now he resumed after-hours college attendance, first at the Detroit Institute of Technology and then at the Detroit College of Law.

Subsequently he took on a large order as executive officer of Wright-Patterson Air Force Base. After that it was Japan, Korea, and a position as deputy inspector general of Far East Air Forces. By 1955, after being shifted around by the Air Force 16 times, he had come to rest as deputy director of legislative liaison in the Office of the Secretary of the Air Force.

Rost? Not really. With that legal and legislative background behind him, (regrettably, he says, there just wasn't time to settle down into a degree program anywhere along the way), he yearned to try his hand at the civilian world. Could he make it in an unstructured environment, he wondered? He retired from the Air Force as a colonel and went on board the Aerospace Industries Association in 1960, quickly advancing to vice president and general manager and being picked as president of the Electronics Industries Association in 1970.

Through it all, Mr. Adduci has prided himself on the management skills he developed in the service. He likes to think he has "a feeling for people."

An example: When he took over the presidency of EIA, Mr. Adduci rolled up his sleeves and surveyed the situation. The first thing he did not do was re-staff the organization, deciding that he already had a top-notch slate of professionals. One of the first things he did do was to set about unifying EIA, putting an end to infighting within its complex structure and, in effect, telling the 85 staffers: "Hey, we're all in this together. Let's concentrate on the key issues. What's really important?"

EIA is actually the umbrella for seven mini-associations, each representing a different facet of the industry. Representing over 90% of electronics manufacturers with total annual sales of $30 billion, the organization comprises eight operational divisions—communications and industrial electronics, consumer electronics group (which has audio and video divisions), distributor products, government products, parts, solid-state products and tube division—each operating autonomously under association guidelines and assisted by units providing specialized services common to all divisions (such as engineering, marketing and public relations).

EIA, which celebrates its 50th anniversary next year (its 49th convention starts today [Oct. 8] in San Francisco), was founded in 1924 as the Radio Manufacturers Association, acquiring its present name in 1957 to reflect its burgeoning electronics-manufacturing constituency.

By pooling the resources of individual members, EIA has been able to come to grips with a wide range of electronics-related problems.

For example, EIA's National Stereo Radio Committee adopted standards for stereo broadcasting and for the past year and a half its National Quadraphonic Radio Committee has been working up guidelines for four-channel broadcasting that EIA hopes to present to the FCC by the end of the year.

Mr. Adduci points out that EIA prefers to let the marketplace decide many of the issues involved. Take quadraphonic standards for an example. EIA will not recommend that the FCC sanction the matrix system over the discrete method, or vice versa. It will only develop standards for the two and the relative advantages and disadvantages. It also has a belief that consumer choice should not be dictated by law.

And this philosophy led EIA to oppose all-channel television legislation (although the organization went all out to ease the transition period when the legislation was passed) and will lead it to oppose all-channel radio bills in Congress.

EIA is constantly upgrading technical standards of broadcast equipment to keep pace with broadcasting's expanding technology. A case in point is the set of standards for studio transmitter links for color television. EIA is currently revising them to include standards for point-to-point microwave and satellite links.

In the area of cable television, EIA has not undertaken comparable standards formulation because in its view the industry has not developed to the point where EIA believes standards would be of value. One major exception is its effort, begun last year, to write standards for the interface between cable transmission systems and viewing devices for the material benefit of TV-set and cable-equipment manufacturers.

The organization belongs to the Joint Committee for Intersociety Coordination, which also includes the National Cable Television Association, the National Association of Broadcasters, the Institute for Electrical and Electronics Engineers and the Society of Motion Picture and Television Engineers. As a member of that ad hoc group, Mr. Adduci was formed to identify and solve common problems, EIA is working with NAB in formulating standards for a vertical interval reference signal to serve as a benchmark against which TV stations can measure (and correct, if necessary) their color transmissions of material fed from a network or other remote source.

However, as EIA's chief administrator, Mr. Adduci must delegate the technical side to the organization's staff and concentrate on those key concerns of the industry as a whole. Mr. Adduci takes particular pride that under his tenure the organization has been able to speak with a unified voice.
Oh, no, not again

If FCC Chairman Dean Burch gets his way, there will be another inquiry into television-network operations, complete, no doubt, with special staff and special budget. As reported in this publication a week ago, the chairman is persuaded that the prime-time-access rule has failed in its intended mission of reducing network power and that other remedies ought to be tested—the reduction or elimination of owned stations, for example.

It all carries a familiar ring. Just 18 years ago, in September 1955, the FCC opened what was to be its definitive study of television networks. It hired a special consultant, Roscoe Barrow, dean of the University of Cincinnati law school, and assigned a staff to work on a job that was to last at most nine months. Two years later the Barrow staff, by then a bureaucracy of its own, issued a seven-and-a-quarter-pound report recommending, among other things, a reduction in the number of stations owned by networks. It also recommended a continuation of the inquiry it said it had only begun, and ever since that day there has been an Office of Network Study, fully staffed and presumably functioning.

To extend and intensify a network study that has been going on for 18 years, and to revive a dismemberment proposal that was advanced and discarded 16 years ago bespeaks a poverty of imagination and ignorance of the real world. Mr. Burch would show a keener executive insight by suggesting a disbanding of the Office of Network Study and the reassignment of its lion tamers to more useful pursuits, such as cleaning up that mounting backlog of transfer and renewal applications.

Act now or pay later

Between now and the year end the National Association of Broadcasters should take a hard look at its organizational structure before it is threatened again with internal conflict.

Over the years there have been problems among segments of the NAB’s disparate membership. For the past few months there has been no open strife, since a tidying up of top management. While there is relative quiet, a study should be undertaken by both management and directors beginning with the seven fall conferences this month.

One potentially explosive issue involves pay cable. Broadcaster members who have invested heavily in cable systems obviously do not relish NAB’s over-all opposition to cable expansion.

Television members are disposed to cite the numerical imbalance in the compositions of the radio and TV boards, which under the bylaws are autonomous. The radio board has 29 members, to become 30 automatically with the addition of a representative of the National Black Network ("Closed Circuit," Oct. 1). Radio members say the vastly greater number of radio stations warrants the differential favoring their board.

The radio-board members (except for automatic network designees) are nominated by mail and elected by mail ballot. The 15 members of the television board (except for the three automatic TV network designees) are nominated at the annual NAB conventions and elected by secret balloting held during the conventions.

There is one existing vacancy and another imminent on the TV board. In addition to that created by the death of Rust Craft’s Fred Weber, there will be the directorship to be relinquished by Leonard Patricelli of WTIC-TV Hartford, Conn., when the FCC approves transfer of that station to the Post-NewswEEK group. Mr. Patricelli will become head of WTIC(AM) and no longer will be eligible for the TV board.

We do not suggest that the NAB undertake now a full-scale restructuring into a federation of trade associations, although that goal, long range, is desirable. We do, however, urge that the management draft a corporate housekeeping project that will provide more equitable membership balance and uniformity of election procedures.

A bad deal

The settlement announced last week by KKTV(TV) Los Angeles and four citizen groups that had challenged its license renewal carries to extremes a pattern of concessions that more and more licensees have been willing to make. It is beginning to be pertinent to wonder just who is supposed to be programming the American television system.

KKTV has agreed never to broadcast any of 42 cartoon series, all identified by name. That part of the settlement amounts to a blacklist of some of the most popular children’s programing on television. Beyond that, the station has agreed to broadcast parental warnings preceding episodes of 81 dramatic series, also identified by name and including some of the most successful off-network programs. That amounts to a graylist of series deemed harmful to the young. The producers and distributors with programs on the blacklist or graylist are entitled to inquire into the standards by which they were judged.

If KKTV had unilaterally decided that all 42 cartoons were unfit for its schedule and that the other 81 series were unsuited to a child audience, the judgment might have been questioned, but it could be defended as the station’s own. By acting in response to demands by outsiders of no known competence in program selection or editing, the station is party to external pressures against specific programs that other broadcasters of at least equal ability and taste have judged acceptable. The price KKTV paid to get its challengers off its back may come to be the burden of others who would have resisted.
A new generation of PBX’s from the Bell System.

Your business’s Private Branch Exchange (PBX) is the basic component of your communications system. Now the Bell System has a new family of PBX’s.

These new PBX’s are neatly housed in compact cabinets. They are designed for modular growth, with plug-in expansion features. They can handle up to 2000 phones. Because the consoles of the new units are push-button operated, training new operators is a snap.

In addition to such basic services as interoffice dialing, each PBX offers many options. Like “station add-on” that lets you add a third person to a call. And “attendant camp-on” that lets your operator route an incoming call to a busy phone, and automatically connects it when the extension is free.

When you choose one of our PBX’s, you get dependable Bell System maintenance, available locally. For more information, call your Bell Communications Consultant. We know your business communications needs keep changing. Our new generation of PBX’s keeps pace.
Botulism doesn't always attract national attention. When it's caused by home-canning (and it usually is), it may make only local headlines as it did in Pendleton, Oregon...Bedford Village, New York...or Topeka, Kansas. It strikes only about 18 Americans each year. But it's potentially lethal and must be treated immediately.

To meet the extremely small but critical demand, Lederle Laboratories is the country's sole producer of botulism antitoxin types A and B. Its preparation is a long and costly procedure, taking an entire year. Supplies of the antitoxin are maintained at strategic locations throughout the country, with emergency air shipment to the point of use paid for by Lederle.

Covering emergencies like this can never bring us any real profit. But life is often in the balance on our "beat."