President redeclares his war with media
And Macdonald casts his pall over pay cable

If you put this much into the news, it only takes this much to sell it.

When it comes to selling KPRC TV News, our salesmen have it easy. After all, look what they have to work with.

We have the largest news department in Houston. We think it's the best. So do others. KPRC TV News has won more awards than all the other Houston stations combined. And with good reason.

KPRC TV News has a tradition of excellence. As a result, we get the best news people. And they operate from one of the most advanced broadcast facilities in America.

Because we put more into our news, the people of Houston get more out of it. Just check our ratings.

It doesn't take much to sell KPRC TV News.

In fact, with all due respect to our very fine salesmen, we think it sells itself.

KPRC TV HOUSTON
EDWARD PETTY, NATIONAL REPRESENTATIVES-NBC AFFILIATE
A new and unique study by W. R. Simmons and Associates Research, Inc. shows that accurate recall of advertised brands is 62% higher on Personality-MOR radio than on average radio. 38% higher on Personality-MOR radio than on average television.

Radio stations are not alike. In all, there are nine formats that get the largest share of the listening. Now W. R. Simmons has determined the commercial effectiveness of the leading programming classifications. The results are astonishing. For example, Personality-MOR radio not only ranks highest for commercial recall, it is 240% above one of the other well-established formats. You don’t have to buy radio blindly or by the numbers. Thanks to this landmark study you can buy it where it will work best for you. Just call Major Market Radio, Inc. or one of these great Personality-MOR stations: WBEN Buffalo, KMPC Los Angeles, KSFO San Francisco-Oakland, KEX Portland, KVI Seattle-Tacoma-Everett.

The percentages quoted here are estimates based on systematic random sampling.
POOLE BROADCASTING CO.

WJRT-TV
Flint, Saginaw, Bay City  Channel 12 ABC

WPRI-TV
Providence  Channel 12 CBS

WTEN
Albany, Schenectady, Troy  Channel 10 CBS

APPOINTS

TELEREP
NATIONAL SALES REPRESENTATIVE

WTEV delivers the heartland of the jewelry industry

Providence is the nation's center of the jewelry manufacturing trade. Nearly one out of every five workers in the state is engaged in the manufacture of jewelry and its allied industries. This industry contributes heavily to the year-round prosperity and stability of the WTEV market area. Capture the market's responsiveness on this dynamic station.

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

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
Closed Circuit

Appearance sake. FCC's plan to issue notice of inquiry into alleged television-network dominance of programing may become fatality of flare-up between White House and networks (see page 22). FCC officials say commissioners may feel that issuance of inquiry - at least any time soon - would seem to put FCC in league with White House in plot to get networks. One FCC member said he would "go slow" if he were FCC Chairman Dean Burch.

Presidential aide Patrick Buchanan's proposal for legislation separating networks from owned-and-operated stations is uncomfortably close to idea in FCC draft for regulatory action to achieve same end. And White House memoranda released last week (see page 6) indicate interest in enlisting FCC - and specifically its chairman - in efforts to subdue network journalism.

Duck gets lamer. Senate inaction on confirmation of James H. Quello for FCC continues - and could go on until Congress takes recess, presumably around Thanksgiving. Commerce Committee held meeting on number of other matters last week, and Quello appointment wasn't mentioned. If still in suspension when Congress goes home, Mr. Quello could be given recess appointment and could take seat immediately, if President were so disposed. Meanwhile, Nicholas Johnson, whose term ran out last June 30, remains in office under law that would permit him to hang around until adjournment of next session of Congress at end of 1974 - if nobody has been qualified to replace him.

Appetizer. Ingenious rationale is put forth by Stanford Research Institute, San Francisco, in bullish report on future of pay TV - due out late this month: It is that success of broadcast TV has whetted appetites of public for better programs to extent that sizable minority will be happy to pay for more specialized programing that can't be accommodated on commercial system that must retain mass appeal. Noted is growth of classical-record sales following symphony programs on radio in 1930's-40's.

Pay-TV report will be fourth of eight on CATV, underwritten by 38 commercial firms. Already out are studies on outlook to 1985, equipment and construction, finances. To come in addition to pay TV, are reports on regulation and legislation, adjacent technology, advertising and merchandising and economics of interconnection.

Out of whack. International Telecommunications Union, which allocates international spectrum space and satellites, may be in for changes to redistribute balance of power. Observers at ITU plenipotentiary conference, just concluded at Torremolinos, Spain, after six weeks of sessions, say disproportionate muscle was exercised by small nations voting as bloc. In past dozen years host of new nations, mostly African, have been admitted to ITU. Under one-vote-to-nation system, they're acting in cahoots to outvote bigger nations (with bigger stakes and contributions in communications) on funding and personnel.

Spanish conference was on housekeeping matters. There's talk among major nations of moving toward bilateral agreements. Not much chance to reorganize ITU voting system before next ITU allocations conference, to be held in 1977, probably in Geneva (see page 52).

Money and manpower. With authority to hire another 150 people, increasing size of staff to 2,035, FCC is house-hunting again. It needs 25,000 square feet of added office space in vicinity of its Washington headquarters at 19th and M Streets, N. W., which has total of 180,000 square feet. In addition, it is occupying another 106,000 square feet in two nearby buildings.

Bill containing FCC appropriation of $36,960,000 for fiscal 1974 which began last July 1 (up from $34,173,000 in 1973) was signed by President last week (see page 40).

Uplifters. Tucked away in small suite in House office building is two-man staff that for year has been researching ways for Congress to build up its image and counterbalance presidential impact on television. Study was ordered by Joint Committee on Congressional Operations and is brainchild of Representative Jack Brooks (D-Tex.). Staff has looked at live TV coverage of Connecticut legislature and UN, has interviewed network news executives and members of Congress. Its report, due early next year, will include recommendations on broadcast coverage of floor action and improved space for broadcast news personnel and gear.

Author, author. FCC is gearing up for study of economic effects on National Football League teams of congressional action in lifting television blackouts of games that are sold out 72 hours in advance. Study was assigned commission by Congress, and is due to be submitted April 15. At moment, project is under direction of Chairman Dean Burch's assistant, Charles Lichenstein. It ultimately will be done by Dr. Alan Pearce, commission's economic consultant. Mr. Lichenstein is not expected to remain with commission through April; he plans to leave with Chairman Burch (although that date remains elusive).

Family dispute. Noncommercial broadcasting's funding problems won't be only topic of major concern at next week's convention of National Association of Educational Broadcasters in New Orleans. Another subject destined for heated discussion is Public Broadcasting Service's execution of station-representation role it took over from NAEB last March. Among noncommercial-station managers there has been unpublicized discontent with service rendered by PBS, which is commanding higher membership dues than NAEB used to get. At convention there'll be talk of NAEB retaining representation capacity in its bylaws - just in case.

Never too late. One of nation's best known journalists - Turner Catledge, retired editor of New York Times - has entered ranks of broadcasters. Mr. Catledge has become chairman of board of Greater New Orleans Educational Television Foundation, which operates noncommercial WYES-TV. Mr. Catledge has at late been seeking advice and guidance of old broadcaster friends, including Walter J. Brown, president and principal owner of WSPA-AM-FM-TV Spartanburg, S. C., Catledge sidestepped years ago when both were Washington correspondents.
Colson, Magruder, Haldeman, Higby memos show depth of administration's concern over media, attempts to pressure networks

President Nixon's displeasure with coverage that news media were giving administration led White House aides early in Nixon years to propose wide variety of moves—some involving FCC and other government agencies—to assure what aides said would be greater degree of fairness. Presidential Counsel Charles Colson, after separate meetings with top network officials, suggested in September 1970 that "tough" line be taken with them—he said they were "afraid" of administration.

Information was contained in several White House memos in files of Watergate committee made public by Senator Lowell Weicker (R-Conn.) last week. Memoranda reportedly were provided by former White House aide Jeb Stuart Magruder. Senator Weicker said he was making material public in light of resurgence of White House criticism of media (See page 22).

President's annoyance with media was indicated in Oct. 17, 1969, memo Mr. Magruder sent to his boss, then White House Chief of Staff H. R. Haldeman. It listed 21 requests President Nixon had made in 30-day period for specific action to remedy what he considered unfair coverage, and said there might be "double or triple" that number of requests made through other parties. Among requests listed: Herbert Klein, then chief of White House Office of Communications, was to "counter biased" TV coverage of administration during summer and to ask then Representative Rogers Morton (D-Md.) to counter ABC's Howard K. Smith's remarks concerning three House seats lost by Republicans, while aide Patrick Buchanan was to report on what was done to complain to NBC, Time and Newsweek concerning "article coverage" on administration.

To avoid necessity for "shotgun" approach Mr. Magruder suggested "concentrated efforts in a number of major areas that will have much more impact on the media and other anti-administration spokesmen." Specifically, he proposed establishing "official monitoring system through the FCC as soon as Dean Burch is officially on board as chairman" (That occurred two weeks later). Mr. Magruder said that if monitoring proves White House's point, "we have then legitimate and legal rights to go to the networks, etc., and make official complaints from the FCC."

Mr. Magruder also suggested using antitrust division of Department of Justice to check into possible antitrust violations on part of "various media," and Internal Revenue Service to look into records of companies of most concern to White House. Threat of action by either agency, Mr. Magruder suggested, would be sufficient to persuade news organization to modify its approach.

Mr. Colson described meetings with network officials—William Paley and Frank Stanton, of CBS; Leonard Goldensohn and James Hargrave, of ABC; and Julian Goodman, of NBC—in Sept. 25, 1970, memorandum to Mr. Haldeman. Memorandum indicates Mr. Colson's concern was in assuring President easy access to networks' facilities without having to concern himself about Democrats being given response time. (Meeting occurred after CBS had inaugurated Loyal Opposition program to afford Democrats time to reply to Presidential addresses. In first such program, then Democratic National Committee Chairman Lawrence O'Brien had blasted President, and accused FCC of unfairness leading to FCC fairness ruling in August 1970 that went against CBS, and killed program.)

Memorandum also indicates Mr. Colson regarded network officials as fearful and capable of being intimidated. Networks, he wrote, "are apprehensive about us. Although they tried to disguise this, it was obvious. The harder I pressed them (CBS and NBC) the more accommodating, cordial and almost apologetic they became."

At another point, he said: "To my surprise CBS did not deny that the news had been slanted against us. They merely said that every administration has felt the same way and that we have been slower in coming to them to complain than our predecessors." And in discussing kind of "answers" opposition would be allowed to make to broadcast presidential addresses, he said, "In this regard, ABC will do anything we want."

Summing up, he reported that network officials had invited him to call them directly with complaints about slanted news coverage and that Mr. Paley would like to spend time with him in Washington, and said: "In short, they are very much afraid of us and are trying hard to prove they are 'good guys.'" And later: This all adds up to the fact that they are damned nervous and scared and we should continue to take a very tough line, face to face, and in other ways."

Memorandum went out of way to attack Frank Stanton, then president of CBS and consistent defender of broadcast freedom. Mr. Colson said that "Stanton, for all his bluster, is the most insecure of all [network officials]," and that "Stanton is almost obsequious in Paley's presence."

As did Mr. Magruder, Mr. Colson proposed making use of Dean Burch. He said he would suggest to FCC chairman that, as soon as Republicans are in majority, commission issue interpretive ruling on role of President when he uses television. This, he said, would have impact on networks' "professed concern with achieving balance."

Although Mr. Colson made point in memorandum of stressing his familiarity with communications law, he made no mention of commission decision issued in previous month — at same time as one going against CBS on O'Brien program—that bore directly on question of presidential broadcasts. It said unusually heavy concentration of Nixon broadcast speeches on Vietnam in period after November 1969 obliged networks to give time to opponents of administration's Vietnam policy. But it also emphasized that as matter of policy it adhered to view that granting equal-time requirement on fairness doctrine is inappropriate (Broadcasting, Aug. 17, 1970).

Chairman Burch, in San Francisco news conference, said...
he had not been approached in connection with Mr. Magruder's proposal and had no recollection of any contact with Mr. Colson on his.

Mr. Burch said idea of monitoring news is "hideous" and "abominable." Regulatory agencies should not monitor, particularly in area as sensitive as news, he said. But he also said that White House had been "very fair" with him at commission, that President had never called him.

In New York, Mr. Paley said CBS has from "time to time" received complaints from White House about CBS news coverage - as it has from preceding administrations, Democratic and Republican. But, he said, "under no circumstances have these representations been permitted to affect CBS News reporting or the diligent exercise of our journalistic responsibility to cover the news fairly and accurately." And CBS News President Richard Salant said: "Whatever may or may not have happened at that meeting Mr. Colson requested with Mr. Paley and Dr. Stanton, our top executives have completely immunized us from any outside pressures. They have always strongly supported our independence and journalistic freedom." CBS News's Walter Cronkite, on air, said that pressure has never reached him.

Mr. Goodman said primary subject of his meeting with Mr. Colson, on Sept. 23, 1970, was Mr. Colson's view that more antidependence spokesman than broadmanagement spokesman had appeared on NBC-TV in August. "He was treated courteously, though we disagreed," Mr. Goodman said, adding: "If this memorandum is a correct representation of his characterization of the meeting, his recollection and mine are completely different."

As for Mr. Hagerty, vice president of ABC Inc., he feels Mr. Colson "must be out of his ever-loving mind" in quoting Mr. Hagerty as saying ABC was "with" administration. "I pointed out to Mr. Colson that I wasn't in charge of ABC News but that I thought ABC News had been fair and honest and balanced," Mr. Hagerty said.

Drop-ins may have found friend at FCC; Chairman Burch is all for more competition; he promises ruling soon on prime-time access

FCC Chairman Dean Burch finds no fault with Office of Telecommunications Policy's proposal for drop-in of 66 VHF channels in top-100 markets (Broadcasting, Oct. 29), as long as deed could be accomplished without harm to existing facilities. "I would like to see a fourth, fifth and even a sixth" TV network, he told final NAB regional meeting in San Francisco last week. "We would be better off in this country if we had more competition."

FCC staff has completed study of plan, Broadcast Bureau's Harold Kassens told 200 NAB delegates, and should have it ready for commission action in couple of weeks. He said some faults were discovered (San Francisco ch. 5, for example, would by OTP's calculations be transmitting from ocean).

On pay-cable issue, Chairman Burch said decision would be reached within month, declined comment on which way commission will go. He said NAB's newspaper ads on subject didn't affect him; that he was, in fact, skeptical of such goings-on.

Chairman Burch drew loud applause from announcement that he was opposed to Congressman Lionel Van Deerlin's amendment to renewal legislation. He claimed provision would encourage competing applications and is so vague that it would ultimately wind up in courts.

Chairman also promised FCC ruling "within a month" on prime-time access. Lamenting fact that issue has widely split commission, he ventured new ruling would give commission more flexibility in dealing with waivers, would address problem of time-zone differentials in Rocky Mountains and West Coast.

Exonerated. Two television stations among number charged with overcommercialism by George Simko, senior vice president, Benton & Bowles, in speech early last month have been told they were included by error. WOKR-TV Rochester, N. Y., and WLUK-TV Green Bay, Wis., have received letters of apology from Mr. Simko. Both stations were told to be victims of misinterpretation of monitoring by Broadcast Advertisers Reports, which furnished basic material for Simko analyses. WOKR-TV was inaccurately included among stations alleged to be excessively commercial in 11% to 37% of total programing. WLUK-TV was inaccurately included with those said to be overcommercial in early-evening news. Mr. Simko made his speech at New York television workshop of Association of National Advertisers (Broadcasting, Oct. 8).

Skeptic. Pay cable's much-opposed efforts to get itself off ground have been dealt sudden and unexpected blow by one in formidable position to affect medium. In Los Angeles speech, House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass., professed extreme doubt that subscription operations are in best interest of public, and promised to explore that and other cable-oriented questions in forthcoming hearings. Pay proponents visibly shaken by remarks, maintain their cause is righteous. Page 26.

FCC offers sneak preview of forthcoming 1972 radio financial data; revenues reported up 11%. Page 38.

Engman tells 4A's FTC isn't kidding about ad disclosure; Madison Avenue exult their creations. Page 41.

FCC's Jack Pettit still thinks commercials need to be extracted from realm of fairness doctrine, says just that Denver NAB regional. Alaska's Ted Stevens also elicits good vibrations. Page 42.

Twenty years of salesmanship have landed Len Giarraputo an executive suite at Post-Newsweek stations. This week's "Profile" lauds Mr. Giarraputo. Page 67.

Let's talk. Television Bureau of Advertising President Norman E. (Pete) Cash has called extraordinary meeting of board this Thursday (Nov. 8) in New York, preliminary to organization's annual meeting in Houston Nov. 26-29. Agenda includes discussion of management succession involving formal announcement of John M. Otter, former sales VP of NBC-TV, as executive VP ("Closed Circuit," Oct. 29).

Bartering the news. Television News Inc., electronically fed daily news service, and Young & Rubicam have announced agreement under which Y&R will place clients' commercials on stations, in return for negotiated number of rating points per week, and will arrange for those stations to get TVN nightly service. Announcement said arrangement covers top-100 markets and calls for 52-week contracts for advertisers/stations using plan.

Last word. Two and half days of oral argument on pay cable this week (see page 33) will be topped off with two panel discussions Thursday morning. Participants in panel starting at 9 a.m. are David Foster, National Cable Television Association; Richard Jencks, CBS; Leland Johnson,
PETRY TELEVISION now represents the Screen Gems Stations

KCPX-TV
Salt Lake City
WVUE-TV
New Orleans
Rand Corp.; Paul Klein, Computer TV; Bowie Kuhn, base-
ball commissioner, and Vincent Wasilewski, National Asso-
ciation of Broadcasters. At 10:30 a.m., second panel takes
over, with Donald Baker, antitrust division of Department of
Justice; Ernest Jennes, counsel for Association of Maxi-
num Service Telecasters; James McKenna, counsel for
ABC; Geoffrey Nathenson, Optical Systems; Martin New-
man, National Association of Theatre Owners, and Gordon
Stulberg, 20th Century-Fox, as participants.

WDON sold. Everett L. Dillard, pioneer consulting engine-
ner and station owner, has sold last property – WDON(AM)
Wheaton, Md., Washington suburb – for in excess of $400-
000, subject to FCC approval. Purchaser is Horizons Broad-
casting, of which Gary Marshall Jr., sales manager of WGSO
New Orleans, is president and principal stockholder.

Last of big spenders. ABC-TV will reportedly pay record
$3.3-million for one showing of 20th Century-Fox’s “The
Poseidon Adventure.” Previous record was same network’s
$2-million for one airing of Fox’s “Patton.” “There’s no way
ABC can make its money back on ‘Poseidon,’ said one
industry source, noting that even if network set its rate-
card at $200,000 per minute (a figure only Academy
Awards and Super Bowl presently command) for 17½ com-
mercial minutes (assuming 2½ hours of movie airtime), re-
sultant $3.5-million revenue would not cover extras like
station compensation, agency commission, line charges,
publicity and network overhead. Record is likely to stand:
“We won’t get sucked into an auction like that again,”
one ABC executive was quoted as saying.

Short lived. CBS-TV’s New Perry Mason Show (Sunday,
7:30-8:30 p.m. NYT) will be replaced Feb. 10 by Apple’s
Way, new series written by Earl Hamner (The Waltons)
with Lee Rich, also of Waltons, as executive producer. New
show is described as dealing with “successful architect who
returns to his small home town of Appleton, Iowa.”

From jaws of defeat. U.S. district court judge has denied
motions by ABC, CBS and NBC to stay or dismiss Justice
Department antitrust suits against them. But in process he
implied suits may be unnecessary. Networks had asked
court to dismiss or delay suits on grounds that basic char-
ges involved – that networks improperly control prime-time
programming – are under primary jurisdiction of FCC (Brod-
casting, April 17, 1972 et seq.). In ruling, District Judge
Robert J. Kelleher of Central California District rejected
that argument but added: “Assuming antitrust violations
are proven, accommodation of antitrust policies to FCC
policy in terms of remedies will be a real and substantial
problem. Accordingly, the court will give great weight to
the FCC rules in the event that it becomes necessary to
afford to plaintiff a remedy. This caveat, as a practical
matter, might render the prosecution of these cases unnec-
necessary, but that is for others than the court to decide.”

Victory. FCC Friday gave International Digionics Corp.
two years to sharpen its trouble-plagued TV-commercial
monitoring system to meet commission standards. Paul
Roth, IDC president, said ruling “puts us in business,” and
that company would have no difficulty meeting deadline on
tape commercials. It has given up on film.

Renaissance. Resurgent radio drama got big shot in arm last
Thursday when Mutual Broadcasting System announced, in
coast-to-coast news conference, that it will schedule Rod
Serling series, Zero Hour, beginning Dec. 17. Five episodes
each week, first four with cliff-hanger endings, will add up
to one story. They’ll be stripped 7-7:30 NYT. Mutual Presi-
dent Ed Little, Chairman John Hardin VP Gary Worth
announced series start, along with Mr. Serling, producer-
director Eliot Lewis, starting player Brock Peters and stars of
11th show, in production last week.

Late Fates. Charles Bowker named executive VP and direc-
tor of stations for Buford Television Inc. (KLV Tyler and
KTR-TV Lufkin, Tex.; KORN-TV Mitchell-Sioux Falls,
S. D., and KFSA-TV Fort Smith, Ark.). He will continue
as general manager of KLV. Robert O. Mahland, VP and
director of affiliate affairs, ABC Radio Network, named VP
and general manager. Ronald E. Sappenfield, VP-corporate
development, Bangor Punta Corp., Greenwhich, Conn.,
named to same post, ABC Inc. Harold K. Deutsch, VP na-
tional sales manager for radio division of Capital Cities
Communications, named VP-general manager, WCBM (AM)
Baltimore. William G. Walters, president, Peters, Griffin,
Woodward Inc., elected to two-year term on TVB board of
directors. He succeeds Tod Moore, president, Katz Agency.
Donald F. Witheridge, former director of public relations,
Teleprompter Corp., joins National Cable Television Asso-
ciation as director of subscription cablecasting.

Edgar H. Lotspeich, advertising vice president of Procter &
Gamble, was elected chairman of Association of National
Advertisers last Tuesday (Oct. 30) at annual convention in
Hot Springs, Va. He succeeds Earl A. Claseen of Pillsbury
Co. F. Kent Mitchell, General Foods vice president for cor-
porate marketing services, was elected vice chairman, along
with the following directors: Del C. Bowman, Hughes Air-
craft Co.; David W. Burke, General Electric; Chester R.
Green, Kraftco Corp.; Gerald Kirshbaum, National Distillers
Products Co.; and Lee J. Lent, consumer products division
of American Cyanamid Co. In addition, James H. Pearce of
Dow Chemical Co. was re-elected to board. Peter W. All-
port was re-elected ANA president. (See also page 41.)

Frank E. Rosenfelt, vice president and general counsel of
MGM Inc., elected president and chief operating officer.
He succeeds James T. Aubrey Jr., who had been president
and chief executive officer. Kirk Kerkorian, financier who
owns working control of company, steps in as vice chair-
man and chief executive (story page 44).
Buy the ears along with the eyes.

And increase your television impact. Dramatically.

What happens when you allocate one-third of your TV buy to the ABC AM Radio Stations and other radio stations in 7 major markets?

Your reach goes up. Your average frequency goes up. And your gross impressions zoom.

With the same ad dollars, you can dramatically increase your selling impact. Your market share goes up, your advertising costs stay down.

And we can prove it.

With the help of a major independent media planning service, ABC Radio analyzed TV and TV/radio buys in the 7 major markets served by ABC AM Radio. Top-rated TV show 30's at going rates were used against radio 60's at rate card prices. In each case, we figured the best TV buy. Then the best TV/radio buy.

In every case, the TV/radio buy outperformed the TV buy in every way. But at the same cost.

For instance, we figured out how a cosmetics company aiming at women 18 through 34 could best spend $44,800 per month in New York. The TV/radio buy pitted against TV alone upped net reach from 70% to 82%. Upped average frequency from 2.8 to 6.9. And raised gross impressions nearly 200%.

In San Francisco, a $22,000 per month TV/radio buy for a personal product aiming at adults 18+ upped net reach from 69% to 81%. Average frequency climbed from 1.9 to 3.8. And gross impressions increased a full 153%.

We'd like to show you how your ad dollar can get this kind of mileage. We'll show you how to compare the impact level of your current TV plan with TV/radio combo plans. We're in 7 major markets, but we'll help you in any market you're in. That's the American way of radio. For details, call or write: Norm Goldsmith, Director of Sales and Marketing, ABC AM Radio Stations, 1330 Avenue of the Americas, New York, N.Y. 10019. Tel: (212) 581-7777.

ABC AM RADIO STATIONS

The American way of radio
“I knew it the moment the producer showed me the script.

“But more important than the Emmys and other awards that ‘Brian’s Song’ won was the fact that it was the highest-rated made-for-tv movie ever. I mean, people wanted to see this movie. Maybe even needed to.

“That’s why thousands of them packed Chicago theaters to see ‘Brian’s Song’ just a few weeks after it had been on television.

“And, as a cameraman who has been in the business for fifty years, working on ‘Brian’s Song’ made me feel good. You know, jumping from one medium to another without a hitch.

“That’s why I like the flexibility and freedom of something like Eastman film. And why I’ll stick with it.

“After all, I never know when another ‘Brian’s Song’ might come along.”

Joseph Biroc, Award winning Director of Photography, “Brian’s Song.”
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 we harass you 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 innumerably 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

Notes:

- Indicates new or revised listing.

This week

Nov. 2-8—Annual meeting, Texas Association of Broadcasters, Austin, Texas.

Nov. 2-12—Ninth Chicago International Film Festival with categories including television production and television commercials. Contact: Film Festival, 12 East Grand Avenue, room 301, Chicago 60611.

Nov. 5-7—Oral argument on pay cable. FCC, Washington.

Nov. 5-8—Washington Journalism Center conference on campaign financing and election reform. Among speakers will be Charles Guggenheim, major producer of political spots and other campaign films for television. Watergate hotel, Washington.

Nov. 6-8—Cable communications seminar, sponsored by National Cable Television Association. Texas A&M University, Bryan, Tex.

Nov. 8—Open board meeting, Corporation for Public Broadcasting, Statler Hilton, Washington.

Nov. 9-10—Advanced television production seminar, sponsored by Teletron. Portland, Ore.


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


Nov. 11-18—American Forces Network European broadcast management conference. Speakers include: Richard C. Block, VP, Kaiser Broadcasting, and Thomas O’Brien, VP-director of radio news, ABC, Wiesbaden, West Germany.

Also in November


Nov. 12-16—Mediab Fair ’73, sponsored by department of radio-TV-film, University of Wisconsin, Oshkosh.


Nov. 14-16—Eighteenth annual seminar, Broadcasters Promotion Association. Sheraton Cleveland hotel, Cleveland.


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

Nov. 15-16—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings, Water Tower Hyatt House hotel, Chicago.


Nov. 15-16—Annual fall meeting, Oregon Association of Broadcasters, Valley River Inn, Eugene.


Nov. 18—International Council of National Academy of Television Arts and Sciences’ first directorate award to European Broadcasting Union. Awards also to be announced for best documentary and best dramatic show smooth TV programs not yet seen in U.S. Charles Curran, BBC, to accept for EBU and make keynote speech. Plaza hotel, New York.

Nov. 20—John Treasure, chairman, J. Walter Thompson Ltd., London, speaks at seven in series of eight public lectures on advertising and society. Midway campus, University of Chicago.

Nov. 2-7—National Cable Television Association board meeting, Las Vegas Hilton, Las Vegas.

Nov. 2-9—Annual meeting Television Bureau of Advertising. Hyatt Regency, Houston.

Nov. 2-7—Beginning television production seminar, sponsored by Teletron. Los Angeles.

Nov. 28-30—Advanced television production seminar, sponsored by Teletron. Las Vegas.

Nov. 28-Dec. 1—California Community Television Association fall convention. Las Vegas Hilton hotel.

Nov. 29—Seminar sponsored by American Apparel Manufacturers Association. Among speakers will be J. Walter Thompson President Henry M. Schachte, who will talk on shifts in marketing approaches in the industry. Americana hotel, New York.


December

Dec. 9—Deadline for filing reply comments with FCC in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices in radio TV systems and broadcast stations and between commonly owned stations in separate markets.

Dec. 9—Philip Kotler, professor of marketing, Northwestern University, speaks at last of series of public lectures on “Marketing and Society.” Midway campus, University of Chicago.

Dec. 9—Deadline for entries in Retail Advertising Awards contest. Categories include radio and TV spots and campaigns. Contact RAC, 32 West Randolph Street, Chicago 60601.

Dec. 9—Association of Maximum Service Telecasters board of directors fall meeting. Arizona Biltmore hotel, Phoenix.


Dec. 10—27th annual “Voice of Democracy” broadcast-sc/spotwriting contest deadline, sponsored by Veterans of Foreign Wars and its ladies auxiliary with cooperation of National Association of Broadcasters and state broadcaster associations. Contact any VFW state headquarters or VFW national headquarters, Kansas City, Mo.

Dec. 11-12—Beginning television production seminar, sponsored by Teletron. Salt Lake City.

Dec. 13-14—Advanced television production seminar.

Datebook® Datebook

Major meeting dates in 1973-74

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


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


Nov. 28-Dec. 1—Fall convention, California Community Television Association, Las Vegas Hilton hotel, Las Vegas.


March 17-20, 1974—52nd annual convention, National Association of Broadcasters. Atlantic City Convention and Exhibit Center, Houston.


A 16-PAC witch's brew of horror from American International, the company that knows no peer in the realm of ghosts, ghouls, monsters and madmen.

BLOOD AND LACE
THE DEATHMASTER
HORROR HOUSE
DRACULA VS. FRANKENSTEIN
THE INCREDIBLE TWO-HEADED TRANSPLANT
WEB OF VIOLENCE
ASSIGNMENT TERROR
GODZILLA VS. THE SMOG MONSTER
GRAVEYARD OF HORROR
FRANKENSTEIN'S BLOODY TERROR
ASTRO ZOMBIES
EQUINOX
CREATURE WITH THE BLUE HAND
THE CRIMSON CULT
THE NIGHT OF THE BLOOD MONSTER
YOG—MONSTER FROM SPACE

American International Television, Inc.
165 West 46th Street, New York, N.Y. 10036 / (212) 489-8100
January 1974


Jan. 9—New England Cable Television Association winter meeting, Marriott hotel, Newton, Mass.


Jan. 14-18—Winter meeting, joint board of directors, National Association of Broadcasters, Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.

Jan. 15-18—Rocky Mountain CATV Association meeting, Scottsdale, Ariz.

Jan. 18—Publicable meeting. Location to be announced. Washington.

February 1974

Feb. 1—Deadline for entries in Medical Journalism Awards competition of American Medical Association. Categories include television and radio reporting on medical or health. Contact: Medical Journalism Awards committee, AMA, 535 North Dearborn Street, Chicago 60610.


Feb. 5-7—National Cable Television Association, board of directors meeting. Location to be announced. New Orleans.

Feb. 8-9—Texas Cable TV Association convention. Marriott Motor hotel, Dallas.

Feb. 7—Southern Baptist Radio and Television Commission fifth annual Abe Lincoln Awards presentation to distinguished broadcasters. Featured speaker: Franklin Stanton, former CBS vice chairman, now chairman, American Red Cross. Place yet to be announced, Fort Worth.

Feb. 15—Publicable meeting. Location to be announced, Washington.


March 1974


March 19-22—National Association of Broadcasters 52nd annual convention. Albert Thomas Convention Exhibit Center, Houston.


March 26-29—Institute of Electrical and Electronics Engineers annual international convention and exposition. Statler Hilton and Coliseum, New York.

April 1974

April 10—New England Cable Television Association spring meeting. Highpoint Motor Inn, Chicopee, Mass.


April 21-24—International Industrial Television Association annual conference. Special feature includes admission to National Cable Television Association equipment exhibits, in conjunction with NCTA convention being held simultaneously. Palmer House, Chicago.


May 1974


May 13-16—Washington State Association of Broadcasters, spring meeting. Ridge hotel, Spokane.

May 21-23—Brand Name Foundation annual meeting, featuring retailer-of-the-year awards. Hilton hotel, New York.


June 1974

June 1-5—American Advertising Federation, annual convention. Statler Hilton hotel, Washington, D.C.

July 1974


July 7-10—National Association of Farm Broadcasters summer meeting. Spokane, Wash.

September 1974


November 1974

Nov. 18-20—Television Bureau of Advertising, annual meeting, Chicago.
DENVER'S CHARLEY & BARNEY ARE HAVING THEIR SECOND.

Their second anniversary on KHOK RADIO... and Doctor Hal Moore is on hand, delivering the word!!!

Thank you Mom, Dad, and kids, kids, kids of every age for making the Charley & Barney Show the number 1 radio program in Colorado.

Charley & Barney rated #1 average persons and cume—metro and TSA. (April-May 1973 ARB)

KHOW radio 630 AM/95.7 FM
THE GREATEST AIR SHOW ON EARTH

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Broadcasting
The newsmagazine of broadcasting and allied arts

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Position

Company

Business Address

Home Address

City

State

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SUBSCRIBER SERVICE

□ 1 year $20
□ 2 years $37.50
□ 3 years $50
Canada Add $4 Per Year
Foreign Add $6 Per Year

□ 1974 Cable Sourcebook $10.00
(If payment with order: $9.50)
□ 1974 Yearbook $17.50
(If payment with order: $15.00)
□ Payment enclosed
□ Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue, or print old address including zip code. Please allow two weeks for processing; mailing labels are addressed one or two issues in advance.
Some fast-food places are pulling a fast one on you.

Some of them are selling pressed bits and pieces of random meats as “roast beef.” Some of them are peddling containers of air and chemicals as “milk shakes.”

And some of them are serving up hot dogs that have more and more fat and water and less and less nutritional value.

Granted, fast-food places are convenient, time-saving and fun. But the Washington Star Stations felt that none should call their goods what they aren’t.

So we recently did an extensive series on food.

We took a look at food mislabeling, food misnomers and the more dangerous aspects of the things we eat.

We warned against a potential cancer-causing purple dye used in some foods. And a potential cancer-causing growth stimulant being implanted in some cattle.

Shortly after our investigations, the Food & Drug Administration banned both of these harmful substances.

We followed up that first series with one on the weaknesses of government inspection of food processing plants.

And we’re running a weekly news feature that exposes the Washington eateries that are being closed down. And why.

As you might expect, when you deal with issues like this, you make a lot of enemies. You also make a lot of friends.

More importantly, you get problems out in the open. And that’s the fastest way we know to get them solved.
What's in the cards in the year ahead for advertising agencies

I would like to get a jump on the usual year-end, what's-ahead predictions and talk now about some of the major issues that will affect agencies in the next year or so.

It now seems certain that 1973 will be the biggest year in the history of the agency business. This year, total advertising placed through advertising agencies will exceed $9.7 billion and could reach $10 billion.

In the 50's, billings of AAAA agencies tripled. In the 60's they doubled. In the mid-70's they are growing but at a much slower rate. And this means that agencies are going to work even harder to manage their business for profit.

I see one storm cloud ahead in the client-agency relationship. And it could be a big and frightening storm indeed.

Like so many important issues it involves a question of money and a question of principle. The issue, simply stated, is: Who should be responsible for paying media bills—the client or the agency? And this issue cuts to the core of our business.

The failure of Lennen & Newell—the first major agency bankruptcy in history—caused some advertisers to re-examine the basis of the financial relationship among themselves, their agencies and the television networks. The three networks, as you know, insist on holding the advertiser ultimately responsible for payment of their bills, even though they accept payments from the agency. Thus, they have the best of both worlds—two sources from which to collect for one bill.

The fear of being held in double jeopardy for network bills is the reason some clients give for looking for ways to make direct payments to networks. And the obdurate insistence of the networks in refusing to hold financially sound agencies solely liable for these bills is the rub.

The principle of sole liability is at the very heart of the independent advertising-agency business. If many clients follow the route to some form of direct payment, our business could be in serious trouble.

Some of us have been visiting executives of the networks to ask them to reconsider their double-jeopardy policy. We have pointed out the extraordinary record of stability of the agencies. And they have admitted that their credit losses from agencies are almost too small to measure.

We have pointed out to them the importance to them of the independent advertising agency. I hope that the networks reconsider and commence granting to those agencies whose credit they can approve the same right to be responsible for paying their own bills they give to any other creditor. If they do not, we are going to be facing problems for the viability of our business that I do not like to contemplate. This could well be the most difficult problem we will have to face in the next year.

What other changes will the future bring to the agency-media relationship? A healthy press—electronic as well as printed—is not only important to us as advertising men. It is vital to our existence as a free society. Thus, our destinies, both as advertising men and as free citizens, are unalterably involved with the health, independence and prosperity of media.

Probably the most unpredictable factor in assessing what is going to happen to media is the influence of government. Think for a moment of what has happened in only the past several years in media-government relations: The banning of cigarettes from broadcasting, in January 1971. The FCC decision, in October 1971, to reduce the amount of network programming in prime time. Government actions which led to increases in postal rates which have added so significantly to the costs of magazine publishers.

Personally, I hope the era of this heavy government influence on media may be at an end. If it is, the future of our relationship with media may be easier to predict.

But I'll try now. To start with, we have come through a period in which we have measured media performance principally on statistical grounds. While I am not going to suggest that the slide rules are all going out the window, I believe we are going to be putting increasing emphasis on qualitative judgments in evaluating media for our clients. The environment in which we place our clients' advertising will become an increasingly important factor which will be judged, along with such traditional decision-making factors as the number of viewers/listeners/readers the particular medium reaches.

I think we shall become increasingly concerned that the effect of our messages in a media climate which is vulgar, witless and insulting to the consumer may not only be less productive; it may actually be counterproductive.

In television, we are going to see increasing concern about the clutter problem. And I think we have got to the point in our concern where we are going to do more than wring our hands about it. It is a fact that some stations do a measurably better job of handling this problem than other stations do. The differences are dramatic.

With this knowledge, I believe you are going to see agencies and clients punishing the offending stations by eliminating them from their schedules. I believe that only by this economic pressure will we have any effect on the problem.

There is obviously another factor that can affect us in a major way, and that is the influence of outside forces on our business. Here I am talking about both government influence and consumerist influence.

I would like to make two observations: First—truth in advertising is not to be a real issue in the future. Even today, there is not enough misleading advertising being run to talk about. No, the issue will not be whether we are truthful. The issue will center on advertising as a social force, and the major attacks will come in this area.

Second—maybe some of the people who have been attacking advertising will come to the conclusion that we are a pretty necessary force for the continued function of this society of ours.
"WGN?
I just started listening . . .
Guess I got tired of the
same songs every day.
But on WGN,
no two days are alike . . .
in fact, no two
programs are alike."

Radio 720 WGN is Chicago

WGN Continental Broadcasting Company
Broadcast Journalisms

Question now: Will Nixon try to curb TV journalism?

Harsh exchanges at news conference leave reporters bewildered by ferocity of Nixon attacks; Buchanan, his media analyst, wants to outlaw network "dominance"; some see it as beginning of campaign to discredit media.

With his standing in the public-opinion polls skidding and with calls for his impeachment continuing in Congress, President Nixon has lashed out at his old and familiar enemy—the news media, particularly television. And he has taken the offensive with a fury that has stunned even network reporters who are veterans of the long march since early Agnew. But this time the feeling in the ranks seems to be that the administration's cutting edge may be losing its sharpness.

Bathed in the white glare of lights illuminating the ornate East Room of the White House for a 7 p.m. televised news conference on Friday, Oct. 26, President Nixon said: "I have never heard or seen such outrageous, vicious, distorted reporting in 27 years of public life."

He had been asked whether he thought the American people had been subjected to too many shocks in recent months, and had said that the country can take a lot of punishment. But, he added, nodding in the direction of the camera focusing on him, "the electronic media were not present when America was experiencing the shocks of a generation ago, when he entered public life."

He was "not blaming anybody" for the kind of reporting he had just denounced, he said, as derisive laughter swept the room. "But when people are pounded night after night with that kind of frantic, hysterical reporting, it naturally shakes their confidence."

Then, when CBS's Robert Pierpoint asked a question on the minds of a number of reporters in the room—what it was about television coverage that had so aroused his anger—the President, smiling coldly, said: "Don't get the impression that you arouse my anger... You see, one can only be angry with those he respects." The sharp intake of breath throughout the room apparently communicated itself to the President, for he sought to temper his remarks a few minutes later. It was not the reporters he did not respect, he said, but, rather, the "commentator" who willfully and "viciously" distorts the news.

White House reporters, well aware of the President's view that the news media do not treat the administration fairly, nevertheless did not expect the intensity of the President's remarks. Mr. Pierpoint—whose three on-air pieces, suggesting the President's banker friend Charles (Bebe) Rebozo might have been the beneficiary of favorable government treatment, may have helped to arouse the President's feelings—said after the news conference he was "shocked and frightened" at the depth of feelings revealed by the President, "Anyone that emotional about anything is inclined to be a little unbalanced—that's what bothered me," said Mr. Pierpoint.

Other reporters used the same word—"shock"—to describe their reaction. And Mr. Pierpoint's CBS colleague, Dan Rather, agreed that the presidential criticism was rougher by far than anything former Vice President Spiro T. Agnew had leveled at the media, or the President either in two recent news conferences—in San Clemente, in August, and in the White House in September—when for the first two times in his Presidency he allowed his feelings about the media to boil to the surface in public.

"Scapegoat" was another word the reporters were using in post-mortems on the President's remarks. The President, said NBC's Richard Valeriani, is really complaining about the "simple reporting" the networks are doing—the troubles of his Vice President, the indictments of former cabinet officers and White House aides. "Some people," said Mr. Valeriani, "thought the attack a clever tactic to divert attention from his own troubles."

Not all post-conference criticism was directed at the President. Some reporters were not pleased with the performance of some colleagues. "There was too much rudeness, too much aggressiveness, too much loudness," ABC's Tom Jarriel said. He and others were referring specifically to Clark Mollenhoff of the Des Moines (lowa) Register and Tribune, who left no doubt as to his determination to put a question to the President before the news conference ended. In part, some reporters conceded, such behavior is a function of the news-conference format employed, with several hundred reporters crowded into a single room and no sure way of getting the President's attention.

As for the network news chiefs in New York, they were clearly anxious to avoid rolling the waters any more than was necessary in defending the integrity of their operations against the President's charges. "ABC has not put out any stories we know to be false or inaccurate," said William Sheehan, senior vice president of ABC News. CBS News President Richard S. Salant expressed confidence—based on what he said was a familiarity with the work of CBS News and the other networks' news operations as well—that "none of the network reporting justified the adjectives the President used Friday night."

And Richard O. Wald, president of NBC News, probably spoke for all network brass when he said, "I am very sorry it all started up again. I had thought it had gone away. I honestly feel the President is making a mistake—the old mistake of blaming the messenger."

But "it" had not gone away. On Monday there was more, as the news media's curiosity about, if not fascination with, the President's remarks opened the door to more administration criticism.
Crisis of confidence in the East Room

These are the sections of President Nixon's Oct. 26 news conference- touching upon his difficulties with the press:

Dan Rather of CBS: I wonder if you could share with us your thoughts, tell us what goes through your mind when you hear people, people who love this country and people who believe in you, say reluctantly that perhaps you should resign or be impeached.

Mr. Nixon: Well, I'm glad we don't take the vote of this room. And I understand the feelings of people with regard to impeachment and resignation. As a matter of fact, Mr. Rather, you may remember that when I made the rather difficult decision, I thought the situation of my resignation on Dec. 18, facing of, by B-52's, of North Vietnam, that exactly were the words used on the networks, I don't mean by you, but they were quoted in the networks that were used now. Tyrant, dictator, he's lost his senses, he should resign, he should be impeached.

But I stuck it out and as a result of that we not only got our prisoners of war home, as I've often said, on their feet rather than on their knees, but we brought peace to Vietnam; something we haven't had and didn't for over 21 years. It was a hard decision and it was one that many of my friends in the press who had consistently supported me on the war up to that time disagreed with. Now in this instance I realize there are people who feel that the action I have taken with regard to the dismissal of Mr. Cox are grounds for impeachment. I would respectfully suggest that even Mr. Cox and Mr. Richardson have agreed that the President had the right, the constitutional right, to dismiss anybody in the federal government.

And second, I should also point out that as far as the tapes are concerned, rather than being in defiance of the law, I am in compliance with the law. As far as what goes through my mind I would simply say that I intend to carry out to the best of my ability the responsibilities I was elected to carry out last November.

The events of this past week, I know, for example, in your head office in New York, some thought that it was simply a blown up exercise, there wasn't a real crisis. I wish it had been that. It was a real crisis. It was the most difficult crisis we've had since the Cuban confrontation in 1962. But because we had had our initiative with the Soviet Union, because I had a basis of communication with Mr. Brezhnev, we not only avoided a confrontation but we moved a great step forward, toward real peace in the Mideast. Now as long as I can carry out that kind of responsibility I'm going to continue to do this job...

Aldo Beckman of the Chicago Tribune: Mr. President, in 1968 before you were elected you wrote that too many shocks can drain a nation of its energy and even cause a rebellion against creative change and progress. Do you think America is at that point now?

Mr. Nixon: I think that many would speculate, I've noted a lot on the networks particularly and sometimes even in the newspapers. But this is a very strong country and the American people, I think, can ride through the shocks that they have. The difference now from what it was in the days of shocks that even, when Mr. Richardson pointed out that in preparing Mr. Agnew's November 1969 speech in Des Moines, Iowa, that signalled the Nixon administration's attack on the media-called for legislation to break the networks' 'dominance over the flow of ideas and information.'

Mr. Buchanan said "every legal and constitutional means" should be employed toward that end. And he said he had several proposals in mind. The only one he discussed, however, was a separation of networks from their owned-and-operated stations, and thus deny the networks the leverage to require the stations to take the side of the networks. Other news sources—perhaps as many as five new networks—would presumably develop to compete for the business of the 15 major-market stations, he said.

Mr. Buchanan said—and the White House quickly agreed—that the proposal was his own. Officials at the Office of Telecommunications Policy, where legislation of the kind Mr. Buchanan favors would be drafted, said no such project is underway. But the idea of forcing the networks to divest themselves of one or more of their stations is one that the FCC is expected to explore in a forthcoming inquiry on network 'dominance' over program sources being sparked by the commission's current review of the prime-time-access rule ('"Closed Circuit," Oct. 1). The similarity of the approaches, though, was a coincidence. Mr. Buchanan indicated he had not been in touch with the commission chairman.

On Tuesday morning, it was the President's son-in-law, David Eisenhower, on NBC's 'Today.' He criticized the news media for failing to put stories in "perspective," and, as a result, being unfair. He also said that the "irresponsibility" of the media has been matched by the "irresponsible" of the people they quote.

Mr. Eisenhower's appearance on the program was the result of what network newsmen say is a renewal of activity in the White House Office of Communications, the former province of Herbert G. Klein. The office, which includes among its jobs making administration officials and Nixon-family members available to the media, had been relatively inactive. But it called 'Today's' staff on Saturday, after the news conference, to ask if they would like David Eisenhower on the program. "We have a request for an interview with the First Family," Stuart Schulberg, the show's producer, said last week. "And we had not had David on for a year and a half." (David's wife, Julie, was to appear on the program on Friday, Nov. 3, the result of a separate arrangement.)

David Eisenhower's call for...
“perspective” echoed the theme sounded on Monday at a regular White House news briefing by Deputy News Secretary Gerald Warren, who was besieged by reporters seeking clarification of the President’s remarks—specifically, some hoped, in the face of a “bill of particulars” to substantiate the charges. Putting aside the question of fairness, reporters said criticism is not helpful if it is not specific. (There were also some reporters who wondered how the President could make the charges he did since he assently does not watch television or read the newspapers. He relies instead on summaries of the news prepared daily by a staff headed by Mr. Buchanan.) Mr. Warren promised to look into the possibility of providing a “bill of particulars.”

The recently organized National News Council has taken an interest in the President’s charges and has announced a study of them (see story this page). But in the meantime, Mr. Warren said, what the President is asking in network coverage is “perspective.”

What seemed to be a matter of concern was the reporting of comments critical of the President. For instance, one comment about which the President complained in the news conference was that his December 1972 order to begin bombing North Vietnam indicated he had “lost his senses.” Republican Senator William B. Saxbe of Ohio was one source of that quote—and he is now the President’s choice to be the new attorney general. In addition, CBS’s Walter Cronkite quoted a similar remark by Radio Hanoi.

A story published in the New York Times on Monday regarding President Nixon’s call to the late Deputy Attorney General Richard Kleindienst, directing him to drop a planned appeal of the International Telephone & Telegraph case, provided Mr. Warren on Tuesday with an example of what he meant by a lack of perspective in network reporting. He noted that the White House had issued a statement on the story which included a final paragraph asserting that the President later reversed himself on the issue.

CBS News photo

Buchanan on network 'power':

“Every legal and constitutional means ought to be considered in order to break up that dominance.”

That bit of intelligence, he said, was “not reported by the two morning shows”—on CBS and NBC.

One question arising from the President’s Oct. 26 news conference that Mr. Warren did clarify was that it was Walter Cronkite the President had in mind when he criticized a report that his friend, Mr. Rebozo, was allegedly managing a $1 million trust fund for him—a report Mr. Nixon said was not true. It had been assumed that ABC was the subject of the attack, since it was that network’s Bill Gill who had broken the story of a federal investigation of the alleged fund. But Mr. Warren, although he did not mention any network, referred to the report in connection with a televised interview with fired Watergate Special Prosecutor Archibald Cox, and Mr. Cronkite had interviewed Mr. Cox on Oct. 24.

Why Mr. Cronkite and CBS and not ABC? Because, said Mr. Warren, CBS had checked the report of the alleged fund with the White House and had been told it was not true. Some CBS reporters felt there was another reason—that, as one said, the White House would simply like to “get Walter.” Besides, some press corps members said—to Mr. Warren, among others—the same White House sources who denied the report about the fund had been contending that Watergate was being blown out of proportion.

If the White House was playing a public-relations game, aimed at weakening the credibility of the print and electronic media, as some suspected, the White House had reason to be pleased early in the week. It reported a heavy flow of favorable mail in response to the President’s news conference. And the comments in both the favorable and unfavorable mail covered a wide spectrum of matters, including the remarks concerning the media.

Nor could the networks draw much satisfaction from the calls and mail they received, according to the President’s analysis. ABC said that all 275 telephone calls it received on its analysis of the news conference were negative; the 150 telegrams and letters it received were divided between criticism of the President and the President. NBC said that 175 of the 575 calls it received were critical of the network’s analysis of the news conference, that 150 callers expressed the view that the President should be impeached, while 90 to 100 supported network news in general and the First Amendment and another 75, the President. CBS reported this breakdown: 220 callers were critical of the President and 170 supported him, while 115 criticized the network’s commentators and 35 endorsed their work.

But a Gallup poll taken immediately after the news conference and published on Tuesday showed clearly that the President had failed to sway a majority of the public. Fifty-three percent of those who watched the news conference found the President’s Watergate explanations “unconvincing,” while only 31% found them “convincing.” In addition, the results showed that 55% had “not very much confidence in the President” or “none at all,” while 42% had either “a great deal” or “a fair amount.” However, only 28% felt the President should be impeached.

News council gets into business with a bang: It takes on Nixon’s complaint about network reporting

President Nixon’s charges that some networks were guilty of “outrageous, vicious and distorted” reporting will be investigated by the National News Council, the council announced last week.

The council, headed by Roger J. Traynor, former chief justice of the California Supreme Court, said it was inviting the White House to provide examples of distorted reporting and the TV networks to cooperate in making tapes and transcripts of newscasts and commentaries available for review.

The network news organizations indicated a willingness to make specific transcripts or tapes available on request but for the most part did not seem inclined to open their files to what one source called “a blind fishing expedition.” However, a CBS News source, while declining to comment directly, noted that in an earlier response to President Nixon’s charges Richard S. Salant, president of CBS News, had said “we have transcripts of all CBS News broadcasts” and “believe any objective analysis of these will establish the accuracy and propriety of our reporting.”

William B. Arthur, executive director, said the council would “proceed with its study and make public its findings” even if the White House and the network news organizations do not cooperate. He indicated that, if necessary, the council would seek tapes or transcripts from the National Television News Archives of Vanderbilt University, Nashville, which has been monitoring network newscasts for several years.

Chairman Traynor said the council “is undertaking this study as a public service. We believe that the information we develop should be placed on the public record as soon as possible. It is anticipated that the council’s investigation will culminate in a public hearing, and that later its findings will be issued for publication.”

The council is a nonprofit organization created as the result of a study sponsored by the Carnegie Corporation and is composed of nine public members and six members representing the news media. Its purpose is to examine public complaints about news-media accuracy and also possible infringements on constitutional free-press guarantees. It was set up in April.
were published, the Washington press corps felt confident that the results of the past several months—the growing scandal over Watergate and related events—had strengthened the news media's credibility with the public and weakened the administration's. Even William Safire, the former presidential speech writer who now is a New York Times columnist, wrote in Monday's newspaper that when the President "returned the fire of his tormentors, he handed them a victory, because he was not playing off a despised minority—he was rubbing his neck against the cutting edge of what had become majority sentiment."

Furthermore, White House criticism is nothing new to the press corps. The early Agnew attacks were matters of concern, Washington newsmen now concede. "The networks were more defensive," one put it. But even then, White House reporters agree, the network officers stood as a buffer between them and the White House. And now, as a result of the Agnew experience, ABC's Tom Jarriel said last week, the networks have gained self-confidence in their reporting of White House and political news. "They looked at what they were doing, and liked it," he said.

The President's scathing attack in the East Room mind for many of the servers Mr. Nixon's emotional "farewell" to the press and the public the day after his defeat in his race for governor of California in 1962. His best-remembered comment in his remarks to a small knot of reporters was: "You won't have Nixon to kick around any longer." Less well remembered was this: "I think it's time that our great newspapers have at least the same objectivity, the same fullness of coverage that television has. And I can only say, Thank God for television and radio for keeping the newspapers a little more honest." (Broadcasting, Nov. 12, 1962).

Indeed, some White House reporters noted last week that one need not go back 10 years to find that kind of irony. Last May, following his first speech on Watergate, President Nixon walked into the White House press-briefing room, and told a small gathering of reporters there: "We have had our differences in the past, and I hope you give me hell every time you think I'm wrong. I hope I'm worthy of your trust." (Broadcasting, May 7).

"Does the President still want us to give him hell?" an reporter asked Mr. Warren at the close of the news briefing on Tuesday.

"When he deserves it," Mr. Warren said.

The press—both electronic and print—took President Nixon's outburst against television-news coverage as a slam against journalism as a whole—and unjustified at that. The following excerpts from newspaper columns and editorials are noteworthy:

"To be the object of hatred of a despised minority has long been considered a political plus. . . . "Nixon's latest display of what is usually a decorously draped hatred of the press was not a stupid blast, however. . . . When he returned the fire of his tormentors he handed them a victory, because he was not playing off a despised minority—he was rubbing his neck against the cutting edge of what had become majority sentiment."

The "element of calculation is gone. We are witnessing honest hatred, "cleefully returned, and at the root of the reaction, self-indulgent and ill-examined attribution of evil motives. . . ." William Safire, New York Times, Oct. 30.

"President Nixon's own attitude showed lack of respect for segments of the media and thereby helped raise the temperature of discussion to the boiling point; at the same time, the attitude of some of his interrogators struck many as a lack of respect for his office. . . . But, regrettably, this raising to the boiling point of Mr. Nixon's relations with the TV networks and the press may not help his domestic position. It leaves him appearing more embattled, not less. . . ." Editorial, Christian Science Monitor, Oct. 29.

"The President, of course, has every right to complain about press treatment. . . . What is disturbing is the President's preposterous attempt to make the mass media the basic cause of his woes."

"The press certainly did not hire the Watergate buggers and burglars, order the Ellsberg break-in, plot ways to obstruct criminal investigations into high-level corruption, or launch campaign funds, invent the Vesco deal that brought the indictment of two former cabinet officials."

"Norr did the press choose a crooked Spiro Agnew for Vice President or urge the President to make a legalistic game over the Watergate tapes and to fire Special Prosecutor Cox."

"These, and many other scandal-tainted problems, are essentially of Nixon's own making, one way or another." Editorial, Milwaukee Journal, Oct. 29.

"Two former administration cabinet members—including an attorney general—have already been indicted; aides have been obliged to leave government and have also already been indicted; the Vice President has been convicted of a felony and forced to resign from office."

"If President Nixon genuinely believes that the foregoing short history of the past few months constitutes a series of events that are not shocking in themselves and without benefit of commentary of any kind, his understanding of what people expect from their government and of the standards they expect it to meet must be unique. . . ." Editorial, Washington Post, Oct. 28.

". . . we are not one with the wolf pack determined to bring Mr. Nixon down by the heels. Yet he will only stop if he has done throughout much of his 27 years, he persists in blaming his troubles on those who speak and write about them after the fact. His fact." Editorial, Miami Herald, Oct. 28.

The responsibility for this degeneration in presidential press conferences must be shared between reporters and President. There is great a willingness to goad the President into being the area all, with insultiing questions. But the President is in a position to be magnanimous towards members of the press corps. He should not show an anger he disclaims or assert a lack of respect which he might privately feel. A President who boasts that the tougher the going he gives them so much heat when he speaks in public of 'vicious, distorted, outrageous reporting.' Does he use the vocabulary of 'vicious, distorted, outrageous reporting'?"

"The President's attack on the press is not shocking. It is an ironic reflection on the conduct of his own office. His best argument in this regard is his own conduct as Vice President and as President, during which the press corps was the subject of his most preposterous attempts to cover up the facts and help him evil."

"It is ironic that the President is seeking to limit the press's access to information at a time when he has been confronted with nothing but basic facts. . . ." Editorial, Los Angeles Times, Oct. 29.

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The debate President Nixon has sparked over the question of whether the networks are balanced in their news coverage of proceedings of proceedings can be given a massive input, on the negative side of the argument.

A study of CBS's news and public affairs programing in 1972, expected to cover 10,000 pages when completed, is being conducted by the Institute for American Strategy, an organization concerned with strengthening national security, particularly in relation to the Communist nations.

And the study is close enough to completion—the project may be wound up within 45 days—for IAS President John M. Fisher to assert that it shows "CBS news and public affairs are shockingly biased."

In a letter to backers soliciting funds to complete the study, Mr. Fisher says, "The basic way CBS loads its programs is to give time to those who favor a weakening of our foreign defenses while it denies the same opportunity to those who favor strengthening our foreign policy and increasing our defenses."

The purpose of the study is to provide the basis for a complaint to the FCC that CBS has violated the fairness doctrine in its coverage of national-security matters. IAS hopes to obtain an order from the commission directing CBS to provide "compensatory coverage of pro-defense views to make up for its past failure to do so," Mr. Fisher says in his letter.

Mr. Fisher, whose headquarters are in Bonita, Va., said the institute undertook the study a year ago, after the three networks refused to present a documentary program on national security, Only the Strong, that IAS produced. Originally, the study was to embrace all three networks but that proved too large a project, Mr. Fisher said.

The study is expected to cost about $100,000. Although the networks refused it, some 400 stations ran it a total of 600 times, usually as a public service, with more than half of the showings in primetime.

Some brickbats for CBS

Institute for American Strategy says its study will show that CBS shows are 'shockingly biased' and basis for complaint to FCC

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Macdonald plans to ventilate cable problems on Capitol Hill

He announces wide-ranging hearings, probably next year, and endorses antishipping rules to keep pay cable from taking movies and sports

Representative Torbert H. Macdonald (D-Mass.), expressing dismay at the state of affairs within the cable-TV industry, announced last week that his House Communications Subcommittee will hold far-ranging hearings on the issues troubling the medium.

The message was delivered, in stern terms, at a pay-TV forum in Los Angeles. In his address, Mr. Macdonald put the cable industry on notice that he has doubts about the public desirability of pay cable, and that this is but one of many issues that need to be aired within the framework of a congressional hearing.

"There are many questions we would like to hear answers to . . . the congressman said. "We would like to know whether the FCC has been a negative or a positive factor in the development of cable television. Did the freeze on processing applications really hold things back, or was it a convenient excuse for investors who really didn't know which way the economic winds are blowing? Did the FCC rules limiting the number of imported signals help or hinder the cause of justice for broadcasters and cable people alike? Are the high standards of technical capability ahead of their time, or are they needed to establish broadband communications on the right track? How about the requirements reserving channels for government, the schools and other public purposes? Is the requirement for local origination an essential and realistic notion?"

Mr. Macdonald said he could not presently predict when the hearings would take place. He noted the existence of other high-priority items before his subcommittee. He added that the panel would "undoubtedly" wait until the CATV copyright issue is settled on the Hill, indicating that action on the more general cable questions will not come before the next session of Congress, since Senator John McCiellan's proposed copyright legislation is not even expected to come to a vote in the Senate this year. In addition, Mr. Macdonald stated that his subcommittee "would be well advised" to await publication of the long-coming cabinet-level study on cable before holding general hearings. On this note, he injected a note of hostility. Regarding the administration report, the congressman said he was "somewhat dubious of dates that are promised and then conveniently forgotten."

Disposing of the projected hearings as a matter for future concern, Mr. Macdonald proceeded to engage the cable industry in a round of soul searching. "Quite frankly," he warned, "I'm disturbed that you've changed the rules before the teams come out on the field. We were told that cable would be available to those who wanted it, at a relatively modest subscription price per month. Now we are told that that's only if the subscriber's financial outlay, and we're told that unless we change some quite basic rules, the country won't get cable at all."

If the cable industry's current disagreements with broadcasters "ignite into a real war," Mr. Macdonald asked, "Who is the winner?" Not the broadcasters, he ventured. If cable spirits away their audience by offering competitive programming, they will be forced to diminish their own program services. Not the cable industry either, "who will find subscribers even more difficult to come by if the menu of broadcast entertainment that is being offered shrinks."

And the public, Mr. Macdonald indicated, has little chance of benefiting either. Presently, he said, the TV audience "has a fat bird in the hand that doesn't really know what's in the bush."

Mr. Macdonald, maintaining that the interests of the last group are his fundamental concern, questioned the entire premise behind pay cable. "I can see the financial logic in this," he said, "but I find it pretty difficult to accept the principle behind it. When the cable industry promised a great diversity of programs and services, they never mentioned that it could be attained only by doubling the admission fee."

"It seems to me," he submitted, "that the cable-TV salesman is asking the lady of the house to pay $60 or $70 a year for the privilege of paying another $60 or $70, or $170. I would think that would be a tough sell."

It is obvious, he continued, that for such a salesmanship coup to prevail, pay cable needs a highly attractive product. And here, he should be forced to seek out programming "that doesn't violate the cardinal principle that what is now being offered to TV audiences at no extra charge won't be forced off the air into a coin box in the home, and thus restricted to those who can and will pay for it."

What types of programming could possibly fit that demand? Sports events that are not currently being telecast? "Whether or not pay cable can find an audience willing to put up money to see soccer and lacrosse and rugby, or squash and handball and table tennis, is a question only you can answer," Mr. Macdonald concluded. And as for major sports events now denied pay cable by the antishipping rules (which mandate that the medium cannot touch sports if they have been broadcast within two years on conventional television), Mr. Macdonald also had reservations. "The owner is willing to risk taking his club's games off TV for two years...that is his privilege at this time," he said. But "if there were to be a general move toward this kind of behavior, it seems to me quite within the realm of possibility that the Congress might respond to public outcry and reconsider the time period that the [FCC] established." Mr. Macdonald reminded his audience that he "fully endorses" the current antishipping regulations. As far as the potential for the pay cablecasting of home games that are not sold out, and therefore not subject to the new antiblockout legislation, is concerned, Mr. Macdonald claimed that there is "no disposition" to make National Football League Commissioner Pete Rozelle's predictions of empty stands true by substituting pay-cable attendance for the living, breathing, hot-dog eating, parking, beer-drinking bodies in the stadium.

Movies on pay cable, Mr. Macdonald noted, signify a "different battleground." The situation, he asserted, is not as simple as pay entrepreneurs would have the world believe—put films on the bidding block and let the marketplace make the decision. The TV viewer, he noted, "has expressed his preference for feature films in no uncertain terms." And he admitted "a lot of his decision is shaped by the current push of the pay interests." Mr. Macdonald noted, is to relax, or kill, the antishipping provisions that make unavailable to pay TV movies that are more than two years old, with limited access to films after 10 years in release. Should the rules be dropped? To answer that question, Mr. Macdonald said, he would have to first find an answer to still another: What effect would such an action "have on the feature-film entertainment currently available on over-the-air TV?" The answer, the Massachusetts Democrat said, can only be found after the issues are aired in congressional hearings.

While the congressman's message was obviously unwelcome news to cable operators—at least with respect to pay cable—Mr. Macdonald also took pains to assure that industry that his mind is not closed on the issue. "My position is not frozen in ice or carved in stone, and if persuasive arguments are made, it can be altered." He cautioned, however, "it will take more than emotional arguments, it will take some hard facts and very educated guesses."

But his final words were these: "No doors are closed to you in the Congress, and no minds are closed. We stand ready to be convinced."

As if Mr. Macdonald's words weren't enough, the audience of less than 200 attending the forum, sponsored by Paul Kagan Associates, also heard Sol Schildhause, FCC cable bureau chief, comment that the irony of the FCC hearings getting under way in Washington this week (see page 27) is that industry was called to consider relaxing the antishipping rules. Now, he said, it seems probable the restrictions will be retained, and perhaps even tightened. The antishipping rules adopted by the FCC last year, limit the programming that pay systems may carry in the 75,000 cable markets where those programs already have been on broadcast television.

Mr. Macdonald's remarks were so
The third topic that stung pay-TV advocates was the charge that the networks are "warehousing" feature movies. This was first made by Robert Weisberg, of Telemation Program Service, New York, and repeated by Mr. Schary. The latter said, "The practice of warehousing should be looked on as a sign of the conventional wisdom that underlies the pay-TV industry. We should consider the积累了 filth and unsanitary conditions for this practice. The charge is that TV networks are insisting in contracts with movie distributors that the films they are buying not be sold to CATV, even though they may not be broadcast for a year or more.

Among other highlights of the meeting: Mr. Weisberg reported that a recent study done in behalf of the National Association of Broadcasterfound that there would be 250,000 pay-TV subscribers by 1980, meaning a gross revenue of $18 million yearly, with a 40% cut to distributors.

Several speakers acknowledged that initial penetration of pay TV was up to 35% but that this fell by a third to a half when the regular broadcast TV season commenced in September.

Though there are 35 operating pay-TV systems in existence as of Oct. 19 and that they serve 40,000 subscribers. Mr. Schary. The latter made his argument the talk of government do what it does best without biting off a bigger mouthful than either it or the cable industry can swallow." The ideal solution, Mr. Wiley asserted, would be to "let each form of government do what it does best without biting off a bigger mouthful than either it or the cable industry can swallow." Municipal ownership, Mr. Wiley noted, remains a tender concern within the cable industry. Here, he affirmed his allegiance to the industry point of view, stating that he is "firmly opposed" to government being in the ownership business.

Mr. Wiley also gave some reflections on two issues that have become priority items to cablemen in recent months—nonduplication and pay cable. On the former, he noted that the commission is now on the verge of exempting systems with fewer than 500 subscribers from the nonduplication rules—an action to which he pledged support and now contemplates a further ruling that new cable systems will be able to deal with the problem as it applies to larger operations. The situation, he said, now comes down to this: "The commission has heard your complaints and is ready to act to relieve them or to evaluate a formal process to ensure their validity and how best to solve them."

The pay-cable situation, the commissioner said, "is nearly ripe for resolution and the oral argument the agency has scheduled this week on the issue will be a further step toward that end that his judgment was not committed as to the outcome, Mr. Wiley assured his audience that "the completion last week inspired a great deal of candid commentary."

"In my opinion," he said, "there is no reason to wait until delay and unnecessary regulatory burdens are firmly encruste[d] throughout your industry before considering regulation of CATV. And if I have anything to say about it, you can look for more re-regulation of our very complicated cable rules—not only to reduce the backlog problem but also to assist the cable operator," particularly the small entrepreneur with minimal legal resources. Coming from the man doomed most likely to succeed Dean Burch as the next FCC chairman, these were encouraging words.

Mr. Wiley conceded that there are now some 1,800 active, so-called separate applications awaiting action, but maintained that "the villain of this [backlog] story is not necessarily dressed in government gray." He reported that the Cable Television Bureau processed some 360 applications last year and disposed of "an equal number within the next several months. The fact that many of the remaining bids are being contested by broadcasters and other interests remains a cause of delay," he noted. But with a Cable Bureau staff now estimated to be tripled in the past year, "I think it is reasonable to expect that considerable progress will be made to reduce the bureaucratic lag."
For some people the new
ABC News Close-Up series gets
too close for comfort.

On Thursday night, October 18th, millions of television viewers throughout America witnessed the investigation of an American tragedy. The program they were watching was ABC's new documentary series—ABC News Close-Up. The tragedy they saw unfold was the tragedy of the West Virginia coal miner.

For most viewers, "Close-Up: West Virginia—Life, Liberty and the Pursuit of Coal" was an unexpected and frightening look at what happens when a state becomes swallowed up by the very industry it depends on for economic life. Questions were asked. Names were named. Facts were exposed...and for some, the going got tough. But tough, no-punches-pulled, investigative reporting is what ABC News Close-Up is all about. It's the newest, boldest step in our total commitment to bring you the clearest, most informative and in-depth news on television.

In the coming months, ABC News Close-Up will zero in on a wide range of subjects, keyed directly to events in the news. On November 26th, we'll bring you a penetrating look into the government's failure to provide proper fire safety standards in homes, offices, cars, and planes. Then, next, ABC News Close-Up will explore the power of vertical conglomerates and their control over the food industry.

So keep a close watch on ABC News Close-Up—it will keep you close to what's going on behind the news.

Here are some reviews from across the country.

"ABC's initial commitment is impressive. And the first edition of 'Close-Up' is impressive. The series, more precisely the development of the series over the next several months, demands close attention. If it's effective, the ABC competition could be the best thing to happen to TV news in years."

"A great first effort for the new ABC investigative team. They are to be particularly commended for seeking out a newsworthy subject."
—Variety

"A cold, angry documentary...It is good to see ABC drawing with clear, bold lines the connections between economics and some of these so-called natural disasters."

"Good survey of a scandal reaching outside the state boundaries...uses facts, interviews and noninterviews to get across its point..."
—Telefilm Review, Variety

"...ABC aired the first of their new news series, 'Close-Up' last night. It is a fine example of investigative journalism and should get an Emmy."
—Sue Cameron, The Hollywood Reporter

"It is not a documentary on coal mining...it is the horrifying, maddening story of human beings who are at the mercy of the God-given natural wealth of their surroundings."
—Janine Gressel, The Seattle Times

"...the program is an indictment of irresponsible misuse of power and inexusable governmental failure to prevent it."
—Harry Harris, Philadelphia Inquirer

"A hard-hitting, name-calling, hip-shooting exposé in the old fire-eating tradition...ABC deserves congratulations for having started ripples that may be far-reaching."
—Percy Shain, Boston Globe
mission's rules are not cast in stone." A public-interest determination would justify change, he said, but at the same time, cablemen must be aware that that interest "would be ill-served if what is now viewed 'free' is simply transformed to 'pay.'" The commission's goal, he stressed, is to preserve the regular patterns within which both cable and broadcasting can be accommodated.

Mr. Wiley also repeated the commission's position that cable operators should ultimately be compelled to pay some copyright fee for the broadcast material they carry. "In this great country of ours," he emphasized, "there simply is no such thing as a free ride." The goal then, he said, is for whatever legislation that ultimately comes out of Congress to reflect "a realistic assessment of cable's ability to pay at this stage of its development."

From Representative Brown, the message was concise: "Stop telling us what you can do and do it." The argument in Washington, he said, "can come only by increment, step by step. And one of the first steps is increased visibility for what cable can do.

More graphic demonstration of cable's potential to varying kinds of audiences is long overdue." The opportunities for extension of cable service into the areas of education, public access and special interest programing, Mr. Brown said, are plentiful and the "seed" resources are available.

The regulatory climate within which this growth will be accomplished, Mr. Brown stated, is doubtless a major factor to be considered. Total FCC pre-emption, he argued, would be undesirable from the standpoint that local government are in a better position than the FCC to define a community's particular needs and that total national jurisdiction "would likely result in administrative chaos that could stifle all growth." The approach embraced by Mr. Brown favors an effort based on free market merits of the local system, and against increasing government control—federal, state or local.

Contrary to those in government—and particularly at the Justice Department—who have watched the mergers of several major cable firms with a skeptical, and sometimes prohibitive, eye, Mr. Brown heralded these developments as a vote of confidence in the corporate state. "Your industry can be the greatest showcase for demonstrating to the American people and their representatives in Congress that concentration of ownership can yield—or better yet, increase—the diversity of opinion and programing available in the United States," he said.

Those comforting words notwithstanding, NCTA's Mr. Foster, in terms that did not conceal his anger, proclaimed that cable deserves a fairer shake than it is now getting in Washington. The industry, he contended, is now faced with a regulatory climate "that regional mergers are called begrudging." The government, he complained, is trying to regulate "this infant industry in a fashion that knows no equal other than, perhaps, the telephone company—the largest, most profitable monopoly in this country." Accompanying this alleged hostility, Mr. Foster said, are a host of other problems: the shortage of financing, the growing obligation for capital expenditures, the problems being experienced by Teleprompter. And on top of this, Mr. Foster lamented, the broadcast industry has marked cable as "large numbers for this year."

Regardless of the National Association of Broadcasters' proclamations that it has problems only with the pay-cable aspect of the industry, Mr. Foster claimed, the industry as a whole is under attack. "They're talking about the cable television industry from top to bottom," he contended. "I think one message that we need to get out of this is to get involved. These are problems that face all of us in this industry. What affects Teleprompter's future affects the value of your system, no matter how small it is."

On that note, Mr. Foster posed a question to the audience at large: "When was the last time you were in Washington, and what did you do there?" Was the visitation limited to "Dr. Kissinger's pandas" or did it include a trip to Capitol Hill and the FCC, to lobby for the interests of the industry? "I know we have many differences among ourselves," Mr. Foster conceded. "Let's hammer out those differences together, and together, let's operate as one industry—because that, my friends, is going to get us through these difficult times."

Mr. Foster reiterated NCTA's position on the nomination of James Quello to the FCC: official neutrality but unofficial opposition. Mr. Foster said Mr. Quello is "highly qualified," but "he also happens to be a broadcaster... Do we really want a fox in with all these chickens?"

Mr. Foster also stressed that cablemen must make their voices heard in Washington on three particular issues. On copyright, he reported that legislation sponsored by Senator James McClellan (D-Ark.) (S. 1361) will probably not be reported out of committee during this session of Congress. "I think it's time for us to let him [Senator McClellan] know that we are not going to let him down."

Lacking local support, however, the copyright issue might fall on some other force in Congress that is "less sympathetic" to cable's needs than the senator from Arkansas. On pay cable, he emphasized that the FCC must be told in unison "that this industry does not support the concept of any type of programing being kept out of the free enterprise marketplace." And on the issue of pole-attachment arrangements, the commission must understand that "we're very serious" about the negotiations NCTA is holding with AT&T and General Telephone, and that the commission must wait until those talks are completed before it moves to assert jurisdiction in the area.

The North Central Expo, the second of the three regional meetings co-sponsored by NCTA and state cable associations, also featured a number of industry speakers on topics ranging from new possibilities for local origination to the current status of state regulation of cable. One presentation of particular interest
Pay takes center stage with 86 to testify at FCC

Here's a rundown on those slated to appear this week in three days of oral arguments

The much-heralded debate on pay cable will finally get off the ground this week, when the FCC has 86 persons and groups scheduled for a total of 925 minutes of oral argument on this issue in Washington.

In the three-day proceeding, scheduled to start today (Nov. 5), the commission will hear from various cable interests, the networks and other broadcasters, representatives of local governments, public-interest groups and sports interests, among others.

Originally, the commission had hoped to hear separate arguments on the sports and nonsports aspects of the pay-cable question. But due to the large number of participants who wanted to comment on both aspects, this format had to be scrapped.

The afternoon of Nov. 7 has been set aside for panel discussions. However, the composition and nature of these panels have not yet been announced.

The participating groups and the spokesmen for each:

Monday morning—National Association of Theatre Owners, Martin E. Firestone; National Cable Television Association (David H. Foster), National Association of Broadcasters (John B. Summers), Optical Systems Corp. (Gordon M. Nathanson), Association of Maximum Service Telescopists (E. W. Jenness), Paul Kegan Associates (Paul Kegan), Douglas Caster (Director of the Aspen Institute for Humanistic Studies, Program on Communications and Society), American Civil Liberties Union (Alan Heilman), Joint Council on Educational Telecommunications (William G. Harley), Teleguide Pay-TV System Inc. (Mark E. Fields), National Urban Coalition (M. Carl Holman), National Urban League Inc. (Ronald H. Brown), Henry Gerler (speaking for him-

Twin Cities area to work with CTIC in regional interconnection study

The Cable Television Information Center, Washington, has announced plans for a study on the potential for regional interconnection of cable systems in a metropol-itan area.

The study, due for completion in May 1974, will be conducted jointly by CTIC and the Metropolitan Council of the Twin Cities. It will concentrate on the numerous municipalities in the Minneapolis-St.

Paul area and will attempt to develop a number of computer models for engineering and financial analysis. CTIC Director W. Bowman Cutter said it is anticipated that the research will result in a new service which will "give officials in a specific situation a series of concrete alternatives for an interconnection system for the particular communities."

CTIC's primary function is to aid local governments in planning cable ordinances and to act as consultant to the cities in their franchise negotiations. The Twin Cities council represents 86 local jurisdictions, Michael Holland, CTIC's Midwest director who will serve as liaison between the center and the council, said the Minneapolis-St. Paul area was chosen for the project because a new state law dictates that interconnection plans be developed in the region and because of the established vehicles there for cooperation among municipalities.

The study is expected to cost $40,350. CTIC, which expects to reap a larger benefit from the project due to its national implications, will provide a larger portion of the funding. It has allocated $25,000 to the effort.

was offered by Rex Bradley, Telecable Inc., who is chairman of the industry consortium studying the feasibility of cable satellite interconnection. Based on the group's initial impressions, Mr. Bradley stated that satellites seem to be a viable option. "When you take a good look at the numbers, it looks like we should be interested . . . For the first time in history, we're going to be able to approach advertisers and program distributors with a household count that has some meaning." Mr. Bradley reported that the consortium, the Cable Satellite Access Entity, should sign a contract with an independent researcher to conduct the investigation within six to eight weeks. A final report should be completed by midsummer, he said, after which another study exploring technical means—rather than satellites' fundamental viability to cable—will be contemplated. CSAE is scheduled to meet this Thursday and Friday to further evaluate its progress. CSAE, in which more than forty cable firms are participating, has collected $145,000 to finance its work.

Retort. While National Cable Television Association President David Foster was busy advancing the pay-cable cause in person in Los Angeles and Chicago last week (see pages 28 and 29) viewers of the Nebraska Television Network got an opportunity to witness his act on a delayed basis. The Kearney-based broadcast facilities last Monday ran an editorial response taped by Mr. Foster in Washington two weeks ago. Within his allotted time, Mr. Foster took exception to a previous network broadcast—the first of its kind in the country—adhering to the National Association of Broadcasters antipay campaign (Broadcasting, Oct. 29). The opportunity was facilitated by the fairness doctrine.

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Cable Briefs

In-state leap. FCC last week waived leap-frogging rule to permit cable systems serving capital district of New York—Albany-Schenectady-Troy—to carry signals of New York City independents, WOR-TV and WPIX (BROADCASTING, Oct. 29). Commission acted on petition of New York state's Commission on Cable Television, which stressed community of interest between New York City and capital district. Without waiver, systems would have been required to carry signals of stations in Boston and Hartford, Conn. Commission said that it may consider amendment to rules providing for across-state exemption to leapfrogging rule for in-state signals, but that for present it will adhere to rule unless showing of unusual circumstances warranting waiver is made.

Sold. Bauce Cable Associates, new Dallas firm, has purchased cable systems serving five cities for undisclosed amount. Sellers are brothers Gayle, Richard, Earl and Gary Judy. Systems, serving Lubay, Stanley, Woodstock, Toms Brook and Strasburg, currently have 2,400 subscribers out of more than 4,000 potential, William M. Buce is general partner of buying interest. Broker: Donald A. Perry & Associates, Newport News, Va.

Jersey tightens grip

State commission passes rules more restrictive to cable

In its continuing effort to strengthen state control of cable operations, the New Jersey Office of Cable Television has passed new rules strictly limiting the circumstances in which a system can escape its jurisdiction.

The ruling states that only systems that were actually under construction or in operation before Dec. 15, 1977— the date on which the cable office (OCTV) assumed statewide jurisdiction of cable—can receive grandfather certificates, thus making them exempt from the more restrictive technical and operational standards in current state law. Significantly, the ruling mandates that new cable construction within a municipality where a system was operating prior to the cut-off date will have to conform to current statutes. This means that many New Jersey systems will find themselves obligated to follow the more restrictive procedures for part of their plants, while the older segments will be essentially free of state control for several years to come.

Under present law, grandfathered systems do not have to bring themselves into compliance with the more restrictive statutes until 1977.

According to OCTV Director John P. Cleary, the new ruling will enable the office to "examine the financial capability and quality of service" of a system before new construction in franchised municipalities is approved. (The office already has authority to pass final judgment on new construction proposals.) The ruling, Mr. Cleary said, was advanced with the interests of the consumer in mind. The ruling will reportedly affect new construction in 100 local jurisdictions where a franchise had been granted prior to the Dec. 15 cut-off date.

The cable office's powers would be further increased by legislation proposed by New Jersey Governor William Cahill, which would give the state authority to review franchise proposals prior to their approval by the local governments. (BROADCASTING, Oct. 8). The proposal is to be introduced in the state legislature Nov. 12.
Exclusive, but optional, is the micro-mark tape marker to make editing easy and precise. Find the critical spot in the tape, press the button, and the tape is marked clearly and accurately. Who would have thought of it but ITC?

After years of concentration on building the finest tape cartridge equipment, it was inevitable that ITC would design a reel-to-reel machine with the rugged reliability that is inherent in the International Tapetronics' name. And here it is . . . incorporating all those features most wanted by broadcasters. Examples: motion sensing, multi-function edit mode, ITC's proven air damped solenoids for super quiet operation, automatic tape lifters, TTL logic circuitry, capability of handling dissimilar size reels, selective play/record synchronization, 10½" or 14" reels, 3¾ - 7½ IPS or 7½ -15 IPS and the superior specifications you'd expect.

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San Francisco (415) 583-9470

Robert Bosch Corporation  
Fernseh Division
IATSE strikes three networks in Los Angeles

Management steps in as stagehands walk out; pay scales at issue

TV networks and their owned stations in Los Angeles were operating at more or less normal levels last week after 600 members of the stagehands union walked out on Oct. 28. Members of Local 33, International Alliance of Theatrical Stage Employees voted in the early hours of that day against accepting a network package that reportedly included a two-step, 5.5% wage increase plus a hike in contributions to the local's health and welfare funds. The union reportedly is demanding a cost-of-living clause and wage parity with New York stagehands. The scale in Los Angeles is about $4.47 an hour; in New York, $5.55.

The current three-year contract with the networks has another year to run, but provides for negotiations on wages in its final year (BROADCASTING, Oct. 22).

Picket lines were at entrances to the three network studios as well as their owned TV stations in Los Angeles (KABC-TV, KNXT and KNBC). The stagehands had the support of other IATSE locals, including newsfilm cameramen, film editors, still photographers, publicists, make-up and wardrobe workers. For a short period it looked as if the National Association of Broadcast Employees and Technicians might also become involved. ABC, however, secured a ruling from a permanent arbitrator that NABET officials could not join the picket lines, although he upheld the right of individual NABET members to respect the IATSE lines. Local NABET leaders threatened to strike ABC and NBC nationally, if management officials took over the jobs of NABET members absent because of the IATSE strike, but this threat dissipated when the national NABET headquarters disavowed it. (CBS does not have a NABET contract.)

Network spokesmen reported that operations were continuing with management manning union posts. NBC said no taping is taking place at its Burbank studio. About 10 NBC programs are affected, including daytime shows. ABC said that there were no major prime-time shows being taped in Hollywood at the moment, although there are daytime and game shows that use its facilities. CBS said the network was operating pretty much as normal. Many of the key programs of the three network have from two to six episodes in the can. Independent producers using network facilities have moved their shooting to other, non-network facilities.

FCC reports gains for radio in 1972

It lifts corner of forthcoming financial statistics to show 11% increase in revenue over 1971

Radio continued on an upward trend in revenues in 1972, the FCC reported last week. A summary of the FCC's annual report to Congress provided a peek at the radio financial figures the commission will issue within the next few weeks.

According to the summary combined revenues of radio networks and AM and FM stations, last year amounted to $1.4 billion (a gain of 11% over 1971's $1.26 billion). The summary contained no information on total radio profits. Revenues of the seven nationwide radio networks as a group were $45.9 million compared to $38.7 million in 1971.

The report also revealed that network-owned AM and FM stations had profits of $5 million on revenues of $66.6 million in 1972, compared to profits of $5.1 million on $61.4 million the year before.

The summary said the sales of the seven networks, their owned stations and all other AM and FM stations increased 8% to $1.5 billion in 1972 from $1.38 billion in 1971.

Changing Hands

Announced

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


- KPOA-AM-FM Honolulu: Sold by Valpin Trust to Communio Inc. for $550,000. Valpin, headed by Walter Richey, is selling KMEM (AM) San Bernardino, Calif., subject to FCC approval. Frederic W. Constant is president of Communio, licensee of WKSS-FM (FM) Hartford-Meriden, Conn. KPOA operates full time on 1380 kHz with 5 kw. KMEM operates on 910 kHz with 35 kw and antenna height 185 feet below average terrain. Broker: La Rue Media Brokers, New York.

- WYIT-FM Christiansted, St. Croix, Virgin Islands: Sold by H.R.H. Inc. to Leisure Time Communications Inc. for $154,000, Mr. and Mrs. Raymond E. Igdon, and Mr. and Mrs. Eugene B. Gray own H.R.H. Inc. Principals of Leisure Time are Joseph McIlnerney, former partner in Washington public-relations firm, who has

Approved

The following transfers of station ownership have been approved by FCC (for other FCC activities see page 55):

* KXOL(AM) Fort Worth: Sold by KXOL Inc. to Metro Broadcasting Corp. for $1.8 million. William P. Jamar Jr. and Jane Jamar own KXOL Inc. They also have interest in KBWD(AM) Brownwood and KSNY(AM) Snyder, both Texas. Metro is subsidiary of Sigmor Corp. Tom E. Turner is president and major stockholder of Sigmor which operates following stations through wholly-owned subsidiaries: KBUC-AM-FM San Antonio, KTV(AM) Corpus Christi and KTSW-AM-FM Belton, all Texas. KXOL operates full time on 1360 kzh with 5 kw day and 1 kw night.


* KCFI(AM) Cedar Falls, Iowa: Sold by Cedar Falls Broadcasting to Jim Mudd Broadcasting for $304,622. Cedar Falls Broadcasting is owned by Robert Goodwin. Principals of Jim Mudd Broadcasting are James A. Mudd, James F. Bardgett and Frank Ewers Jr. Mr. Mudd has restaurant interests in Monmouth, Ill., Dr. Ewers has medical practice in Ottawa, Ill., and Dr. Bardgett has dental practice in Ottawa. KCFI is daytimer on 1250 kzh with 500 w.

* KBNU(AM) Fresno, Calif.: Sold by Mineral King Broadcasters to East-West FM Group Inc. for $202,500. Clyde B. Love and W. R. Patton are principal owners of Mineral King. East-West is owned by Robert E. Darling, John Q. Tilson and Dino R. Fulvio. Messrs. Darling and Fulvio already have minority interest in KBNU, which is on 102.7 mhz with 1.6 kw and antenna height 1,980 feet above average terrain.

Nixon veto of funds for USIA stands

Alternative is House-Senate huddle on version that would be acceptable to President

The Senate last week failed to override President Nixon’s veto of a bill containing a $216-million authorization for the U.S. Information Agency, which operates the Voice of America. The vote was 54 to 42 in favor of overriding; 10 votes shy of the required two-thirds majority.

At issue was a question of executive privilege. President Nixon vetoed the bill Oct. 23 because it contained a provision cutting off USIA funds when the agency failed to deliver documents required by the Senate Foreign Relations Committee or the House Foreign Affairs Committee. (Exempted were direct communications between the President and USIA employees.)

A Senate spokesman indicated that the matter of authorization legislation may be met. He pointed out that Senate and House representatives will soon go to conference on their USIA appropriations bills. If the conference version is approved by the President, he said, the funds would be available to USIA.

A spokesman for the House parliamentarian said a waiver of Senate and House rules was obtained for the appropriations measure to proceed in the absence of authorization legislation. But he added that a USIA authorization bill could be reintroduced anyway to give further directions to the agency.

Humbard is ordered to pick up the tab

Representatives of television evangelist Rex Humbard’s Cathedral of Tomorrow and attorneys for the state of Ohio agreed last week to a plan under which the
Tarheeling. The North Carolina Association of Broadcasters—275 strong—met for three days in Charlotte two weeks ago to share experience and hear from such Industry luminaries as Jack Fritz (l), president of John Blair & Co., Andrew Ockershausen (c), vice president of the Washington Star Station Group and chairman of the joint board of directors of the National Association of Broadcasters, and Richard E. Wiley (at left in picture on right), the FCC commissioner. They also honored one of their own: Frank Jarman, retired general manager of WDN-C-AM-FM Durham (pictured with Commissioner Wiley), who was named to the association’s hall of fame. Wade Hargrove, the association’s executive director and counsel, received a first annual distinguished service award. Elected to NCAB office: president, William Rollins, general manager, WSV(M) Valdese; president-elect, Roland Potter, WDSL(AM) Mocksville; TV VP, James G. Babb Jr., WBTV Charlotte; radio VP, Robert I. Smith, WNO-S-AM-FM High Point.

Reinsch sees room for all in spectrum
Recipient of Pulse honor urges halt to fighting within ranks, says mistakes of broadcasters relatively few

J. Leonard Reinsch, president of Cox Broadcasting and Cox Cable Communications, accepting The Pulse Inc.’s “Man of the Year” award Wednesday (Oct. 31) in Atlanta, lamented “fratricidal warfare” among broadcasters, as well as “unnecessary self-condemnation.”

“IT troubles me to see the harsh and harmful fighting that goes on within our own ranks,” he said. “Some among us insist on taking the position that there is insufficient room in the communications spectrum to accommodate a combination of free and public television, radio, cablevision and pay TV. I look with admiration at all of these and ask, why not?”

Mr. Reinsch said he puts his own trust in the consumer. “I am bullish about the ability of the American people to make logical and progressive decisions regarding the communications services they want and need.”

Mr. Reinsch noted surveys showing public mistrust of broadcasting, and, while admitting their accuracy, challenged their soundness: “It’s my opinion that the public says this but doesn’t really mean it,” he said, noting the increasing popularity of both television and radio (in terms of audience statistics) and adding that “every day presents additional evidence to document the public’s reliance on broadcast news.”

“THE real marvel,” Mr. Reinsch noted later, after remarking that his own career spans virtually all the years of professional broadcasting in America, “is not that we broadcasters make as few mistakes as we do. The real marvel is that we have come so far so fast in mastering the complicated resources at our command.”

Media Briefs
Bankrolled. President Nixon last week signed appropriation bill containing $39,660,000 for FCC in fiscal year 1974. Total is $3 million more than he requested for agency and $5.7 million more than Congress approved for agency in 1973. Congress tacked on extra $3 million for 1974 with request that commission clean up backlogs and do something about sex and violence on radio and television. FCC money is provided for in over-all bill containing total of $19 billion for several major agencies, including Department of Housing and Urban Development, National Aeronautics and Space Administration and Veterans Administration.


NOW rebuttal. Detroit chapter of National Organization for Women has disputed allegation in letter by Center for the Public Interest in Washington to FCC, in which center asked commission to withhold action on license-renewal application of WXZY-TV Detroit because of agreement station reached with NOW chapter (BROADCASTING, Oct. 1). In own letter to commission NOW chapter President Joan Israel charged that Center’s letter was “replete with absurd distortions and allegations.” She said agreement between NOW chapter and WXZY-TV was not “extortion” but merely established chapter as adviser in connection with station’s programing and hiring practices. Station “retains complete decision-making authority,” she asserted and agreement confers no economic benefit to women’s organization.

Three for ABC. KRBR-FM Omaha, WRLS-FM Louisville, Ky., and XHRA-FM Guadalajara, Mexico, are joining ABC’s American FM radio network. XHRA-FM, which becomes first Mexican affiliate of ABC Radio, broadcasts in English.
Engman escalates FTC talk about information disclosure

Agency chairman's speech at ANA indicates something's in the wind; he hints voluntary action would stave off rulemaking by commission.

Federal Trade Commission Chairman Lewis A. Engman last week told some of the nation's largest advertisers that the FTC has the authority as well as the duty "to see to it that information is disclosed to the public in cases where failure to disclose such information would result in unfairness or deception."

Taking up a theme he sounded in an Oct. 17 address to the American Association of Advertising Agencies, Mr. Engman last week told the Association of National Advertisers that we are living in an "age of accountability." With public confidence in advertising at a low level, consumers have begun demanding accountability from the business community, he said. In his speech before the AAAA (Broadcasting, Oct. 22), Mr. Engman had said that the FTC's advertising-substantiation program had proved less than effective in relaying factual information to the consumer. But if a substantiation has only limited value in that regard, he said last week, another means of satisfying informational needs is through "the affirmative disclosure of facts pertinent to a consumer's decision to purchase a particular product."

Among the types of information to be elicited by the disclosure approach would be facts relating to positive aspects of a product's performance. He cited Crest's use of the American Dental Association endorsement as one ad campaign based on an informational premise. But along with disclosing positive information about a product, "the disclosure of material information which may be less than flattering is also in the public interest," he said.

Informational disclosure is a topic that has received increased attention from FTC officials in recent weeks. Two weeks ago Commissioner Mayo Thompson advanced that option as a "particularly promising" means of combating deceptive advertising and cited an FTC staff report which supported the commission's legal right to require information disclosure that would facilitate consumer choice among competing products (Broadcasting, Oct. 29). In a speech a month ago to the Food and Drug Law Institute (Broadcasting, Oct. 1), former FTC Counsel Ronald M. Dietrich called information disclosure an "important area" for the commission.

While all three agreed that affirmative information disclosure is worth exploring, it has not been clear whether the FTC would wield its legal tools to force action or rely on voluntary compliance from advertisers. Mr. Dietrich indicated that the FTC would use its rulemaking powers in that area and said the staff was currently exploring the use of rulemaking in requiring nutrient information in certain food products. Mr. Thompson backed a voluntary approach to disclosure. Mr. Engman said last week that voluntary disclosure "may be able to preclude" extensive government intervention. "I would prefer to see those legitimate public demands on business met normally and voluntarily without resort to new laws, regulations, requirements and restrictions," he said. He did hold a club in reserve, however, making reference to case-by-case litigation and the more broadly applicable trade-regulation rule.

Before the FTC can proceed any further in the area of disclosure, there are a number of "different questions" to be resolved, he said. Among problems Mr. Engman pinpointed were:

* Isolation of pertinent product qualities.
  * How to render information in an understandable and useful manner without the same time "stifling innovation either in product development or in advertising itself."

* Selection of the mode of disclosure—point of sale, advertising, or a combination of the two.

* Determination of products to focus on.

He called on the private sector to assist government in resolving those problems in an effort that "ultimately will redound not only to the benefit of the public but also to the benefit of those members of the business community who are economically viable and competitive."

Advertisers who represent their products fairly "have nothing to fear from the Federal Trade Commission or from the requirements of affirmative disclosure," he said. But, he concluded, those who misrepresent their products, "like the scrambling quarterback caught 15 yards behind the line by a well-executed blitz . . . will be dumped. And, in my opinion, deservedly so."

William Bernbach, chairman of Doyle Dane Bernbach, whose Volkswagen "I'm not a Volkswagen ad is regarded as one of the classics in modern advertising, stressed the importance of creativity in a session on "better ads and commercials and how you can get them."

"After you have produced the best product," he said, "packaged it brilliantly, priced it right, distributed it magnificently and positioned it to best meet the needs of the consumer, you will have sinfully wasted all these great marketing skills if nobody knows you have done these things. And what makes people know you have done these things is the most important problem confronting you today. For this is communications, which is not a science but a subtle, ever-changing art, defying formulation, flowering on freshness and withering on imitation, where what was effective one day, for that very reason will not be effective the next."

Tom Dillon, president of BBDO, told the advertisers they would get better advertising if they stopped asking the consumer what she wants and started asking what her problems are with the kind of products they offer: "If you ask a consumer what she wants in a dog food, she will tell you she wants one that will feed the dog well. Since all dog foods do this, this is hardly a breakthrough idea. But if you ask a consumer what problems are with canned dog food, you will find that they are, first, canned dog food smells terrible, and, second, it doesn't have a bone in it. It might be interesting to note that the latest success in canned dog food solves these two problems. Campbell's Soup's Recipe dog food was identified by BBDO as the answer."

Mr. Dillon emphasized: "If you as-
sume that all businesses are really consumer problem-solving organizations, then the function of advertising becomes very clear. The function of advertising then becomes the effective communication of the solution of the consumer's problem. This is capable of hard definition, and when it is obtained, it can be fed into a competent creative process with excellent results."

Alfred J. Seaman, president of SSC&B Inc., called for "a renaissance in advertising," with the emphasis on creativity. "The times call for change—changes in three directions," he said. "First, changes which meet the consumer's new attitudes and interests. I don't believe for one minute that consumers want the amount or kind of information that 'consumer advocates' claim they do. But consumers do want significant information honestly and imaginatively."

"Second, changes which permit us to move comfortably with the often unpredictable parameters set by government bureaus. It's not enough to force a few new disclaimers into our old formats. We need new bottles for new wine. "Third, changes which will increase the selling effectiveness of the ads and commercials on which we spend millions individually and billions collectively. No amount of rationalization will take away the demand for economic as well as social effectiveness."

In a session on "new developments in media and marketing management," Dr. Peter C. Goldmark, president of Goldmark Communications, renewed his call for a government-backed domestic satellite system to link cable-TV networks and large-screen theaters to show international cultural events for the bicentennial (BROADCASTING, June 4).

"Time is running out," he said, "for a suitable lasting recognition of this nation's centuries of progress . . . I don't believe this nation wants to celebrate its 200th anniversary with just balloons, sirens and a giant firecracker. . . . What the country does want is a meaningful observance that will have a lasting effect for generations to come."

A system providing that sort of electronic link-up, Dr. Goldmark said, could provide the nucleus for a nationwide setup that could "change the entire face of electronic media as we know it today."

**Fairness doctrine should be divorced from product advertising—Pettit**

FCC general counsel gives his ideas on needed changes in regulation at NAB conference in Denver; Alaska Senator Stevens cites support for free over-the-air television

FCC General Counsel John W. Pettit last week condemned the use of the fairness doctrine as it has been applied in the past to product advertising. Speaking at the National Association of Broadcasters regional conference in Denver, the fifth of six fall meetings, Mr. Pettit revealed several "personal thoughts" on the FCC's upcoming reconsideration of the fairness doctrine.

"The fairness doctrine is and must be viewed as a means to promote public enlightenment on significant public issues," he said, "rather than resolving the relative merits of deodorants and disposable diapers."

Citing examples of what he believed to be misuses of the doctrine, Mr. Pettit observed: "Standard product commercials make no significant contribution to the development of an informed public opinion. It just doesn't make sense to use the broadcast of these products ads as an occasion to order the carriage of contrasting points of view . . . Cigarette ads clearly did not provide the public with any information relating to the underlying controversy on smoking and health."

The only meaningful discussion of the issue was presented in the anti-smoking public service announcements . . . We heard only one side—the anti side."

In any reconsideration of the doctrine, Mr. Pettit suggested he would favor the safeguarding of commercials that were "not devoted in a direct and meaningful way to the discussion of underlying public issues." If such a re-evaluation of the doctrine were not made by the commission, he implied, "the FCC could, to a large extent, decide what gets debated and when. Perhaps that's not censorship, but it's close enough for me."

Senator Ted Stevens (R-Alaska), member of the Senate Communications Sub-committee, told the broadcasters at a luncheon address in Denver the same day that "there is substantial, bipartisan support in the Senate for the continual health of the free, over-the-air television."
The "normal, commercial relationship" between cable television and commercial broadcasting "can and must be maintained in the public interest," he emphasized.

The senator, substituting for Kansas Republican Senator James Pearson (who was injured in a farm accident in late September), also told the meeting of his desire to study the impact of television on several outlying Alaskan islands. The FCC has recently approved the use of several 10-watt transmitters for broadcasting to Unalaska and St. Paul Islands, which have not had normal television service to date. "I have suggested that baseline studies be made of these communities now, so that we can compare them with results from similar studies after a year of operation of these new systems. Such studies would, I think dispel many of the assumptions made by those who are inclined to blame television for many of our faults."

**Two face fines for campaign rates**

Lowest-unit-charge provision of '71 law cited by FCC

The FCC has notified Waldron Broadcasting Corp., licensee of WCIR-AM-FM Belday, W. Va., and KAYS Inc., licensee of KPEQ(AM) St. Joseph, Mo., that they have incurred apparent liabilities of $5,000 each for overcharging political candidates during last year's elections.

An FCC field investigation indicated KPEQ charged candidates in the November Missouri general elections different rates for comparable announcements, in violation of the lowest-unit-rate provision of the Communications Act. KAYS Inc. attributed the charging of different rates to advertising agency mistakes and possible use of the wrong rate card and said restitution would be made to overcharged candidates. But the commission said the violation—the first imposed under the lowest-unit-rate provision of the 1971 campaign-reform law—was "a serious matter that warrants substantial forfeitures."

It also cited the station for failing to log commercial content of programs.

The commission also found the WCIR stations guilty of violating the lowest-unit-charge provision and said that they also apparently failed to obtain from certain candidates required written certification that purchases of broadcast time would not violate any campaign-spending limits.

In addition, the commission said Waldron failed to log the sponsors of two political announcements and the duration of several others, and did not file amendments to its affiliation contract with Mutual.
Preadults do not have two heads

DKG study finds 12-22 group had same attitudes, values as their older contemporaries

When is a market not a market? According to a study conducted by DKG Inc., New York, the answer is when that market is defined solely in terms of a preadult age category. "The very concept of a 'youth market' is a myth," DKG President Larry Spector concludes.

The agency's study of 400 students from the Northeast and Midwest, 12-22 years old, points to a range of opinions about advertising. "Our study revealed that opinions, value systems and attitudes vary among young people to the same degree they do among adults," Mr. Spector commented in an address to the Advertising Federation of Greater Miami.

He said that, far from bolstering the generalizations of an anti-advertising bias on the part of youth, the DKG study revealed that 86% of those tested regard the institution of advertising as a positive means of keeping the consumer informed about products. Nearly 66% do not see advertising as an invasion of privacy, nor do the majority of those surveyed view it as a manipulative process, Mr. Spector reported.

The study does point up that today's student is concerned with the possibility of deception, but he seems to be uncertain of the correct source of regulations that might decrease the frequency of that deception.

DKG at no time revealed itself as sponsor of the research during the period in which those surveyed were participating in the procedures including written questionnaires, personal interviews and group sessions.

Amstar and milk ads consent orders finalized

Two consent orders provisionally accepted by the Federal Trade Commission have been issued on final basis. In one, Amstar Corp., New York maker of Domino and Spreckels sugar, and its agencies, Lewis & Gilman, Philadelphia, and Dailey & Associates, Los Angeles, are prohibited from making false nutritional claims and using deceptive endorsements. The consent order also included a provision requiring corrective ads in which Amstar will state Domino "is not a special or unique source of strength, energy and stamina" and indicate the product is not a substitute for a balanced diet (BROADCASTING, June 25).

The other order prohibits the American Dairy Association and its agency, Leo Burnett, Chicago, from misrepresenting the dietary and nutritional values of whole milk. The complaint had centered on a 1972 radio commercial "There's a new you coming the Grade A way" which the FTC said falsely implied reducing benefits of whole milk in low-calorie diets (BROADCASTING, Aug. 27).

Business Briefs

One down. Federal Trade Commission has settled first of four complaints growing out of its ad-substantiation program with provisional acceptance of consent order that forbids Rheem Manufacturing Co., New York, from claiming—without "reasonable basis"—that its Corsaire and Rheemaire air conditioners are most efficient or quietest. Among other provisions of order, Rheem cannot claim its systems are "revolutionary" because they recondition air "every second" and it must document future performance claims for three years after appearance. Three other cases generated from substantiation program are still pending—against General Motors, Whirlpool and Fedders Corp.


Milwaukee's newest. New film-production firm, The Lemorande Co., has been set up in Milwaukee to offer art, writing, directorial and production services to advertisers. President is William J. Lemorande, most recently writer-producer for Page Schlessinger Advertising Agency in that city. 205 East Wisconsin Avenue, Milwaukee 53202.

Programing

"Kojak" is first new show to net solid ratings

Telly Savalas as a cop lives up to predictions and scores shares in 40's while CBS's 'Apes' movies continue to smother competition

The public is still going ape over "Planet of the Apes" and Telly Savalas may bring back the bald head as sex symbol, according to the national Nielsen overnights for the seventh week of the season (Oct. 22-28).

"Beneath the Planet of the Apes" (CBS Friday Movie, 9-11 p.m. NYT) emerged as the highest-rated show of the week, chalking up a share figure in the low 50's, which was more than three times as high as the competition on ABC and more than twice as high as that on NBC.

And the writers'-strike-delayed premiere of Telly Savalas's new Kojak series (CBS, Wednesday, 10-11 p.m.) socked home a 25.6 rating and mid-40's share—the best debut numbers of any new show so far this year. (Madison Avenue media pundit had earlier predicted that Kojak would be the most successful of the new shows [BROADCASTING, Sept. 10]).

Over-all, CBS won three nights (Tues-
CBS seems to have a lock on Tuesday night with *Maude* (8:30-9 p.m.), *Hawaii Five-O* (8:30-9:30 p.m.) and James Stewart's new courtroom series, *Hawkins* (9-10 p.m., with made-for-TV movies). ABC's *Tuesday Movie of the Week* showing of the special two-hour "The President's Plane Is Missing" (8-10 p.m.) gave that anthology its best ratings (20.1) and share (low 30's) of the season, whereas Marcus Welby (ABC, 10-11 p.m.), with a 15.8 rating and high 20's share, is beginning to look as though he's in his last season of house calls.

Kojak's numbers, coming on top of the high viewership by *The Sonny and Cher Comedy Hour* (Wednesday, 8-9 p.m.) and *Cannon* (9-10 p.m.), both of which won their time periods, gave CBS an easy win on Wednesday. NBC's *Love Story* (Wednesday, 10-11 p.m.), with which another series could end up a January casualty to Kojak's charisma.

A theatrical-movie rerun on CBS, "Guess Who's Coming to Dinner" (Thursday, 9-11 p.m.), gave ABC's *Kung Fu* (10-11 p.m.) a solid mid-30's share and ABC's *Street of San Francisco* (10-11 p.m.) shot up to a huge low-40's share, swamping NBC *Follies*.

The "Apes" movie gave CBS Friday night despite a disaster lead-in from *Calcutta's Dept.* (8-9:30 p.m., with a low-teens share) and *Roll Out* (8:30-9 p.m.). The latter show has already been given its cancellation notice, although the identity of its replacement is still unknown. *Sanford and Son* (NBC, Friday, 9-10 p.m.) got its usual high-40's share, and, as usual, *The Girl with Something Extra* (NBC, Friday, 8-9 p.m.) squandered 16 of those share points.

NBC squeezed out a surprise win over CBS's entrenched Saturday-night comedy block with a John Wayne western, "Chisum," on *Saturday Night at the Movies* (9-11 p.m.), which averaged a low 40's share over the two-hour period compared to a low-30's average for the CBS comedies.

*Walt Disney* (7:30-8:30 p.m.) and a *Peggy Fleming in Russia* special (8:30-9:30 p.m.) gave NBC enough firepower to take the marbles Sunday night, with CBS's *The New Perry Mason* (7:30-8:30 p.m.) continuing in the doldrums with a low-20's share.

Gays gain concessions

NBC sources said last week they had acknowledged "improvements could be made" in the network's portrayal of homosexuals, during a meeting with representatives of the Nation Gay Task Force on Oct. 26. They indicated plans for continued liaison with the Task Force, with other representatives of the homossexual community involved as professional consultants or paid consultants when necessary. Meeting was held after—but had been arranged before, NBC sources said—protestor-in- terrupted NBC's *Today* show Oct. 26 to complain. He said later, that an episode of NBC's *Sanford and Son* had been unfair to homosexuals (BROADCASTING, Oct. 26).

**Aubrey, MGM come to parting of ways**

**Differences with Kerkorian said to have set stage for resignation, takeover by Frank Rosenfelt**

The new president of MGM is Frank Rosenfelt, currently vice-president-general counsel, who was elected Oct. 31 to succeed James T. Aubrey who resigned on that day following reported differences with Kirk Kerkorian, MGM's principal stockholder.

The change in command at MGM followed three major divestments of that company's assets in the same number of weeks: first, the move of its feature-film distribution facilities to United Artists Corp.; second, the sale of its U.S. and Canada music publishing businesses to UA for $15 million, and, third, only last week, the sale of its overseas theater holdings to Cinema International Corp., a joint Paramount-Universal distribution venture, for an estimated $17 million. Cinema International also arranged to lease and distribute for a 10-year period all MGM movie features and TV programs in overseas markets.

Mr. Rosenfelt, a 1950 graduate of Cornell University Law School, joined MGM in 1955 as a member of its law department, following a five-year stint with RKO General Pictures. He was named secretary of MGM in 1966, and vice president and general counsel in 1969.

Mr. Aubrey became president of MGM in that year. He had been president of CBS-TV network from 1959 to 1965 when he resigned, or was fired, in one of the industry's greatest shocks that year. In the four years before joining MGM, Mr. Aubrey had producing assignments with Columbia-Screen Gems, Warner Bros., and was even producing a program for ABC.

Asked about MGM's television activities, Mr. Rosenfelt last week said that emphasis on TV production and distribution will be increased. MGM, he noted, remains also in feature-film production.

Currently, MGM is producing four series for TV: *The Virginian*, for ABC; *Lassie*, for NBC; *Adam-12*, for NBC; and *Medi cal Center* for CBS, and *Adam's Rib* for ABC. It announced only last week that it has projects in various stages for all three networks for the next season—four 30-minute comedies and three 90-minute dramatics, two comedies, one comedy, four dramas and one movie of the week for NBC, and two comedies for CBS.

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**Changing Formats**

- **KPEO(AM)** St. Joseph, Mo., has switched to a 24-hour modern country format under the theme "country sunshine."
- **KWYT(FM)** Salinas, Calif., formerly KRSA-FM, adopted a new stereo format with its change of call letters Oct. 15. The station now programs beautiful music 24 hours a day.
- **KXLE-AM-FM** Ellensburg, Wash., have revised their programing to increase country-western and standard offerings while eliminating classical and jazz segments.
- **KZFW(FM)** Dallas (formerly WFAA-FM) has begun a new progressive-rock format in addition to instituting a separate FM newscast.
- **WBSM(AM)** Duluth, Minn., has adopted its own version of country music in a format which it calls "All American Radio." Designed to appeal to a broad age range, the new format features a variety of interpretations of popular country selections.
- **WMAH(AM)** Providence, R.I., has shifted from an MOR/contemporary format to one featuring contemporary music exclusively. The station's revised format will include such artists as Carole King, Helen Reddy, Neil Diamond and Diana Ross. The station will continue its emphasis on news with frequent but brief newscasts.

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**Johnson charges brush-off of public**

**Two-sentence rejection of 'Maude' fairness complaint is assailed**

FCC Commissioner Nicholas Johnson says that the commission is following a procedural requirement in connection with the fairness doctrine that "discourages public complaints and literally rips the heart" out of the doctrine.

The commissioner made the comment in a statement dissenting from the commission's action on Oct. 11 denying the request of two Catholic organizations for review of a staff ruling denying fairness doctrine and personal-attack rule complaints against WCBS-TV New York (BROADCASTING, Oct. 15). The complaints dealt with a two-part episode of *Maude* involving abortion.

Commissioner Johnson noted that the commission disposed of the appeal in a two-sentence order asserting that the complainants had not provided information indicating that the station had presented only one side of the issue in its over-all programing and that the commission action would not be warranted until they had provided specific information to support a claim of a fairness-doctrine violation.

Besides being "an unreasonable requirement with no legal basis," Commissioner Johnson said, "it is ludicrous for the commission to sanction a procedural rule requiring members of the public to submit proof of something the licensee has not broadcast."
Movie rundown. Seventh edition of "Track Record of Feature Films on Network," released last week by Katz Television, New York. Shows cover all movies on networks in 1972-73 made for TV, contrasted with 11% in 1970-71. Oliver T. Blackwell, Katz vice president and director of audience development, said compilation contains information about 1,708 titles, 34% increase over 1970-71 edition. It covers films on network from September 1961 to June 1973 and includes following for each title: type, theatrical release date, length, color or black-and-white, playdate on television, number of network runs, starting time, NTI rating and syndicator-packager. Booklet prepared by Katz Television under supervision of Mr. Blackwell, is intended to assist client stations in evaluating feature films originally carried on network and subsequently released into syndication.

Clark for Kirshner. Dick Clark has replaced producer Don Kirshner as executive producer of ABC-TV's 'In Concert' (alternate Fridays, 11:30-1 a.m. NYT). Mr. Clark will serve in that capacity for the six shows beginning Dec. 7, which will be produced by ABC. Mr. Clark's Tele Shows Productions will then produce six more, offering an alternate Fridays, 11:30-1 a.m. NYT, premiering as series Nov. 28.

Syndication pact. Metromedia Producers Corp. has entered into agreement with Spelling-Goldberg Productions, acquiring domestic and foreign syndication rights to all new SGP programs. Beginning with 1973-74 season and running through March 31, 1976, pact involves made-for-TV movies for ABC, subject to SGP's contract with network. SGP has already scheduled seven films, four of which are set for future telecast this season. Three have already been aired. Under terms of agreement, all new SGP series, films and other programs made for ABC-TV will or can be syndicated by Metromedia Producers.

Tennis, anyone? Syndicate Services Inc., New York, is distributing 'Celebrity Tennis,' TV game series, with tennis star Tony Trabert as host. Series, 26-half-hour episodes, was produced over four-day span at Westside Racquet Club, Los Angeles, with 57 personalities participating (Burt Bacharach, Bill Cosby, Lorne Greene, Dan Rowan, Bob Newhart, Don Adams, Glen Campbell, Cornel Wilde among others). Show is produced by 7-10 Productions, Hollywood (Joe Siegman and Don Gregory), which also produces 'Celebrity Bowling' TV series.

From Rex Sparger. Radio stations are being offered 'The Real Majority,' combined debates, public-affairs interviews blended with immediate reaction and opinion from listeners on current issues both inside and out of government. Program will be aired on Sundays at 4 p.m. EST for as much live pick-up as possible. Producer is Rex Sparger, one-time Capitol Hill aide with the House Oversight Committee, 3033A Cambridge Place, N.W., Washington 20007.

More on 'Maude'. Article in current American, weekly published by Jewish Times, claims that abortion episodes of CBS's 'Maude' were "not spontaneous but induced." Article says that Population Institute, New York and Washington, by extensive public-relations campaign, influenced Norman Lear, producer of show, to deal with subject. Article concludes that 'pro-life movement' should "take a leaf from the book of groups like the Population Institute and conduct the well-planned, well-organized efforts needed to get a fair hearing in the communications media." Co-author of article is Robert B. Beuse, former vice president of Wor-Amp-FM-TV New York, now secretary for communications of the National Conference of Catholic Bishops and U.S. Catholic Conference.

BBDO is now OTC

The latest addition to Broadcasting's stock index is BBDO International Inc. (see below). The New York-based advertising agency began trading over the counter on Oct. 24, opening at $18 and closing for the day at 17% bid. Underwriters headed by Dean Witter & Co. of NY offered 705,510 shares, all of which were sold out the first day; 1,807,785 are still held by the agency's employees.

BBDO's total domestic and international billing last year was approximately $375 million, of which an estimated $195 million was in broadcast.

Financial Briefs

All gone. Gulf & Western Industries has announced its offer to stockholders to buy 420,000 warrants to buy Atlantic-Richfield Co. common shares at $11.25 each to buy Atlantic-Richfield common at $127.50 a share.

D&B acquisition. Dun & Bradstreet Companies has agreed in principle to acquire Meisel Photochrome Corp., Dallas, for 357,000 D&B common shares currently valued at $13.7 million. Meisel, which provides color-processing services to professional photographers, two weeks ago called off merger talks with 20th Century-Fox Film Corp.

Marriage. Tektronix Inc. and Grass Valley Group Inc. have signed formal agreement under which Tektronix would acquire Grass Valley for 470,000 shares of Tektronix common stock. Transaction has indicated value of $24.4 million. Agreement, originally announced last summer, will be submitted to Grass Valley stockholders at special meeting next Jan. 26. Tektronix, Beaverton, Ore., manufactures cathode-ray oscilloscopes; Grass Valley is broadcast-equipment concern.
Broadcasting with other major Interests

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**Broadcasting Nov 5 1973**
A. American Stock Exchange  
M. Midwest Stock Exchange  
N. New York Stock Exchange  
O. Over-the-counter (bid price shown)  
P. Pacific Coast Stock Exchange

**Week's worth of earnings reports from stocks' Broadcasting**

### CURRENT AND CHANGE

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<th>Company</th>
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| Interpublic Group of Companies | 9 mo/9/30 | 693,997,000 | 7.9% | 5,225,000 | 49.4% | 2,071 | 4.2%
| Meredith Corp.               | 3 mo/9/30 | 33,971,000 | 0.4% | 1,003,000 | 14.6% | -42 | 3.9%
| Oak Industries Inc.          | 9 mo/9/30 | 85,708,114 | 19.4% | 3,434,575 | 82.5% | 1.94 | 5%
| Telepace Corp.               | 9 mo/9/30 | 6,855,879 | 33.7% | 301,701 | 14 | .14 | 0.14%
| Marvin Josephson Associates Inc. | 3 mo/9/30 | 2,957,300 | 15.6% | 330,300 | 28.2% | .32 | 6.9%
| PSA Inc.                     | 9 mo/9/30 | 93,125,000 | 12.7% | 843,000 | -23 | 0.23 | 7.3%
| Scientific-Atlanta Inc.      | 3 mo/9/30 | 60,800,000 | 48.8% | 213,000 | 53.2% | .21 | 0.21%
| Transameric Corp.            | 9 mo/9/30 | 1,540,590,000 | 7.2% | 62,700,000 | 43.3% | 1.04 | 1.04%
| Rollins Inc.                 | 3 mo/9/30 | 45,036,164 | 19.3% | 2,371,582 | 15.1% | .22 | 1.22%
| Filmmakers Inc.              | 9 mo/9/30 | 54,750,000 | 1.0% | 1,106,000 | 50 | .50 | 5.0%
| Twentieth Century-Fox Film Corp. | 9 mo/9/30 | 190,382,000 | 32.2% | 10,015,000 | 65.3% | 1.17 | 1.17%
| Cablecom-General Inc.        | 9 mo/9/30 | 15,373,385 | 5.6% | (1,592,848) | .63 | (.63) | 0.63%
| Klingtop Inc.                | 9 mo/9/30 | 23,712,447 | 33.9% | 1,340,158 | 20.0% | 1.16 | 1.16%
| Admiral Corp.                | 9 mo/9/30 | 382,732,000 | 10.9% | 9,100,000 | 12.4% | 1.70 | 1.70%
| Combined Communications Corp. | 9 mo/9/30 | 75,597,025 | 89.4% | 3,505,109 | 32.5% | 1.72 | 1.72%
| LTM Broadcasting Corp.       | 9 mo/9/30 | 65,142,123 | 6.1% | 2,505,673 | 32.5% | .89 | 3.28%
| Stereot Broadcasting Co.      | 9 mo/9/30 | 60,818,000 | 10.5% | 6,000,000 | 10.5% | .32 | 0.32%
| Harris-Intertype Corp.       | 9 mo/9/30 | 109,484,000 | 25.4% | 4,355,000 | 24.4% | .70 | 0.70%
| A. C. Nielsen Co.            | 9 mo/9/30 | 148,734,853 | 16.4% | 12,007,228 | 22.4% | 1.13 | 1.13%
| Magnavox Co.                 | 9 mo/9/30 | 440,323,000 | 8.0% | 5,077,000 | 323.5% | .91 | .91%

* Percentage change is too great to provide a meaningful figure.  
1 Television program sales contributed $16,150,000 to revenues in 1973 period.  
2 Net income is before special credits of $2,414,000 in 1973 period and $12,289,000 in 1972 period.
These are the top songs in air-play popularity on U.S. radio, as reported by Broadcasting. The Broadcast Index (5:21) is a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the part of the day in which it appears. Bullet (*) indicates an upward movement of 10 or more chart positions over the previous week.

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Winners of the BMI 1973 Country Music Achievement Awards
The most performed Country songs April 1, 1972 to March 31, 1973

ALABAMA WILD MAN
Jerry Reed

ALL THE LOVELY WOMEN IN THE WORLD
Bill Anderson

ALWAYS ON MY MIND
Wayne Carson, Thompson

ANGEL WITH A BRITTLE BRUSH
Johnny Christopher

B GSM K MUSIC, Inc.
Rose Bridge Music, Inc.

ANY OLDE WIND THAT BLOWS
Dico Peter

House of Cash, Inc.

BE, MY BABY
Phil Spectre

Benjamin Orr, Songbook

BY THE TIME THE NIGHT GETS HERE
Johnny Christopher

Dramatis Music Corp.

DO CHANTILLY
By The Time

DON'T LET ME BE LONELY WOMAN
Marvin Gaye

EVEY MOODY'S REACHING OUT
For Someone

DO YOU REMEMBER THESE
Don Reid

House of Cash, Inc.

DON'T SHE LOOK GOOD
Jerry Chesnut

Faster Music, Inc.

DREAM ME HOME
Mark Davis

Screen Gems Columbia Music, Inc.

EASY LOVING
Bobby Vee

Blue Book Music

ELEVEN ROSES
Lamar Morris

Dennis mugn, Hank Williams Jr., Music Inc.

EVERY MOODY'S REACHING OUT
For Someone

Dolle Lee

Allen Reynolds

Juke, Inc.

EV'RY MOODY'S BEAUTIFUL
Ray Stevens

Alphonso Music, Inc.

FOOL ME
Jody Shaw

Lowery Music Co., Inc.

FOR THE GOOD TIMES
Kris Kristofferson

Buchholz Music Publishing, Inc.

GENTLE ON MY MIND
Johnny Cash

National Press Publications, Inc.

GOOD THINGS
Bobby Sherrill

Carmel Taylor

Alge Music Corp.

GOOD TIME CHARLIES GOT THE BLUES
Dale Evans

Catalan Music, Inc.

GOT THE ALL NIGHTS FOR YOU ALL OVER ME
Wanda Jackson

Blue Book Music

GRANDMA HARP
Jeanie Good

Charlie Haden's

Blue Book Music

THE HARDEST GIRL IN THE WHOLE U.S.A.
Donna Fargo

LaVerne Coltrane

Prime-Time Music Co.

HELLO, I MAKE IT THROUGH THE NIGHT
Kris Kristofferson

Columbia Music Corp.

HERE I AM AGAIN
Bobbie Gentry

Evel Eye Music, Inc.

HOT ROD RACIN'
Charles Ryan

W.S. Steneman

RCA Victor Music Co., Inc.

I AIN'T NEVER HAD A MAMA
Webb Pierce

Acuff-Rose Publications, Inc.

I CAN'T STOP LOVING YOU
Don Gibson


I STARTED LOVING YOU AGAIN
Margo Rapport

Bonnie Owens

I WANT THIS ONE	
Ron Galen

Vegas Music International, Inc.

I WOnder IF THEY EVER THINK OF ME
Margo Rapport

I Wish It Ain't Love (Let's Leave It Alone)
Bobby Darin

Blue Cross Music, Inc.

IF YOU TOUCH ME,
YOU'VE GOT TO LOVE ME
Carmel Taylor

Joe Stampley

Nina Watson

Algeo Music Corp.

I'M SO LONESOME I COULDN'T CRY
Hank Williams

Fred Rose Music, Inc.

IT'S GONNA TAKE A LITTLE BIT LONGER
Bette Davis

Buchholz Music Publishing, Inc.

THE JAMESTOWN FERRY
Mack Vickery

Tree Publishing Co., Inc.

JUST FOR WHAT I AM
Dallas Frazier

A. L.GOODALL Owners

Blue Creek Music, Inc.

Hill and Range Songs, Inc.

KATIE
Mary Robbie

KEEP ME IN MIND
Glen Campbell

George George

Fredric Music, Inc.

THE KEYS IN THE MAILBOX
Herb Howard

Fort Knox Music Co.

KISS AN ANGEL GOOD MORNIN'
Bobby Darin

Buck Owens

Ludwig von Alten Music

LEAVES A LONE TREE DOWN THE RIVER
Don Reisner

Algeo Music Corp.

HIGH ROLLER -- NELSON, CHARLIE
Charles Ryden

Bobby Darin

Evil Eye Music, Inc.

THE LONESOME LONESTAR COWBOY
Justin Tubb

Southwind Music, Inc.

LOOKING BACK TO SEE
Jim Ed Brown

Maurine Brown

Dandelion Music Co.

THE LORD KNOWS I'M DRINKING
Bill Anderson

Station Music, Inc.

LOST HER LOVE ON OUR LAST DATE
Floyd Cramer

Columbia Music

LOVE FOR SALE
Randy Newman

Algeo Music Corp.

LOVE IS THE LOOK YOU'RE LOOKING FOR
Rode L. Maps

Rivers & Bagnal Music, Inc.

LOVING YOU CAN'T NEVER
BE BETTER
Charlene Mansfield

Earl Montgomery

Algeo Music Corp.

MADE IN JAPAN
Ronny Cox

Blue Book Music

MANHATTAN KANSAS
Joe Allen

Tree Publishing Co., Inc.

ME AND JESUS
Randy Newman

Tom N. Haggard

MISSING YOU
Red Sovine

Evel Eye Music, Inc.

MY HEART HAS FOUND SOMEONE
Fred Rose Music, Inc.

O'Dell

Music

MY MIND'S A WOMAN
Johnny Cash

Mercury Music

NEV'ER PROMISED YOU A ROSE GARDEN
Joe South

Lowery Music Co., Inc.

BERKELAYE WARD
Bobby Womack

Mercury Music

BYELOVIND "I UNDERSTAND"
Donna Fargo

Algeo Music Corp.

BOULSON
George Richey

Bobby Shamrock

Bobby Wilson

Algeo Music Corp.

BROOK BROADCAST MUSIC, INC.

JOHN WILSON
Charley Byrd

Algeo Music Corp.

BROADWAY BY BROADWAY
Lonnie Donegan

MGM Music

BROOKE
Johnny Cash


B J WOOD
Johnnie Wright

Columbia Music

CHARLIE'S LONELY WOMAN MAKE ME LONELY
Cotillion Music

CHARLIES TAKE YOU TO PHOENIX
Bobby Borchers

Tree Publishing Co.

CHARLIE'S WORSE OFFERED
Hank Thompson


CHRISTIE'S A BEAUTIFUL製
Ray Stevens

Alphonso Music, Inc.

CHICKEN GETS THE CHERRY
Bobby Darin

Algeo Music Corp.

CHORUS AND RANGE SONGS
Fred Rose Music, Inc.

CO-EDITOR
John Rich


CO-TEXTURED
Billy Strange

Columbus Music

COUPLES RING SONGS
A. L. GOODALL Owners

Blue Creek Music, Inc.

COURTSHIP SONGS
A. L. GOODALL Owners

Blue Creek Music, Inc.

CRADLE SONGS
A. L. GOODALL Owners

Blue Creek Music, Inc.

CRY MYSELF TO SLEEP
Bobby Darin

Algeo Music Corp.

CUT MY HAIR
Tennessee Ernie Ford

Columbia Music

DAISY MAY
Bobby Darin

Algeo Music Corp.

DAISY MILLIONAIRE
Tennessee Ernie Ford

Columbia Music

DANCING IN THE STREET
Trent Walk

Trent Walk Songs, Inc.

DON'T GIVE ME THAT OLD RAGGEDY RIVER
Jackie Trent


DO YOU THINK I'M A LOVER
Dana Decker

Donald Decker

Blue Book Music

DO YOU THINK I'M A LOVER
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Donald Decker

Blue Book Music

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Dana Decker

Donald Decker

Blue Book Music

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Algeo Music Corp.
Hill survey of record firms elicits show of clean hands

Recording companies responding to a congressional questionnaire unanimously say they are innocent of any illegal promotional practices. The respondents, representing 28% of the recording industry, participated in a survey that was completed last week by the Senate Subcommittee on Copyrights.

Approximately 74 record companies out of the 260 that were sent mailings had responded last week to the questionnaire issued by the subcommittee at the behest of its chairman, Senator John L. McClellan (D-Ark.). But there were some significant stragglers among the nonrespondents. Nine companies that did not answer were members of the Recording Industry Association of America which has previously promised full cooperation with the subcommittee's inquiry. Two prominent non-RIAA members, Stax and Motown Records, were also among the nonrespondents. But spokesmen for the subcommittee staff said that they believed that those that had not yet answered would do so soon, thereby obviating need for subpoenas.

All 74 respondents said that there was nothing legally or ethically wrong with their promotional practices. But several, especially small, independent companies, used the questionnaire to criticize the stringent playlist policies of top-40 radio stations. One manufacturer suggested that programers be required by law to submit a complete log of all records a station has played. The reason for the law, the manufacturer said, would be to "spot a song that is being played all day long, and any work that is played on a station more than four times a day is rightly suspect of some illegal operations."

Another small firm suggested that the subcommittee investigate ties between network-owned record companies and network-owned radio stations. Others also slashed at the "tremendous muscle" of large record companies that "keep independents from getting representation on radio stations' playlists."

The information from the questionnaire will be used by the copyright subcommittee in marking up a copyright-revision bill some time early next year. A spokesman said that the subcommittee staff will begin field investigations to verify the data it received last week. Details of the probe have not yet been formulated, but, it was believed, it could begin within three weeks.

An RIAA spokesman said the association had been in contact with the nine member firms which had not yet responded, the most prominent of which was MGM Records. "From the outset," the spokesman said, "RIAA has encouraged its members to cooperate fully with the subcommittee and we continue to do so. We are certain there are reasonable explanations why some replies might be late. We are aware that some companies haven't yet received questionnaires."

Indeed, spokesmen for Stax and Motown said that they had not received questionnaires through the mail. Though members of the subcommittee staff complained that "it was certainly all over the trade press [that the committee was sending out questionnaires], but they seem not to have been sufficiently curious." The subcommittee will supply the two black-owned companies with questionnaires which the companies, in turn, promised to complete.

In other news related to the payola controversy, Pasquale Falcone, talent manager and the man whose activities with employees of Columbia Records indirectly led to the firing of Clive J. Davis as president of CBS/Records Group (BROADCASTING, June 4, et seq.), was sentenced in a Newark, N.J., federal court last week for his part in a heroin-smuggling scheme. Mr. Falcone was given a 10-year prison term and a $10,000 fine. Francine Berger, another former Columbia Records employee, was acquitted in the same trial.

Announcing the highest rated 1/4 hour* in Quad-Cities radio

Newsman Jack Johnson presents the WHBF 7 a.m. newscast…to the largest audience for any 1/4 hour segment in the market! Count on WHBF news to lead the way.

*ARB April-May 1973, Average Quarter-Hour Listening Estimates

WHBF 1270

TELCO Building, Rock Island, Ill

rep by THE CHRISTAL CO.

Ringo's 'Ringo': almost a Beatles album

All four members of the old group contribute to this new LP, making for rumors of a reunion, recognition for producer Perry

As a result of the new Ringo Starr LP—Ringo (Apple)—last week, record producer Richard Perry has unwittingly been catapulted to the ranks of pop-culture royalty. Both broadcast and print media have taken to labeling him "the man who reunited the Beatles," but Richard Perry himself doesn't see it quite that way. Even before considering his reluctance to claim this kind of notoriety, the title itself appears moot now.

While it is true that the four ex-Beatles—John Lennon, Paul McCartney, George Harrison and Ringo Starr—have all made musical contributions on one piece of vinyl for the first time since the group disbanded in 1970, only one of the four, Ringo, boast three of them simultaneously, and none completes the original line-up generally credited with beginning a new era in pop music in 1963. And Mr. Perry has from the start played down his reputed role as superlative peacemaker, "I don't like to discuss the Ringo album in terms of a Beatles LP," he insists. "There is no need to, musically."

But Ringo is the first new release by an ex-Beatle since rumors of a reconciliation began to snowball when Allen Klein dropped out of the corporate picture (BROADCASTING, April 9). And its cast is enough to renew the power of Beatlemania, ever newsworthy, especially where radio is concerned. Top 40 programmers initially reacted to the album's release with a flurry of evening mini-specials heralding the event nonetheless. But they have since independently followed Mr. Perry's tone and spirit by concentrating their later play on the already well-established single, "Photograph," many with the disk-jockey tag, "from the new Ringo LP." And although tight playlists at Top-40 stations have virtually ended the practice of airing album cuts not released as singles, the strength of a Beatlemania resurgence has led many an MOR format to lean on two in particular—the fanciful "Oh My My" and a nostalgically re-recorded 1960 oldie, "You're Sixteen." (MOR's shift to a more contemporary sound was first precipitated, in large part, by the wide demographic acceptance of the Beatles.) And the more loosely formatted FM rockers have also concurred with that verdict.

It was the same Richard Perry who, a little less than a year ago, caused a top-40 MOR stir by uniting the voice of Rolling Stone Mick Jagger with Carly Simon on her hit, "You're So Vain." This time out, other rock luminaries including Harry Nilsson, T-Rex's Marc Bolan, four of the five members of The Band, Billy Preston and Martha Reeves
MC 5 were the forebears of Detroit punk rock. Brownsville Station, from Ann Arbor, Mich., really seems to have designs on keeping this aging school of music alive.

Indeed, heavy-metal, simple-melodied songs are sounding better and better on top 40 this past half-year and Brownsville Station seems to be lucky enough to cash in on it. After many weeks of secondary-market air play, it jumped onto major-market playlists in a big way last week and came onto the "Playlist" as number 38 in its first week (see page 48). Some of the stations playing "Smokin' in the Boys Room" last week: KLIF(AM) Dallas, KILT(AM) Houston, KLVN(AM) San Jose, WXYV(AM) Montgomery, Ala., WDRQ(FM) St. Louis, WMAX(AM) Nashville and KJIR(AM) Seattle.

Tracking the "Playlist," "Half Breed" by Cher pops back up to number-one spot this week. It had been in that position for the two weeks before last. And this week's chart, though basically inactive, is characterized by the retreats from top positions of records that have been there for some weeks. Marvin Gaye, Paul Simon, B.W. Stevenson and the Isley Brothers all drop dramatically this week while Bob Dylan, Harold Melvin and the Blue Notes, and the Carpenters move up. Only three records break into the top 40 this week: Al Wilson's "Show and Tell" (36), Helen Reddy's "Leave Me Alone (Ruby Red Dress)" (37) and bulleted new) and Brownsville Station's "Smokin' in the Boys Room" (38 and bulleted new) (see "Breaking In" this page). Four other records are bulleted in their first week on the chart. They are Denny's "Who's in the Strawberry Patch with Sally" (41), Wednesday's "Last Kiss" (46), Marvin Gaye's "Come Get To This" (49) (see "Breaking In" this page) and Steve Miller's "The Joker" (62). Also new to the chart this week is El Chichano's "Tell Her She's Lovely" (67).

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

- A SONG I'D LIKE TO SING, Kris Kristofferson & Rita Coolidge (A&M).
- BLUE COLLAR, Bachman-Turner Overdrive (Mercury).
- COULD YOU EVER LOVE ME AGAIN, Gary and Dave (London).
- DAY THAT CURLY BILLY SHOT CRAZY SAM MCCREE, Hollies (Epic).
- FUNKY STUFF, Kool & the Gang (De-Lite).
- IF YOU'RE READY (COME GO WITH ME), Staple Singers (Stax).
- LET ME BE THERE, Olivia Newton-John (MCA).
- LOUIE, Lou Zerato (Atlantic).
- ME AND BABY BROTHER, War (United Artists).
- RAZAMANAZ, Nazareth (A & M).
- REASON TO FEEL, Scuffy Schew (Metromedia).
- STEALIN', Uriah Heep (Warner Bros).
- TAKE ME TO YOUR HEART, Monkey Meeks (Roxbury).
- TOGETHER (BODY AND SOULIN'), Mission (Paramount).

The FCC has modified its rules governing frequency monitors and the maintenance of operating frequencies of broadcast stations by increasing the maximum interval allowed between successive frequency measurements on carrier and subcarrier frequencies. The interval, which had been 31 days, is now 40.

The rule change was the result of a petition by the National Association of Broadcasters and the consulting engineering firm of J.G. Rountree.

The FCC last August abandoned its requirement of three-hour and daily frequency checks and instead said that frequencies should be checked as often as necessary to insure that they are maintained within the prescribed tolerance, but that the interval between successive checks should not exceed 31 days.

Rountree and the NAB noted that licensees and commercial measuring services usually schedule frequency measurements on a specific day rather than a day of the month. Because of this practice, they suggested that measurements be made at least once each calendar month but that the maximum interval be expanded to 40 days.

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ITU sets '77 date. World administrative radio conference will be held in 1977, probably in Geneva, Switzerland, on ways in which 11.7-12.2 Ghz band can be shared between broadcast-satellite and terrestrial-fixed and land-mobile users. Decision to hold meeting was made by International Telecommunication Union, in final hours of plenipotentiary conference in Torremolinos, Spain, which ended Oct. 26. Conference on 11.7-12.2 Ghz band which is reserved for broadcast satellites and terrestrial-fixed and land-mobile services, was urged by European members, who want way cleared for their implementation of terrestrial services. All about AM's. National Radio Club, nonprofit organization serving long-distance AM-reception hobby, is offering its Night Pattern Book, listing directional night patterns of all U.S. and Canadian AMs using contour scales of 300 and 900 mv/m. Item also pinpoints locations of nondirectional nighttimers and has separate maps for each clear channel. NRC also prints a Domestic Log listing stations by both frequency and call letters, and gives information on location, power, network affiliation and operating schedules. Group's DX News appears during 30-week peak winter-reception period and contains regular columns and technical receiving features, such as AM loop antennas, now in use by some commercial frequency-monitoring stations. Airmailed DX News and NRC membership $14.00, Night Pattern Book and Domestic Log $7.50 each. National Radio Club, Box 99, Cambridge, Mass. 02138.

Fates & Fortunes.

Media

Jerry Chapman, general manager, WRTV-(tv) Indianapolis, assigned to additional duties as VP-licensee, McGraw-Hill Broadcasting Co., station group owner.

Andy Albeck, VP, United Artists Corp. and United Artists Broadcasting Inc., appointed president, UA Broadcasting, succeeding Eric Pleskow, named chairman of board. UA Broadcasting's stations include WRIK-TV Ponce, Puerto Rico; WWGH(FM) Philadelphia, and WUAB(TV) Lorain, Ohio.

Doug Bell, program director, WSOC-TV Charlotte, N.C., appointed general manager, WCCB-TV there.


Andrew Subbiondo, controller, CBS Radio division, New York, elected VP.


Keith L. Andre, formerly VP, Radio Advertising Bureau, Chicago, named VP, general manager, WON(TF) Oneonta, N.Y.

Charles Neal, sportscaster, WRC-TV Washington, joins WNAS-AM-FM Philadephia as operations manager and announcer on AM.

Steve Rosetta, formerly with KOLS(AM) and KXDA(FM) Sacramento, Calif., joins KNDE(AM) there as station manager.

Richard F. DeGrave, local sales manager, WDAI(FM) Chicago, joins WJWX(FM) Milwaukee as station manager.

Tom Wayne, news director, WWTC(AM) Minneapolis, assumes additional duties as operations manager.

Julian Goodman, NBC president, named to receive distinguished alumni award of American Association of State Colleges and Universities. He will be second recipient of award; first was late President Lyndon Johnson.

William F. Fore, executive director, broadcast and film commission, National Council of Churches of Christ, re-elected chairman, Advisory Committee of National Organizations to Corporation for Public Broadcasting. John D. Sullivan, director of communications, National Education Association, elected ACNO vice-chairman. Following were elected to head ACNO subcommittees: Alice Beeman, general vice-president, Association of University Women, programming; Hyman Bookbinder, Washington representative of American Jewish Committee, public policy; Pearl Price, past president of National Congress of Parents and Teachers, education; Father Patrick Sullivan, director of film and broadcast division, U.S. Catholic Conference, membership and nominations; Margo Tyler, information director, National 4-H Foundation, community outreach.

Kenneth L. McDowell, director of office of minority student affairs, Miami University, Oxford, Ohio, joins WLW(AM) Cincinnati as director of minority affairs.

Franklin H. Small, general manager, WROW(AM) Syracuse, N.Y., appointed director of community relations.

Charles B. Adams, sports reporter, Associated Press, New York, joins NBC there as administrator, sports information.

Broadcast Advertising

Patrick Nugent, VP-treasurer, Texas Broadcasting Corp., named general sales manager, KLBJ-AM-FM Austin, Tex. In addition to KLBJ stations, Texas Broadcasting is partial owner of KTXV-FM Broadcasting Co. (KTVX-AM-TV Waco) which in turn is partial owner of KBTX-TV Bryan, KNAL(AM) Victoria, all Texas, KXII(TV) Ardmore, Okla. and KLKY-FM Lafayette, La.

Alfred Greenfield, formerly general sales manager, WJJD-AM-FM Chicago, joins KKKK-AM-FM Pasadena-Houston, Tex., as VP, general sales manager.

Edward A. McCusker, general sales manager, WIOQ(FM) Philadelphia, elected WIOQ(AM) account executive, wioq, named national sales manager.

Anthony Welch, account executive, CBS Radio Spot Sales, Los Angeles, appointed sales manager, San Francisco office.

Frank E. Brousseau, regional sales manager, WCSC-TV Charleston, S.C., appointment general sales manager.

Robert G. Minicas, VP, Cunningham & Walsh, New York, elected senior VP and creative director.

Hal Altman, creative
supervisor, Wells, Rich, Greene, New York, elected VP. Michael Anderson, director of WRG's Hong Kong office, and Anthony Caulfield, director of London office, elected VP's. Others elected VP's at WRG: Robert Cox, creative supervisor/art director; Tom Heck, Robert Kuperman and Robert Wilvers, all art directors; Peter Murphy, creative supervisor/writer; Don Staley, copywriter, and John Thorne and Warren Wiehaupt, both account supervisors.

George G. Walthius, VP-account supervisor on Kraft Foods account, J. Walter Thompson, Chicago, named to head mid-western sales in Radio Advertising Bureau's Chicago office.

Lawrence A. Bianchi, Raymond V. Dempsey and Forrest D. Long Jr., creative supervisors, Young & Rubicam, New York, elected VP's.

William H. Oberholzer, VP-media and board member, Leo Burnett, Chicago, appointed VP of media services division. William Lane and Rein Luik, account supervisors, McCann-Erickson, New York, elected VP's.


Maria-Luise Busi, accounting administrator, Avco Radio Television Sales, New York, appointed director of finance and administration.

Mel Trauner, director of research, Buckley Radio Sales, New York, elected VP. Samuel L. Hall Jr., sales manager, Buckley's St. Louis office, elected VP.

Harold L. McVeigh, general manager, Needham, Harper & Steers, Dayton, Ohio, elected VP and assistant account director of company's office in Chicago.

Joan Whaley, senior research group head, Dancer-Fitzgerald-Sampel, New York, named VP-associate research director.

James T. Vandiveer, account supervisor, Sun Maid raisins, California Apricot Advisory Board and Avoset Food Corp. accounts, Clinton E. Frank, San Francisco, named VP.

John A. King, formerly with Storer Broadcasting's wspd(AM) Toledo, Ohio, and wjw(AM) Cleveland, joins wcwa-(AM) Toledo as national-regional sales manager.

Joe Bell, with sales staff, wash(FM) Washington, joins wsoq(AM) - w2eg(FM) North Syracuse, N.Y., as director of sales.

Judith Srinisky, retail sales account executive, wls(AM) Chicago, named retail sales director.

Ronald L. Buckham, account executive, Grey Advertising, Detroit, named marketing programs supervisor, Ford corporate account.

Robert Munoz, formerly with Wind & Sun, Chicago-based cosmetic firm, joins Spanish International Network as manager, Chicago sales office.

Byron Lawrence and Pat Dunbar, with Luckie & Forney agency, Birmingham, Ala., appointed VP-creative services and

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Broadcasting Nov 5 1973 53
VP-account services, respectively. Leo Wright, with L&F, named associate creative director.


Clement F. Birch, account supervisor, J. M. Korn & Son, Philadelphia agency, named VP-general manager, newly opened Bloomington, Minn., office.

Harry Davis, with Ruben-Montgomery & Associates, Indianapolis agency, appointed copy group leader; Joe Smith, senior art director appointed to head graphics group, and Tom Robb, copy chief, appointed broadcast production group leader.

Programming

Jack E. Shafer, program manager, KMGH-TV Denver, assigned to additional duties as director of programming, licensee, McGraw-Hill Broadcasting Co., station group owner.

John Lund, program director, W Gar(AM) Cleveland, joins WNEW(AM) New York in same capacity. He is succeeded by Loren Owens, on-air personality at W Gar.

Charles H. Watkins, creative/production director, appointed assistant program director, W Gar.

Robert S. Ferguson, VP in charge of worldwide advertising and publicity for motion-picture division, Columbia Pictures Industries Inc., named VP-corporate relations. He is succeeded by Andrew Fogelson, VP-advertising and publicity, Warner Bros. Burton Marcus, formerly with law firm of Zimet, Haines, Moss and Goodkind, New York, joins Columbia Pictures as general counsel and secretary.

Jim Teeson, music director, WWTC(AM) Minneapolis, assumes additional duties as program director.

Shadе Stevens, on-air personality, KROQ(AM) Los Angeles, named program director. Michael J. Schweinburg, formerly with World Showcase Music Inc., Los Angeles, named music director, KROQ.

Bob Wallace, on-air personality, WEMP(AM) Milwaukee, appointed program director and announcer, WNUW(FM) there. Both stations are owned by Consolidated Broadcasting Corp.

Windsor Bissell, with WJXT(TV) Jacksonville, Fla., appointed executive producer, public affairs.


Bud Kaatz, sports anchorman, WAVY-TV Portsmouth, Va., joins WRC-TV Washington in similar capacity.

Broadcasting Journalism

Rob Lea, with KTLA(TV) Los Angeles, joins KPMB-TV San Diego as executive news producer.

Bruce M. Cummings, news director, WHF-AM-FM-TV Harrisburg, Pa., joins WJXT(TV) Jacksonville, Fla., as executive news producer.

John Shelton, editorial director, WSFA-TV Montgomery, Ala., joins KMOX-TV St. Louis in same capacity.

Jill Geisler, reporter, WISC-TV Madison, Wis., joins news staff, WITI-TV Milwaukee.

C. J. Underwood, public relations officer, Carowinds amusement park, North Carolina, joins WBT(TV) Charlotte, N.C., as news correspondent.

Rollin Post, newsman, KPIX(TV) San Francisco, joins noncommercial KQED(TV) there as reporter.

Cablecasting

Michael R. Corboy, former chairman, Southwest Development Corp., named president and chief operating officer, Tocom Inc., Dallas, manufacturer of cable-television equipment.

J. Bartlett Swift, formerly with Teleprompter Corp., New York, joins Warner Cable of Eastern Massachusetts Inc. as VP and general manager.

Donald W. Phillips, with GTE Sylvania Inc., Stamford, Conn., appointed north central regional sales manager, GTE's equipment and installation operation.

B. W. Hughes, former associate director, National Cable Television Association, joins Utility Tool Corp., East Haddam, Conn., subsidiary of Ripley Co., as CATV sales manager.

Ted A. Pregitzer and David O. Korte, graduates of Michigan State University, appointed director of origination services...
and coordinator of public access, respectively, with National Cable Co., East Lansing, Mich., division of LVO Cable Inc.

Equipment and Engineering

**J. E. Risk**, chief engineer, KSD-AM-TV and KOAT-TV Albuquerque, N.M. All stations are owned by Pulitzer Publishing Co., Monite L. Wallace, engineering supervisor, KSD-TV, appointed manager of engineering there. **Johannes Oelke**, engineering supervisor, KSD, named manager of engineering at KSD.

**Sidney Schneider**, corporate engineer, radio division, Sdnderling Broadcasting Corp., New York-based station group owner, elected VP-engineering.


**Deaths**


**Norman A. Darer**, 41, president of CBS Publications, magazine and paperback division of CBS Inc., died Wednesday (Oct. 31) at Columbia Presbyterian Medical Center, New York, after brief illness. **Mr. Darer** began with CBS Radio in 1959. Survivors include his wife, former Abbey Bernstein; daughter Pamela, and son Jonathan.

Paul Forman Godley, 84, pioneer shortwave radio and broadcast engineer, died Oct. 20 of heart attack. Mr. Godley was instrumental in early radio development. In 1916, he designed receiving and transmitting equipment for first coast-to-coast 200-meter amateur communication. He later collaborated in creating first Navy aircraft radio telephone and designed first superheterodyne receiver in America. In 1921, Mr. Godley participated in first trans-Atlantic short-wave radio transmission. In 1926, he founded consulting engineering firm, Paul Godley Co., Montclair, N.J. He retired from consulting in 1963. Survivors include sons, Paul Jr., who continues as president of engineering firm, and William T., and daughters Glenna Nolle and Jean Littlefield.

As compiled by BROADCASTING Oct. 23 through Oct. 29 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CARS—community antenna relay station. CH—critical hours. CP—construction permit. D-day.—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. kwh—kilowatt-hours. kw—kilowatts. LS—local sunrise. mhz—megahertz. mod.—modifications. N.—night. PPA—primary service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. TPO—transmit power output. U—unlimited hours. vis.—visual. w.—watts. ——educational.

New TV stations

**Action on motion**

- **Administrative Law Judge John H. Conlin** in Dallas (Belo Broadcasting Corp. [WFAA-TV] and Wadeco Inc.), TV proceeding, granted motion by Wadeco to compel answers to extent that WFAA-TV is directed to respond to certain of Wadeco's interrogatories; by separate action, denied WFAA-TV's request for mod. of ruling or in alternative for permission to appeal (Dreds. 1974-45). Action Oct. 18.

**Call letter applications**

- **WQXL-TV** Atlanta—Seeks WXIA-TV.
- **KREZ-TV** Durango, Colo.—Seeks KOB-D-TV.

**New AM stations**

**Initial decision**

- **Vinita, Okla.—Administrative Law Judge Chester F. Naumowicz** in initial decision grants application of PBL Broadcasting Co. for (1470 kHz, 500 w-D. P.O. address 330 South Wilson, Vinita, 74301). Estimated construction cost $24,350; first-year operating cost $50,000; revenue $78,000. Principal: Wayne Lee Boyd. Walter R. Pope and Jackie Dean Lee (each 33 1/2%). Buyers have various independent business interests in Vinita area (Doc. 19640). Mutually exclusive application of Northeast Oklahoma Broadcasting for same facilities would be denied. Action Oct. 9.

**Action on motion**

- **Administrative Law Judge Ernest Naston** in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, upon request of all parties, ordered that reply to proposed findings be filed on or before Nov. 2 in lieu of Oct. 16 (Doc. 18898). Action Oct. 16.

Other actions

- **Papago Springs, Colo.—FCC issued provisions of rules and accepted filing application of KYOR Inc. for new AM at Papago Springs on 1460 kHz, with 250 w, 1 kw-LS, unlimited time. Action Oct. 25.
- **Review board in Clarksville, Ga. granted application of N.Y. Co. (Doc. 18327) for 1500 kHz, 5 kw-D. P.O. address Box 307, Buford, Ga. 30518. Esti-
Summary of broadcasting
According to the FCC, as of Sept. 30, 1973

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* Special temporary authorization.


Call letter applications
- Jessie C. Howard. Cleveland, Tex. - Seeks KJCH.

Existing AM stations

Applications
- KJLW-FM Pueblo, Colo. - Seeks CP to change antenna, and main studio location to 4.8 miles north of Pueblo, 1 mile west of U.S. Highway 25, near Pueblo. Construction has been completed. Nov. 15, Oct. 27.

Final action
- WSIJ Steins, Ala.- FCC granted application of Central Alabama Broadcasters Inc. for program service authorization. Opposition by WCOV Inc., licensee of WLSA, on basis that company's main studio is in downtown Spanish Fort and also noted that application is not in public interest. Action Oct. 27.
- KACY Port Hueneme, Calif. - FCC denied petition by KACY Inc. for reconsideration of Commission action of May 9 denying request for waiver of previous AM freeze rules and returned application to increase nighttime power as unacceptable for RINIA. Action Oct. 27.
- KHDN Hardin, Mont. - Broadcast Bureau granted mod. of license covering reduction of hours of operation for CP's WYMB and WYJJ, to make changes in system. Action Oct. 17.
- KWMF Las Vegas - Broadcasting Bureau granted mod. of license covering move of main studio location and certain procedural changes. Oct. 17.
- Jackson, Tenn. - FCC on request of law firm of Dow, Lohrman and Albertson ruled that James Hoppers, who has 2% interest in WDIX Jackson, Tenn., may be employed as general manager of WTVY-FM Jackson, as long as he does not vote his interest or take part in management of WDIX in any way. Action Oct. 25.

Actions on motions

Fines
- KEDI Manteno Springs, Colo. - FCC ordered licensee of KEDI and WZBN Zions, Ill., to pay $500 assessed in notices of apparent liability sent to the Green Bay, Wis., office of the FCC. Licensees have interest in WYDXY (AM)-Baford, Ga. Competing application of Click Broadcasting Co. for new AM in Blue Ridge, Ga. to operate on 1500 kHz was denied (Doc. 18526). Action Oct. 9.

Call letter application
- WAFC Stanston, Va. - Seeks WDKW.

Call letter actions
- KGUD Santa Barbara, Calif. - Granted KYTD.
- WHJJ Elmhurst, Ill. - Granted WDKC.
- WQIC Meridian, Miss. - Granted WTNK.
- KHRB Lockhart, Tex. - Granted KCLT.

New FM stations

Applications
- Clarksville, Ark. - Ray Forrester, Seek 92.7 MHz, 3 Kw. HAAT - 73 ft. P.O. address Box 188, Clarksville, Ark. 72830. Estimated construction cost $16,500; first year operating cost $7,794; revenue $1,200. Principal: Mr. Orser (100%) owns KLKRM (AM) Clarksville. Action Oct. 9.
- Oak Creek, Colo.- Elliott John Bailey, Seek 88.5 MHz, 50 Kw. HAAT 98 ft. P.O. address Box 598, Oak Creek Oaky 80467. Estimated construction cost $12,500; first year operating cost $7,500. Principal: Mr. Bailey (100%) is owner of KYNM (AM) Oak Creek. Action Oct. 9.
- Camilla, Ga. - Capitol Broadcasting Co. Seek 105.5 MHz, 2.3 Kw. HAAT 155 ft. P.O. address Draw 30, Camilla 31730. Estimated construction cost $22,916; first year operating cost $30,914; revenue $30,000. Principal: Charlie J. Brown (100%). Mr. Brown also owns WCLB (AM) Camilla. Action Oct. 9.
- Rochester, N. Y.-J. Sherrwood Inc. Seek 88.9 MHz, 3 Kw. HAAT 161 ft. P.O. address Box 609, Rochester 14657. Estimated construction cost $6,300; first year operating cost $23,105; revenue $35,000. Principal: J. Sherrwood (100%). Mr. Sherrwood is manager of WPHY School of Communciation (training school for announcers). Action Oct. 9.
- Endwell, N. Y.-Southern Tier Educational Television Association, Seek 89.3 MHz, 8.67 Kw. HAAT 977 ft. P.O. address Box 76, Endwell 13760. Estimated construction cost $149,519; first year operating cost $97,900; revenue $115,000. Principal: James McDonald (50%); Sabatier A. Fauc (25%); Duff (25%); radioboard chairman of Southern Tier Educational Television Association, et al. Ann. Oct. 9.
- Beaver, Utah-Beaver County School District. Seek 90.1 MHz, 10,000, HAAT 72 ft. P.O. address 365 North Main Beaver 84713. Estimated construction cost $1,742; first year operating cost $127, revenue none. Principal: Karl Truman, President of board of education of Beaver County School District, et al. Ann. Oct. 10.

Final action
- Jessup, Ga.-Happy Acres Broadcasting Co. FCC granted 98.3 MHz, 3 Kw. HAAT 300 ft. P.O. address 199 Beach Street, Jessup, Ga. 31014. Estimated construction cost $45,200; first year operating cost $22,468; revenue $40,000. Principals: Raymond E. Forehand (30%); Paul H. Forehand (30%) and Sue F. Frye (40%). Happy Acres also owns WVMG-AM-FM-Cochran, Ga. Action Oct. 9.

Existing FM stations

Application
- KOCV (FM) Odessa, Tex.-Seeks CP to change frequency from 91.3 to 90.5 MHz. Ann. Oct. 23.

Final actions
- WWCM-FM Brazil, Ind.-Broadcast Bureau denied request for waiver of rules to identify as Franklin, including 5CA when appropriate, pending further action by FCC. Action Oct. 19.
- WZJY-FM Adrian, Mich.-Broadcast Bureau rescinded grant of application for renewal of license for station, including SCA when appropriate, pending further action by FCC. Action Oct. 19.
- WJFB-FM Shelbyville, Tenn.-Broadcast Bureau granted CP to install new antenna; make changes in existing tower; height 510 feet; remote control permitted (BPW-840). Action Oct. 17.

Call letter applications
- KARN-FM Little Rock, Ark.-Seeks KNYS (FM).
- WXIO-FM New Orleans- Seeks WLQY (FM).
- KBSI-FM St. Louis Park, Minn.-Seeks KFMM (FM).
- WXJW-FM Plattsburgh, N.Y.-Seeks WGBF (FM).
- KLSF (FM) Lubbock, Tex.-Seeks KOHM (FM).
- KAWB (FM) McKinley, Tex.-Seeks KMKM (FM).
- KEFM (FM) Nacogdoches, Tex.-Seeks KJCS (FM).

Letter of comments
- KRSA-FM Salina, Calif.-Seeks KWIT (FM).
- KQVES-FM Lafayette, Ind.-Seeks WJEF (FM).
- WIXS-FM Grayson, Ky.-Grants WKCC (FM).
- WFLW-FM Monticello, Ky.-Granted WKYM (FM).
- WJIB-FM Boston-Granted WJIB (FM).

Renewal of licenses, all stations
- Broadcast Bureau granted renewal of licenses for following translators: K60BE, K98EK and K11GW,
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Atlantic Research Corporation, Shirley Hwy., Edgewater Rd., Alexandria, Va. 22314</td>
<td>(703) 354-2400, Member APOCE</td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td>Consulting Engineers, Box 798, Upper Montclair, N.J. 07043</td>
<td>(201) 746-3000, Member APOCE</td>
</tr>
<tr>
<td>EDWARD F. LORENZT &amp; ASSOCIATES</td>
<td>Consulting Engineers, (formerly Commercial Radio), 1234 G St., N.W., Suite 500</td>
<td>(202) 296-2722, Member APOCE</td>
</tr>
<tr>
<td>COHEN &amp; DIPPELL, P.C.</td>
<td>Consulting Engineers, 537 Murray Bldg., Washington, D.C. 20004</td>
<td>(202) 783-0111, Member APOCE</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting Radio Engineers, 1771 N St., N.W., Washington, D.C. 20036</td>
<td>(202) 296-2722, Member APOCE</td>
</tr>
<tr>
<td>GAUTNEY &amp; JONES</td>
<td>Consulting Radio Engineers, 2922 Telstar Ct., Falls Church, Va. 22042</td>
<td>(201) 746-3000, Member APOCE</td>
</tr>
<tr>
<td>LOHNES &amp; CULVER</td>
<td>Consulting Engineers, 1156 19th St., N.W., Suite 606, Washington, D.C. 20005</td>
<td>(202) 296-2722, Member APOCE</td>
</tr>
<tr>
<td>ROBERT E. L. KENNEDY</td>
<td>Consulting Engineers, 1302 18th St., N.W., Washington, D.C. 20036</td>
<td>(202) 296-2722, Member APOCE</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Consulting Engineers, INWOOD POST OFFICE BOX 7004, DALLAS, TEXAS 75209</td>
<td>(214) 631-8360, Member APOCE</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>Consulting Engineers, 711 14th St., N.W., Republic 7-6646, Washington, D.C. 20005</td>
<td>(202) 296-2722, Member APOCE</td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>Consulting Engineers, 2029 K Street N.W., Washington, D.C. 20006</td>
<td>(202) 296-2722, Member APOCE</td>
</tr>
<tr>
<td>HAMMETT &amp; EDISON</td>
<td>Consulting Engineers, Radio &amp; Television, Box 68, International Airport, San Francisco, California 94128</td>
<td>(415) 342-5208, Member APOCE</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl., Hilland 4-7010, KANSAS CITY, MISSOURI 64114</td>
<td></td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td>Consulting Engineers, Suite 716, Association Bldg., 1145 19th St., N.W., Washington, D.C. 20036</td>
<td>(202) 296-2722, Member APOCE</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers, 8200 Snowville Road, Cleveland, Ohio 44141</td>
<td>(216) 356-4586, Member APOCE</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Radio Engineers, 9616 Pinkney Court, Potomac, Maryland 20854</td>
<td>(301) 299-3900, Member APOCE</td>
</tr>
<tr>
<td>TERRELL W. KIRKSEY</td>
<td>Consulting Engineer, 5210 Avenue F., Austin, Texas 78751</td>
<td>(512) 454-7014, Member APOCE</td>
</tr>
<tr>
<td>E. Harold Munn, Jr., &amp; Associates, Inc.</td>
<td>Broadcast Engineering Consultants, Box 220, Coldwater, Michigan 49036</td>
<td>(617) 279-7339, Member APOCE</td>
</tr>
<tr>
<td>ROSNER TELEVISION SYSTEMS, INC.</td>
<td>Consulting &amp; Engineering, 230 West 57th Street, New York, New York 10019</td>
<td>(212) 246-3567, Member APOCE</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Radio Engineers, 9616 Pinkney Court, Potomac, Maryland 20854</td>
<td>(301) 299-3900, Member APOCE</td>
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<td>TERRELL W. KIRKSEY</td>
<td>Consulting Engineer, 5210 Avenue F., Austin, Texas 78751</td>
<td>(512) 454-7014, Member APOCE</td>
</tr>
<tr>
<td>DAWKINS ESPI</td>
<td>Consulting Radio Engineers, Applications/Field Engineering, P.O. Box 3127, Olympic Station 90212, BEVERLY HILLS, CALIF.</td>
<td>(213) 272-3344, Member APOCE</td>
</tr>
<tr>
<td>Oscar Leon Cuellar</td>
<td>Consulting Engineer, 1563 South Hudson, (303) 756-8456, DENVER, Colorado 80222</td>
<td>(303) 756-8456, Member APOCE</td>
</tr>
<tr>
<td>RALPH E. EVANS &amp; ASSOCIATES</td>
<td>Consulting Radio Engineers, 445 Concord Ave., Cambridge, Mass. 02138</td>
<td>(617) 876-2810, Member APOCE</td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME HERE</td>
<td>To Be Seen by 120,000+ Readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM FM TV and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</td>
<td></td>
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</tbody>
</table>

**Service Directory**

**COMMERCIAL RADIO MONITORING CO.**

- **PRECISION FREQUENCY MEASUREMENTS, AM/FM/TV**
  - Monitors Repaired & Certified
  - 102 S. Market St., Lees Summit, Mo. 64063
  - Phone: (816) 924-3777

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  - Phone: (617) 876-2810
Modifications of CP's, all stations

- **KSPC(FM)** Claremont, Calif.—Broadcast Bureau granted mod. of CP to extend time to Feb. 20, 1974 (BMPED-13895). Action Oct. 16.

- **KLOO-CB** Modesto, Calif.—Broadcast Bureau granted mod. of CP to extend time to April 27, 1974 (BMPED-13895). Action Oct. 16.


- **KWHW-FM** Altus, Okla.—Broadcast Bureau granted mod. of CP for extension of time to April 20, 1974 (BMPED-13895). Action Oct. 16.


Translators actions


- **KQ1DL Bore, Alaska**—Broadcast Bureau granted CP for translator on ch. 7 by rebroadcasting programs of KQAK-FM, Anchorage (BPTV-4860). Action Oct. 16.

- **KQ5DL, KQ5EL and KQ1TV, uncorporated territory**—Broadcast Bureau granted CP for translator on ch. 7 by rebroadcasting programs of KUAC-FM Fairbanks, Alaska (BPTV-4819-22). Action Oct. 16.


- **K75CW and K78DC, both Eiko, Nev.**—Broadcast Bureau granted CP for translators to replace expired permits for new translator on ch. 39 (BPTV-2534). Action Oct. 16.


Other action, all services

- **FCC amended rules to authorize chief administrative law officer in event officer presiding at hearing becomes unavailable to commission. Add administrative law judge was also authorized to determine whether new hearing shall be ordered or, in alternative, whether hearing should be continued with the same judge. Amendment becomes effective Nov. 6. Action Oct. 17.

- **FCC, in response to petition for reconsideration by J. G. Rountree and supporting petition by National Association of Broadcasters, modified rules concerning frequency monitors and maintenance of operating frequency of stations to increase from 1 to 40 per hour to 1 to 50 per hour. Frequency measurement on carrier and subcarrier frequencies are made at least annually and compliance becomes effective Dec. 7. Action Oct. 25.

Ownership changes

Applications

- **WBSD(W) Homestead, Fla.—Seeks transfer of control of Radio South Inc. from William H. and Helen L. Littauer (100% before, none after) to South Beach Broadcasting Co., Inc. Consideration: $25,000. Principal: James L. Wiggin (97.7%). Action Oct. 15.

- **WVSH-FM Morrisville, Va.—Seeks assignment of new AM station at Morrisville, licensed to Imaging Communications, Inc. Consideration: $133,000. Sellers: Millard V. Oaksley, president (100%). Mr. Oaksley also owns WVSP(FM) for 50% and WNSP(FM) for 46.4% in Lansing, Mich. (CAC-560). Action Oct. 15.

- **WVTM-FM Montgomery, Ala.—Seeks assignment of license of Oscola Broadcasting Co. to Hunter Broadcasting Co. (100%). Sellers: Walter D. Bethel (100%). Mr. Bethel also owns WQHR-FM Mount Dora and WORLAM(FM) in Orlando (100%). FBAN. (CAC-560). Action Oct. 15.

- **WVTL(FM)**—Seeking to increase the authorized power at 13895. Action Oct. 25.

- **KWVT-FM** Monticello, Ind.—Seeks assignment of license from Twi Lakes Broadcasting Inc. to W. Kenneth T. Fulk (100%). W.m. Fulk has an interest in WATS(FM) Greenfield, Ind. Action Oct. 15.

- **WVTM-FM** Montgomery, Ind.—Seeks assignment of license from Elmore County based station to Twi Lakes Broadcasting Inc. for $20,000. Sellers: Joseph T. Sweeney, president et al. (100%). Mr. Sweeney also owns WJOR-FM Florence, Ky. (BAPCT-4758). Action Oct. 15.

- **WVTM-FM** Montgomery, Ind.—Assigns license to Twi Lakes Broadcasting Inc. to W. Kenneth T. Fulk (100%). Mr. Fulk owns WATS(FM) Greenfield, Ind. Action Oct. 15.

- **KKNU-FM** Fresno, Calif.—FCC assigned grant of license from Mineral King Broadcasters to Eastern Nevada Radio (100%). Sellers: Clyde B. Love, W. R. Patton, et al. Buyers: John Q. Tolson III (30%), Robert E. Darling (15%), Dino M. Mosco. Mr. Tolson is financial consultant. Mr. Darling is minority owner in partnership. Mr. Mosco and Mr. Fulvio also have minority interests in KKNU and is said to manage there (BALS-1041, BASCA-560). Action Oct. 25.

- **KSEL(AAM)** Pocatello, Idaho—Broadcast Bureau granted license to Pioneer Broadcasters Corp. to KTFI Broadcasters Corp. for $374,000. Seller: Henry Fletcher (100%). Buyer: KGVO Broadcasting Corp. (100%). Buyer also owns WKJQ(AM) Boise, KGVO(AM) Missoula, Mont. Mr. Fletcher also owns WVNN-FM Orem, UT. CBM. (BAPCT-4758). Action Oct. 25.

- **WQHI-FM** Jeffersonville, Ind.—Broadcast Bureau granted assignment of license from Wawashakkee Indians to Whatever's Fair Inc. for $20,366. Sellers: Chief W. Wawashakkee (100%). Mestie Certt and Ventres have 30.4% interest in WVMCI(FM) Carrollton, Ky. Buyers: John T. Rutledge, president (45%), et al. Mr. Rutledge has medical practice in Ottawa, Ill. and Mr. Rutledge has a dental practice in Ottawa, Ill. (BALS-1041, BASCA-560). Action Oct. 25.

- **KCFM(AAM)** Cedar Falls, Iowa—Broadcast Bureau granted assignment of license from Cedar Falls Broadcasting to Jim Mudd Broadcasting for $304,622. Buyers: James A. Mudd (100%). Buyer also owns WIDG(AM) Des Moines (100%) and Frank Evers Jr. (16%). Mr. Mudd has a restaurant interest. Dr. Evers has medical practice in Ottawa, Ill. and Dr. Evers has a dental practice in Ottawa, Ill. (BALS-1041, BASCA-560). Action Oct. 25.

- **WDAF-LAM** Meridian, Miss.—Broadcast Bureau granted assignment of control of WDAF Broadcasting and Publishers Inc. from Houston L. Pearce (60% before, 100% after) to WDAM Broadcasting and Publishers Inc. from Houston L. Pearce (100%). (BMPH-13898). Action Oct. 25.


- **WCVT-FM**—Seeking to increase the authorized power at 13898. Action Oct. 25.


- **AWY-FM**—Seeking to increase the authorized power at 13898. Action Oct. 25.

- **Wigsy-AM**—Seeking to increase the authorized power at 13898. Action Oct. 25.

- **WCGO-FM**—Seeking to increase the authorized power at 13898. Action Oct. 25.

- **WRS-EF**—Seeking to increase the authorized power at 13898. Action Oct. 25.

Cable Applications


- **WSD-AM** Des Moines, Iowa—Seeks transfer of license to City of Des Moines (100%). Buyer also owns WBEX-AM—Seeks transfer of license to City of Des Moines (100%). Buyer also owns WSD-AM (BAPCT-7250). Action Oct. 25.

- **WJZ-AM** Philadelphia—Seeks transfer of license to City of Philadelphia (100%). Buyer also owns WSD-AM (BAPCT-7250). Action Oct. 25.

- **WCHS-AM** Dubuque, Iowa—Seeks transfer of license to City of Dubuque (100%). Buyer also owns WSD-AM (BAPCT-7250). Action Oct. 25.

- **WJZ-AM** Philadelphia—Seeks transfer of license to City of Philadelphia (100%). Buyer also owns WSD-AM (BAPCT-7250). Action Oct. 25.
Help Wanted Management

Do you believe in FM? Can you handle the operation of a station which reaches over 85 million people daily? If you do, join us now. We are looking for someone to manage a top FM station in the greater Chicago area.

Requirements:
- Experience in FM management
- Strong understanding of the FM market
- Ability to work under pressure

Salary: $150,000 per year plus benefits.

Send resume to: Box M-51, BROADCASTING.

Help Wanted Sales Continued

Major market Ohio radio station. Contemporary format. Local talent. Good college and industry background ideal. Salary plus excellent benefits. Apply to Box M-92, BROADCASTING.

AM-FM combination in St. Louis. Local talent. Recent college graduates considered. Good opportunity. Excellent salary. Apply to Box M-93, BROADCASTING.

Group owner looking for manager. Sales and programming background imperative. Top pay, profit percentage and executive benefits available to right person. Send resume and photograph. All replies confidential. Box M-7, BROADCASTING.

General Manager: Chance of lifetime for aggressive salesperson. Past Ownership available. FM in Northeast. Box M-20, BROADCASTING.

Wanted: Manager to assume 100% management and sales responsibility for powerful FM stereo station in Southern City. Only format of its kind in area. Four city sell! Unique opportunity for producing salesperson! Excellent commission and arrangement. Apply only if ambitious! Write to Box M-48, BROADCASTING.

Radio Sales Manager: Rare opportunity for ambitious sales and management applicant. Well-known top 50 market station with excellent demographics. Attractive midwestern city with top school system and excellent overall market potential. Must be able to prepare marketing strategies and motivate 4-man sales department. $32,000 base salary and negotiable incentive. College graduates with 2 to 5 years competitive selling experience and burning desire to get ahead please send complete resume to President. All replies answered. Box M-50, BROADCASTING.

General Manager—Middle Atlantic States market of forty thousand of senior college age. Person we are looking for should be sales and profit oriented, community minded, and experienced in small market operation. If you are our person, you will earn $500 figure income to start with—bonus and stock option. Send resume with full details to: Box M-62, BROADCASTING.

Help Wanted Sales

Move up now. Experienced small market salesperson or sales manager ready to move into middle sized market. Must be good list developer. Joining company in dynamic growing Georgia. The right person should want to be sales manager and be able to bring in some more people to follow them. Send a resume including your sales records, or just a letter and we'll call. But do it now. Box K-77, BROADCASTING.

Wanted: Top notch, aggressive, responsible salesperson for northeastern Ohio daytime station. Is moving with unlimited potential. Your income is up to you. All references thoroughly checked. EOE. Box K-232, BROADCASTING.

Southern N.E. FM looking for a person who likes to work and get paid for it. We are on the move and need a mover in the sales department. Complete info in first letter. Box K-152, BROADCASTING.

Immediate opening for sales manager—Central Florida fulltime in growing area. Box M-19, BROADCASTING.

Group owned Chicago radio station has immediate opening for ambitious, young salesperson ready to move up to a large company. Market promotion made possible due to the same range 35 to 45, depending on performance. Send resume to Box M-51, BROADCASTING.

Leading broadcasting company is looking for management openings. Group is interested in candidates with potential more important than experience. Submit detailed resume. Vice President/Administration, Box M-52, BROADCASTING.

Help Wanted Announcers

Live and work in sunny San Juan, Puerto Rico. Nice cookin' FM stereo rock-mix night. $12,000 plus and more. Send resume and photo to: Box M-9, BROADCASTING.

Need experienced announcer for program director and good beginner. Send tape, resume to: Box K-133, BROADCASTING.

Small market Virginia daytimer with FM needs announcer, salesperson, or combination of both. Box M-217, BROADCASTING.

Southern Two Forty AM seeks announcer. Talented beginners considered. Equal Opportunity Employer, Box M-15, BROADCASTING.

Conversational personality with something to say about Miami Beach, Florida. Must be ready to handle all local and current events, etc. If you ad-lib well, like a more flexible format, and are strong on spots, send tape, photo, resume. Great Lakes area, list. EOE. Box M-61, BROADCASTING.

Dislike the pressures of a large station; not afraid to be a jack-of-all-trades? Like involvement in a growing New Jersey county getting local news? Third phone mandatory. Send tape, resume, writing samples, salary requirements to Box M-72, BROADCASTING.

Radio Announcer, 1st phone, experienced, for W. Pa. station. (No maintenance.) Send resume to Box M-76, BROADCASTING.

Anchorage, Alaska: Population, 150,000 ... Leading adult "good music" station needs mature sounding announcer. Must be comfortable reading a day week. Excellent working conditions. Good salary. Send tape and resume to Klondike, KHAR AM/FM, 3900 Seward Highway, Anchorage, AK 99503.

Wanted: Someone interested in area news fulltime to join three man staff. Resume and middle west background only. Dale Low, KLSS/KSMN. Mason City, JA 50601.

Announcer/Engineer ... Excellent position soon in quality, college town operation, one hour west of Oklahoma City. First phone. Prefer family person. Strong growth opportunity with previous TV and radio. Good pay, good benefits. Permanent. Send resume, tape. VKW, Jonesboro, AR 72401.

Help Wanted Announcers Continued

Newson TX immediate opening for announcer at top-rated FM stereo beautiful music group. Station owned, exceptional opportunity. Send resume, tape and resume to Thom Sanders KYND Radio, 1001 E. 58th, Commerce, Pasadena, TX 77050. Equal Opportunity Employer.

Immediate need for experienced MOR announcer for afternoon shift plus some production and newscast duties. Must be experienced in morning, midday-shifts. If your production is great, you create a great show, and your motivation generates great results, we'll pay you for that step to the majors. Great plant, great people and pay here. (I've already passed over 35 air checks ... hoss.) If you know your country radio check with Nashville about us they are short on talent ... pic! apply! First mailing to: Dave Donahue, WITU Radio, Box 10-10, Lansing, MI 48910 ... Pronto.

Midwest $6k 1k Rocker looking for "Heavy-Voiced" Morning Drive person with producer and top pay and benefits. Send tape, resume first letter or call 1- Smith, WJPS, Evanston, Ill. 812-425-2221. Equal Opportunity Employer.

Wanted—Morning person who can communicate and present contemporary music format to adults. Good voice and production ability a must. Desire a family person who wants to work and live in the country's most progressive hi-tech city or next. Send air check and resume to Pat Collins, WMBS, P.O. Box 180, Williamsburg, Va. 23185.

Need two announcers/salespeople. Must be personable and friendly, with mature judgment. Good voice and production need apply. We are a C & W station in a 16 station market. Can bet that for the last money we've never had a salesperson. If you're good on the air and can cut commercials, the customers are waiting for you. We have no drop down house accounts; this is a permanent position, replacing a 6-year employee. If you're a drifter, druggie, and don't have family or financial or drinking problems, do not apply. We are a happy station where everyone works together in serving the public and making money. Start at $6000 plus, depending on you. Send resume, references, and salary requirements to WKMB, P.O. Box 7062, Garden City, Ga. 31408.

Minorities are encouraged to apply. Third phone: Larry. Commercial FM, 55 minutes automated; 5 minutes network news. Monday through Saturday, nights, 7 pm until 12:15 am. Send resume by May 30th, 315th hours. WWFR, St. George, S.C. 803-563-4371.

Afternoon Drive and production director for dynamic New Mexico broadcast corporation in huge growing market, middle west market areas. Salary negotiable. Call Ken Copper, WSIR Winter Haven, 813-294-4111. A Wisconsin commentator seeking an experienced afternoon entertainer, who also has a flair for production. No beginners, please. Send tape, resume, salary requirements to James P. Schuh, WSPT-FM, P.O. Box 247, Stevens Point, WI 54481 immediately.

Florida MOR has immediate opening for experienced announcer who enjoys short air shift, bright up-tempo sound. Once in lifetime opportunity to join growing market on Florida's uncut coast. Rush tape and resume of newscast and air shift to Dave Barker, WFTL 1490, Bradenton, FL 33505. Equal Opportunity Employer.

Morning person, 6 days, bright but no scriemer. Immediate availability. Minimum experience 3 years, including news and producing. Must be able to write. Send resume, tape, references airmail to WVWI, Box 5170, V. V. Thomas, V.J. 08091. An Equal Opportunity Employer.

Beautifull future for announcer that can do it all plus heavy sales. Tape, resume and photo to WXIA Radio, Atlanta.

Desire experienced morning personality. College town, 24 hour stereo. Send tape, resume, requirements to WXUL, 1000 Orimian, Lafayette, IN 47905, 317-474-3776.

Milwaukee studio available for recording auditions. See last page of this classified section for rates, closing dates, box numbers and other details.

Classified Advertising
Help Wanted Technical
Experienced Chief Engineer needed for Midwest SWK Directional FM, and AM equipment and working conditions. Salary $9000/mon. plus. Send resume and references. E.O.E. Box K-149, BROADCASTING.

University in Texas has opening for 1st phone with direction, who has operated a new FM station and do some CCTV maintenance. Teach one basic engineering course. Excellent small community living environment. Send resume to Box K-234, BROADCASTING.

Superb opportunity for chief engineer in midwest and midwest station. Together station needs first capable of handling directional AM, maintenance, repairs, and annual program and fringe benefits. Salary open. Box K-117, BROADCASTING.

Engineer—Station Chief—Engineer for New York Metro area Educational FM station needed for studio, transmitter, and maintenance. Positions have very flexible hours. Student engineers available to help with duties (some with First Phone). Requires First Phone (Second Phone will be considered). Box K-247, BROADCASTING.

Midwestern station looking for midwestern for Chief Engineer. Responsibilities include 1 KW AM, 50 KW FM Stereo, automation. Would have other engineers help. No experience is required. The desire to be a working Chief necessary. E.O.E. Box K-257, BROADCASTING.

Chief Engineer wanted with experience in AM, FM stereo, and TV station. Be located in Southeastern Ohio. Good steady job in excellent community. A little announcement for a little experience. Well established station. Operation. Write to Box M-7, BROADCASTING.

Wanted: Chief Engineer, must have experience, for Midwestern Radio Station. Please reply to Box M-66, BROADCASTING.

Chief Engineer needed for non-directional AM and FM operation. Major eastern coast and resort and recreational area. Excellent opportunity. Send resume, reference and salary requirements to Box M-96, BROADCASTING.


Live in one of America’s finest small communities, Searcy, Arkansas, $13,000 plus, with potential. Good growth company with unlimited potential. Contact Jim Thoh, V.P. and Gen. Mgr., 1-318-433-1641.

Chief for Christian 1 kw directional plus 100 kw SWK. Excellent EAS and Format Automated. KW/ KRPC Arkansas. 7803, AR.

First phone to read meters at transmitter. Some announcing experience. WAMD Aberdeen, MD 21001.

Immediate opening for first phone engineer to read meters at transmitter. Age no barrier. Will train beginning. WAMD Aberdeen, MD 21001.

Live in Vacation Land—We need a fulltime chief, announcing and/or production ability a plus. Must take over all engineering. Good salary. Contact Roger L. Hinkley, W4DRP, Box 726, Rhinelander, WI 54501 or call 715-362-6140.

Chief Engineer for directional 5,000 watt AM station. Must have first class license. Send resume and salary requirements to WTMQ Radio, P.O. Box 1101, Tampa, FL or call 813-626-4106.

Florida corporation seeks chief engineer. Air and technical ability foremost. Box 277, Deland, FL 32745.

Immediate opening for assistant chief engineer. Challenging job at AFL-AM-FM Cleveland. Excellent living environment. Box 735, Cleveland, OH 44119.

Fast-growing exporter of Broadcast Equipment seeks professional for information on TV and equipment, to head NYC staff. Should have extensive production experience, contacts in broadcast industry, strong ties with equipment manufacturers. Broadcast Equipment Company, 199 Park Avenue, New York, N.Y. 10017. Phone: 212-787-7277.

Help Wanted Technical Continued
Wanted, good on maintenance does not have to have a ticket. Good salary. Call 606-686-2050. Make it personal for D. C. Stephen, owner.

Teaching—Broadcast Electronics Technology—We need a technically strong person to teach and develop a new program at Youngstown State University. The program will provide students with a Bachelor of Science Degree in Broadcast Electronics Technology. The person we are looking for has an Engineer's degree in Broadcasting. His academic credentials will include preferably an M.S. degree in Electronics Technology. Qualified applicants should contact John T. Guellich, Chair, School of Electrical and Electronic Engineering Department, Ferris State College, Big Rapids, MI 49307. Phone: (517) 667-1081. Ext. 208. An Equal Opportunity Employer.

Help Wanted News
Weekend anchorperson/producer—I am looking for a young personable broadcast journalist looking for an on the air slot. Write telephone beat work, production and anchor work for weekend newscasts required. Balance of week will be stand-up feature, sports and assignment work. Some film shooting required. If you don’t know how, we’ll train you. Pay is better than most weekends. Contact J. P. L. for immediate response. Box H-175, BROADCASTING.

Major Southwest station with strong local news operation needs a "heavy weighted" news person. Good production experience is desired. Starting salary up to $600 a month, excellent pay advancement in the future. Send tape and resume to: Tom King, WNCR, PO Box 7990, El Paso, TX 79998.

Experienced Newsperson—to gather, write and announce. Must be sober and willing to work. Send resume, tape and minimum salary desired. Buddy Starcher, KBKA, Santa Fe, NM 87501.


Experienced newsperson for aggressive news department. Must be able to gather, write, do ad libs and interviews plus a good on-air newscaster. Contact Jim Martin, WDOB, Orlando, FL 1-305-425-1677.

I’m looking for a great morning news personality. Someone who knows how to inject the real excitement into the news! If you’re that special individual, ready to team up with the nation’s number one talk-news station, send tape and resume now. Mike Price, News and Talk News, 1500 Chestor, Cleveland, OH 44114.

Lansing is a fantastic news town, if you’re ready to move up to a larger market news directorship. Long hours for that to be realized and truthful who will earn top salary, benefits and long-term job. Send resume, school and photo to WITL, Box 1010, Lansing, MI 48910.

Help Wanted, Programming, Production Others
Programmer / Morning Communicator / Production Ace. Successful cross-country station with laid back philosophy needs help with creative refinement. Medium size—no hassle meter market. Enjoy your work. Write Box J-175, BROADCASTING.

Promotion Director for major market TV affiliate. The person will be in charge of promoting programs for an 18-34 radio rocker and wants to make the jump to TV. This is an ideal position for radio programmer to watch and train them fly. Copy samples with resume. Box M-135, BROADCASTING.

Production Manager needed yesterday. Mature, creative, take-charge type of individual to maintain our Award-Winning production department, plus pull a weekend air-shift. Will work with super sales staff and local television. Job opening. Box M-25, BROADCASTING.

Unique talent wanted. Production manager able to get ideas, create and produce. In addition, be able to handle personnel. Medium market. Salary compensatory with experience. WFMU-FM, 1697 W. 88th St., 718-963-9797.

Top Production Talent, the Progressive Radio Network wants Experienced Producer to coordinate nationally distributed newsmaker productions. Progressive rock, high energy production around necessary. Lots of freedom and responsibility, (203) 429-0279.

Help Wanted, Programming, Production Others Continued

Top Production Talent, the Progressive Radio Network wants Experienced Producer to coordinate nationally distributed newsmaker productions. Progressive rock, high energy production around necessary. Lots of freedom and responsibility, (203) 429-0279.

Situations Wanted Management
Veteran Broadcaster wants to manage California AM station. Medium market preferred. Best references furnished. Box K-113, BROADCASTING.

Youth, Drive, Ideas, Success. Put this experienced general manager to work on your station problem and get things done. 15 years in radio TV, Medias pro. Modest tool Box K-223, BROADCASTING.

Successful Program Director, Producer/Director, more than six years experience in TV/BROADCASTING. Experienced producer of sports, news, community affairs and children’s programming. News photographer, graphics designer. Production planner, seeks challenging management position in Industry, Education, Broadcasting, CATV. Box M-10, BROADCASTING.


Experienced manager with proven rating success seeks top west coast market. If you’re contemplating expansion, or considering relinquishing some responsibilities, contact Box M-26, BROADCASTING.

New Station Manager FM in forty-first market. Managed production company and AM radio station. Operations Manager for top FM market radio station. Eighteen years radio, fourteen in management. Honest, reliable hard work. How can I help you? Box M-38, BROADCASTING.

G-M available for your medium market station. Proven track record. We both make money through proper management. Box M-5, BROADCASTING.

General Manager, 35 and ready to move up from this market of 150,000. Took this station from No. 4 to No. 1 in nine months. Programming and sales management experience. Box M-54, BROADCASTING.

Sales Manager, 29, looking for greater opportunity. Proven track record but have progressed as far as I can here. 6 years sales experience. Box M-35, BROADCASTING.

Program Director, 10 years experience with several formats. College grad with ability to motivate people. Previously ran some of the best stations. Fourteen in management, who is honest, reliable and capable, then I’m looking for you. Box M-70, BROADCASTING.

General Manager: Major market sales manager with track record and management background wants General Management major market. Top man with proof of performance. Box M-80, BROADCASTING.

I have been preparing for 10 years. Major in broadcasting, sales manager, announcer, 1st phone, married, two children. Hope to be settled by Christmas. Box M-69, BROADCASTING.

If you’re looking for a General Manager who is a good creative salesman, eighteen years experience, fourteen in management, who is honest, reliable and capable, then I’m looking for you. Box M-70, BROADCASTING.

General Manager: Major market sales manager with track record and management background wants General Management major market. Top man with proof of performance. Box M-80, BROADCASTING.

Selling General Manager: Currently successful General Sales Manager in major market. Want to relocate medium market as General Manager for two years radio, fifteen management. Mature family man in forties with excellent track record. Accomplished Salesman, highly motivated, large market. Will assure profitable, solid operation. Would consider plan to participate in ownership. Box M-81, BROADCASTING.

MBA candidate with BS in broadcast management desires extensive grooming for executive position. Knowledgeable FCC and liberal program experience. Sales and marketing emphasis. Prefer major/minor network operation. Box M-12, Lansing, MI 48910.

20 year professional seeks position. Any and all phases—Midwest preferred. Call 1-313-358-3200, Available now.

Situations Wanted Sales
Part time announcer would like an opportunity to learn sales. Would also pull an air shift. Maryland or Southern Pennsylvania. Box M-29, BROADCASTING.
Announcers Continued

Background job (OM, PD, Production Director, Maintenance, Family man, excellent reputation, Dean, 100 Blackacre, Cranston, R.I., 02910. Experienced announcer 3rd tier, seeks job market PM. Will relocate anywhere, for right deal. GM, do it now. Write Box M-3, BROADCASTING.

Situations Wanted Technical

First class licensed female has worked for major market station. Need first engineering position. Inquire Box K-225, BROADCASTING.

Chief Engineer, 10 years in all phases of broadcast engineering, major market AM & FM operation, seeking director of engineering or chief engineer position for chain or station showing growth potential. Part ownership would be an additional consideration. Box M-9, BROADCASTING.

Off the air again? You need contract maintenance engineers. Proofs, frequency checks, construction. Complete maintenance. Write Box M-30, BROADCASTING.

Contract maintenance engineers seeking stations. Construction, trouble-shooters, project leaders, to deal with your budget. Box M-31, BROADCASTING.

Radio Chief looking for a home. First class license. Telecels, Radio Ch. 3 years DA radio maintenance. Lewis Pifer, 2218 Case St., Skokie, Ill., 60076. Six years professional, fully qualified. Requires budget. Box M-78, BROADCASTING.

Situations Wanted News

5-year veteran seeks position in medium-market, preferably in Midwest. I am controversial and creative. Newspaper experience also. Box K-248, BROADCASTING.

Newspaper/feature writer, two years experience as sports reporter-editor, production manager, and public relations position in small or medium market. Prefer Major market job and desire first name or large spot as major market bright MOR or Contemporary positioning as a team. Impressive resume and references. $12,000 salary but reasonable and negotiable. Must be a sincere, stable, people-oriented facility which seems to be a winner. Box M-28, BROADCASTING.

Young, aggressive salesmen with 2 years experience as account executive and/or MM. Write Box M-50, BROADCASTING.

Successful major market contemporary programmer seeks challenge all inquiries confidentially considered. Box M-50, BROADCASTING.

Positive Programming, the way I do it, could be the best thing that's ever happened to your station. Don't you listeners, advertisers and bank account deserve the best? Box M-67, BROADCASTING.

Experienced broadcaster seeks Production Manager position with up/IOR facility, preferably in west, southwest. 1st phone, professional attitude, automation experience. Excellent references, tape upon request. Box M-78, BROADCASTING.

6 years solid professional, Beautiful Music, MOR voice, seeks new experiences. Holds license in Midwest. Present market over 100,000 on East coast. Dedicated, neat, no inflated ego, management potential, B.A., Box M-84, BROADCASTING.

TELEVISION

Help Wanted Management

A TV news background, an MA, a creative imagination, ambition, and management ability are required. You should be personable, responsible, perceptive and flexible. Write Box H-225, BROADCASTING.

Position available: General manager, educational KEET-TV, Eureka, Calif.; administrative level management experience in TV, experience with public relations, fund raising. Will be responsible for station administration in all departments, operation, development. Write Herbert Urban, President, P.O. Box 998, Eureka, Calif. 95501. An equal opportunity employer.

Help Wanted Sales

Strong on local sales? Dissatisfied with present position? Great opportunity for a young person in major southern market with network affiliation, group ownership with excellent benefits. Send resume and qualifications. Writes Box M-68, BROADCASTING.

Local Sales manager wanted, strong retail development background. Miami VHF affiliate-group owned. An Equal Opportunity Employer. Write Box M-6, BROADCASTING.
Help Wanted Technical

Texas VHF station needs well qualified chief engineer. Box K-164, BROADCASTING.

Chief engineer at AAM-FM group—heavy on directional services. Wide variety of equipment and performance. Top salary and growth potential. Equal opportunity employer M/F. Reply to Box K-770, BROADCASTING.

Technical Operations Supervisor, to supervise video and audio technicians in production of color television broadcast operation center in southeast. Must have broad background in setup and operation of studio and field equipment. Must have location conditions. Would have prime responsibility for tech crew, pay, benefits. Salary $10,000 to $14,000. Send resume to Box K-207, BROADCASTING.

Expanding TV production company in the southeast, has need for a fully qualified maintenance engi-

neer. Send complete resume and salary requirements to Box K-219, BROADCASTING.

Help Wanted News Continued

Weather person to do weather show and news film-

reporting. Applicant must have at least 3 years ex-

perience in WEAUA, Eau Claire, Wis. 54701.

Sports Director for major league sports town. To produce all major league and late news cast at WSRE-2, Cincinnati, Ohio. We like lots of film, and commentaries. Salary negotiable. Send tape, resume, to Swimming News, 6259 Williams, Cincinnati, Ohio 45219.

Sports personality. Proficient on-air talent, photog-

raper, film editor to do features on people involved in sports, hunting, fishing, etc. Will produce, air shows, coordinate with national wire services. Send resume, Tom Tulos, WUJS-TV, P.O. Box 7711, Green Bay, Wis. 54303.

Professional Journalist. WSFA-TV is seeking a strong reporter-anchorperson to join one of the South's best news departments. Send resume and video tape to Charles Gehn, WSFA-TV News Director, 10 East Delano, Montgomery, AL. Equal Opportunity Em-

ployer.

Help Wanted Programing, Production, Others

Promotion Director for major market TV affiliate. The person we want for this position is a proven one for an experienced pro. Prefer 35-40. Sales experience, media experience. Salary $8,500-$10,500. Position available Dec. 15. Equal opportunity employer. Resume to Joan Gordon, WBGU, Bowling Green, OH 43403.

Immediate opening for top-notch executive producer/ director. At least five years experience in all phases of TV production. Ability to work with tapes and VTR's. Bachelor's degree preferred. Experience with a top market station. Salary $10,000. Send resume, Contact Tom, Box M-13, BROADCASTING.


WPVI-TV, 1403 6 East Street, Cleveland, OH 44114.

Writer—for television. Radio-only experience may be acceptable. Send resume to David Hoye, WOTV, Grand Rapids, MI, 9590.

Position Available Immediately. Television Producer/ Director for Instructional Services staff at college of 9,000 students. Will promote, produce, and direct television and other mediated programming in support of institutional goals and mission. Qualifications include institution of programing, creative writing, scripting, and directing. Salary $15,000-20,000 with potential for advancement. Position does not entail supervision over staff. Send resume to Chairperson, Department of Mass Communications.

Contact: Robert A. Frank, Director, Ferris State University, 100 W. Grand Ave., Big Rapids, MI 49307.

Omaha, Nebraska.

Help Wanted Sales

Manager-General Sales Manager. Outstanding record in both national and local sales, build and maintain strong and lasting sales organizations and profitable stations. In market that your station can do better, let's talk! Box K-249, BROADCASTING.

General Manager, 38, with 6 years management ex-

perience in medium market. Both program and sales management background. A real "go-getter." Box W-129, BROADCASTING.

Situations Wanted Sales

Sales manager—New York based. Heavy New York, Philadelphia, Chicago advertising agency coverage experience. Over twenty years Rep, Station, Market-

ing, Programming background. Capable of developing unique sales plans. Box K-226, BROADCASTING.

Sales Manager seeking experience and ability in leading 6 men sales department to record billings. Goal, progressive group in top 50. Challenge and opportunity available. Box K-229, BROADCASTING.

Children's Programming producer-host now available. Excellent writing, directing, andPR experience. Box M-86, BROADCASTING.

Situations Wanted Technical

First phone control room/camera operator. Strong on
digital tolerence in TV. Will consider TV or pro-
duction house. Prefer N.E. Box K-240, BROADCASTING.

Assistant chief, Public VHF, would like to move up.

Relocate anywhere, U.S.A. Box M-2, BROADCASTING.

Radio-Video. T.V. tech. looking for job in video, but will accept Radio. Presently working on cross country video and microwave circuit. First class radio and telephone license. Will relocate, 212-93-2037, Greg Crossman, 1320 Odell, Bronx, N.Y.

First Phone, 10 years in broadcasting. Operations position wanted, switcher, audio man, production engineer. No maintenance. Don Heumann, 213-427-7830, Los Angeles, CA. Writer 939 South Figueroa St., 90015.

Situations Wanted News

News Directorship or responsible reporting position

wanted by NBC journalist. Ten years excellent ex-
perience. Box M-1, BROADCASTING.

Newspaperman, 34, wants start in television news. MA. In December. Willing to listen, learn, work and relocate. Box E-14, BROADCASTING.

18 years in broadcasting, good appearance, con-

servative delivery, rating-proved draw in Top 20 mar-

ket, experienced in all phases, strong on-air, will
deliver in anchor position. Box M-23, BROADCASTING.

Experienced, professional newsman who could be top
top-flight news director and/or anchorman tomosday soon, wants first really big break. If you're an enthusiastic work for you. Box M-32, BROADCASTING.

TV News Director/Anchorman seeking larger market. Good rating record. Pacesetter in morning news and news specials. 12 years experience. Box M-42, BROADCASTING.

Newsman, Princeton graduate, seeks news position.

Direct contact, Capitol Hill experience. Box M-65, BROADCASTING.

News director—Excellent credentials. Network experi-

ence as producer/reporter. Box M-90, BROADCASTING.

Number 2 man in 25-man California news depart-

ment wants News Director or Anchor position in East. Excellent to Excellent-BO TV experience. Excellent credit and personal references. 31/2 years with number 1 Nielsen and A.R.A. ratings in market. Position is good but stagnant. Box M-92, BROADCASTING.

Emmy nominee reporter seeks work in special proj-

ects, docs. Master's in journalism. Experienced. Call

412-747-7925.
Situations Wanted
News Continued

 Experienced 35 year college grad wants position as campaigner, reporter. Experienced air man. Have done some of everything. 512-672-3061.

Sports Director: Experienced sports reporter and photographer currently working for mid-western network affiliate. Can write, edit and deliver copy. Send inquiries to Box 6481, Columbus, OH 43214.

Situations Wanted
Producing, Programming, Others

Producer-director, NBC affiliate, Top 40, MA, doing some promotion work, want to do more. Box M-16, BROADCASTING.

Production Manager, 6 years experience in medium market station. Excellent resume. Needs producer, wants to direct in larger market. Announcing and editing experience. Write Box M-35, BROADCASTING.

Farm-consumer director. Award-winning, talented producer/host. Young dynamo, seeks outstanding challenge/opportunity. Resume. Box M-41, BROADCASTING.

Experienced Producer Director seeking broadcast or advertising position. Has long, fine major broadcasting firm. Seven years experience. 301-460-1108.


WANTED TO BUY EQUIPMENT

Wanted to buy—35mm TV projector with lens. Good working condition. State details and price. Box K-216, BROADCASTING.

Necessary: Water cooled dummy load capable of handling 25 kw and operational at 180-186 mhz (ch. 8). KPFW-7V, P.O. Box 4150, Ft. Smith, AR 72901.


Equipment wanted: Need, for Model RCA BTA-59, 5,000 watts SSB, transmitter, complete. Stock No 90655-501; Stock No 65998; Type R90435-1, Stock No 17552S; Stock No 66093-16B and two chokes, type 900501-1, Stock No 43785; Reply to: Terry Striplsky, Chief Engineer, KGB, 917 N. Litigation Ave., Minneapolis, MN 55422. Telephone: 612-545-5601.

Wanted: Type approved microwave system to pass color. Respond to Box 4271, Inglwood, CA 90309.

FOR SALE EQUIPMENT

Cellies, 212F Console, excel. cond.; CCTV System (Viewfinder cameras, monitors, switcher, etc.). Box M-62, BROADCASTING.

For Sale—Teleseptum 7000 31/4" x 4" Slide projector, complete with 8" x 10" rear screen and remote control unit. Make an offer. KEN647-V, Mitchell, S.D., 57041.

1. GE 41TT24A/1 UHF Driver, Ch. 22 removed from service 10/4/73. 2. SCOH-3200 3200 camera with 10 x, 105mm, unit,including 2 flash tubes, 2 stock No 160808 camera chains with 6 x 1 lens and sync. gen., 1 RCA TK21C film camera. Reply to D. Zuffi, KWW-PY-TV, 213-664-5441. Los Angeles, 90028.

2. Mckean RCA Generators B103/7/74/1 & B103/7/67, New and Unused, $125.00 each. 1 McKean IBM- 200A RCA SCHEMA 20A monitor monitor adapter type 1650A, $450.00. 3. Willowon Electronics TRF-1A AM RF AMPLIFIERS, Outputs for frequency and modulation monitors. 4. RCA TC282, J. B. Tills, WILDFIRE DECK, 1-904-734-3100.

RCA BTA108 10 KW FM Transmitter now operating. $2,300.00 cash. Ed Frift, WPAD, Paducah, (502) 442-8291.

1 KW RCA RTF 1D, $3,000.00 cash. 2 bay Jumbo horizontal antenna $1,000.00, 20 feet 9/16" transmitter line, $300.00. Complete new signal monitors, controls, $1,000.00, if sold together $4,500.00. All equipment now on the air at WTAO Murphysboro, IL 62967.

For Sale Equipment Continued


Marti-Used. Remote pickups/studio transmitter links in stock. New equipment: Terms available. BESCO, 83585 Starmount Drive, Jackson, MS 39213.

Replacement attenuators. We supply equivalent controls for most broadcast consoles. Contact Mike Sivon 919-284-3135, Shalito, Inc. P.O. Box 1099, Smithfield, N.C. 27577.


3 KW ERP Gases Transmitter package: FM18 Transmitter, FMA 4A antenna, Slab Level, 75-A H-A Helix—Good Condition—$5,000 or offer, 714-672-7334.

Ampeg, AG4405-2 with Servo, Scully 320A5J—2, just arrived from factory, in stock—ready for immediate shipment. Also in stock used AG4405, AG3500, 350's and Scully 320 and 280A's stereo and mono in excellent condition. Call Broadcast Automation Associates 205-776-4762, or write 5199 N.E. 12th Avenue, Fort Lauderdale, FL 33308.

Ampeg VR1100 w/AWCT, procepam, electronic editing, one 8? spare parts, 4 transmitters (paid $1,500). Audio (5) Perretto, Hewlett-Packard, Palo Alto, CA 415-493-1501, ext. 1104.

5 KW Sels CV amplifier Transformer $250; Ampex 351 in Console Cabinet $1,000; ATC BB-19000; Spirit Anta $250 2 each RCA-777 Microphones $75 each. Burden Associates, 204/54 Sherman Way, Canoga Park, CA 91303. 213-340-4910.

One stop for all your professional audio requirements. Barrett Board line oriented. F. T. C. Brewer, P.O. Box 8575, Pensacola, FL 32505.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programs. No barter, or trade---but for: For fantastic deal, want your radio; Tele- phone--Radio Features, 166 E. North Ave., Chicago, IL 60611, call collect 312-944-3700.


"Free" Catalog --- everything for the deal---Call: Advertising by Broadcast Engineering. Send airmail, old radio shows, FCC tests, and more. Write Command, Box 26348, San Francisco 41260.

If you can name the original owner, call, location, age, serial number of your radio, then fill out a Profile from BROADCAST PRO-FILE isn't for you. If not, you're a Broadcaster's music and equipment selection, or list of satisfied stations and group broadcasters. BROAD- CAST PRO-FILE, P.O. Box 982, Hollywood, CA 90029, broadcasting's most popular trade publication.

Broadway musical, memorable songs, unique story. Need financing, or producer. 301-585-3563.

Catholics comprise 23.5% of the U.S. population (43.4% in Canada). Zero in on your market. The 1974 Catholic Almanac, cloth $7.95, paper $3.95. Write OVS, Dept. 303, Noll Plaza, Huntington, IN 46750.

Professional Copy Help you can depend on each month. Ideas, leads and 30 to 60 second commercials, especially prepared for small or medium markets. Helpful in filling your station, then fill out a Profile from BROADCAST PRO-FILE for details, or send $5.00 for sample issue for which you will receive credit in a six or 12 month subscription. Coast Station Service Company, P.O. Box 7533, Little Rock, AR 72207.

$90,000.00 Freelancing. Medium market radio personality made it working 2 days a week for 6 years, became local celebrity, money rolled in automatically even while he vacationed in Mexico. Send $1.00 for sample program script. Destiny House, P.O. Box 70179, Seattle, WA 98107.

Community people seek financially responsible parties for their competitive license application in San Fran- cisco. Brokers invited. Public Trust Television, P.O. Box 2440, Napa, CA 94558.

Resume Help! Get 24 professional resume tips and job seeking form for only three dollars. P.O. Box 295, Dayton, OH 45488.
RADIO
Help Wanted Management

MANAGEMENT CONSULTANT
Business Week Magazine calls our profession one of the growth fields of the 70's. As management consultants specializing in executive search for the broadcasting industry, Ron Curtiss & Company is experiencing that growth now.

We are looking for a bright young radio or television salesperson with 1 to 5 years experience. A college degree is required and a master's degree is helpful. Additionally, you should have a broad interest in business and its organization, be able to deal effectively with management people, like to work very independently, and possess a great deal of tact, tenacity and motivation.

If you are from the Midwest and interested, based upon this brief description, please respond in total confidence. We can offer a truly dynamic, challenging, and personally as well as financially rewarding career opportunity plus working and living in the northern Chicago suburbs. Call Ron Curtiss at (312) 693-6171.

Help Wanted Management Continued

SALES MANAGERS AND FIELD ENGINEERS
Rupert Neve Incorporated, world renowned manufacturers of professional audio equipment to the Broadcasting, Television and Music Recording Industries is expanding its operations and has vacancies for Sales Managers and Field Engineers with proven ability to be located at strategic locations within the United States. All applications which will be acknowledged and held in strict confidence should be sent to David Neve, General Manager, Rupert Neve Incorporated, Berkshire Industrial Park, Bethel, Connecticut 06801.

Help Wanted Announcers

RARE OPPORTUNITY
Prestigious Northeast contemporary station with reputation for consistent high ratings and long tenure personnel needs warm, mature, professional morning personality. "Voices only" need not apply. Top dollar for the right person. Send tape and resume. BOX M-64, BROADCASTING.

NEW MEXICO IS A GOOD PLACE TO LIVE
Applicants wanted (DJ's, sales, news, engs., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements. New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, N. Mex. 87106.

Help Wanted Technical

CHIEF ENGINEER
KRZ--PHOENIX
KRZ is the highest rated Class IV operation in a major U.S. market. We're contemporary, and we're looking for a super dedicated engineer, strong on maintenance, construction, and audio. We have the best equipment in the business and we're looking constantly for ways to further improve our sound. The person we seek will draw top dollar in one of the most desirable markets in the country. We'll pay relocation, and offer excellent medical and retirement benefits, along with top working conditions. Only professionals need apply.

WRITE OR PHONE:
Gary Stevens, VP and General Manager
2345 W. Buckeyes Road
Phoenix, Arizona 85009
(602) 289-6717

Doubleday Broadcasting Co., Inc.
An Equal Opportunity Employer

Field Service Opportunities!
Gates Radio needs 2 individuals trained in broadcast electronics to work in the areas listed below:

TV ANTENNAS
Experience in R.F. required, in TV transmitters helpful. You must be willing to climb tall towers and travel extensively.

RADIO TRANSMITTERS
Experience needed in AM/FM and FM stereo transmitters in maintenance and troubleshooting. Extensive travel required.

Salaries commensurate with experience, full company benefits, including hospitalization & life insurance, plus paid relocation expenses. Send resume and salary history in confidence (Indicate position desired) to: TOM BEDFORD, Employment Supervisor or Call (217) 222-8200.

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

RESPONSE OVERWHELMING
"You might be interested to know that our recent ad for a Sales Director, which ran one week in your publication, generated 253 applicants. We have filled the position and have a choice of a number of excellent broadcasters."

Don N. Nelson
Vice President and General Manager

You Belong in BROADCASTING!!

Situation Wanted Management

SALES/ MANAGEMENT PROFESSIONAL
Aggressive radio professional with 14 years experience in nation's top two markets available for high management or sales position. Proven track record as Account Executive, General Sales Manager, and Vice-President and General Manager. Looking for major profit, sales, and ratings, challenge. Veteran in license renewal. Prefer large Eastern market. For resume write:

Box K-227, BROADCASTING

A SALES-MINDED RADIO GENERAL MANAGER
Radio professional currently General Sales Manager for one of country's top radio stations. Have thorough knowledge of programming, sales promotion and know how to work well with people. Have set unprecedented 100% increase in sales. Ready to move to General Management. If you have a General Management situation in one of the top 20 markets and want to move to higher profit levels, write for my resume. I only believe in winning!

Box M-27, BROADCASTING

Broadcasting Nov 5 1973

64
SITUATION WANTED
Announcer

NO.1 MEDIA SCHOOL, HOLLYWOOD
Currently director of radio production and publicity, with air time in N.Y.C. and Boston. Looking for a wake me up cocoon ham- mer over the head morning gig where artistic freedom and business sense run hand in hand. Hi Imus! Hi Robert W. Ride on Big Ruth!

BOX M-58, BROADCASTING.

I've had my years of surviving in small sta- tions. If you think top 45 jocks are a dime a dozen—stop reading this ad now. I am 27 years old, first class engineer, six years experience in telephone talk and top forty personality with all ratings. If you like what you've heard so far, please contact:
Alan Blanco
3044 Lyndwood CL.
Streamwood, IL 60103
312-265-5151

NO. 1 PERSONALITY IN MARKET
Entertainer! Over 10 yrs. in communications (mat under 59 BA, former PD, RA and govern- ment PR. Strong production. Great track rec- ord! Seeking up-MOR or progressive. Con- sider audible with flexibility. For tape and resume: (516) 943-2032

SITUATIONS WANTED
Programing, Production, Others

MODERN COUNTRY
PROGRAM DIRECTOR
Respected name in industry for 15 years in major market deserves change. Top references and contacts. All mar- kets considered but your facility must be good. All replies held in strictest confidence.

Box K-73, Broadcasting

Former major market programer (with ABC-FM) now available. Program management, format development and analysis, and on-air work in contemporary, MOR or progressive.
Bruce Breeding
713-522-5151

NETWORK ANNOUNCER-NARRATOR
Available through recording or tape to aug- ment your staff or for special clients. Mature, sincere communicator with vast experience in radio, television, films. Many national accoun- ts currently running, on-camera and voice over. Record at your studio or locally. Travel anywhere.

Call 414-924-3769.

TELEVISION
Help Wanted Technical

NEWLY ESTABLISHED Audio-visual! Section needs well-qualified, experienced technician or engi- neer to perform preventive maintenance, design elements of TV and sound systems, install and repair electronic equipment for a small color studio and for monochromatic systems. Starting salary from $14,871 to $19,027 depending on qualifications. An Equal Opportunity Employer.

With offer Mr. David S. Priest (202) 574-7053, Personnel Office, Saint Elizabeth's Hospital, Washington, D.C. 20032

HELP WANTED
Technical Continued

INSTRUCTIONAL T.V.
The Instructional Television Department of a central New-Jersey educational institution is seeking an assistant Chief Engineer. The position requires high school or equivalency plus 5 years experience in broadcasting or closed circuit with heavy maintenance in black and white studio cameras, amplex 1000C and 1100UTI, Ampex "1", Sony 15". Color experience would be desirable. Benefits include 3 weeks vacation, sick leave, free hospitalization and educational oppor- tunities. An Equal Opportunity Affirmative Action Employer. Send resume indicating salary requirement to:

BOX M-18, BROADCASTING.

Help Wanted News

PRODUCER/WRITER
for Eastern major market, UHF network affil- iate to research and supervise production of concerts, hard-hitting reports on com- munity affairs, and promotional items. Salary commensurate with experience. Minority applicants encouraged. Send bio and sample scripts. Write:

BOX M-55, BROADCASTING

Co-anchor person

for 6 and 11 p.m. news, immediate opening in major Florida market. Please send resume and references in first letter. Videotape de- sired. All replies confidential. An equal oppor- tunity employer. Send to:

Gert Schmidt, President, WTLV
P.O. Box 1212, Jacksonville, Florida 32201

Help Wanted
Programing, Production, Others

PROGRAM DIRECTOR
California
Leading medium market station looking for creative Program Director with adminis- trative bent, who knows FCC Regulations, customer-programming and has three years Program Directing experience. We are an equal employment opportunity station M/F.

Write Box K-244, BROADCASTING

Situation Wanted Management

GENERAL SALES MANAGER
Young man with solid experience in sophisticated markets that include N.Y., Chi- cago and L.A. Dramatically increased city- tion's market revenue share exceeding total market growth against declining audience share. Accomplished through practical appli- cation of leadership, organization and ad- ministration, with capital management as final goal. Am seeking accomplishment- minded company. The best references.

Box M-54, BROADCASTING.

BUSINESS OPPORTUNITY
CONSTRUCTION PERMIT FOR SALE
UHF
Central Pennsylvania
Network available, Transmitter site available.

Write Box K-160, BROADCASTING

Miscellaneous

TV SLIDES:
*HAPPY THANKSGIVING
*SENSORY GREETINGS
*CHRISTMAS GREETINGS
*HAPPY NEW YEAR
SEND FOR COMPLETE LST

BOB LEGER FILMS 2404 E. 55 ST. N.Y.O 0992

USED BROADCAST AND
CLOSED CIRCUIT EQUIPMENT
Cameras, Monitors (Monochrome and Color), Mounting Equip., VTR's, Videocassettes player and recorders, Sync. Generators, Switchers, Audio Equipment, Lenses and Lighting Equip. Equipment Manufacturers: TeleMation, Spoolmaster, Sony, Ampex, Bell & Howell, IVC, Conrac, Panasonic, BMJ, Ball Brothers, Canon, Bradford, Quick-set, G.E., Graflex. Call col- lect or write:
Linda McAllister
Telemation, Inc.
P.O. Box 15096
Salt Lake City, Utah 84115
(801) 467-5386

WANTED TO BUY STATIONS
We have qualified buyers for stations in the Western states.

Western Business Brokers
770 Foothill Boulevard
San Luis Obispo, California
805-544-1310

FOR SALE STATIONS
LOUISIANA FULLTIME
Non-directional
Valuable real estate 8 acres
Tremendous Potential
Qualified Buyers Please

Box M-11, BROADCASTING
FOR SALE
California Class B—FM
$50,000
Good Terms
Box M-33, BROADCASTING.

FOR SALE:
Well equipped small market network affiliated VHF television station. Health reasons require sale.
Down payment: $150,000.
Total Price: $650,000.
Box M-97, BROADCASTING.

PROFITABLE DAYTIMERS
COLORADO
Good small market. Clean facility. Fine potential. 1,000 watts. Tall tower $105,000.
NEBRASKA
Covers parts of two states with 500 watts. Beautiful small town. Area development potential $115,000.
MOUNTAIN STATES MEDIA BROKERS
Box 99, Broomfield, Colorado 80020
(303) 468-5851

FAR NORTHWEST
250 watt fulltimer family operation in single station market. Includes real estate at $50,000 with $14,500 down and 10 years on balance.
Bill Exline
WILLIAM A. EXLINE, INC.
31 Carroll Court
San Rafael, California 94903
(415) 479-0717

Full-time regional AM upper Midwest radio station in two station market priced 2% times gross. Terms are cash for asset sale. Steady history of growth and profits. FM channel unapplied for. Substantial principal only. Respond:
R. A. Gearin
325 Cedar Street
St. Paul, Minnesota 55101

STATION OWNERS
ONE BUYER is all that’s needed for the profitable sale of your radio or TV station, so why tell the world? We know how to find and sell that buyer for you. That’s why we’re growing so fast, and why clients call us “America’s most creative media brokers.” Call us for a truly confidential discussion. (This is where the action is)
Brokers & Consultants
THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138

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, 1735 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:

Name Phone
City State Zip
Insert time(s). Starting date Box No.
Display (number of inches).
Indicate desired category:
Copy:

For Sale Stations—Continued

| FOR SALE
| California Class B—FM
| $50,000
| Good Terms
| Box M-33, BROADCASTING. |

| FOR SALE:
| Well equipped small market network affiliated VHF television station. Health reasons require sale.
| Down payment: $150,000.
| Total Price: $650,000.
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| PROFITABLE DAYTIMERS
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| Good small market. Clean facility. Fine potential. 1,000 watts. Tall tower $105,000.
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| (415) 479-0717 |

| STATION OWNERS
| ONE BUYER is all that’s needed for the profitable sale of your radio or TV station, so why tell the world? We know how to find and sell that buyer for you. That’s why we’re growing so fast, and why clients call us “America’s most creative media brokers.” Call us for a truly confidential discussion. (This is where the action is)
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| Rates, classified listings ads: |
Switch-hitting in broadcasting: from sales to operations

"Sales presents a perfect target," says Len Giarraputo. "You can go out there and put your arms around it and run with it. But operations—it's the problem of the day; it's so much less definite in its boundaries. There's no breathing room at the end of the month. You feel as though you could never get out of the tub."

Mr. Giarraputo, who was plucked out of his post as vice president for national sales for Post-Newsweek Stations to become executive vice president for operations, will probably be wet and wrinkled from his immersion for some time. It's a big assignment in the broadcasting business, with responsibility for three TV stations and two radio outlets—WTOP-AM-TV Washington (where he has headquarters), WJXT-TV Jacksonville, Fla., WPGL-TV Miami and WCKY(AM) Cincinnati—and he's gearing up for another TV, WTIC-TV Hartford, Conn., whose purchase is pending FCC approval. And the job is destined to get larger: "No doubt about it," says Mr. Giarraputo, there is yet "another V down the line" for Post-Newsweek.

Whatever the dimensions of the job, the company thinks it has a man to fit it. Says Larry Israel, now president of the parent Washington Post Co. and the man who picked Mr. Giarraputo for his present eminence: "Len has exceptional sales ability, drive and aggressiveness. He has a terribly good understanding of research. And he's been a quick study on the other complexities of running a broadcasting operation.

No small matters, either, are the competing challenges standing against the two Florida TV's, including one filed by a group headed by President Nixon's chief Florida fund-raiser for the 1972 campaign. Mr. Giarraputo discreetly sidesteps comment on that situation. Instead, he says in neat, unruffled tones, "If we can be criticized for anything, it's for the fact that we've done too much." In other words, Post-Newsweek may have made itself a very visible target for competing applications by making itself so prominent in those markets. "Miami and Jacksonville certainly aren't newspaper markets," he observes. "TV is very important to them and in Jacksonville, especially, the response [to programing] is immediate.

"As a company," Mr. Giarraputo says, "we are free thinkers. Sometimes you lose. Sometimes you lose big. But you have to be willing to try. With perhaps the leading independent in the country here in Washington [Metromedia's WTTO] and a very tough U [wutc], there's a great deal of competitive fare available to viewers. You have to take the time to plot out your course of action, compete where it's necessary, counterprogram where it's necessary." In Washington, that kind of free-thinking has made WTOP-TV one of the most independent network affiliates in the country, to the continuing chagrin of CBS-TV's station-clearance executives. The current Friday-night situation is typical of the station's program policy. It schedules World at War, a Laurence Olivier-narrated documentary series, into the access-time period at 7:30 and, pre-empting the network's Calucci's Dept., continues with it until 8:30. Then it segues back to the network for Roll-Out, a lighter-side-of-the-war series it finds a fitting follow-up. Later that night, and every weekendnight, it again pre-empt the CBS Late Night Movie for its own.

Lee Giarraputo leans to phrases like "the way to do it" and "the way it should be done." It bespeaks a policy of not cutting corners, of insuring that programs are carried out with the proper funds, amount of time, equipment, deliberation, whatever. One example of that policy, Mr. Giarraputo likes to point out, is WTOP-TV's use of Minicams, the lightweight, portable TV cameras. WTOP-TV was one of the first non-network-owned stations to put them into regular use. Its Minicam crews were the first TV news men on Capitol Hill the day Spiro Agnew resigned as Vice President, gathering stunned reactions and the late-breaking development. The announcement came at 2:04 p.m. (NYT) and by 2:25 WTOP-TV was on the air with its first report—and it stayed live until 7:38. "That's the way to do it," says Len Giarraputo.

Mr. Giarraputo broke into broadcasting right out of an Army stint. In 1953, after an Army stint, he went back to the network, tucked a batch of rate cards into his briefcase and hit the street. For all intents and purposes, he wouldn't get a job that took him off the TV-sales street until 1973, when he went into operations for Post-Newsweek.

With television barely out of its infancy, Mr. Giarraputo was one of about a dozen salesmen hired in 1956 to go out and sell the agencies on the concept of something called "personality TV." NBC-TV's Today, Home and Tonight shows, 1950-68; sales manager, Mediascope magazine, 1958-61; salesman, Metromedia-owned WNEW-TV New York, 1961-65; national sales manager, WNEW-TV, 1965-66; vice president, general sales manager, WNEW-TV, 1966-68; executive vice president, Playbill magazine (division of Metromedia Inc.), 1968-69; vice president, national sales manager, WNEW-TV, 1969-70; director of national TV sales, Post-Newsweek Stations, 1971-73; executive vice president for operations, Post-Newsweek Stations, 1973-; m. Edna Voruerk of Hollis, N.Y., 1954; children—Barbara Ellen, 13; Mark Leonard, 8.


Profile
No gain

Both sides suffered losses in the epic confrontation between Richard M. Nixon and the press on Friday night, Oct. 26. The President lost the composure that he professes to value so highly — and with it at least some of the respect he would hardly consider merited for skillful disquisitions on other subjects. The press lost its professional detachment and with it some of the prestige it has gained in exposing the Watergate scandals. It really doesn't matter now that Mr. Nixon brought it on himself, first with a gratuitous and unresponsive answer to a question put by Dan Rather, the CBS correspondent whom the White House counts its enemy. Mr. Rather deserved better when he quite properly asked what the President thought when he heard "people who love this country and people who believe in you say that perhaps you should resign or be impeached." What Mr. Rather got was a discourse on network coverage that had irritated Mr. Nixon as early as the outset of the bombing of North Vietnam. That was only the beginning. Later in the conference the President characterized broadcast reporting as "outrageous, vicious, distorted," and he said, in a heated remark that he later tried to tone down, that he had no respect for television journalists.

For its part, the press behaved more boorishly as the conference went on. The shouting for attention got more raucous. The questions got more editorial and less inquisitive. By the time Clark Mollenhoff of the Des Moines (Iowa) Register and Tribune got the floor to accuse the President of hiding "prima facie evidence of high crimes and misdemeanors" the news conference had been utterly perverted. There must have been editors watching in home offices who flinched at the sight of reporters turning into curled-lip prosecutors, as a national audience looked on. Serious journalists were owed better representation. Their craft, it now becomes evident, is going to need a full measure of public support in the intensifying conflict between journalism's natural mission to report and besieged politicians' self-preserving instinct to conceal or disseminate. Television journalism in particular is threatened.

It was hardly coincidence that Patrick Buchanan, the aide who is in charge of telling Mr. Nixon what the media are saying, followed his boss's outburst of Oct. 26 with an interview last week in which he advocated legislation to subdue the networks. It may be coincidence that Clay T. Whitehead, who is Mr. Nixon's director of telecommunications policy, has repeatedly criticized the television networks' present role and proposed such alternatives as multi-channel cable systems and drop-ins of new VHF stations to diversify television distribution. It may also be coincidence that an FCC with a Republican majority is considering new inquiries into network operations and ownerships. There is talk of divestment of some or all owned-and-operated stations and of legislating the networks' production facilities. In the FCC's new interest in network "dominance" are to be found strong traces of an antitrust suit filed against the networks by the Department of Justice a year and a half ago. The suit is aimed at severely curtailing network influence in prime-time entertainment.

To counter administration attacks, both open and behind the scenes, journalists and journalism will prevail only by responsible performance of their basic duties. Especially in a time of personal challenge to the holders of highest office, journalism must be comprehensive in its coverage and meticulous in its comment if it is to command and retain public confidence. The conduct of journalists themselves, when observable on television, can profoundly affect public attitudes.

The tensions between Mr. Nixon and the press go back to his origins in politics; they have merely been drawn tighter in the President's recent travail. They must be endured as a normal journalistic experience. In the aftermath of the Nixon news conference, nothing much was said about earlier expressions of the same antagonism by the man then designated by the President to cow the press. By the way, whatever happened to Spiro T. Agnew?

Let's go

Isn't it about time for the Senate to quit playing games on the personnel of the FCC?

Six weeks have elapsed since the President nominated James H. Quello of Detroit to succeed headline-hunting Nicholas Johnson as a member of the FCC. The fact that the White House had procrastinated from June 30, when the Johnson tenure would have ended if his successor had been qualified, until Sept. 20 does not excuse the Senate from initiating confirmation hearings with reasonable dispatch.

The FCC has never been confronted with more critical problems, than those it faces now. Unfortunately, this has not been the most diligent or industrious commission within memory either.

It is common knowledge that Chairman Dean Burch, for economic reasons, wants to leave but has been asked to stay until Mr. Quello takes office. It is well known too that Nick Johnson is doing everything he can (including a pitch to Congress favoring impeachment of the President) to hang on. He draws his full pay and allowances until his successor is sworn in.

Chairman John Pastore (D-R. I.) of the Senate Communications Subcommittee, is an articulate, energetic fireball. He is respected by his colleagues on both sides of the aisle as a fair-minded legislator who hews to the letter of the law. We suspect that when he realizes the equities he will break the FCC log-jam.
People renewal.

After two years of continued delays in Sioux City's urban renewal, citizens became discouraged with the whole process, despite the promise of the end result. Morale was so low that the Fetzer television station in Sioux City decided to give it a lift with a series reminding people of all the ways the city is moving forward. The series, entitled "Upward Bound," turned out to be such a success that there was a demand for it by all the other stations. Its optimistic theme even became the rallying call used by everyone to describe Sioux City's future. Helping to renew the spirit of a city is an important part of Fetzer total community involvement.
The American Medical Association announces the 1973 Medical Journalism Awards Competition

The AMA awards program has as its purpose the recognition of those outstanding achievements in medical journalism which have contributed to a better public understanding of health and medicine.

Awards of $1,000 in each of five categories will be presented to the entries selected by the Medical Journalism Awards Committee. The categories of competition are:

- Magazines
- Radio
- Television
- Newspapers
- Editorials

The deadline for all entries is February 1, 1974. For complete information on rules and submission of entries, please write to:

Medical Journalism Awards Committee
American Medical Association
535 North Dearborn Street
Chicago, Illinois 60610