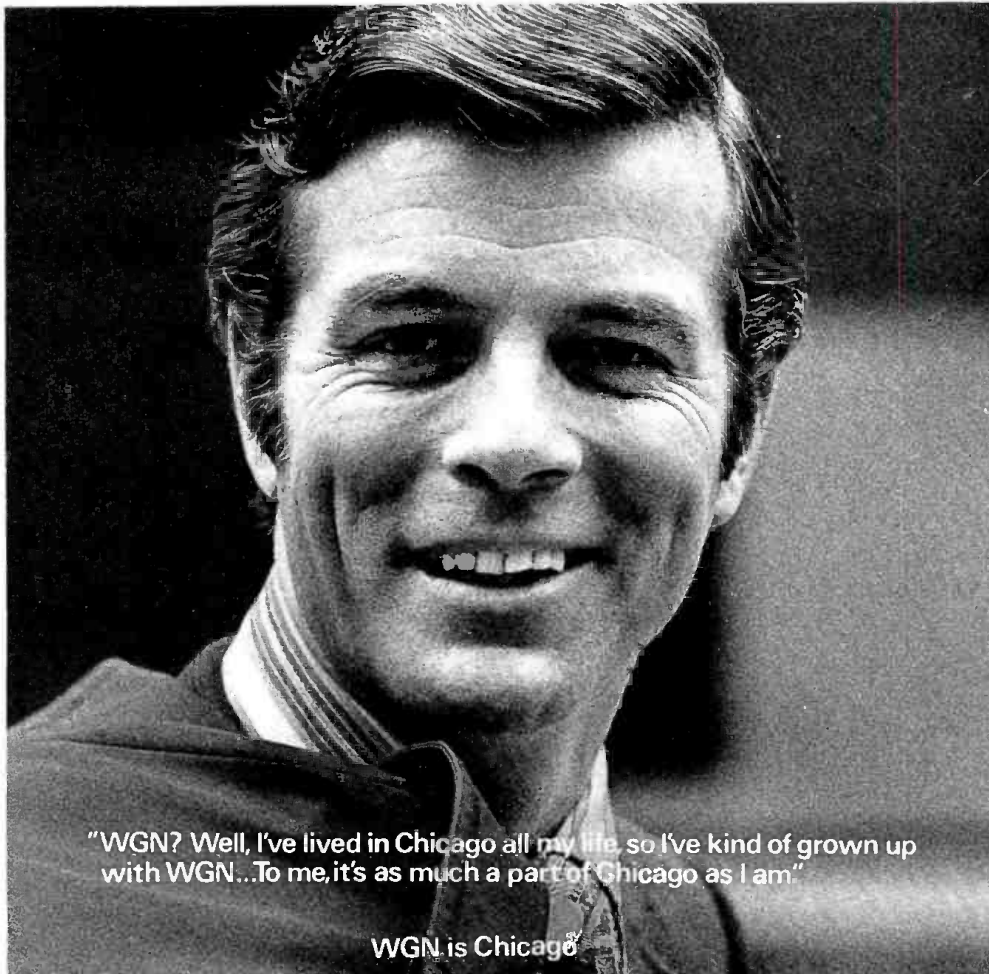


New dimensions on the problem of network reruns
A determined Senator Moss goes after drug advertising

Broadcasting Oct 2

The newsworthy of broadcasting and allied arts


Our 41st Year 1972



NEWSPAPER

"WGN? Well, I've lived in Chicago all my life, so I've kind of grown up with WGN...To me, it's as much a part of Chicago as I am."

WGN is ChicagoSM

Radio  Television

WGN Continental Broadcasting Company



MARVIN MANDEL
GOVERNOR

STATE OF MARYLAND
EXECUTIVE DEPARTMENT
ANNAPOLIS, MARYLAND 21404

September 6, 1972

Mr. Donald P. Campbell
Vice President and General Manager
WMAR - TV
6400 York Road
Baltimore, Maryland 21212

Dear Mr. Campbell:

I should like to commend WMAR-TV and Mr. George W. Collins, your assistant editor, for the in-depth presentation of the 90-minute special report entitled "Sickle Cell Disease: Paradox of Neglect."

I have endeavored through the Department of Health and Mental Hygiene to identify and move forward in the treatment of such diseases. Sickle Cell Anemia screening tests were begun in October, 1971, with the majority of people screened being patients of the Baltimore City Health Department Maternity and Family Planning Clinics, Child Health and other clinics. Screening is also being extended at an accelerated pace through the county Maternity Family Planning and Child Health clinics.

A contract in the amount of \$78,000 was awarded by the United States Health Services and Mental Health Administration to the Preventive Medicine Administration, Department of Health and Mental Hygiene, to establish Sickle Cell Anemia screening and community services in Talbot and Dorchester Counties for one year. This will serve as a model for a State-wide screening program.

The establishment of an advisory committee on hereditary diseases on June 2, 1972, inservice training programs for local health departments and the development of a format for collecting and reporting statistical data will also be instrumental in solving this serious health problem.

You may rest assured that my administration is very concerned about all aspects of health for all of our citizens.

Sincerely,

A handwritten signature in cursive script, reading "Marvin Mandel".

Governor

Broadcasting **4** Oct 2

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MAYBE WE'D BE BETTER OFF KEEPING DRUG OFFENDERS ON THE STREET INSTEAD OF IN JAIL.

Not every drug offender is a hard-core junkie.

A 17-year-old caught experimenting with marijuana can often be rehabilitated before he gets into more trouble.

Unfortunately, the drug laws in this country don't always give him that chance.

But in Massachusetts the laws have changed.

It began when Group W's radio station in Boston, WBZ, launched a ten-month effort on the drug problem. The station involved its audience. Not just in the problem. But in the solutions as well.

Listeners made suggestions. Some were incorporated into a bill. The bill was passed by the state legislature. And today a first offender convicted of possession of marijuana is no longer sent to jail. Instead, he's put on probation for 6 months. Then his record is wiped clean.

Putting words into action is something responsible broadcasters believe in strongly.

And Group W stations like WBZ prove it.

**Broadcasting
does more with problems
than talk about them.**



WESTINGHOUSE BROADCASTING COMPANY

Closed Circuit®

Goats again?

Insiders are predicting that if government heat on advertising of nonprescription remedies gets much worse, major drug manufacturers may offer to sacrifice broadcast advertising to cool things down. Drug interests would be taking cue from cigarette manufacturers who quit fight against legislative prohibition of broadcast advertising in exchange for freedom to go on selling cigarettes.

At critical point in debate over bills to outlaw cigarette promotion on radio and television, broadcasters were suddenly deserted by cigarette advertisers who reasoned—wisely, it turned out—that denial of broadcast advertising to all cigarettes might increase difficulty of promoting individual brands but would cause no decline in total cigarette consumption. Under similar pressures, it's said, drug companies would be strongly propelled toward similar action.

Noncommercial

Commercial UHF station is about to go to FCC over bizarre incident in which it was outbid for series of hockey matches—by group of noncommercial stations. Here's what happened: WSBK-TV Boston, Storer station that carries games of professional Boston Bruins, also aired celebrated matches between Canada and Russia while games were being played in Canada. When series switched to Russia and new arrangements were required, WSBK-TV again sought games—but found that Eastern Educational Network, with about 30 stations, had outbid it. What's more, group of noncommercial stations—including Boston outlet, WGBH-TV—then went out and found "underwriters" to help pick up tab.

In pleading at FCC, expected to be filed this week, Storer will argue that, at very least, commission should seize occasion to define more clearly its position on underwriting—and when it slides into true sponsorship.

Inside Canada

Privately, knowledgeable Canadians will confide that if television programs from United States were "cut off" by decree, action could well topple government. While Canadians talk up Canadian programming, they favor border-station shows whether received off air or off cable. That's story told by U.S. emissaries who have gone to Canada to dissuade Canadian Radio Television Commission from ordering deletion of U.S. commercials from programs imported for cable systems.

Hands off, hands on

FCC is expected to reaffirm, in letter to Representative Harley O. Staggers (D-W. Va.) this week, its asserted belief in

hands-off attitude toward news programming. At same time, however, it will query CBS and ABC on their news reports that figured in hearings Mr. Staggers's Investigations Subcommittee held on news rigging (BROADCASTING, May 22, 29). Commission letter, in response to Mr. Staggers's request for explanation of its policy on news, is understood to restate holdings in number of major cases, including *Pot Party at a University* and *The Selling of the Pentagon*, in which FCC said it was not "arbiter of truth" and will not investigate news operation unless there is "extrinsic evidence" of rigging. In FCC letters, networks will be asked how examples of alleged rigging comply with policies on balanced, objective journalism.

Taking a side

FCC's first black commissioner, Benjamin Hooks, has cast first vote on specific case involving minority issue. FCC majority last week voted to reject petitions filed by black group in Omaha to deny license renewals of all stations in city, but Commissioners Hooks and Nicholas Johnson dissented. Mr. Hooks is writing dissenting opinion, expected to be released with FCC's decision this week.

Omaha stations were charged with discriminating against blacks in employment and failing to provide programming attuned to needs of black community—classic grounds in minority-group petitions. But FCC decided that minority-group employment at stations was, as court said in *WMAL-TV Washington* case, "within range of reasonableness" and that blacks occupied better-than-menial jobs.

Potomac fever

E. William Henry, former chairman of FCC (1963-66) and for past several years president of Management Television Systems, New York, closed-circuit operator, is planning to return to law practice in Washington. He's negotiating to join established firm—not Arnold & Porter, with which he was associated after he left FCC. He'll retain interest in MTS but turn operation over to another executive. Last June he married Washington socialite, Alexandra Hufty Reynal de Atucha (BROADCASTING, July 3). Until two weeks ago when show was dropped, his first wife, Sherrye, was host of *Woman!* on WCBS-TV New York.

Unholy alliances?

FCC staff is investigating selling practices of some Los Angeles area stations in connection with commission policy prohibiting separately owned stations in same market from offering combination rates. One aspect of inquiry involves sales representation of two stations in market, although that practice is unre-

stricted by FCC rules. Question is whether common representation adds up to combination offer.

Commission staff got interested in problem several months ago after lawyer for independent FM asked whether client could sell in combination with independent AM. Told policy forbids that practice, lawyer said other stations in market were engaging in it. Inquiry at present is to develop information for report to FCC.

Action at the top

Board chairmen of noncommercial stations, who are among most prestigious individuals in system but not always among most active, will be given full-time staff and resources to encourage their involvement as group. Project awaits final word on money. National Association of Educational Broadcasters is seeking funds from Ford Foundation (\$75,000) and Corporation for Public Broadcasting (\$25,000), expects to get both in time to launch new office under its roof by around Nov. 1. NAEB will also kick in \$25,000 in support services. Behind talk of using office for "research" and related services is hope that influential chairmen and governors of boards of trustees can be mobilized as effective force in building support for enterprise that sorely needs it.

Hazardous dining

FCC Commissioner Robert E. Lee returned last week from Tokyo (he was delegate to conference with Japanese preparatory to next year's international telecommunications conference at Geneva) using cane. He reported that three Japanese-style state dinners (i.e., legs straight out under low table) threw out his right "football" knee acquiring during his training in FBI 35 years ago.

One by one

CBS's policy of negotiating with composers for return to them of certain non-TV rights to music they write for CBS-TV shows (story page 46) has no apparent bearing on network's acquisition of performing rights to music. But observers see at least thin line of kinship between that policy and CBS's lawsuit seeking to obtain per-use rather than blanket licenses from music performing-rights organizations. They feel that if CBS can negotiate with composers individually on return of some rights, it will have demonstrated it can—as it contends in lawsuit—negotiate with many of them individually on acquisition of performing rights. There is no suggestion CBS could get all its music rights by individual negotiation; it would still have to depend on licensing organizations in instances when, say, lead-time before air date is too short for negotiations.

At Deadline

Longer air segments planned for McGovern

Charles Guggenheim, media director of the McGovern campaign, feels that senator's idea for a "Fireside Chat" "got exaggerated out of proportion" by press. It has since been decided by Mr. Guggenheim and the senator that "longer programs were necessary." That decision made, Democrats quickly moved to buy half hour on CBS last night (Sunday, Oct. 1) at 8:30. Shown was updated biographical documentary on McGovern, originally shown during California primary. Two more half-hour programs are planned to run around Oct. 10 and 17. NBC and ABC are presently negotiating with McGovern organization about them. Earlier program, according to Mr. Guggenheim, will deal with "Vietnam and the quality of life in this country. Vietnam's a malaise which is affecting our entire attitude toward government." Format will have Senator McGovern presenting this speech before live audience. Content and format for third program have not yet been determined. Democrats presently have half hour on CBS the night before election (Monday, Nov. 6) from 10 to 10:30. Republicans are presently scheduled to follow them that night on CBS, from 10:30 to 11 p.m. Format for five-minute and 60-second commercials will remain consistent, featuring senator on location, answering questions from citizens. Mr. Guggenheim's method of producing these shorter commercials will be to constantly follow and film candidate on campaign trail.

Macdonald blasts OTP, says it's being used to put reins on radio-TV

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), who has taken dim view of some activities of Office of Telecommunications Policy, last week unleashed vitriolic attack in which he described OTP as "the most serious, continuing threat of the free broadcasting system in this country."

In speech prepared for delivery to Massachusetts Broadcasters Association meeting Saturday (Sept. 30) in South Egremont, Mr. Macdonald charged that Nixon administration is using OTP, established by Congress to study use of government communications, to try to control TV and radio programming.

OTP was not set up to impose any administration's views of what should or should not be broadcast, he said, but "I submit that the evidence is growing to support my statement that that is precisely what they are trying to do."

He noted that OTP Director Clay T.

Whitehead has attacked national public-affairs programming on Public Broadcasting Service and has urged local stations to resist carrying such programming. "Then just two weeks ago, in San Francisco, Mr. Whitehead took on the commercial networks and their programming policies" (BROADCASTING, Sept. 18), congressman said.

"When the executive branch . . . puts the weight of its influence behind an appointed official who attempts to set policy in both public and commercial broadcasting, that's dangerous," Mr. Macdonald charged. He assured broadcasters that Congress can and will prevent White House from interfering in "matters that shouldn't concern them."

Mr. Macdonald also chided broadcasters for failing to respond to FCC's request for comments on its proposed overhaul of license-renewal process. Noting that commission has received only 424 replies from stations, Mr. Macdonald warned broadcasters: "If you don't [respond], then when our subcommittee holds hearings on license renewal early next session, your case will get precisely the attention you've indicated it deserves."

ABC gets in its licks against rerun limits

ABC, up to now silent on proposal to limit amount of reruns in network prime time, became audible last week. In letter to FCC by network's Washington attorney, James A. McKenna Jr., petition for rulemaking by Hollywood film editor Bernard Balmuth—seeking limitation of reruns to 25% of prime time—was castigated as "unsound, both in concept and potential effectiveness."

In explaining ABC's failure to previously come forward with comment (NBC and CBS already have formally opposed it), Mr. McKenna said that when petition was filed "it appeared to ABC to represent such an extreme proposal, without significant support, that it was unlikely to attract serious consideration by this commission." While ABC hasn't altered that belief, Mr. McKenna continued, proposal has since generated "such an extensive body of comment" (see page 15) that commission might wish to be apprised of network's position.

ABC's position, Mr. McKenna indicated, is essentially no different than that of its two competitors. He said that relief sought by Mr. Balmuth would not ease Hollywood unemployment problem, because curtailment of reruns would force networks to turn away from high-budget Hollywood productions in favor of cheaper production sources. Also, Mr. McKenna said, it is "highly questionable" whether proposal would serve viewing

public, since only one in seven persons sees first-run program and potential for second chance to view show is desirable. Noting that production costs have skyrocketed in recent years, he claimed that 25% limitation on reruns in current season would have cost ABC additional \$35 million and would have entirely eliminated profits "for an indefinite period of years."

Mr. McKenna added that ABC does not agree with those (NBC and CBS) who feel that cure for concerns outlined in Balmuth petition could be achieved by elimination of prime-time access rule "before being able to observe the results of a meaningful test of that rule" in forthcoming season.

CBS vaults into lead in second-week ratings

'Maude', 'Bridget Loves Bernie' only two shows cracking top 10

CBS-TV led in Nielsen 70-market multi-network area (MNA) average ratings for week ended Sept. 24, second week of new season. Averages in report, out Friday (Sept. 29), gave CBS 20.5 rating and 33.1 share, NBC 19.0 and 30.6 and ABC 16.7 and 26.8. This was switch in positions from premiere-week MNA's that saw ABC out in front and CBS poor third (BROADCASTING, Sept. 25).

CBS also took nights of week—CBS had Tuesday, Wednesday, Friday and Saturday, NBC Monday and Thursday and ABC Sunday.

CBS's new *Bridget Loves Bernie* moved up in MNA's from fourth in premiere week to third in second week; its new *Maude* show, from 15th to seventh. Also in top-20 list were NBC's *Wednesday Mystery Movie* ("Madigan") and CBS's new *Bob Newhart Show*.

Five new shows were grouped between 30th and 40th positions: NBC's *Search and Little People* and ABC's *Paul Lynde Show*, *The Rookies* and *Temperatures Rising*.

Top 15 in MNA's, with ratings and shares:

1. <i>All in the Family</i> (CBS)	31.6	55.0
2. <i>Friday Night Movie</i> ("Valley of the Dolls") (CBS)	26.9	46.0
3. <i>Bridget Loves Bernie</i> (CBS)	26.7	45.0
4. <i>Flip Wilson</i> (NBC)	25.0	41.0
5. <i>Hawaii Five-O</i> (CBS)	24.6	36.0
6. <i>NBC Monday Night Movie</i> ("With Six You Get Egg-roll")	24.5	37.0
7. <i>Maude</i> (CBS)	23.9	38.0
8. <i>Mary Tyler Moore</i> (CBS)	23.5	39.0
9. <i>Marcus Welby, M.D.</i> (ABC)	23.2	39.0
10. <i>Ironside</i> (NBC)	22.9	35.0
11. <i>Adam-12</i> (NBC)	22.0	36.0
<i>NBC Saturday Movie</i> ("The Thomas Crown Affair")	22.0	38.0

Cannon (CBS)	22.0	38.0
14. Sanford & Son (NBC)	21.9	38.0
15. Medical Center (CBS)	21.7	32.0

Rating spread of next 15 shows in listing went from low 20's to high 18's:

16. NBC Sunday Mystery Movie ("McMillan and Wife")
17. NBC Wednesday Mystery Movie ("Madigan")
- CBS Thursday Movie ("The Professionals")
19. ABC Sunday Movie ("The Out of Towners")
20. Bob Newhart (CBS)
21. Lucy Show (CBS)
22. Mannix (CBS)
23. Gunsmoke (CBS)
24. FBI (ABC)
25. CBS Tuesday Movie
26. Bold Ones (NBC)
27. NFL Football (ABC)
28. ABC Wednesday Movie of the Week
29. ABC Tuesday Movie of the Week
30. Mission: Impossible (CBS)

Next 10 shows in list had ratings point spread ranging downward from low 18's to 17:

31. Paul Lynde Show (ABC)
32. Search (NBC)
33. The Rookies (ABC)
- Dick Van Dyke (CBS)
35. Carol Burnett (CBS)
36. The Partridge Family (ABC)
37. Temperatures Rising (ABC)
- Laugh-In (NBC)
39. Little People (NBC)
40. Brady Bunch (ABC)

New shows falling below 40th position with general point spread in ratings between high 15's and mid-13's: CBS's *M*A*S*H*, *Sandy Duncan Show*, *Bill Cosby Show* and *The Waltons*; NBC's *Ghost Story*.

Warner, Cypress complete \$51.5 million merger

Closing of merger agreement under which Cypress Communications Corp., Los Angeles, becomes a wholly owned subsidiary of Warner Communications Inc., New York, was announced by two companies Friday (Sept. 29). Agreement was to become effective Saturday (Sept. 30).

Merger called for each Cypress shareholder to receive one-half share of Warner common for each Cypress share. Approximately 1,355,000 shares of Warner common will be issued to achieve merger. Transaction has market value of about \$51.5 million. When agreement in principle was announced last May, acquisition had indicated value of about \$65 million, but Warner's stock price per share has since declined.

Cypress Communications will operate under Warner's Television Communications Corp. (TVC), which is headed by Alfred R. Stern, chairman and president. TVC's New York offices will serve as headquarters for combined companies.

Mr. Stern said it is expected that Burt L. Harris, president of Cypress, will be named vice chairman of TVC, based in

California, and that role of other Cypress executives in newly merged operations will be defined soon.

Heftel to purchase FM for \$1 million

Hawaii broadcaster Cecil Heftel is buying another major-market radio property. It's KDNA(FM) St. Louis, noncommercial facility owned by Parent Corp. of Missouri. Estimated price, which includes covenant not to compete, is \$1 million.

Sale, for which application is to be filed at FCC this week, is fourth station sale with which Mr. Heftel has been connected in recent months. He is also buying, subject to commission's approval, RKO General's WROR(FM) Boston (for approximately \$2 million) and NBC's WJAS-AM-FM Pittsburgh (\$1.8 million). And just two weeks ago commission authorized stock-exchange deal which enables Mr. Heftel and his wife, Joyce, to acquire 100% interest in KGMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, both Hawaii (BROADCASTING, Sept. 25).

KDNA, which presently carries diversified, educational oriented format, is headed by J. T. Lansman.

Station operates on 102.5 mhz with 63 kw and antenna 370 feet above average terrain. Broker: R. C. Crisler, Cincinnati.

Double dispensation permits KVDO-TV sale

FCC has waived duopoly and CATV-TV crossownership rules and given conditional approval to Channel 3 Inc.'s sale of KVDO-TV Salem, Ore., to Valley Broadcasters Inc.

Condition attached to approval requires Valley to sell station within three years. Commission, in order announced Friday (Sept. 29), said it was granting sale, even conditionally, only because poor financial condition of KVDO-TV raised danger that it would go dark, depriving Oregon's capital city of its only television outlet.

Commission acted on 4-to-3 vote, with three members of majority, Chairman Dean Burch, Commissioners Robert E. Lee and Charlotte Reid, concurring in result. Commissioner Benjamin L. Hooks was only member voting for "commission" position. Commissioners H. Rex Lee, Nicholas Johnson and Richard E. Wiley dissented.

Waiver of duopoly rule was required because of substantial overlap of signals

From NBC to Hertz. Robert L. Stone, president, NBC radio division, and executive vice president, NBC, elected president of Hertz Corp., New York, succeeding Ronald J. Perlman, who died last month. Mr. Stone has had 20-year career with NBC and ABC. Both NBC and Hertz are subsidiaries of RCA. NBC officials said Friday (Sept. 29) Mr. Stone's successor had not been selected.

of KVDO-TV and KEZI-TV Eugene, Ore., which is owned by Valley's parent corporation, Liberty Television Inc. Grade A overlap involves 32.8% of KVDO-TV's grade-A population and 15% of KEZI-TV's, and each station's grade-B contour will cover other's city of license. In addition, 91% of KEZI-TV's grade-B population is encompassed by KVDO-TV's signal.

CATV-TV crossownership rule waiver was required because Liberty owns several cable television systems in KVDO-TV's grade-B contour, and rule prohibiting acquisitions involving such crossownerships that was adopted two years ago.

Sale of station involves Valley stockholders' acquisition of stock in Liberty equal to value of their investment in Channel 3 (\$411,000) and to certain of Valley's liabilities (\$190,000), which will be retired.

Commissioner H. Rex Lee, in dissenting opinion in which Commissioner Johnson joined, said he would deny assignment application because it runs counter to commission's diversification policies set forth in duopoly and cable-TV crossownership rules, and since he does not believe waivers to be warranted. He said that there is evidence Salem could provide economic base for viable station and that Valley made no serious effort to sell station to anyone but Liberty.

Celler takes himself out of fall campaign

Representative Emanuel Celler (D-N.Y.), chairman of powerful House Judiciary Committee, announced late last week he will not seek re-election as Liberal Party nominee for New York's 16th congressional district. (Under redistricting plan, Mr. Celler's 10th district becomes 16th in January.)

Although Mr. Celler's name will remain on ballot, 84-year-old congressman said he does not wish to campaign for 26th term.

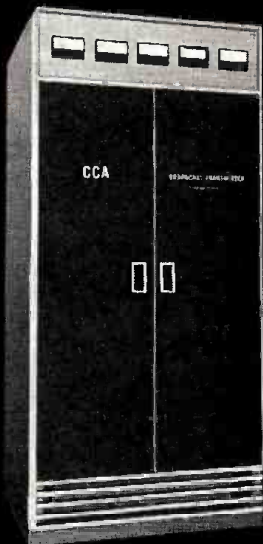
Mr. Celler was defeated in June 20 Democratic primary by some 400 votes by Elizabeth Holtzman, 31-year Brooklyn lawyer, and his defeat was upheld in subsequent recount. But he received nomination of Liberal Party. Republican nominee is attorney Nicholas R. Macchio Jr.

Included under Judiciary Committee's jurisdiction is Representative Robert W. Kastenmeier's (D-Wis.) Subcommittee No. 3, which is charged with copyright legislation and which has been holding hearings on newsmen's-privilege bills (see page 41).

Doubleday buys KDWB

Sale of KDWB(AM) Minneapolis to Doubleday Broadcasting was approved by FCC in staff action on Friday (Sept. 29). Purchase price was \$3.25 million. Seller was Val Jon Inc., whose president is Walter Richey. Other principals are Northwestern National Life Insurance Co. and Massasoit Management Corp. Station broadcasts with 5 kw days, 500 w nights.

YOUR BEST COMBINATION TO MEET NEW FCC 125% AM MODULATION



CCA AM TRANSMITTERS

ALL CCA AM broadcast transmitters from 250 watts to 50KW are designed to modulate on a continuous basis at 125% with full frequency response, minimum distortion and negligible effect on tube life.



CCA AM MONITORS

CCA AM monitors can *simultaneously monitor* both positive and negative peaks to assure you of the loudest sound and still conform with FCC limits!!



CBS AM VOLUMAX

This device, in conjunction with CCA transmitters, permits you to automatically set your audio gain to achieve 125% peak positive and 98% negative modulation — the highest modulation permitted by the FCC.

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■ Indicates new or revised listing.

This Week

Oct. 2-3—Fall convention, Western chapter, *National Religious Broadcasters*. Statler Hilton, Los Angeles.

Oct. 2-4—Panel discussions before FCC on various aspects of children's programming. FCC, Washington.

Oct. 3—Regional sales clinic, *Radio Advertising Bureau*. Colonnade, Boston.

■ **Oct. 3-5**—Senate Commerce Committee hearing on S. 4010, bill to ban TV blackouts of professional sports events when tickets to home games are sold out 48 hours in advance. 10 a.m., Room 5110, New Senate Office building, Washington.

Oct. 3-5—Fall convention, *Illinois Broadcasters Association*. Featured speakers: FCC Commissioner Charlotte Reid and Grover C. Cobb, executive vice president for government relations, National Association of Broadcasters. Water Tower Hyatt House, Chicago.

■ **Oct. 4**—XX Olympiad: ABC Sports presentation on summer Olympics, newsmaker luncheon of *International Radio and Television Society*. Waldorf-Astoria, New York.

Oct. 4—Regional sales clinic, *Radio Advertising Bureau*. Sheraton Inn-LaGuardia airport, New York.

Oct. 4-5—Combined fall convention, *Ohio Association of Broadcasters and Kentucky Broadcasters Association*. Carousel inn, Cincinnati.

■ **Oct. 5-6**—Annual convention, *Kentucky CATV Association*. Continental inn, Lexington, Ky.

Oct. 6—Regional sales clinic, *Radio Advertising Bureau*. Sheraton Baltimore Inn, Baltimore.

Oct. 6-8—*American Women in Radio and Television* West Central area conference. Chase Park Plaza, St. Louis.

■ **Oct. 6-8**—Annual Florida radio-record conference, jointly sponsored by *Florida broadcasters and record distributors*. Americana hotel, Daytona Beach.

■ **Oct. 6-8**—Second district fall conference, *American Advertising Federation*. Speakers include: Howard Bell, president AAF, Barton Cummings, chairman, executive committee, Compton Advertising and AAF chairman, and Marvin Sloves, president, Scall, McCabe, Sloves Inc. Playboy hotel, McAfee, N.J.

Oct. 6-9—Eighth *Hollywood Festival of World Television*. Screenings of programs representing more than 25 countries aboard Princess Italia during round-trip cruise between Los Angeles and Ensenada, Mexico.

Oct. 6-9—National meeting, *Theta Sigma Phi* (professional women in communications). Featured speaker: Walter Schwartz, president, ABC Television. Marriott hotel, Houston.

Oct. 8—Fall meeting, *Ohio Associated Press Broadcasters Association*. Columbus.

Oct. 8-9—Fall convention, *New Jersey Broadcasters Association*. Playboy hotel, Great Gorge, McAfee, N.J.

Also in October

Oct. 9-10—Fall convention, Midwestern chapter, *National Religious Broadcasters*. Northwestern College, Roseville, Minn.

Oct. 9-11—28th annual *National Electronics Conference and Exhibition*. Communications equipment will be among items featured. Regency Hyatt-O'Hare, Chicago.

■ **Oct. 10**—Fall meeting, *West Virginia Cable TV Association*. The Greenbrier, White Sulphur Springs.

Oct. 10—Annual fall outing, *Federal Communications Bar Association*, in association with National Broadcasters Club and Association of Federal Communications Consulting Engineers. Tickets, \$16.50 per person, may be ordered from George Y. Wheeler III, 1000 Vermont Avenue, N.W., Washington, 20005. Washingtonian country club, Gaithersburg, Md.

Oct. 10—Regional sales clinic, *Radio Advertising Bureau*. Sheraton-Peabody, Memphis.

Oct. 10—ABC Radio annual multimedia presentation to agencies and advertisers. Hilton hotel, New York.

Oct. 11-12—Television commercials workshop, *Association of National Advertisers*. Plaza hotel, New York.

Oct. 11-13—Convention, *Advertising Media Executive's Credit Association International*. Safari hotel, Phoenix.

Oct. 11-14—Annual fall convention, *Tennessee Association of Broadcasters*. Ramada Inn, Jackson.

Oct. 12—Regional sales clinic, *Radio Advertising Bureau*. Hilton Inn, Dallas.

Oct. 12-14—National strategy seminar for newspaper and broadcast newsmen. "The Unstable Triangle: the USA, the USSR and China in the Coming Decade," sponsored by Ohio State University school of journalism, National Strategy Information Center Inc., New York, and Ohio State's Division of Continuing Education, in cooperation with Ohio Newspaper Association and Ohio Broadcasters Association. Fawcett Center for Tomorrow, Ohio State University campus.

Oct. 13—Fifth annual Kansas Association of Broadcasters seminar. Theme: current problems facing the broadcasting industry and what can be done about them. Student Union, Kansas University, Lawrence.

Oct. 13—Regional sales clinic, *Radio Advertising Bureau*. Sheraton Inn-airport, Denver.

Oct. 13—New deadline for reply comments on amendment of part 76, subpart G, of FCC's rules and regulations pertaining to cablecasting of programs for which per-program or per-channel charge is made.

Oct. 13-15—*American Women in Radio and Television* East Central area conference. Terrace North hotel, Cincinnati.

Oct. 15-17—Annual fall meeting, *North Carolina Association of Broadcasters*. Timme Plaza Inn, Wilmington.

Oct. 15-17—Meeting, *Mississippi Cable TV Association*. Broadwater Beach hotel, Biloxi.

Oct. 15-17—Third National Symposium on Children and Television, organized by *Action for Children's Television* and *Yale University Child Study Center* and *School of Art*. Theme will be programing and financing of children's television. Yale University, New Haven, Conn.

Oct. 15-18—Western region convention, *American Association of Advertising Agencies*. Arizona Biltmore hotel, Phoenix.

Oct. 16—Regional sales clinic, *Radio Advertising Bureau*. Muehlebach, Kansas City, Mo.

Oct. 16-17—Fall meeting, *National Association of Broadcasters TV code review board*. Sheraton Half Moon Inn, San Diego.

Oct. 17—Fall meeting, *Virginia Cable TV Association*. Quality Court East, Winchester.

Oct. 17—Regional sales clinic, *Radio Advertising Bureau*. Burlingame Hyatt House, San Francisco.

Oct. 18—Regional sales clinic, *Radio Advertising Bureau*. Sheraton Bloomington, Minneapolis.

Oct. 18-20—Annual fall meeting, *Pennsylvania Cable Television Association*. Featured panel includes: Raymond P. Shafer, chairman of the board, *Teleprompter Corp.*; Gene Schneider, president, *LVO Cable*; William Karnes, president, *National Trans-Video*; and Alfred Stern, president, *Television Communications Corp.* The Host Farms, Lancaster.

Oct. 18-21—*WSM(AM)*'s 47th Grand Ole Opry birthday celebration and disk jockey convention. Municipal auditorium, Nashville. For information on registration write: P.O. Box 100, Nashville, 37202.

Oct. 19—Regional sales clinic, *Radio Advertising Bureau*. Wilshire Hyatt House, Los Angeles.

Oct. 19—Regional sales clinic, *Radio Advertising Bureau*. Regency Hyatt House, Chicago.

Oct. 19—Eighth annual *SESAC* country music awards banquet. Woodmont country club, Nashville.

Oct. 19-20—*All Japan Radio and Television Commercial Council (AAC)* commercial festival. Top international commercials in five categories will be honored. Hiblya hall, Tokyo.

Oct. 19-22—Ninth district *American Advertising Federation* annual convention. Alameda Plaza hotel, Kansas City, Mo.

Oct. 19-22—Annual fall meeting, *Missouri Broadcasters Association*. Featured speakers: Clay T. Whitehead, director, *Office of Telecommunications Policy*; John Pettit, FCC general counsel, and Richard Jencks, CBS Washington vice president. Plaza Inn, Kansas City.

Major meeting dates in 1972-73

Oct. 29 - Nov. 1—Annual convention, *National Association of Educational Broadcasters*. Hilton International, Las Vegas.

Nov. 12-16—Annual seminar, sponsored by *Broadcasters Promotion Association*. Stetler Hilton hotel, Boston.

Nov. 14-16—Annual meeting, *Television Bureau of Advertising*. Waldorf-Astoria, New York.

Nov. 15-16—*Sigma Delta Chi* national convention. Statler Hilton, Dallas.

Nov. 26-28—Annual meeting, *Association of National Advertisers*. Cerromar Beach hotel, Dorado Beach, Puerto Rico.

Nov. 28 - Dec. 1—Annual convention, *Natioal Television News Directors Association*. Nassau, Bahamas.

Feb. 13-16, 1973—Convention, *National Association of Television Program Executives*. Royal Sonesta Hotel, New Orleans.

March 25-28, 1973—Annual convention, *National Association of Broadcasters*. Sheraton-Park and Shoreham hotels, Washington.

Open Mike®

Country comment

EDITOR: I have just finished reading your excellent "Special Report" about country music in the Sept. 18 issue. The scope, depth and accuracy are very impressive. Most of all, I think you have captured the enthusiasm and flavor of country music in a clear, understandable way. Radio and country music are well served by your energetic efforts.—*Bill Farr, president, Country Music Association, and vice president, CBS Records.*

EDITOR: Your Sept. 18 article on country-and-western music states the New York City area has been without a country station since the failure of WJrz. Not so. Noncommercial WDFU-FM Teaneck, N.J., operated by Fairleigh Dickinson University, broadcasts country-and-western music to the New York metropolitan area seven days a week from 9 a.m. to noon. We have been broadcasting country music since February of this year and our signal is heard in New York City.—*David P. West, general manager, WDFU-FM.*

Added emphasis

EDITOR: BROADCASTING's report on my remarks on minority hiring in broadcasting [Sept. 25] was an accurate job. I don't, however, want to leave the impression that we are—or can afford to be—complacent. In the speech, I strongly emphasized that it will be a "dying issue" only if progress in minority hiring, training and promotion continues in the broadcasting industry.—*James H. Hulbert, executive vice president, public relations, National Association of Broadcasters.*

Who's at fault?

EDITOR: Alan Torbert is to be congratulated on his very timely remarks [Sept. 11] regarding those few buying services and advertising agencies that are going direct, hoping to save a nickel or two instead of working through the reps. The blame, however, should not be laid at the buying service's door or the agency's door. The sickness that pervades the industry is the lack of backbone on the part of reps and stations for allowing this to happen.—*Harlan G. Oakes, Harlan G. Oakes Associates Inc., station rep, Sherman Oaks, Calif.*

You're welcome

EDITOR: I must thank you for the fine job BROADCASTING is doing for the industry. Your editorials "tell it like it is," and they offer many positive suggestions for improvement. I think many of the improvements in the industry had their beginning on your editorial page.—*Paul H. Chapman, president, Chapman & Associates.*

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Broadcasting®

The newswEEKly of broadcasting and allied arts

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Executive and publication headquarters
BROADCASTING-TELECASTING building,
1735 DeSales Street, N.W., Washington,
D.C. 20036. Phone: 202-638-1022.

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BROADCASTING® magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING®—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932, Broadcast Reporter in 1933, Telecast® in 1953 and Television in 1961. Broadcasting-Telecasting® was introduced in 1946.



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Monday Memo

A broadcast advertising commentary from Donald J. Moore, executive vice president, Ketchum, MacLeod & Grove, New York

Made-in-Japan cosmetics get made-in-U.S. introduction via TV co-op with retailers

Breaking with tradition is never an easy thing. But when it involves an agency recommending a new course of action to its Japanese client and when it depends on the cooperation of that client's individual retail outlets throughout the U.S., the problems multiply considerably.

Our client in this case is Shiseido Cosmetics (America) Ltd. While the company is relatively new in the U.S. market, its parent, Shiseido Co. Ltd., is the largest cosmetics manufacturer in Japan and second largest in the world behind Avon.

When we were developing the advertising program for 1971, Shiseido was expanding at a rapid pace. An important key to its continued growth was to build a solid base of good retail outlets in the top U.S. markets. Therefore, a major and pivotal part of our campaign in '71 was based on co-op advertising. Traditionally, the cosmetics industry has put the bulk of its co-op money in newspapers. And up to that point, that is exactly what Shiseido had been doing. But that's where we broke with tradition.

We recommended to the client that it put the major portion of its co-op budget into local television.

Shiseido did not exactly jump at the idea. After all, the company had been developing at an excellent rate and it had good retail support in the areas it was already in. Why change the formula now?

And, of course, the other consideration was how the retail outlets would feel about it. Newspapers have historically been the primary medium for retailers. Therefore, they might be somewhat negative toward this new approach.

But we felt there were enough compelling reasons on the other side to make a strong recommendation in favor of using co-op money for local television.

Our first consideration was identity for the client. As a new force in the cosmetics market, the company was virtually unknown. We had to convey Shiseido's size and stance to the public. We had to give it a distinct and memorable image. In print co-op this was difficult to attain. For the most part, print ads would be incorporated into individually produced store ads. The primary image conveyed would be that of the store. Through the use of television commercials we were able to more effectively demonstrate the Japanese tradition for fine beauty care. It gave us the image we were looking for. At the same time it allowed the local retailer five to nine seconds at the conclusion to promote his outlet.



Donald J. Moore is general manager of Ketchum, MacLeod & Grove's New York office. He joined KM&G in January 1968 and presently holds the title of executive vice president. He is also a member of the executive committee and the board of directors. He previously was with SSC&B for 12 years, attaining the post of senior vice president. Before that, he was a vice president and national sales manager for Concentrates Marketers Inc., a national food broker, and a vice president and regional sales manager for Snow Crop Marketers Inc.

The second consideration was that television allowed us to select our audience far better than print. It enabled us to control our media buy. Our target audience is primarily women in the 25-49 age group. Also, we were interested in reaching working women. In this situation, there is less waste in television. We can be more selective, putting our money into programs that have a higher concentration of women viewers. By buying prime and fringe time we saw an opportunity to more effectively target this audience. In newspapers, on the other hand, we would reach men and women equally.

The third consideration was product demonstration and the product itself. Treatment products are the major ele-

ment of Shiseido's line. They account for 40% of U.S. volume. We can demonstrate the treatment product better on television than in print. For example, one of our commercials shows an American woman whose face is being massaged by a kimono-clad Japanese beauty expert. The hands move rapidly over the face, symbolizing the Japanese belief in extra gentle care of the skin. The theme line of the commercials is "Practice Shiseido. It gives great pleasure to your skin. And your skin will give great pleasure in return." This is to convey the ritual aspect inherent in Japanese culture. Of course, with regard to the use of the products themselves, color is most important. We felt we belonged in a color medium.

In making the decision to put the co-op money into television, we had two other things in our favor. The client's basic program calls for two major promotions a year in each retail outlet. We pointed out that by running television spots on a heavy schedule before and during these promotions, we would enhance their value. The other thing in our favor is the changing attitude of retailers with regard to television. Not too many years ago, retail stores tended to steer clear of television. They felt it was too expensive. Now they have found that production costs are not prohibitive and that they can get on the air quickly with fast-breaking sales and promotions. I have seen this trend spearheaded by some of the great retailing giants, such as Sears, A&P and Grants. Other retail operations have followed suit. Consequently, the entry of retailers into television has been accelerated.

What finally happened? Well, the client bought the proposal and we received the cooperation of the stores. The stores saw the advantage to the idea. It could add an exotic dimension to their image and support their print efforts. But most important, it proved to retailers that television, particularly in conjunction with special promotions, can generate a high level of traffic. We understand, for example, that some stores have found that they can as much as double projected volume for a special promotion through the use of television.

The program produced excellent results. By the beginning of this year Shiseido had achieved distribution in the top-75 U.S. markets. Now the company is concentrating on expanding into smaller markets and adding additional stores in the top 75.

Perhaps most interesting is the trend that seems to be under way. We have noted that this year two other cosmetic firms, Revlon and Estee Lauder, have started to move into local co-op television.

an open letter to broadcasters . . .

we need your help in preserving free broadcasting.

Since broadcasting began in this nation more than fifty years ago, the voice of broadcasters in national political processes has been muted. The shifting tides of regulation over the years have made it difficult for broadcasters to join together to support those who have believed in and defended a system of free enterprise in broadcasting.

Today, however, broadcasters have recognized that their voice must be heard in Congress with firmness and clarity. Freedom for broadcasters is our industry's Number One concern. Battered and badgered from all sides, from license renewal to license renewal, the broadcaster today must assert his rights as an honorable and respectable citizen.

The National Committee for the Support of Free Broadcasting has been organized to do just

this in behalf of all broadcasters.

In June, 1972, the Board of Directors of the National Association of Broadcasters unanimously passed a resolution encouraging the formation of a Committee to engage in political *action* and political *education* to function outside of NAB. Today, the National Committee for the Support of Free Broadcasting is in being, set up in strict compliance with all applicable Federal and State laws.* Its immediate purpose is to collect funds to be used to support candidates for the U.S. Senate and the U.S. House of Representatives.

Broadcasters and friends of broadcasting from all sections of our country and from markets of all sizes have come forward voluntarily to aid in this task.

The Executive Trustees of the National Committee for the Support of Free Broadcasting are, in addition to myself as Chairman:

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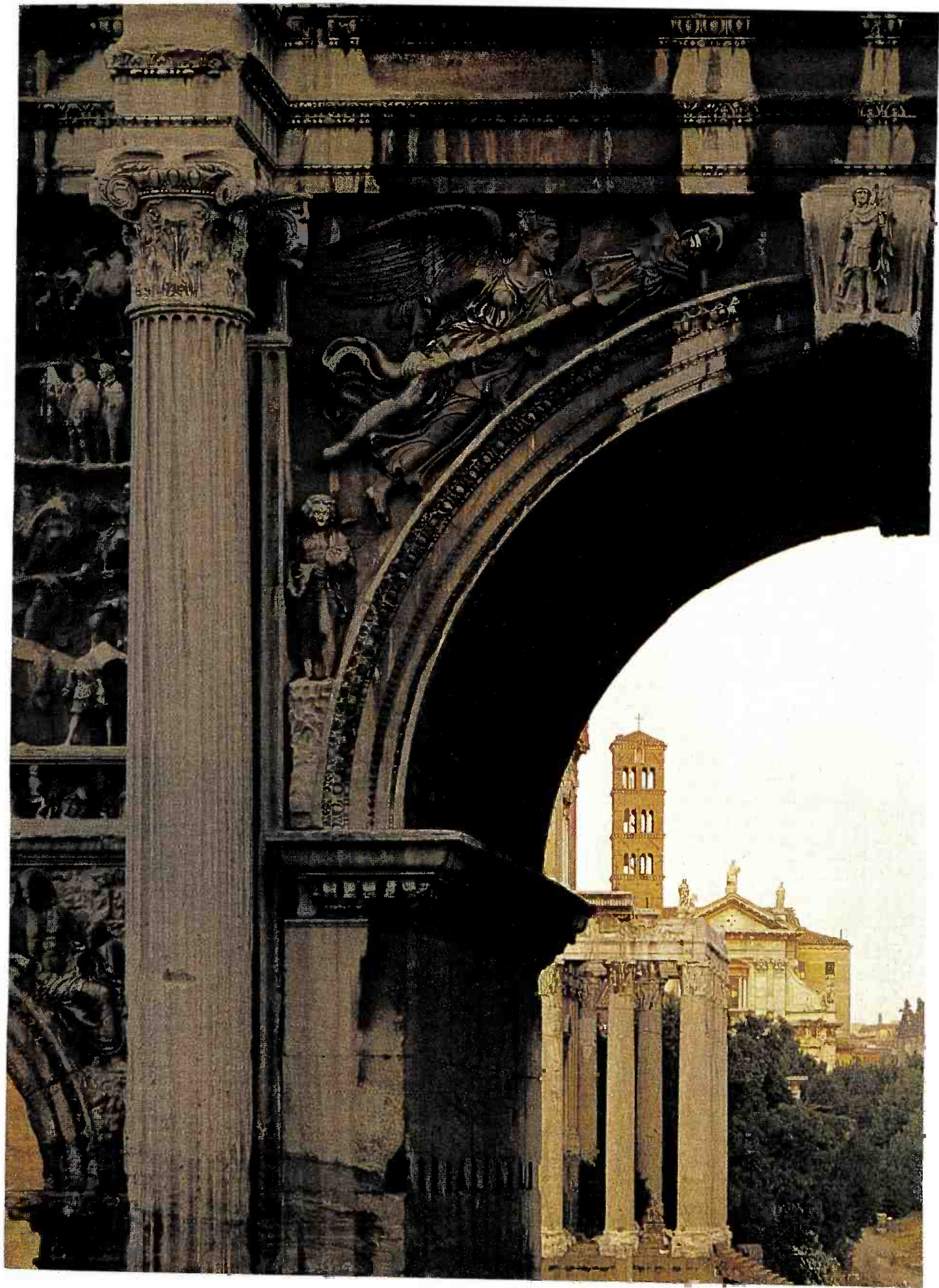
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The Forum was the medium of ancient Rome where ideas were explored, important issues debated, and the news of the empire was learned. Television is the medium now, and today's forum is the living room of virtually every family in America. Helping the four million families they serve in their search for the truth is the continuing goal of the Corinthian Stations.

**"THE FIRST DUTY OF MAN IS
THE SEEKING AFTER AND INVESTIGATION OF THE TRUTH."**

Cicero/106-43 BC

The Roman Forum as seen through the Arch of Septimius Severus, with its handsome Corinthian capitals. Originally the Forum was an open marketplace and the site of religious festivals, games, elections, and other public events. As Rome grew, magnificent temples and civic buildings were erected, and the Forum became the center of Roman law, politics, culture, and religion. Through 12 centuries it was a setting for human drama on a grand scale—citizens stirred by passionate speeches, monarchs challenged by the Senate, triumphant generals returning in glory to Rome.



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Fort Wayne
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Indianapolis

CBS Affiliates



**Exactly ten years ago tonight,
NBC took a chance on a personable
young man named Johnny Carson
as the new host of "Tonight."**

(Well, you can't win 'em all.)

"The Tonight Show Starring Johnny Carson"

Tonight: Helping Johnny celebrate his Tenth Anniversary as NBC's late-night super-star will be Jack Benny, Sammy Davis, Jr., Dean Martin, Joey Bishop, George Burns, Dinah Shore, Jerry Lewis, Don Rickles, Rowan & Martin, Carol Wayne and Gov. Ronald Reagan of California.

The realities of reruns in network TV

They haven't taken over yet from first runs in prime-time schedules, but they're getting closer: It was 59% new, 41% old in the 1971-72 season. How to change the ratio without going broke is networks' newest dilemma.

There's this to know about runs and reruns on the three television networks:

- During the 1971-72 television season the networks broadcast approximately 3,225 hours in prime time.

- 59% (1,904 hours) of that time was devoted to first-run material, either original episodes of series, one-time specials, news or sports events or similar pre-emptions.

- 41% (1,321 hours) was devoted to reruns.

- The highest proportion of reruns was on CBS, with 480 hours (44.8% of its schedule). The lowest proportion was on ABC, with 390 hours (36%). NBC reran 451½ hours (42.2%).

- The average number of episodes of new, original series programming—for 45 series that completed the full season—was 22.8.

- The average number of reruns for those series was 22.7.

- For 27 of those series, the networks broadcast more reruns than they did first runs during the season.

These impressions emerged from a BROADCASTING study of the most recent network TV season, based on schedules published in the New York edition of *TV Guide*. That edition was chosen because the schedules of network owned-and-operated TV stations there conform most nearly to actual network schedules. The analyses of schedules were unobtainable from the networks themselves.

The rerun issue came alive last May when Bernard Balmuth, a Hollywood film editor, asked that the FCC require networks to limit their reruns to 25% of network schedules. (His research, based on the 1970-71 season, contended that reruns occupied 43.5% of prime time.) It went to white heat two weeks ago when President Nixon told the Screen Actors Guild he was on the unions' side in the anti-rerun derby, and after he directed Tom Whitehead, director of the Office of Telecommunications Policy, to look into the matter and seek either vol-

untary change from the networks or regulatory intervention against them. Mr. Nixon's stand has network officials convinced that they'll soon be asked by the FCC to file comments as a preliminary to an eventual formal hearing before that agency.

The networks are expected to argue that their profit structure would collapse if they could set aside only 25% of their prime-time schedules for reruns. Robert D. Wood, president of CBS-TV, is already on record with the flat prediction that the networks would suffer a combined loss of \$120 million in the first year alone if such a rule were put into effect.

On a typical prime-time hour, according to Don Carswell, vice president for business affairs at NBC, the networks end up losing money on the first run of a series episode. With six minutes to sell, at roughly \$55,000 a minute for a show with reasonably healthy ratings, the network brings in \$330,000 for the hour. But, Mr. Carswell points out, the expenses for that hour cancel out the income in just about all cases (*The Flip Wilson Show*, with a price tag of \$80,000 or so a minute, may be one of the rare exceptions) and leave the networks with red ink on their hands. The biggest expense is the production cost—about \$200,000 for the typical hour. Another \$50,000 has to be parceled out among the network affiliates that carry the show. The advertising agency slices off its 15% share of the advertiser buy, a chunk that reduces the income figure of \$330,000 to something in the neighborhood of \$280,000. The rest of the income, according to Mr. Carswell, is eaten up by network overhead and engineering and transmission costs, including telephone lines.

Where the network makes its profit is on the rerun, Mr. Carswell says, because the \$200,000 production cost melts away to a mere \$30,000 or so (a figure that includes residual payments to the various people who worked on the show, and

some minor studio charges), whereas the cost-per-minute to the advertiser dips down only to about \$40,000.

The BROADCASTING survey found that—for at least 27 series—some prime-time episodes were being repeated more than once within a 52-week network season. The *NBC Wednesday Mystery Movie*, a series that last year rotated the 90-minute melodramas "Columbo," "McMillan and Wife" and "McCloud," for example, presented only 21 new episodes and 24 reruns. Since "Columbo" was by far the most popular of the three, NBC felt no qualms about running an episode of that show three times, even in one instance preferring a second rerun of "Columbo" to a first rerun of "McCloud."

Big-name theatrical movies with universal appeal (like "The Dirty Dozen," "The Bridge on the River Kwai" and "Spartacus") are often leased by the networks for more than two showings. In order to broaden their impact, however—again according to Mr. Carswell—the networks will put them on the shelf for two or three years after an initial air play. Many of the pictures on NBC's *Saturday Night at the Movies*, which ran only 17 originals as against 28 reruns in the course of the 1971-72 season, fall into that category, so the time slot was able to maintain a solid share-of-audience figure despite the high number of repeats.

Many of the taped variety series go off for the summer because, in the words of Fred Silverman, vice president for programming at CBS (BROADCASTING, Aug. 14), "the above-the-line talent costs for reruns of these shows have mounted to the point where it's just as cheap to put on a batch of new shows." (NBC went to reruns of old anthology series to stand in for *Flip Wilson*, and to Monday-night baseball to replace *Laugh-In*.)

The theme that ran throughout the comments of Mr. Carswell and Don Durgin, president of NBC, and a number of advertising-agency executives (officials at

More old than new. The TV networks broadcast more reruns than original episodes on 27 of their prime-time series during the 1971-72 season, according to *Broadcasting's* study (based on schedules published in the New York edition of *TV Guide*). Thirteen of the 27 were on CBS, eight on ABC and six on NBC. These are the series and the number of their first-run and rerun episodes.

CBS: *Hawaii Five-O*, 23-25; *Cannon*, 23-24; *Medical Center*, 23-26; *Mannix*, 23-27; *CBS Thursday Movie*, 21-23; *All in the Family*, 23-28; *Dick Van Dyke Show*, 23-27; *Mission: Impossible*, 22-26; *CBS Sunday Movie*, 19-27; *Mary Tyler Moore*, 23-26; *O'Hara, U.S. Treasury*, 21-25; *CBS Friday Movie*, 19-21; *Arnie*, 23-26.

ABC: *Mod Squad*, 23-24; *Marcus Welby, M.D.*, 23-24; *Alias Smith and Jones*, 22-23; *Longstreet*, 22-23; *The Partridge Family*, 22-23; *Room 222*, 22-25; *The Odd Couple*, 22-24; *Love, American Style*, 22-25.

NBC: *Adam-12*, 23-25; *NBC Wednesday Mystery Movie*, 21-22; *Night Gallery*, 22-25; *Saturday Night at the Movies*, 17-28; *Walt Disney Presents*, 20-28; *The Bold Ones*, 21-28.

ABC and CBS declined to comment on the rerun controversy until they get further word about what the FCC plans to do) was that advertisers would resist any attempts by the networks to pass on the costs of more new programming by upping their rates. "As far as cost per minute is concerned, advertisers have had it," said Frank McDonald, senior vice president at Cunningham and Walsh. "They just couldn't afford higher rates."

"The networks would have to cut costs drastically if they were forced to do more original programming in prime time," said Peter Bardach, vice president and director of broadcasting at Foote, Cone and Belding. "They'd have to start going for cheaper shows, lower-quality shows, and what you'd end up seeing is a major withdrawal of advertisers to other media."

Don Durgin thinks that Hollywood craft-union unemployment might paradoxically be aggravated if the networks were compelled to slot more first-run shows. "We'd have to use more overseas stuff, more lower-cost programs, like game shows," he says. "But the real tragedy is that we'd have to cut back on news, and on our cultural and informational programming, and even on sports."

The unions have made the argument that cost figures on each episode of a series would be reduced if overhead and production expenses were amortized over a 39-week period instead of the current 24. But Mr. Bardach disagrees. "The savings in this area would be negligible," he says. "A little bit on rights' fees, maybe, and a little more on sets and props—you might get a faster depreciation on *Ironside's* wheelchair. If the talent and technicians were willing to work for less money over a 39-week period, however, there'd be some really significant reductions—but I just don't see that happening."

Mr. Bardach is also at a loss to understand the unions' statement that "an improved commercial market in the spring months" would result from the replacement of reruns with first-runs. "Any agency man will tell you that the April to June period is the toughest quarter for an advertiser to buy into, despite the fact that 90% of the shows are reruns," he says. "This seems to be the period when consumers are most in a buying mood, with specific occasions like Easter and Mother's Day and Father's Day to help whet their appetites. The irony is that the softest quarter, from a sales standpoint, is the January-March period, when there are hardly any reruns at all in prime time."

(Mr. Balmuth, in his pleading, stressed network profits more than cost savings in arguing against extensive rerun schedules. He contended that, in the 1959-1969 period when rerun escalation was most pronounced, television network profits increased 190%.)

■ The original pattern of 39 first-runs and 13 repeats was a throwback to radio days, when advertisers placed their own shows in 13-week cycles, according to Mr. Durgin. "We first began cutting back on that 39 figure when specials and spe-

cial events started to pre-empt the regular shows," he says. "Meanwhile, as production costs increased year by year, we had to start cutting back gradually on new episodes."

CBS, for example, was producing 36 new *Gunsmoke* episodes as late as the 1964-65 season and never repeating more than 14 of them within a given year. But when the network went to full color in the mid-sixties, production costs shot up, and by the 1967-68 season CBS was turning out only 24 new episodes of *Gunsmoke*, with 23 repeats and five pre-emptions.

"I think specials' pre-emption is the important concept to keep in mind," Mr. Durgin says. "We may be producing only 24 new episodes of most series but we've also been increasing the number of specials. In one time slot this year there'll be a total of 19 pre-emptions and another time slot lists 16. The average number of pre-emptions is now up to about seven or eight. The way things are going, pretty soon specials will be so prevalent on NBC that series' episodes will be interrupting the specials rather than the other way around."

SAG takes case to White House

Its memo tells of 'crisis' situation in film industry; OTP, meanwhile, is already moving on rerun issue

The Screen Actors Guild, which has been given President Nixon's pledge to investigate the "potentially serious effect" of excessive prime-time network TV reruns (BROADCASTING, Sept. 18), last week submitted a memorandum to the White House pinpointing critical problems that have caused motion-picture and television film production to be "an industry in crisis." Tied in with the so-called "critical problems" memo was a four-point petition requesting presidential assistance in dealing with these problems, particularly, it seems, by rescinding the prime-time access rule.

Beyond help on prime-time access, the petition specifically asks for "continued support" of a previous petition, submitted to the FCC by film editor Bernard A. Balmuth, that would restrict network reruns to not more than 25% of all prime time throughout the year. The SAG petition further asks for support of legislation to provide tax relief for films produced in the U.S. and discontinuance of government involvement in film-making and in the production of audio and visual training aids without the use of professional actors and technicians.

The memo was submitted by SAG president John Gavin—supposedly at the request of presidential adviser John Ehrlichman and the Office of Telecommunications Policy director, Clay T. Whitehead. It notes that the 1971 aggregate earnings of SAG members from theatrical motion pictures were down nearly \$10 million from 1967 and that the competition from television is among the reasons for this decline. Yet while citing

television as one of the major causes of the loss of motion-picture revenues, the memo does concede that television also has served as a work replacement. But, claims the memo, "that replacement is no longer effective."

At a peak, according to the memo, actors earned more than \$40 million annually from TV films. Last year, the memo said, they earned \$34 million from TV work. This skippage, the memo asserted, is partly the result of "the network practice of making fewer and fewer episodes and repeating them more frequently each season." Also sharing the blame, said the memo, is the prime-time access rule which SAG says has deprived talent and craft union employes of some \$80 million in wages. Reruns and the prime-time access rule, the memo adds, "have provided a one-two punch of staggering effect on television production."

OTP expects to wind up its work on the issue in fairly short order. A source said it hopes to submit its proposed solution—whether it involves voluntary action by the networks or regulatory action by the FCC—"in two or three months."

The commission has no set schedule for considering the proposal now pending before it that it issue a rulemaking aimed at prohibiting the networks from presenting reruns during more than 25% of prime time in any given year. A commission official said only that the request would probably be considered "some time this fall."

As for the White House, it has wasted no time getting moving on the issue. Key OTP staff members were in Hollywood last week, collecting data to be factored into the recommendation OTP will make to President Nixon on the now-controversial issue of network prime-time reruns.

OTP's acting general counsel, Henry Goldberg, and its chief economist, Bruce Owen, were conferring with representatives of film craft unions and producers, on the economic status of the industry.

Earlier, they had heard the network side of the question, in Washington, from the ABC, CBS and NBC representatives there.

At issue is the request of the craft unions that, as a means of providing employment in the economically depressed film-production industry and of stimulating more diverse programming, the commission put a tight rein on the number of reruns networks may air in prime time.

The networks have maintained that a cutback in reruns would send production costs soaring, with economic consequences adverse to everyone in the industry, including the unions.

However, President Nixon entered the dispute three weeks ago, expressing sympathy for the union's point of view, and directing OTP Director Whitehead to investigate the problem and make a recommendation as to what might be done.

A day after Mr. Whitehead disclosed the President's interest, in a speech in San Francisco (BROADCASTING, Sept. 18), Mr. Whitehead was in Los Angeles, getting his own direct input from craft-union representatives.

The American forest still belongs to the American people.

33% public and private forestland not suitable for commercial trees. or set aside for parks and wilderness areas.



19% state and federal forestland.



And to a lot of people.

To begin with, four million individual Americans own 39% of the entire forest—a forest that's still three-fourths as large as it was when Columbus landed.

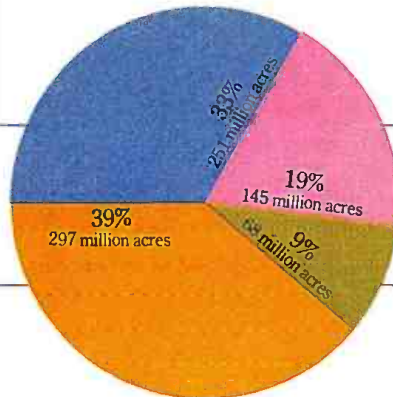
Then, too, *everybody* shares ownership in that 19% of the forest owned by federal and state governments which supplies so much of the raw material for building our houses and cities and making our paper products.

And when you add the 16 million acres of forestland that's been set aside for parks and wilderness areas, and the land not suitable for growing commercial trees, the American people—individually or collectively—own 91% of America's 761 million acres of forest.

So if the forest industries seem

to own more than their 9%, it's probably because with responsible, scientific management they've been able to make this 9% produce *one-third* of all the raw material we need for today's wood and paper products, and still keep America green—and growing.

For the whole story on America's forest today, get "Forests USA." For your copy of this full-color, 16-page booklet, send 25¢ to AFI, 1619 Massachusetts Avenue, N.W., Washington, D.C. 20036.



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State _____ Zip _____



American Forest Institute

39% individually-owned forestland.



9% forest products industry forestland.



Moss scores TV drug ads as causes of drug abuse

He says dangers parallel those of now-outlawed cigarette ads, charges administration with acting as drug manufacturers' ally

Senator Frank Moss (D-Utah) last week leveled a broadside at television advertising of drug products, and in the process accused the Nixon administration of pandering to the interests of drug manufacturers and advertising agencies.

In a Senate speech last Wednesday (Sept. 27), Senator Moss prefaced his attack by noting he had received "considerable public support for efforts to study the relationship between drugs and advertising." (A Senate Commerce Committee hearing on Senator Moss's bill to

establish an institute to study the effects of all types of advertising was held several months ago [BROADCASTING, May 22, June 5], but the committee has not acted on it.)

"The message . . . is clear and shocking," Senator Moss said. "Certain kinds of advertising stand accused of seducing the young to drug dependency and creating vulnerability to drug abuse."

Senator Moss, who led the fight to outlaw broadcast cigarette advertising, noted that "the dangers of the cigarette and alcohol advertising as promoters of deadly habits" have been recognized for years. "The dangers inherent in the uninhibited promotion of stimulants, tranquilizers, headache remedies, and sleeping pills should be clear enough," he said.

But an equally harmful effect of non-prescription drug advertising is that it teaches that the path to happiness and success lies in the use of drugs, he said.

"To the J. Walter Thompson alumni currently employed in the West Wing of the White House, any questioning of the impact of drug advertising smacks of subversion," Senator Moss contended. And when the Federal Trade Commission came up with its "modest" counter-advertising proposal, he said, Office of Telecommunications Policy Director Clay



Senator Moss

T. Whitehead attacked it "as irresponsible and unworkable and an effort by the FTC to pass the buck of regulatory action to the FCC."

And, the senator noted, Mr. Whitehead told the Colorado Broadcasters Association that the regulation of abuses and excesses in broadcast advertising should be left to self-regulation. Senator Moss called that idea "commendable" but maintained that "broadcast commercials show a definite pattern which, through constant repetition, may well be part of our drug problem."

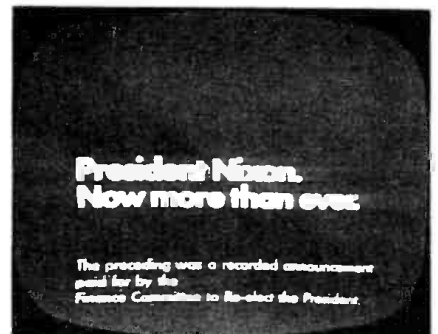
Drug advertising is one of the things the Nixon administration must deal with

For four more years. This is one of two four-minute, 20-second commercials for the re-election of President Nixon. Both ads are running on CBS-TV and both were produced by The November Group, the Nixon house agency. The other commercial, "Russia," deals with the President's visit there last May; the one pictured at right with excerpted dialogue below is titled "Older Americans." "Older Americans" was written by Finley Hunt, "Russia" by Bill Taylor.

President Nixon (voice over): Older Americans have much to give this country. The best thing to them is the chance to be a part of it, a chance to play a continuing role in the great American adventure . . .

Narrator: The problems of the old are not new. Enough money. Taxes. Inflation. Job discrimination. The soaring costs of medical care. And more than anything else, a need to be useful . . . When Richard Nixon was elected President, he called together the most ambitious White House conference on aging ever held . . . This was not an empty promise. This was a call to action . . . First he would put a national floor under the annual income of every older American . . . He would prevent job discrimination because of age . . .

President Nixon: A few months ago I met a remarkable man. His name was George Black. For more than 80 years this man has been making bricks by hand . . . But his productive years were not over . . . Our government sent this remarkable man to Guyana in South America so that he could share his skills . . . The time has come to close the gap between our older citizens and those who are not yet old. And the way to do this, I believe, is to stop regarding older Americans as a burden and start regarding them as a resource for America. *Narrator:* This is why we need President Nixon . . . Now more than ever.



You get up and go with it.

Whether you're going around the world to shoot your next commercial or around the block, travel light. With film, the basic equipment you'll need probably weighs less than the luggage you'd take on a vacation for two.

Back home, you've still got it made because editing is a cinch. It doesn't require complicated electronic gear and you have time to put your spot together exactly the way you want it to be.

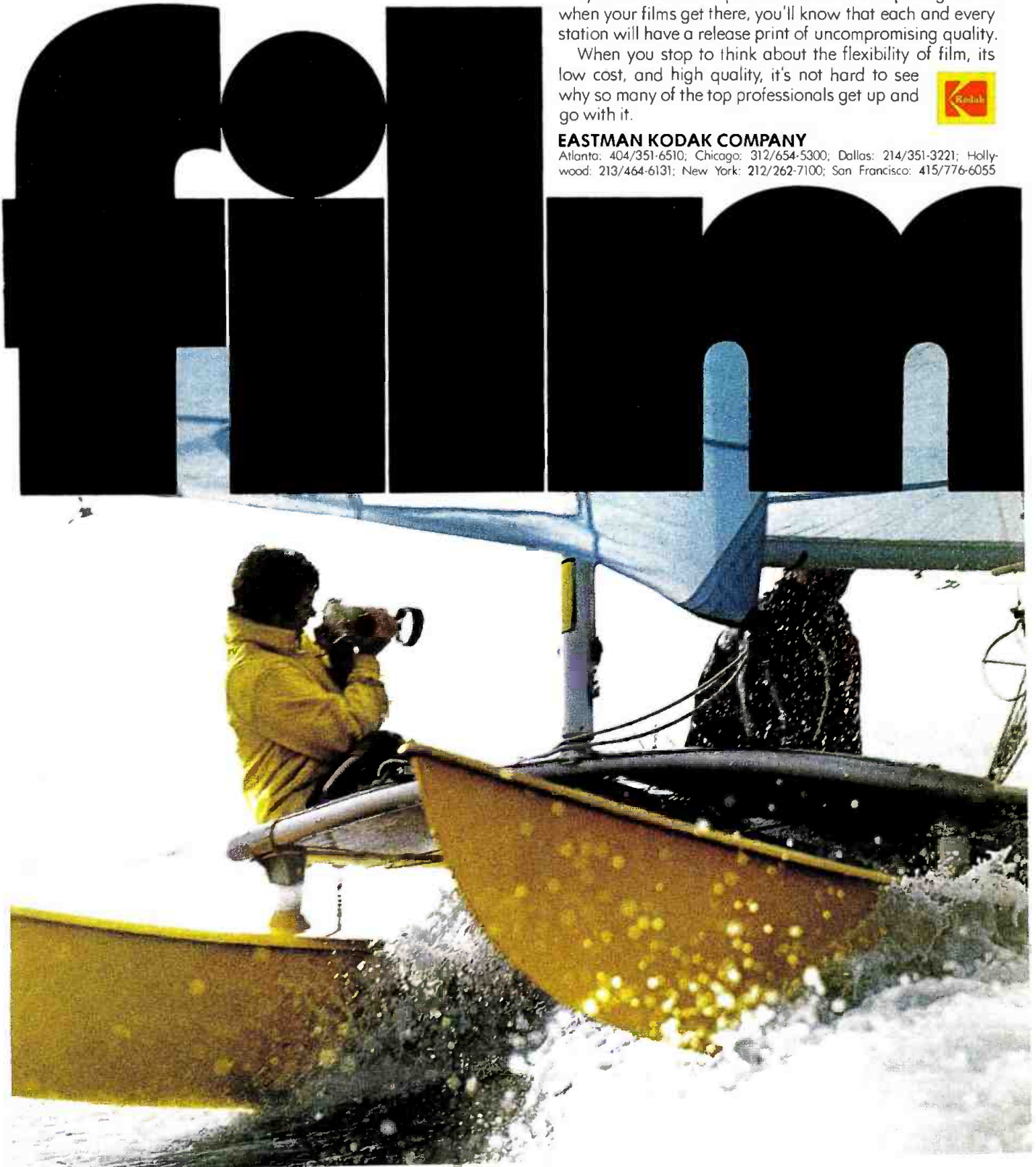
Syndication is a snap. You'll even save on postage. And when your films get there, you'll know that each and every station will have a release print of uncompromising quality.

When you stop to think about the flexibility of film, its low cost, and high quality, it's not hard to see why so many of the top professionals get up and go with it.



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Five prominent educators, each with an extensive background in commercial and educational broadcasting, combine their talents to bring you a "how-to" course on 1) Management and programing . . . 2) Operating and studio facilities . . . 3) Producing and directing . . . 4) Writing . . . 5) Performing. 192 pages, 20 illustrations, sample scripts, notes, index. \$6.95

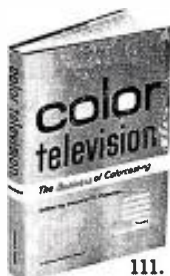
102.

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The Business of Colorcasting
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A thoroughgoing and authoritative exploration of the components that make colorcasting a vital communications force. Covers the techniques of color television, producing for color TV, the color television audience, doing business in color and color TV systems.

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111.

The Lighter Side of Broadcasting A Collection of Sid Hix Cartoons



200.

You're a Good Man, Sid Hix

So good, in fact, that lots of your fans implored us to preserve your pixy genius for posterity.

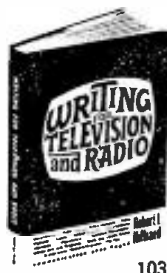
So, in response to popular demand, and in the public interest, convenience and necessity, we've put your best efforts together between two hard covers. An excellent gift item.

119 pages, 124 selected cartoons, \$5.50 per copy.

Writing for Television and Radio,

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by Robert L. Hilliard

Used as a text in over 100 colleges and universities, this practical guide is valuable for home study. Covers commercials, public service announcements, news, features, sports, special events, documentaries, interviews, games and quiz programs, music and variety shows, women's and children's programs. With the addition of sample scripts, this workbook will aid you in developing your own technique and style. 320 pages, sample scripts and excerpts, index. \$7.95



103.

Teach with Television

A Guide to
Instructional TV

2nd Edition
by
Lawrence F. Costello
and
George N. Gordon

115.

This practical manual shows how to produce and use televised instruction most effectively on all educational levels from the elementary school through the university. It is about instructional television—how, when and where to use it.

192 pages, illustrated, glossary, index. \$5.95



The Technique of Documentary Film Production

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by W. Hugh Baddeley

Now revised and updated throughout, this practical guidebook deals with all aspects

of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution.

268 pages, 63 diagrams, glossary, index. \$10.00

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The Technique of Television Production

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by Gerald Millerson

Now revised and updated throughout, and with a new section on color television, this encyclopedic textbook on the basics of TV production consolidates its position as the standard in its field.

440 pages, profusely illustrated \$13.50



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Send me the books I've checked below. My payment for the full amount is enclosed.

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- 110. Audio Control Handbook, \$10.00
- 111. Color Television, \$8.95
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- 115. Teach with Television, \$5.95
- 200. The Lighter Side of Broadcasting. A Collection of Sid Hix Cartoons, \$5.50

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if it is to solve the problem, he said, "but we know . . . that this administration . . . will never take action . . . as long as any part of the drug problem can be traced to the large drug companies and their advertising agencies. For these are the people who are bankrolling the Nixon administration."

A spokesman denied last week that the senator's speech was part of any planned attempt to legislate broadcast drug advertising out of existence. He said the senator's intent was to point up the need for an advertising institute to research the effects of advertising.

NBC-TV mounts drive to sell daytime shows during holiday lag

Aaron Cohen assigned to attract short-term clients by extensive array of sales, promotion plans

With a price list almost suggestive of a menu in a Chinese restaurant, NBC-TV is offering various packages to advertisers who might wish to buy into six weekday game shows during the three weeks between Dec. 18 and Jan. 5. This is the time many advertisers, in considering their messages incidental for viewers who are doing other things associated with the year-end holidays, vacate programs and leave commercial positions unsold.

NBC, in claiming that game shows happen to have increased viewership during the period, is making a special effort to attract short-term sponsorship and has assigned Aaron Cohen, manager of daytime program sales, NBC-TV, who once sold *Tonight* and *Today* (as manager of participating program sales), to sell the shows. Last week, Mr. Cohen was making the rounds of ad agencies, armed with statistics.

Point made by NBC is that the shows can be bought in one, two and three-week plans and it proposes also that if the advertiser so desires, the program hosts (Bob Clayton, *Concentration*; Joe Garagiola, *Sale of the Century*; Peter Marshall, *The Hollywood Squares*; Art Fleming, *Jeopardy*; Art James, *Who, What or Where Game*, and Bill Cullen, *Three on a Match*) will deliver 30-second commercials without charge. (They'll also do lead-ins to regular commercials of sponsors.) According to the "NBC Daytime Holiday Marketing Plan," a 30-second taped commercial run together with a 30-second live commercial is charged at the 60-second commercial rate plus the one-time cost of production of around \$1,500.

There are four plans for one-week, two-week and three-week buys, or a total of 12 plans. Under "Plan 1," a 30-second unit in each of six shows for each weekday, or 30 units for the week, costs \$77,500, including \$9,000 in commercial production, and \$146,000 for 30 60-commercial units bought on the same basis. The other 10 plans present various combinations, the price, of course, higher for the additional weeks.

BAR reports: television-network sales as of Sept. 10

CBS \$412,161,100 (36.4%); NBC \$365,698,900 (32.3%); ABC \$453,866,100 31.3%*

Day parts	Total minutes week ended Sept. 10	Total dollars week ended Sept. 10	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	69	\$ 364,300	2,607	\$ 15,463,300	\$ 15,589,400
Monday-Friday 10 a.m.-6 p.m.	956	7,182,800	34,682	240,038,100	216,424,100
Saturday-Sunday Sign-on-6 p.m.	334	6,589,600	10,857	124,995,100	96,743,400
Monday-Saturday 6 p.m.-7:30 p.m.	99	1,782,600	3,394	59,908,500	48,643,600
Sunday 6 p.m.-7:30 p.m.	21	704,600	477	10,018,200	14,022,900
Monday-Sunday 7:30 p.m.-11 p.m.	388	16,369,500	14,135	615,127,100	595,897,500
Monday-Sunday 11 p.m.-Sign-off	152	2,202,300	5,431	67,175,800	47,012,600
Total	2,019	\$35,195,700	71,583	\$1,132,726,100	\$1,034,333,500

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

Code observance to be evaluated in Dancer buying

Stations in 75 biggest markets are told how agency will penalize violators of commercial standards

Dancer-Fitzgerald-Sample, New York, a major spot-television buyer, formally notified stations last week they could lose its business by failing to meet the commercial standards of the National Association of Broadcasters television code.

The agency told 45 stations it had already discovered code violations in their performances. It told 215 others in the 75 markets monitored by Broadcast Advertisers Reports it would be for discrepancies. On Nov. 1 the agency will start assessing penalties against code violators.

Richard Weinstein, DFS's associate media director and director of media research, whose signature appears on the 260 letters sent last week, said that a set formula will take effect at that time in all DFS's spot-TV buying. In his view stations will have had ample warning. The plans were disclosed in published reports more than a month ago (BROADCASTING, Aug. 28) and have now been explained by letter.

The DFS "Stations Performance Analysis" will look for departures from code rules on the number of commercials run in succession, the volume placed in a one-hour period, and the number of program interruptions. In addition, DFS is insisting in a minimum 15-minute separation between its commercials and those for competing products.

November "penalties"—the exact formula has yet to be decided by the agency—will be exacted on monitoring conducted in the September-October period. After that stations and penalties will be reassessed quarterly. "The violating stations will have to sleep in the bed as

they made it for that quarter," said Mr. Weinstein.

According to the letters, penalties on each station "will be set at a pre-determined level ranging from 10% to 50% based on the number of violations. DFS buyers will be notified of this penalty level and will reduce audience numbers by the applicable penalty level when examining availabilities and computing efficiencies."

As amplified by Mr. Weinstein, all stations will be asked to submit avails in the normal manner and these will be processed as usual, with estimates of audience delivery, cost-per-thousand and other values of the stations. "Once the normal buying process is completed, DFS will then apply the penalty, which probably will be a percentage based on the level of violations," he said. "When that



Mr. Weinstein

deduction is made, if the station in question is still the best one to buy, it will be bought—and that'll be the end of it."

Two senior vice presidents at DFS, Louis T. Fischer, media director, and Avram (Ave) Butensky, director of media operations, have worked with Mr. Weinstein from the start on the new project, and Mr. Weinstein says, "We all want it to work." All three officials report the reaction received thus far from stations have been favorable.

The DFS project took a year to conceive and then flesh out. "DFS tried at first to do things informally," Mr. Wein-

stein said last week. "Buyers with problems of this kind would go to the rep and see what it could do or what it could negotiate."

Dancer found that two recurring offenses—back-to-back product conflict and spots run after DFS's cutoff time, around 1-1:30 a.m. depending on the day of the week—could be resolved. "They earned the agency a credit or make-good" but in the other areas, all Dancer "would get from stations was lip service."

Instead of dealing with "isolated matters," Mr. Weinstein said, "the agency went out to get the weight of evidence, and to compile a report and at the end of, say, three months, see what the report said." On April 1, 1972, such a review was made, and "we saw the patterns."

During this time, he explained, Dancer created a "buyer action report" and a "station performance report." Some of the infractions discovered in BAR monitoring, such as back-to-back product conflict or spots played too late, were channeled to DFS's discrepancy unit which then forced the buyer to resolve the situations. The other infractions went to Mr. Weinstein, whose staff coded each violation and logged it in the performance report.

"I really believe in this," Mr. Weinstein said. "We are not out to get the stations. What we don't want to see is the power of television dissipated. Clutter in the long run is going to hurt the station definitely, the advertiser too, and most likely the viewer."

According to Mr. Weinstein, whose first agency job was at DFS in 1964 as a media research trainee and who later was with Westinghouse Broadcasting and SSC&B in media research posts before re-joining Dancer in 1968, "By penalizing others, we are in effect congratulating some stations, like the Group W outlets, that say they are going below code limitations" in commercial environment.

From the zoo. With a straight face, the FCC last week ruled that commercials for dog food aren't covered by the fairness doctrine. The commission rejected an argument that dogs and other animals carry diseases that are harmful to people and that advertising or programing that shows beasts in a sympathetic light is therefore subject to dispute.

The argument was advanced by Mrs. Fran Lee, describing herself as director of Children Before Dogs, in a protest against renewal of the licenses of WNBC-AM-FM-TV New York. Mrs. Lee sought to invoke the commission's application of the fairness doctrine to cigarette advertising, before it was outlawed by act of Congress, as a precedent for her plea. The FCC decided, however, that she had "failed to demonstrate that dog food poses a threat to human health." The vote was 6-to-1; Commissioner Nicholas Johnson dissented.

Network billings continue apace during August

Record is also set for that month as eight-month total tops \$1 billion

The Television Bureau of Advertising's latest report on advertiser investments in network television shows this year's gain over 1971 continued through August.

According to TVB, billing estimates by Broadcast Advertisers Reports put the total investments in August at \$115.8 million, or 11.4% above last year's \$104 million. TVB said the total was the high-

est ever reported for the month of August and represented the second largest percentage gain in the year (February was up 12.5%).

For the eight-month period, the network TV billing increase was 9.5% over the same months a year ago. In dollars, the eight-month total was over \$1 billion.

During the eight months, weekend daytime posted the best gains, TVB said, noting that for that daytime investments at \$114.1 million represented an increase of 24.7% above last year's \$91.9 million for that time category in the January-August period.

Network television time and program billing estimates by day parts and by network (add \$000)

	August			January-August		
	1971	1972	% change	1971	1972	% change
Daytime	\$ 33,215.4	\$ 40,027.6	+20.5	\$314,143.1	\$ 360,740.1	+14.8
Mon.-Fri.	25,263.7	30,536.2	+20.9	222,224.0	246,609.0	+11.0
Sat.-Sun.	7,951.7	9,491.4	+19.4	91,919.1	114,131.1	+24.2
Nighttime	70,788.9	75,799.4	+ 7.1	675,510.0	722,749.3	+ 7.0
Total	\$104,004.3	\$115,827.0	+11.4	\$989,653.1	\$1,083,489.4	+ 9.5

	ABC	CBS	NBC	Total
January	\$ 45,062.5	\$ 55,687.6	\$ 47,903.9	\$ 148,654.0
February	44,809.4	53,203.6	51,065.9	149,078.9
March	46,902.6	55,851.1	51,376.3	154,130.0
*April	45,998.6	53,140.1	46,418.1	145,556.8
May	41,130.2	52,696.6	42,899.3	136,726.1
June	37,185.3	45,030.7	38,785.2	121,001.2
July	34,760.9	40,925.8	36,828.7	112,515.4
August	38,068.5	41,532.6	36,225.9	115,827.0
Year-to-Date	\$333,918.0	\$398,068.1	\$351,503.3	\$1,083,489.4

*Revised

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising.

A look back at NARB's first year

Self-regulatory efforts have produced nearly 200 actions on complaints, steering committee says in report

The National Advertising Review Board, summing up its activity after nearly a full year of operation, said last week that the ad industry's voluntary program shows a record of progress amid controversy. It said that the National Advertising Division (NAD) of the Council of Better Business Bureaus, which is NARB's investigative staff, had received or initiated 337 complaints against national advertising as of Aug. 31.

A report issued last week by the NARB steering committee said that of the total, 112 complaints were dismissed as without merit; in those cases, the advertiser in the opinion of NAD provided substantiation of his claims. Seventy-two complaints were found justified in NAD's opinion, with advertisers in all cases agreeing either to withdraw the ads or to modify them, and 153 complaints were still under investigation.

The report said that of six cases dismissed by NAD but appealed to NARB for panel adjudication, two were upheld but four were not. In the two sustained, the NARB panels ruled no further action was required because the advertisers as-

sured that the challenged ads would not be used in the future.

The steering committee did not identify advertisers, other than to state that complaints concerned ads in all media and covered a wide range of products and services. Many complaints, it said, involved major advertisers.

The committee said individual consumers accounted for the largest share of complaints and that other complaints were filed by representatives of consumer organizations or were the result of internal monitoring of ads by NAD.

It was noted that advertisers complied with every NAD request for substantiation of complaints. NARB and NAD do not attempt to prove claims false but place the burden on the advertiser to prove truth. NARB was set up in the fall of 1971 to act in the interest of upholding truth and accuracy in national and regional advertising.

Cooperation was cited in all other areas, such as withdrawal or modification of ads "deemed deceptive or misleading." It was not necessary, NARB said, for the review board to hand any case over to an enforcement agency. (NARB procedure allows for this in cases in which advertisers refuse to accept panel judgments.)

The report emphasized that it took up to several months to answer complaints, to obtain and then study substantiation and to negotiate copy changes.

The committee took note of criticism leveled against the voluntary program and its procedures. And, it also cited NARB Chairman Charles W. Yost's ad-

RCA

PRIME TIME

Presenting a whole new world of production ideas.

RCA presents "The Producer"—today's most advanced mix-effects system.

What it can do ranges from simple wipes and dissolves to exciting effects you've got to see to believe.

And what it can mean to your station is a big boost in local production profits.

Innovative, versatile and easy-to-operate, "The Producer" combines the capabilities of the TA-70 Video Mixing and Effects Amplifier and the TE-70 Special Effects System.

You get not only a wide range of conventional effects, but also a variety of first-of-a-kind features, such as halos...non-repeat patterns...adjustable borders in any hue on all patterns...and C-background capability for fading or wiping two other signals while retaining background.

The TA-70 inserts, wipes and dissolves three video inputs. Pushbutton switches on the console panel permit selection of six operational modes: Lap, Effects, Fade-to-Black, A-B Insert, C-Signal Background, and C-Signal Insert.

The control levers function either "locked" or "split" with no home limit restrictions.

The TE-70 System simplifies the selection and execution of effects. For example, Self Key, Matte Key, Chroma Key, Mask Key, Wipe Key, and Key Signal Inversion are easily available.

The TE-70 is placed in control of the TA-70 Mixing and Effects Amplifier with the "Effects" selector button on the mixer control lever assembly.

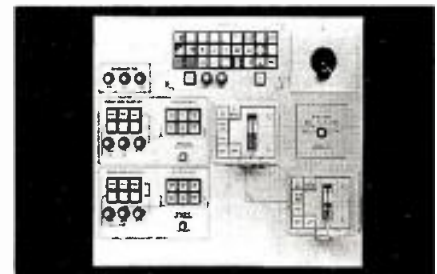
There are 24 different wipe patterns to select from. And a built-in audio oscillator provides pattern-edge modulation.

The digital design of the pattern positioner prevents overshoot and crawl with no change in size or shape during positioning. An exclusive non-repeat feature allows a pattern to be moved completely off screen without reappearing on the opposite side of the picture. Once the pattern is removed, it can be changed in shape or content or both, and then moved back into the picture at any point—while on-air.

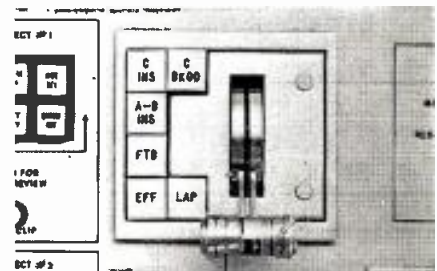
Other features include a border mode for patterns and a halo effect. The width of both border and halo is adjustable.

The capabilities we've mentioned are only a sampling of what "The Producer" can do. Its flexibility of operation means easy adaptability to the needs of just about any TV broadcaster.

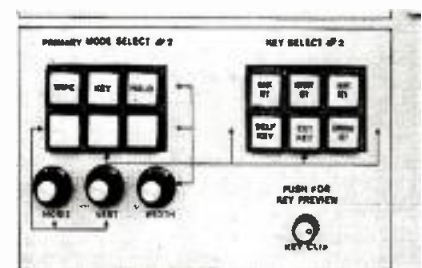
How about your station? Think about what you could do with some new dimensions in creative production. Ask your RCA representative.



A typical console configuration for the TA/TE-70 mix-effects system. A variety of other arrangements are also available.



Control-lever assembly includes push-button switches for selection of operational modes. Limit lamps indicate lever "last-on" position.



Primary mode/key select panels show the wide range of effects possible.

"The Producer" produces a low-cost commercial.



1 Exclusive features of the TA/TE-70 can help make effective, eye-catching commercials, even with such a simple background as a 35mm slide.



2 Halo effect has adjustable rim width, can be used to point up important information in the picture.



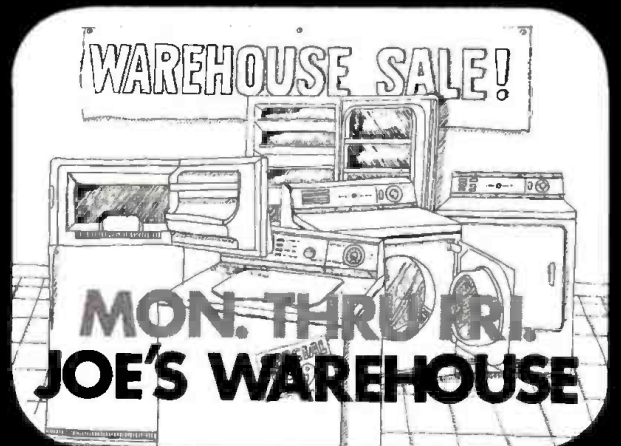
3 Non-repeat feature allows a pattern to be positioned completely off screen without reappearing on opposite side of picture. This feature also allows male announcer to be "walked" off screen in a diamond pattern.



4 Then female personality can be "walked" on in oval pattern for the ladies' point of view. All while on the air.



5 Border effect that can be used in any color desired with all patterns. Border width is adjustable.



6 Cutting back to original slide, fade or wipe of two key or matte key sources, such as these titles, can be introduced over the constant background signal.

All about a TCR-100/TR-60 combo and cost effectiveness at KTSM-TV

The broadcast engineering chief has to be a past master at translating equipment specifications and costs into operational values. So when it came time for station KTSM-TV of El Paso, Texas to purchase an RCA TCR-100 "Cart" machine, Director of Engineering W. T. McGill chose to order the TCR-100/TR-60 combination instead of the lower-cost package of the TCR-100 with a Signal Processing Unit.



Mr. McGill had his reasons. Since KTSM-TV operates in the Mountain Time zone, it must rely on taping network events for rebroadcast. For example, KTSM records the nightly NBC news at 4:30 El Paso time for airing at 5:30. Similarly, the Tonight Show is put on tape at 9:30 El Paso time for playback at 10:30.

To help handle this heavy taping schedule, the TR-60 reel-to-reel machine was assigned to double duty. Part of its circuitry records network program feed while the remainder serves the TCR-100 in a playback role.

Now—four months later—Mr. McGill feels he has been amply justified in his purchasing decision.

Employing the TR-60 in this dual capacity provides the station with another important operational value. It frees the station's TR-70 reel-to-reel tape machines for expanded use in production. As is true at many stations, KTSM's ability to make production tools work harder is becoming increasingly crucial in building revenues. Local commercial business

is flourishing, and Mr. McGill's purchasing decision means the station can compete to better advantage.

The TCR-100/TR-60 configuration has presented no reliability problems. In four months of operation, involving 15,000 TCR-100 cycles, KTSM has lost no commercial time. Maintenance has been accomplished within established norms.

This dependability has enabled KTSM to eliminate backup tapes for ID's, public service announcements, opening and closing of shows, and other promotions. Reassured by the Cart machine's performance, KTSM has already begun to transfer film spots to cartridges. Backup is still

retained for reel-to-reel commercial spots.

At KTSM, the TCR-100 operator gets his programming and loading directions from a daily log printed out by the station's computer. When commercials are repeated within the same machine load, an A-to-B dub is performed prior to loading. This method of operation, to Mr. McGill's way of thinking, is far more satisfactory than "random access" which, he believes, could cause confusion.

Based on his experience so far, Mr. McGill is confident the TCR-100 will help the station not only to take in more, but also to make more on what it takes in.

TCR-100 Box Score

Number delivered	52
Number of commercials broadcast	763,000*
Present rate (commercials/day)	3,500*
Man hours saved	31,600*

*Estimate

TCR-100's Delivered

KCMT-TV, Alexandria, Minn.	WECT-TV, Wilmington, N. C.
KHQ-TV, Spokane, Wash.	WFMY-TV, Greensboro, N. C.
KIRO-TV, Seattle, Wash.	WGN-TV, Chicago, Ill.
KNTV, San Jose, Calif.	WGR-TV, Buffalo, N. Y.
KPLR-TV, St. Louis, Mo.	WISN-TV, Milwaukee, Wisc.
KPRC-TV, Houston, Texas	WJAR-TV, Providence, R. I.
KSLA-TV, Shreveport, La.	WKBW-TV, Buffalo, N. Y.
KTSM-TV, El Paso, Texas	WKRC-TV, Cincinnati, O.
KVRL-TV, Houston, Texas	WKYC-TV, Cleveland, O.
KWTV, Oklahoma City, Okla.	WMAQ-TV, Chicago, Ill.
NBC, Network, N. Y. C. (3)	WNCT-TV, Greenville, N. C.
NBC, Network, Burbank, Calif.	WPTV, West Palm Beach, Fla.
WAFB-TV, Baton Rouge, La.	WRAL-TV, Raleigh, N. C.
WAPA-TV, San Juan, P. R.	WRC-TV, Washington, D. C. (2)
WBAL-TV, Baltimore, Md.	WSAV-TV, Savannah, Ga.
WBAY-TV, Green Bay, Wisc.	WSB-TV, Atlanta, Ga.
WBNS-TV, Columbus, O. (2)	WTAE-TV, Pittsburgh, Pa.
WBRC-TV, Birmingham, Ala.	WTAF-TV, Philadelphia, Pa.
WBRE-TV, Wilkes Barre, Pa.	WTV, Chattanooga, Tenn.
WDAF-TV, Kansas City, Mo.	WTVN, Columbus, O.
WDAY-TV, Fargo, N. D.	WUTV, Buffalo, N. Y.
WDCA-TV, Washington, D. C.	WWL-TV, New Orleans, La.
Austarama TV, Melbourne, Australia	
CHAN-TV, Vancouver, B. C., Canada	
London Weekend TV, London, United Kingdom	
Venevision, Caracas, Venezuela	

From WKZO about Ampliphase: "Our program people call it 'hi-fi AM radio' "

That's what we hear from Arthur E. Covell, Chief Engineer of WKZO in Kalamazoo, Mich., referring to the station's new RCA BTA-5L, 5 kW Ampliphase transmitter.



The reason for such an enthusiastic notice, and others like it, is that Ampliphase (phase-to-amplitude modulation) delivers clean, crisp sound quality you'd expect from an FM transmitter.

To quote Mr. Covell again on his BTA-5L: "The circuits are very stable, the frequency response is within

1.5 dB from 30 Hz to 20,000 Hz. The total audio frequency harmonic content is 1.2% or less.

"The WKZO antenna is a 4-tower directional antenna which involves a large reactance change across the channel at 590 kc. The 5L transmitter is tolerant to this situation and is switched between the array and the single tower without re-tuning."

Gale Allred, Chief Engineer of KFQD, Anchorage, Alaska, is equally enthusiastic about his new 50 kW Ampliphase transmitter. His comments include these: "In all the 21 years I have been broadcasting, I have worked with different types of rigs...but never have I seen any to compare with your BTA-50J. It has by far the best overall frequency response I have ever seen.

"I made measurements and the frequency response was checked from 30 Hz to 20,000 Hz and it was within 0.5 dB. The distortion was

less than 1.2%. This is without a doubt the best performance I have ever come in contact with. It is a very stable rig...it truly sounds great."

Sound quality isn't the only reason for stations to switch to Ampliphase. Economy counts, too.

For example, the greater efficiency of its amplifying and modulating circuits permits a measurable reduction in primary power. And Ampliphase has taken advantage of solid state technology to improve reliability, reduce power requirements and lower maintenance. The 5 kW Ampliphase transmitter (BTA-5L) uses only four tubes, and the 10 kW (BTA-10L) and 50 kW (BTA-50J) use only six tubes.

The elimination of high power modulators and modulation transformer further reduces power consumption and maintenance. (No audio transformers of any kind are used in RCA Ampliphase transmitters.)

The new *BFG Series* of tri-pole FM Antennas radiate a circularly or elliptically polarized wave, eliminating the need for separate vertically and horizontally polarized antennas.

The ratio of horizontal to vertical polarization may be adjusted at the factory to suit the user's requirements.

They are available in from one to sixteen sections, with total power gains of 0.9 to 17.8 (horizontal plus vertical). Electric de-icing equipment is offered as an optional accessory.



Products in the news.

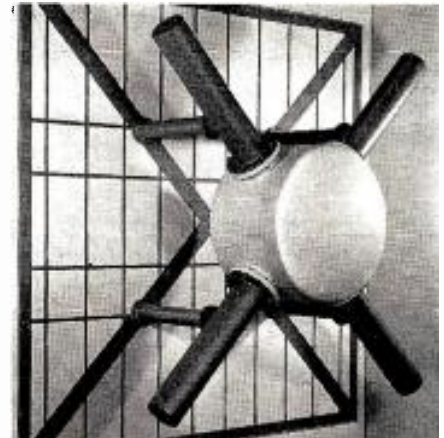
RCA PRIME TIME

New *FM Panel Antennas*, for multi-station use, attain excellent horizontal pattern circularity.

Since these antennas are mounted around the outside of the tower, they do not have the tower as a reflector in the immediate field of the antenna, which is a problem with side-mounted antennas.

The antenna shown is the BFF, a very high power 20 mHz bandwidth radiator. A pressurized radome is furnished.

RCA offers custom designing of panel antenna systems to suit the needs of individual users.



mission that some procedures needed to be modified and smoothed.

At the meeting of the steering committee, William H. Tankersley, former CBS executive and now executive vice president of the Council of Better Business Bureaus, disclosed that NAD's investigative procedures are to be tied more closely to the advertising expertise of the council's trade practices division in Washington. The NAD New York staff will now share the load with the Washington office specialists in various ad categories.

Mr. Tankersley said David Riehl, director of national advertising review, will coordinate the investigative work in Washington, and that William E. Doscher, project director, Market Facts Inc., Chicago, will become director of the council's department of research. He also said there would be greater emphasis by NAD on internal checking or monitoring of print and broadcast advertising and less reliance on complaints from outside sources.

The advertising industry's self-regulatory arm has increasingly come under fire. The resignation of Leroy Collins, one-time president of the National Association of Broadcasters, as a member of the review board was followed almost immediately by a change in policy to make decisions public when the advertiser gives his consent (previously no publicity could be given activities except in cases in which an advertiser refused to accept a panel decision). The most recent case publicized under the new NARB procedure was its decision to dismiss a complaint against General Motors' use of "GM—mark of excellence" in its print and broadcast advertising (BROADCASTING, Sept. 25).



Newcomer. Bonwit Teller department store is getting into radio for the first time with series of 60-second institutional commercials. The saturation campaign began in New York Sept. 26 for two weeks using 15 spots daily on eight stations. Similar campaigns will follow soon in Los Angeles, Chicago and Boston. Bill McCarthy (above, l), director of advertising at Bonwit's, used the concept, "If you feel better, you look better," and the "Bonwit touch" makes you feel better. The musical theme in all five spots was composed by Chuck Goldstein (r). Also featured in the spots are unidentified voices of Frank Sinatra, Lauren Bacall, Tammy Grimes, Rosalind Russell and Melba Moore. William Fine (c), president of Bowit, said that listener involvement and enjoyment of the spots will be increased by recognizing those famous voices. Time buying was through Lord, Geller, Federico, Peterson, New York.

Warren, Muller & Dolobowsky: Looking you straight in the eye with advertising

'No nonsense' is the credo for this nine-year-old, success-story agency; it handles products from nasal spray to shampoo to a regional gas retailer

When an advertising agency produces a TV commercial that begins, "If you think advertising lies, this is for you," and the person doing the talking is the president of that agency, it is safe to assume that he has some very definite ideas about what advertising should be doing. Warren, Muller & Dolobowsky, New York, produced that commercial for Stay Dry antiperspirant. Bob Dolobowsky is the spokesman in the spot, explaining that the product should really be named "Stay Dry-er" because no antiperspirant can keep anyone completely dry.

Mr. Dolobowsky sums up his agency's approach to advertising this way: "It's the point of view that's important; the technique varies. We use humor and animation, too, but our point of view is no-nonsense, straightforward."

Apparently, quite a few advertisers agree with this approach. The agency's major broadcast accounts include: Mennen Protein 21 shampoo, hair spray and conditioner, Protein 29 hair groom; Stay Dry antiperspirant, 5-Day roll-on and 5-Day pads; Winthrop Laboratories' Neo-Synephrine nasal spray and Bronch-Aid mist; Breon Laboratories' Diaparene perianal cream, and Bonded gasoline.

That is quite an accomplishment for an agency that opened its doors in September 1963 with no clients and little money. WMD now bills around \$25 million annually and is among the top-60 agencies in the country.

Stan Gerber, vice president and assistant to the president in media and programming affairs, is one of the three-man team on the Mennen account. The others are Fletcher Grutchoff, account supervisor, coordinating marketing strategy, and Jim Massey, account supervisor for Protein 21 shampoo and Protein 29 hair groom. Mr. Gerber also supervises Protein 21 hair spray and conditioner.

WMD was in on all four Protein 21 and 29 products from the research and development stage. The major selling points for Protein 21 shampoo, that it closes split ends and puts protein back into the hair, were discovered in the lab during tests of a men's hair-groom liquid. Mr. Dolobowsky, who is the father of three long-haired daughters, convinced Mennen to put aside the hair-groom project and go into the shampoo field. He coined the term, "the frizzies," and soon teen-agers were being told to "beat the frizzies with Protein 21 shampoo."

Within the first year, Head 'n Shoulders and Prell shampoos lost about a 10-point share of the market to Protein 21. In under two years Protein 21 had tripled its sales. However, WMD realized that teen-agers are "fickle, fad buyers. By year number two," Mr. Gerber recalls, "we had to pick up 21-to-45-year-old women. We went to an educational-program ap-

proach with Vidal Sassoon." That campaign began last season and featured the off-camera voice of Mr. Dolobowsky asking Mr. Sassoon, a famous London hair stylist, "What are some of the things that can cause damage to hair?" "What do you do once you've caused the damage?" and finally, "Tell me, Vidal, what do you think of Protein 21 shampoo?" Mr. Sassoon's answers were "no-nonsense, straightforward," and it proved so successful that the format has been expanded this season to feature a panel of women, on camera, asking him more questions about hair care. Mr. Gerber characterizes the approach used for the Mennen products as, "Tell them what your product does and, where possible, tell them what it does better." Estimated 1972 billings for all four Mennen products are \$13.5 million.

Neo-Synephrine nasal spray does about \$3 million in billings with WMD, 90% of which goes into broadcast. Bob Varian and Dick Tucker, vice presidents, are the management supervisors for Winthrop Labs. The first national campaign for the spray began last October and, according to Mr. Varian, by last January-February, Neo-Synephrine reached an all-time high



Why are these men smiling? Perhaps because they manage some of the biggest accounts for WMD. They are (l-r): Stan Gerber, Mennen; Bob Varian and Dick Tucker, Stay-Dry and Sterling Drugs, and Pete Weinberg, Bonded gasoline.

in share of market. Once again, the style of the campaign is informational: Steven Hill (the original lead in *Mission: Impossible*) explains why the product works better (it contains hydrochloride), that it comes in two different strengths (for children and adults), and that it can be taken anywhere ("the makers of Neo-Synephrine know you don't stay home with a stuffy nose"). Bronch-Aid mist, another Winthrop product, shows the product being used to relieve an asthma attack. It bills about \$1.5 million a year, all in broadcast.

Breon Laboratories has a budget of between \$500,000 and \$600,000 for its Diaparene perianal cream. The commercial has the presenter gingerly picking his way across a floor filled with crying babies. When he reaches the middle, he explains, "Real diaper rash is caused by germs." The presenter then explains how different ingredients in the cream heal the rash, form a "wetness barrier," and kill bacteria, "which helps to prevent further



Down to work. Pictured at left, David Ward (l), president of 5-Day Laboratories, and Bob Dulobowsky, president of 5-Days' agency, Warren, Muller & Dulobowsky, ready to shoot a commercial with Mr. Dulobowsky as a straight-talking spokesman for 5-Day. At right, Steven Hill, erstwhile lead in *Mission: Impossible*, is filmed for Neo-Synephrine, another WMD client, in a commercial emphasizing the product's effectiveness.



infection." Diaparene has been on daytime network television for four years. Again, "no-nonsense, straightforward."

But WMD does have a lively sense of humor that came into play in its campaign for Bonded gasoline. Bonded has 178 gas stations in Indiana, Ohio, West Virginia and Kentucky. In 1968 it also decided it had a problem: People were afraid to use a gasoline that they hadn't heard about, and their confidence increased in direct proportion to how strongly they perceived the gas to be a "major" or "national" advertiser. Bonded hired Warren, Muller & Dolobowsky to create that impression.

Agency research revealed that gasoline advertising is one of the lowest-interest kinds of commercial. As Pete Weinberg, vice president and management supervisor puts it: "People just turn it off. Our job was to create a great deal of awareness in a very short time, make it seem like a 'major' gas marketing organization." WMD came up with as wacky a series of testimonials as lit up the tube at the time. First came a series of five 10-second spots showed several characters saying, "Before I changed to Bonded gasoline . . ." Gangster: "I was a hopeless sissy." Prince Charming, on white horse: "I was a frog." A wild-looking rock-and-roll group: "We were the West Point glee club." Surgeon, removing his mask: "They used to call me fumble fingers." Wilt Chamberlain: "I was four-foot-two."

The tens quickly captured viewer attention, and the campaign turned to 30-second spots to say what else Bonded gasoline did. Surgeon: "Before I changed to Bonded gasoline, they used to call me fumblefingers. Besides making me a renowned surgeon, Bonded has done a good job in my car. It has a detergent to keep my engine from getting fouled. I'm glad I made the change. Surgery is lots of fun and the money's good. And I owe it all to Bonded. See what Bonded gasoline can do for you." Another 30-second spot featured an Italian playboy, lounging in a richly decorated living room, testifying that before he changed to Bonded he was a mama's boy. What made this spot

unusual was that it was spoken entirely in Italian with English subtitles. The latest campaign for Bonded is animated. One spot shows a car reluctantly approaching a Bonded gas pump, suspiciously eyeing the attendant and finally breaking into a big smile when it is filled up. The voice-over goes:

"Just because Bonded charges less than most major brands, people think there's something unusual about us. They're right. Bonded stations sell about twice as much gasoline as the average station. So you can buy the same clean-burning, high-octane gas you're probably using right now for a good bit less a gallon than you're used to paying. Bonded is a big-car gasoline, with the compact price."

In both the testimonial and animated campaigns done for Bonded, straight information was fed over the humor.

Warren, Muller & Dolobowsky has kept faithfully to that point-of-view: informational, no-nonsense, straightforward. As Bud Dolobowsky says, on camera, in the most recent Stay Dry commercial: "It's good to know the truth works. Because there's more."

Quaffing and viewing

Carling campaign to use TV set that suggests beer with programs

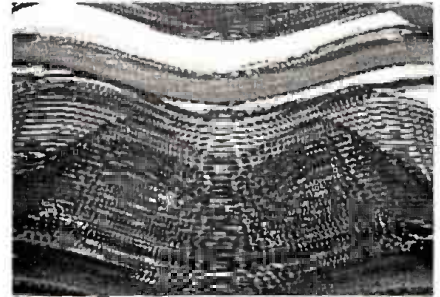
Carling Brewing Co., Waltham, Mass., is spending approximately \$5 million to launch an extensive new spot-TV campaign for its Black Label beer this month. Smith/Greenland, New York, has designed the campaign around the idea that Black Label is "the TV beer." As conceived, the TV set will be doing the pitching, assisted by computer animation (produced by Computer Images, New York). A high-color intensity voice print appears as a computer voice intones: "This is your TV set talking. While you've been watching me, I've been watching you." The image scrambles to a psychedelic rendition of the label as the voice drones on: "I've noticed that long before you turn me off, your beer's

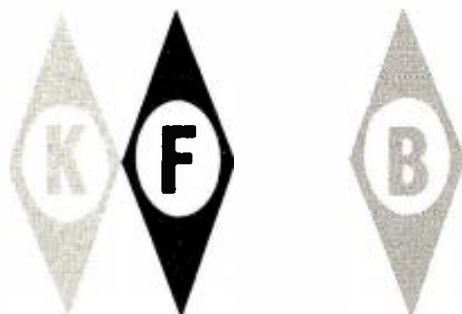
turned you off, so I'm showing you this. . ." The screen goes to a clear picture of the beer can—"Carling Black Label. . ." Another psychedelic scramble dissolves into a clear picture of a mug filling up with beer: "A superior beer brewed to keep tasting good through a whole evening of TV. They call it TV beer. I thought you should hear about it first from me." At that point the mug goes to high intensity color, and the image shrinks off the screen.

The campaign initially breaks in 25 markets, including New York, Boston, Chicago and Detroit. By November, the 10-, 30- and 60-second spots will be in 40 major markets.

A radio jingle will begin running in those same spot markets in November.

The largest portion of the advertising budget will be spent on local positions in network sports packages in individual markets. These include National Collegiate Athletic Association football, professional football, hockey, and basketball, the World Series and the Super Bowl.





OMAHA—COUNCIL BLUFFS

announces that effective October 1, 1972

it joins the select list

of important radio stations

represented by

THE CRISTAL COMPANY, INC.



NEW YORK

CHICAGO

DETROIT

LOS ANGELES

ATLANTA

BOSTON

ST. LOUIS

SAN FRANCISCO

Uniroyal untiring drive. Uniroyal, New York, is introducing its new Zeta 40M steel-belted radial ply tire with \$3-million fall advertising campaign on national television with support in major consumer magazines. Its 30-second commercials are being placed on ABC-TV's *Issues and Answers* from Sept. 17 through Dec. 3, and from September through December on *Monday Night Football* on ABC and weekend pro football on NBC-TV and CBS-TV. Buys include divisional play-offs and championship game in American Football Conference (NBC). Spots will also appear in first five games of baseball's World Series on NBC. Doyle, Dane & Bernbach, New York, is Uniroyal's agency.

Rep appointments. KYCU-TV Cheyenne, Wyo. (formerly KFBC-TV), and satellites KSTF (TV) Scottsbluff, Neb., and KTVS-TV Sterling, Colo.: Avery-Knodel, New York.

Heading south. Ralph Stachon and Associates Inc., Memphis, jingle production firm, moves to new headquarters in Dallas and combines with Sound Techniques, new all-purpose recording facility, 1320 Inwood Road, Dallas 75235. (214) 638-3256.

Noxell names Ally. Noxell Corp., Baltimore, has assigned advertising for new, unidentified "major product entry" in the beauty care field to Carl Ally, New York. This is agency's first Noxell assignment.

Planting for spring. Monsanto Textile Co., New York, is planning major Wear-Dated TV advertising campaign for next spring. Plans call for a one-hour syndicated TV program *Montano Night*, to be filmed in Hawaii. It will be aired in 35 markets beginning in March with manufacturer and local retail tie-ins. Thirty-second TV commercials are being prepared by Monsanto, with the theme: "Wear-Dated covers a lot of living in Waikiki." Dress, sportswear and lingerie manufacturers will participate in the campaign. All TV will be placed directly by Monsanto. M. James Robertson is director of advertising.

New guide. Television Bureau of Advertising has available 1972-73 edition of its annual spot-television-planning guide. This year's edition adds schedules from nine U.S. census regions. Guide presents estimates expressed in costs, ratings, homes and people reached (demographically) and also as cost-per-thousand for each group and cost-per-rating point, for various TV day-parts (weekday daytime, early evening, nighttime, early news, nighttime, late evening, late news, weekend daytime and children's programs).

Detroit suburban combine. Four radio stations operating in Detroit's suburbs have formed organization to cooperatively sell time on their stations to area merchants and product distributors. Group, dubbed the Detroit Suburban Network, consists of WBRB-AM-FM Mount Clemens, WIID(AM) Garden City and WPON(AM) Pontiac, all Michigan. Organization will reportedly decide on common sales representative at forthcoming meeting.

Court adds slap in rejecting McIntire appeal

FCC's renewal denials stand; lengthy opinion berates Brandywine for disregard of fairness doctrine and personal-attack rules

Fundamentalist preacher Carl McIntire's assertion that the FCC was violating the First Amendment in denying renewal of license to two stations owned by the seminary he heads has failed, spectacularly, to move the U.S. Court of Appeals in Washington. The court last week affirmed the commission's action—and in an opinion as unusual for its length as for the sharpness of its criticism of the licensee, Brandywine Main Line Radio Inc.

"With more brazen bravado than brains, Brandywine went on an independent frolic, broadcasting what it chose, abusing those who dared differ with its viewpoints," wrote Judge Edward Tamm at one point in his 92-page opinion, believed to be the longest ever issued in an FCC proceeding.

Brandywine's charges during the hearing, that "the commission was 'out to get' the reverend" were described as "incantations [that] amount to childish prattle."

What is involved "is not the public's attempt to silence the trustee [Brandywine]—it is the trustee's attempt to silence the public. This is not the public censoring the trustee—it is the trustee censoring the public," the court said.

At stake in the case are the licenses of WXUR-AM-FM Media, Pa. The commission in July 1970, by a 6-to-0 vote, rejected a hearing examiner's recommendation for renewal of the licenses, principally on the ground that the stations had violated the fairness doctrine and its personal-attack-rules corollary and that the licensee had misrepresented its program proposals to the commission.

The case was the first one in which the commission voted to deny renewal on grounds involving the fairness doctrine and the personal-attack rules. WLBT(TV) Jackson, Miss., lost its license following a hearing involving similar issues—but that was only after the appeals court overruled a commission decision granting the station's renewal application (BROADCASTING, June 30, 1969).

Judge Tamm, who upheld the commission on all three grounds, wrote a lengthy analysis of the fairness doctrine and the personal-attack rules, as well as of the First Amendment questions involved. However, it appeared that the misrepresentation issue was the principal if not the only ground on which the other members of the panel (Chief Judge David Bazelon and Judge J. Skelly Wright) concurred in the opinion.

Judge Bazelon, who is to issue a full statement of his views at a later date, was reported as concurring "solely on the ground that the licensee deliberately withheld information about its programming

plans." Judge Wright, in a brief opinion, said he was concurring on the same ground; but he also noted that the licensee "not only deceived the commission as to its programming, but it ignored the commission's warning with respect to fairness . . ."

Dr. McIntire was out of the country last week and could not be reached for comment. But at the time the commission denied the stations' renewal applications, he said the case would be appealed all the way to the Supreme Court, if necessary. The stations' counsel, Benedict Cottone, said he might ask the full nine-member bench of the D.C. circuit to rehear the case. He said the decision depends largely on the views Judge Bazelon expresses.

WXUR-AM-FM have been a center of controversy since the announcement in 1964 that Faith Theological Seminary, whose chairman is Dr. McIntire, had applied for their purchase. Dr. McIntire was looking for an outlet in the Philadelphia area for his *20th Century Reformation Hour*, which is carried on several hundred stations across the country, after a station in the market dropped it.

The commission approved the transfers but—in view of the protests of citizen groups that Dr. McIntire would have a "divisive influence" on the community—only after stressing the seminary's duties under the fairness doctrine and the personal-attack rules, and noting that the seminary had made a specific pledge to air opposing views on controversial issues of public importance.

The stations' renewal applications were set for hearing in 1966 after a number of citizen groups—many of the same ones that had opposed the transfer—complained the stations had violated its pledges.

The fairness-doctrine issue was based largely on the stations' broadcast of a number of commentary programs, including the *20th Century Reformation Hour*, generally regarded as right wing, which the complainants held were not balanced by other programs. The stations argued they had provided balance through news programs, interview shows and call-in programs. But the commission rejected the stations' showing as inadequate, and so did Judge Tamm.

Judge Tamm held, as he did in the case in which the court upheld the commission's rejection of fairness complaints filed by the Democratic and Republican National Committees, that the "ultimate test" in determining whether a broadcaster had met his fairness obligations "is reasonableness" (BROADCASTING, Feb. 7). He also noted that the Fourth Circuit Court of Appeals has held that fairness only requires a good-faith effort on the part of the broadcaster.

Brandywine's record in that regard, Judge Tamm said, "is bleak." "At best," he said, it "is indicative of a lack of regard for fairness principles; at worst, it shows an utter disdain for commission rulings and ignores its own responsibilities as a broadcaster and its representations to the commission."

Judge Tamm, in discussing the personal-attack issue, said he had reviewed the alleged attacks in the record, and

found many had occurred in connection with controversial issues of public importance; yet, he said the station had violated commission rules in failing to send tapes, transcripts or summaries of the broadcasts in question to persons affected. "Is this the responsible behavior of an earnest licensee?" he asked.

He rejected Brandywine's two-pronged defense: It lacks the staff to screen tapes prior to broadcast, and prior screening would constitute censorship. As to the first argument, Judge Tamm said it is as important for a station to employ someone "to protect the rights of the listening public" as it is to employ an engineer. As to the second, he said, it was "prima facie evidence that . . . Brandywine never intended to comply with the personal-attack rules."

The misrepresentation issue stems largely from changes in the stations' programming that occurred shortly after the transfers occurred. Seven commentary-type programs replaced entertainment-type programs in so short a time as to persuade Judge Tamm that Brandywine had intended to put them on the air from the beginning but feared that the commission, if it were aware of those plans, would not grant the transfers. Judge Tamm said the approach was "foolish," since, as the commission had said in approving the transfers, it is forbidden from choosing among applicants on the basis of their views.

The misrepresentation issue also involved Brandywine's failure to carry a weekly interfaith program it had promised until after being censured by the local city government; and even when the station did carry the program, Judge Tamm said, it did not provide a forum for the promised interfaith dialogue; rather, it was "an interview program of students and faculty at the Faith Theological Seminary."

The note of exasperation in Judge Tamm's opinion was not caused only by what he felt was Brandywine's failure to keep the promises it made to the commission. He noted that in the *Red Lion* case the Supreme Court had settled the matter as to the constitutionality of the fairness doctrine and the personal-attack rules. And the *Red Lion* case, he pointed out, bore a personal as well as legal relationship to Brandywine.

John H. Norris, president and general manager of WXUR-AM-FM, was general manager of the station involved in the *Red Lion* case, WGCB(AM) Red Lion, Pa., which is owned by his father, the Reverend John Norris.

Judge Tamm said that, when the case was before it, the appeals court, in its decision, set out all of the correspondence between the commission and Mr. Norris. The account runs for pages. "Yet despite all of the instruction received by Norris he remained incapable of, or unwilling to, comply with the requirements in either *Red Lion* or the case currently under consideration," Judge Tamm said.

Commission attorneys agreed that the opinion contained no new interpretation of the law or commission rules. But they saw it as signaling the court's intention, in commission cases involving a substan-

The personal level. Judge Edward A. Tamm found more to criticize than the performance of WXUR-AM-FM Media, Pa., in the opinion he wrote for the U.S. Court of Appeals in Washington affirming the FCC decision denying the station's renewal of license. He said that the initial decision of the hearing examiner in the case, Gifford Irion, who has since retired, was, as the citizen groups who opposed the license renewals asserted, "a whitewash" of the station's performance. And the judge said the conduct of the station's counsel, Benedict Cottone, during the hearing was, "on more than one occasion, injudicious, rude, impudent and directly obstructive to the proceedings before the examiner."

Mr. Cottone said he believes Judge Tamm's characterization of him to be "misconceived" and is attempting to determine whether there are procedures available to him to "correct the misconceptions." He also said he was "comforted" by the fact that the concurring judge who wrote a separate opinion, J. Skelly Wright, did not agree with Judge Tamm's assessment of him and Mr. Irion. Judge Wright said he was "not necessarily in agreement with all (Judge Tamm's) appraisals of the people concerned with this litigation, including counsel and the hearing examiner." Mr. Cottone's performance in another hearing case became a major factor in the proceeding three weeks ago when the examiner ejected him. The case involves KAYE(AM) Puyallup, Wash. The examiner, Administrative Law Judge Ernest Nash, said Mr. Cottone had been obstructing the proceedings (*Broadcasting*, Sept. 18).

tial First Amendment question, to make its own evaluation of the evidence. Judge Tamm noted that the seminary had asked the court not to rely on the "cold submissions" but to review the entire record, and added: "We have done so fastidiously—we have left no corner unturned; no fact has gone unconsidered."

And Judge Wright, in his separate opinion, said that in cases in which a commission ruling might result in the suppression of controversial views, "it is not enough [for the court] simply to find that substantial evidence in the record taken as a whole supports the commission and there was no abuse of discretion." The

court, he said, should make its own determination. The question of the First Amendment in relation to a broadcaster's responsibilities was a recurring theme in the case. Dr. McIntire, in promising to carry the fight to the Supreme Court, said the issue involved was free speech. And that was a major issue pressed in the court appeal.

Judge Tamm was obviously sensitive to the arguments. In his opening remarks he sought to establish his credentials with regard to the First Amendment: "We hold no freedom more inviolable than our precious First Amendment right to freedom of speech. Free and unfettered

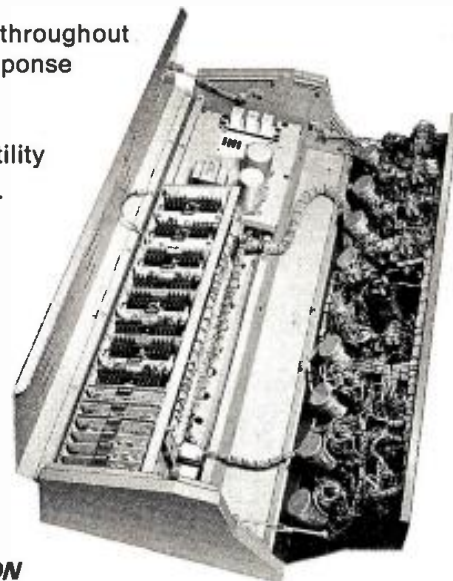
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debate has been a cornerstone of our republic for almost 200 years. Any attempt to silence those who would speak, no matter how unpopular their opinions, no matter how controversial their views, must be met with immovable opposition by those who cherish our basic freedoms and hold them dear . . ."

Later, in discussing the legal and constitutional prohibitions against censorship, he cited among a number of authorities, CBS News commentator Walter Cronkite, who has frequently argued that because broadcasters are licensed by the government, they do not have the same protection against intimidation by government as do print journalists.

"While we do not agree with Mr. Cronkite's conclusions, we do share his concern," Judge Tamm wrote. "Journalists and broadcasts have no monopoly over concern with censorship. The courts, and indeed the American public as a whole, have a tremendous stake in a free press and an informed citizenry. Yet, how can the citizenry remain informed if broadcasters are permitted to espouse their own views only without attempting to fully inform the public? This is the issue of good faith which, unfortunately, a small number of broadcasters refuse to exercise."

Judge Tamm also said the First Amendment "was never intended to protect the few while providing them with a sacrosanct sword and shield with which they could injure the many." The court does not condone censorship or press in-

timidation, whether by the commission or by "a defiant licensee," he said, adding: "The most serious wrong in this case was the denial of an open and free airwave to the people of Philadelphia and its environs."

A white bar gets the word about blacks

FCC's Hooks says his constituency is 25 million of his race, and he doesn't intend to let it down

"Pass the word: We are concerned." FCC Commissioner Benjamin L. Hooks was the speaker, members of the Federal Communications Bar Association, his audience, at a Washington luncheon last week. And the concern he wanted the lawyers' clients to be told about involves equal-employment opportunities for blacks and other minorities.

It was a message Commissioner Hooks has expressed before, and he said he knows he may be tabbed a one-issue commissioner. But he will run the risk, for as the first black FCC member, he feels a responsibility to the 25 million blacks he says look to him as their spokesman in communications matters.

It was as a kind of ambassador from the black community that Commissioner Hooks spoke, trying to impart to the



Mr. Hooks

almost all-white audience some impression of the black experience. And he spoke with the evangelical fervor of the Baptist preacher he has been for 16 years.

He recalled the indignities he suffered as a young lawyer starting practice in 1949 in still segregated Memphis—denied the use of white-only facilities, including law libraries, excluded from the white-only bar association, insulted by court clerks ("I was lucky to be called 'Ben.' Usually it was just 'boy'").

"Unless you understand the pain and humiliation of blacks, you can't understand the cries of black militancy," he said.

He unabashedly expressed his love of country, and said it motivated him in seeking to improve conditions.

If lawyers communicated "a sense of urgency to their clients" regarding the commission's interest in promoting equal employment opportunities, a "most dramatic change in the employment picture" would result, he said.

Does he want broadcasters to fire whites to make room for blacks? He does, but he knows it would be unrealistic to ask that, so he doesn't.

Does he feel blacks should be given special consideration simply because they are blacks? When an entire people has been "hobbled artificially," by discrimination and slavery, he said, he feels no inhibition in asking that they be given "special consideration" to help them "bridge the gap."

Commissioner Hooks, in what seemed a pledge to his special constituency, said "the cocktail circuit and the good life of Washington" would not deflect him from his concern for the black problem. The problem, he said, "is too bitter."

He also told his audience that, as lawyers, they have a larger responsibility than the specialties of their practice. "Lawyers so wrapped up in their own practice or the good life forget that there are people looking to us to help change conditions and make the dreams and

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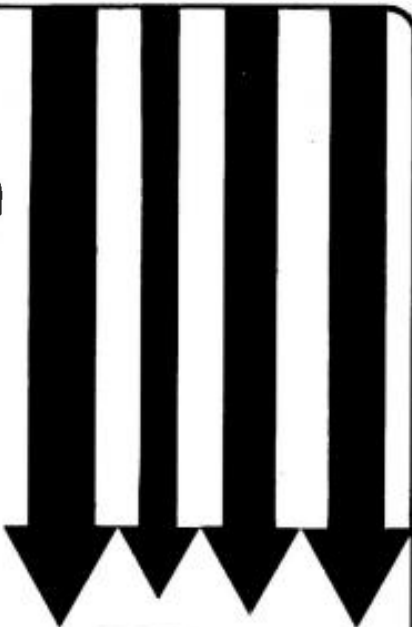
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We Can't Tolerate Government Control of TV

Unless the Congress of the United States takes decisive action to halt it, the total takeover of U.S. radio and television by the government will be finalized within the next few years. There will be but one radio and TV system. It will be operated, censored, programmed — in short, completely dominated — by an elite group of Washington bureaucrats.

Television cannot fight this battle alone because it has one hand tied already by severe governmental restrictions and the power to put TV completely out of business. So it is up to the newspapers to lead this fight and to make every American realize that his own individual freedom is in danger as it never has been before. Do we want a dictatorship of TV or do we want to preserve our system of free enterprise in the communications industry?

A spate of government rulings is eroding the economic base of American journalism. The American communications industry is struggling for its very survival in a web of government regulations. None of these regulations is a decree. None has ever been presented to Congress. Nevertheless they have the full force and effect of law.

In a recent ruling by the District of Columbia Court of Appeals the judge's decision said that commercials for big automobiles can be answered by anti-big automobile advertising lambasting the big ones for creating pollution; and the station to which the complaint is made must carry the "anti" comment free of charge, giving it the same amount of time as was used in the paid advertisement of the big car. The same court ruled that no TV station can refuse to accept free controversial advertising. These rulings are part of the so-called "fairness doctrine."

The Federal Communications Commission is now deliberating a plan to require all TV outlets to spend two hours a day broadcasting programs, specifically for children, without charge. It is obvious that if this idea is put into effect there will be virtually no limit to the demands of special interests insisting on free TV time.

Pressure groups are demanding that licenses be taken away from stations that don't match up with their ideological position. NATION'S BUSINESS reports that "petitions to deny license renewals are being filed with the FCC in behalf of Negroes, Mexican Americans, Puerto Ricans, Indians, Orientals, Gay Liberation, Women's Lib and various other groups and causes." NATION'S BUSINESS predicted that TV probably is a dying industry because of FCC restrictions.

The results of all this will be the destruction of the American system of television. It will automatically pave the way for government operation of all TV and radio stations. This is exactly what the bureaucrats in Washington are hell-bent on accomplishing.

Dean Burch is chairman of the Federal Communications Commission. He believes in the Constitution and free enterprise but is outvoted by the holdover members of the Commission who have become ambitious bureaucrats.

One member of the FCC has suggested that the media be made legally liable for alleged harmful effects from the use of products advertised on a TV station. It was suggested that the same rule should apply to newspapers, should there be any harmful effects from the use of products advertised by them.

Probably the most inconsistent of all FCC rulings is that which concerns cigarette advertising. The Federal government spends between 600 and 800 million dollars a year to promote and sell tobacco. It subsidizes tobacco growers to the tune of at least 400 million dollars a year. Yet the government prohibits the advertising on TV of cigarettes. If tobacco is harmful, then the growth and manufacture of tobacco should be prohibited by law. But so long as the government itself encourages the growth and development and sale of tobacco, it certainly has no business telling manufacturers and TV stations they cannot advertise tobacco. This is only one more instance of how powerful the Washington bureaucrats have become.

The so-called "fairness doctrine" has nothing whatever to do with fairness, but it has everything to do with the power of government to harass people whose opinions the bureaucrats don't like.

Compounding the problem of bureaucratic bias is the history of "public broadcasting" which operates by virtue of millions of dollars of taxpayers' money but which regularly tends to favor the radical, the socialist, the activist element in this country. President Nixon has wisely vetoed a request for a large increase for "public broadcasting," but this is only a partial answer. The real issue here is that the taxpayer should not be obliged to subsidize any sort of one-sided opinion. The "public broadcasting" system to which you listen is financed by government subsidies. Hundreds of programs have been broadcast which not only assailed the administration but were actually anti-American in content. Yet you, the taxpayers, are paying the bill for this.

To be sure there are thousands of capable, honest and dedicated men and women in government service, but they are dominated by the ambitious bureaucratic leaders who can make life miserable for any one of them who opposes the bureaucratic line. These men and women cannot be fired, but they can be shunted from department to department and be passed over for promotion. Consequently they remain silent and "go along."

Concerned Americans who oppose government ownership of the communications system should demand corrective action by Congress. All efforts to impose government controls on American TV and the American press should be resisted. There is absolutely no excuse for anti-business and anti-freedom bureaucrats to be allowed to use the medium of "public broadcasting" — paid for by the public — as a weapon to destroy TV and the free press. One of the wisest of American statesmen long ago said, "Government is always the enemy of the people, never the friend."

What is happening to TV and the American press is chilling proof that property rights and human rights cannot be separated and that where bureaucrats control the first they have the power to destroy the second.

If freedom and liberty are to survive in this country the Federal bureaucrats must be deprived of their self-assumed power over the economy. The Congress should deny bureaucrats the right of tenure which gives them a lifetime job. They never run for office. They are never elected. They never can be fired — even by the President of the United States — except for moral misconduct. Every country which has ever succumbed to the dictates of a Federal bureaucracy has either perished or been taken over by tyrannical dictators.

What can you do? You can write your candidate for Congress immediately and ask him to pledge himself to vote against any further intrusion by the FCC into the American economy. Under no circumstances should the rules and regulations of the FCC be given the force of law without the consent of Congress.

The American people must understand that their individual freedom — and especially their right of free expression, which is the fundamental right of all liberty — is at stake and only affirmative action by the Congress will stop the bureaucrats.

The United States is the greatest and best country in the world and she is the greatest and the best only because she is free.

Eugene C. Pulliam
 Publisher
 Phoenix Republic and Gazette
 Indianapolis Star and News

Editor's Note: Mr. Pulliam has no financial interest directly or indirectly in any TV or radio station or system.

Reprinted from The Arizona Republic & The Phoenix Gazette & The Indianapolis Star & The Indianapolis News

ideals of the founding fathers come true," he said.

Commissioner Hooks was concerned not only with the steps broadcasters could take in aiding the blacks to bridge the gap. He said the commission itself is doing some "soul searching," trying to improve its record in minority employment.

And he noted the apparent lack of blacks among the FCBA members (an FCBA official said there are "two or three or more"), and said that condition would change. He said his staff and bar officials are developing plans for a legal intern program that will assure the presence of black FCBA members at such luncheons some time in the future.

The commissioner was anticipating in talking of plans, but he has nudged the

FCBA into action. Eugene F. Mullin, FCBA president, said later the commissioner's staff had talked to him about the intern program under which blacks would be brought into communications law firms, and that he was favorably impressed. He said it was "a good idea," and planned to bring it before the FCBA executive committee.

WMAL-TV counters ACUTE

WMAL-TV Washington last week asked the FCC to dismiss without further consideration a petition filed a month ago against that station's license renewal by a group of Washington suburbanites.

In opposing the petition filed Sept. 1 by Aligned Citizens United for Televi-

sion Equity (BROADCASTING, Sept. 4), WMAL-TV claimed the group has presented "no independent evidence" to back up its accusation that the station has not devoted enough programing to residents of Maryland's Montgomery and Prince George's counties.

The station took a position similar to that expressed two weeks ago by WTOP-TV Washington, which the same group also challenged (it filed petitions to deny against all four Washington VHF's—WMAL-TV, WTOP-TV, WTTG-TV and WRC-TV) (BROADCASTING, Sept. 25). As had WTOP-TV, WMAL-TV claimed that ACUTE is operating under the erroneous belief that the only programing that truly serves Washington's suburban populace is that which is specifically directed toward it. The station claimed that it has aired "literally hundreds" of public-affairs programs of national and regional significance that should be of interest to the suburbanites. And in discussing its inner-city oriented programing, the station referred to a statement made by the FCC in denying a black group's challenge to WMAL-TV's 1969 renewal application. "The suburban areas," the commission ruled in that case, "are not necessarily disserved by programing designed to meet urban problems."

Black-owned TV a possibility in Washington

Group headed by Ted Ledbetter buys rights to apply for UHF CP tied up in bankruptcy proceeding

A winning bid in a bankruptcy proceeding in U.S. federal court in Washington last week may have been the first step toward the construction, in Washington, of what would be the first television station in the U.S. owned predominantly by blacks.

The bid—\$45,500—secured the right to apply for the construction permit to operate a station on channel 50, now held by the bankrupt estate of Theodore Granik. It was made by a group of black investors from Washington and a white businessman with cable interests in Manatee county, Fla., and Cape Cod, Mass., who hope to have the station on the air early in 1974.

The Washington investors are headed by Theodore S. Ledbetter Jr., a communications consultant, who was in the running earlier in the year for the FCC seat that eventually went to Commissioner Benjamin L. Hooks. Mr. Ledbetter will own 42% of the station and serve as president.

The white businessman is Richard S. Leghorn, of Sarasota, Fla. He will also own 42%. The remaining 16% will be owned by other blacks, whom Mr. Ledbetter declined to identify.

The Ledbetter-Leghorn group outbid PSA Broadcasting, a subsidiary of Pacific Southwest Airlines, which dropped out about midway through the bidding, and



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Mr. Ledbetter

Christian Broadcasting Inc., whose last bid was \$45,000.

Mr. Granik, the veteran radio-TV syndicator-producer, was awarded the permit for channel 50 in 1967, after a comparative hearing involving two other applicants. However, Mr. Granik died in 1970 before the station was built.

The permit became a part of the estate,

and the estate was later declared bankrupt to permit liquidation of its assets.

The rights to apply for the permit previously had been auctioned off in December, and a winning bid of \$55,000 was made by Mr. Leghorn. However, he never filed a transfer application, as was required under the terms of the auction, in part because of health problems.

Mr. Leghorn had originally contacted Mr. Ledbetter in December, asking for his assistance in putting a station on the air. However, Mr. Ledbetter felt that he could not involve himself in the project while he was actively seeking the FCC position.

The successful completion of the Ledbetter-Leghorn group's plans would mark a historic first. There are only a handful of radio stations owned by blacks; not a single television station, out of the more than 900.

Mr. Ledbetter, who said he hoped to file the necessary application with the FCC in "two or three months," estimated construction costs at \$1.5 million. But he indicated that his group had few firm plans for the station, thus far.

He did not know whether he or someone else would be in charge of daily station operations. He said only that the group "will recruit the best available talent, black and white."

Programming plans are yet to be formulated. But Mr. Ledbetter noted that Washington is 71% black, and said that programming plans would be laid with that fact in mind.

NAB is thumbs-down on payments to challenger

Association tells FCC that proposal would encourage petitions to deny, while court decisions point other way

The National Association of Broadcasters last week urged the FCC to abandon a proposal that would permit broadcasters to negotiate paid settlements with interests that have filed petitions to deny their license renewals.

The issue was also discussed in comments filed three weeks ago by other parties (BROADCASTING, Sept. 18). NAB's pleading took up the issue where the others left off. Since citizen groups were afforded the right to file petitions to deny six years ago, the association said, such groups "have capitalized upon the use, or threatened use, of petitions to deny to wrest control of programming from the stations, dictate employment quotas, force the naming of selected individuals to stations' boards of directors, obtain free advertising for minority businesses and a host of other concessions."

But now, NAB asserted, public participation in broadcast proceedings seems to be entering a new phase, as indicated by two recent decisions by the U.S. Court of Appeals in Washington, one denying a black group's challenge of the renewal of WMAL-TV Washington and another turning down a challenge of RKO General's transfer of WHCT(TV) Hartford, Conn.,

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to a California religious organization. In those rulings, the association said, the court established criteria by which the validity of petitions to deny may be determined. Broad allegations will no longer suffice in getting an application into hearing, NAB said.

But at the same time, NAB continued, the commission's proposal would condone the very activity by which challengers can continue to pressure licensees into making concessions—consultancy agreements in which the broadcaster pays for the petitioner's advice, and at the same time runs the risk of giving up essential control of its facility to the petitioner. With financial compensation as a stimulus, NAB said, "a station could find itself knee deep in consultancies resulting in a prohibitive over-all price tag and a babble of voices."

But this increase in protests, NAB said, would be "even more alarming" if the funds and manpower a broadcaster needs to ward off even the current flow of challenges are considered. In order to document this assertion, NAB included in its filing the results of a survey it conducted among the 97 stations against which a petition to deny has been filed within the past two years.

According to that survey, for which 47 responses were received, NAB said, an average of 250 man hours are spent by a single station in opposing a challenge. That figure ranged as high as 4,000 hours for an individual station. The median cost in out-of-pocket expenses was \$8,300,

with individual outlets reporting a range of from \$100 to \$45,000. And since 24 of the reporting stations have yet to resolve their challenges, NAB said, that figure could go much higher. In addition, it said, the survey results did not include the expenses incurred by WMAL-TV in fighting a 1969 challenge to its renewal. That figure is reportedly \$250,000 at present, NAB said, and could increase substantially if the case goes to the Supreme Court.

NAB concluded that the commission should take no action on its proposal. It said that stations would still be free to enter into consultancy arrangements if they choose, although the WMAL and RKO decisions "would seem to have removed the fears which previously coerced stations into those agreements."

Dark horse. The Michigan Association of Broadcasters has adopted a resolution recommending the appointment of its former president and retired general manager of WJR-AM-FM Detroit, James H. Quello, as next member of FCC. Resolution noted that commission presently does not have commissioner with broadcast experience and stated that Mr. Quello would provide "useful industry perspective." First possible opportunity for Mr. Quello's candidacy to come true would be June 30, 1973, when term of Commissioner Nicholas Johnson expires.

Chapin goes back home with words of warning

NAB chairman urges Nebraskans to keep pushing for renewal bill

Broadcasters were reminded last week that their fight for more protection at license-renewal time is far from over, even though it appears to be proceeding smoothly.

Richard W. Chapin, board chairman of the National Association of Broadcasters, said the industry cannot afford to become complacent. He told a meeting of the Nebraska Association of Broadcasters that while 256 congressmen and 49 senators have pledged support for license-renewal bills, there will be no action in the 92d Congress.

"We've played a great first half, but it takes two good halves to win the ball game," said Mr. Chapin. "Our second half begins in January when the new Congress assembles in Washington."

Mr. Chapin, president of Stuart Broadcasting Co., Lincoln, Neb., urged the broadcasters to speak to their congressmen—"to urge them to reintroduce their bills in the next Congress, to remind them that we must have hearings and to get their pledge to support these bills that are essential to the future of our industry."

The basic license-renewal legislation before Congress would extend the license period from three to five years and would require renewal—regardless of any challenge that may be filed—if the licensee is able to demonstrate a "good-faith effort" to serve the needs and interests of its service area.

Mr. Chapin noted that the renewal question is by no means the only tough legislative question facing broadcasting; he mentioned the related matters of consumer legislation and counteradvertising as particularly crucial. Because of questions like these, he said, broadcasters should support their industry's new political-action and political-education committees with contributions.

He said it is important that broadcasters actively support House and Senate candidates who will be "predictably favorable to the continuation of the free-enterprise system of broadcasting."

Changing Hands

Announced

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

■ **WBML(AM)** Macon, Ga.: Sold by C. R. Rader and George W. Patton to Stephen P. Bellinger, Joel W. Townsend and others for \$500,000, including a \$50,000 covenant not to compete. Messrs. Bellinger and Townsend have interests in **WDZ(AM)** Decatur, **WILY-AM-FM** Centralia and **WIZZ-AM-FM** Streator, all Illinois. **WBML** operates full time on 1240 khz with 1 kw day and 250 w night.

■ **KOME(FM)** San Jose, Calif.: Sold by The Audio House Inc. to Progressive



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Communications Corp. for \$450,000. Melvin Gollub is president of Audio House. Progressive, which has no other broadcast interests, is headed by Michael A. Wiener, an account executive with Radio 1, New York, the radio rep division of Pacific & Southern Broadcasting Co. KOME operates on 98.5 mhz with 12.5 kw and an antenna 880 feet above average terrain. Broker: Blackburn & Co.

Bigger FCC stick sought

Legislation to expand the FCC's authority to levy fines and to increase the amounts has been introduced in both the Senate and House.

Sponsors of the House bill (H.R. 16622) are Commerce Committee Chairman Harley O. Staggers (D-W.Va.) and Representative William L. Springer (R-Ill.), ranking minority member of the committee. In the Senate the measure (S. 3992) was introduced by Commerce Committee Chairman Warren G. Magnuson (D-Wash.). The bills, identical to the measure requested by the FCC earlier this month (BROADCASTING, Sept. 11), would extend the commission's forfeiture authority to cable systems and all others under its jurisdiction. Maximum fines for licensees, CATV systems and common carriers would be increased from \$1,000 to \$2,000 for a single offense and from \$10,000 to \$20,000 for multiple offenses.

Two complain they were left on sidelines

They say FCC staff was wrong to exclude them from panels on children's TV programing

The composition of panels assembled by the FCC to discuss children's television programing this week has been questioned by two spokesmen for consumer groups who say their efforts to participate were rebuffed.

Warren Braren, associate director of the Consumers Union, and Robert Choate, of the Council on Children, Media and Merchandising, complained to Chairman Dean Burch about the treatment they said they got from the FCC staff.

But the chairman, in identical letters to Messrs. Braren and Choate last week, defended the manner in which the staff had assembled the six panels, which will be discussing various aspects of the problem in two-a-day sessions today, Tuesday and Wednesday (Oct. 2, 3, 4).

Mr. Braren, in a telegram to the chairman, said his efforts to gain a place on the panel on industry self-regulation had been ignored. Mr. Braren, a former manager of the National Association of Broadcasters code office in New York, said he found the staff inaction "questionable" in view of the pleading he filed for the National Citizens Committee for Children's Broadcasting disputing NAB's self-regulation claims and his "unique background in the management of broadcast self-regulation."

Mr. Choate, in his letter, said he was

"dropped" as a panelist after he had questioned the "slot" he was "summarily" assigned "without consultation" with him. (Commission officials said he was assigned to a panel on advertising practices, which they thought would be appropriate to Mr. Choate's background; he says, in his letter to Chairman Burch, that he is "a student of children's television ads").

He also said he finds the invitations to participate "curiously limited, perhaps biased, and extended to persons who may be qualified but nonetheless have not appeared previously as analysts of national children's advertising."

Mr. Choate asked the chairman to provide him with more information about the panelists than the title of the organizations they represent, which is all the information on them the commission issued. He also said he hoped the chairman would provide evidence that the panels are balanced and do fairness to both the sponsor's point of view and the cautious consumer's view.

Chairman Burch, in his responses, said the aim of the staff in putting the panels together was neither "exclusionary" nor "total inclusion." Rather, with his concurrence and the informal advice of the commission, he said, it assembled "small but well-balanced panels, each one representing a variety of expert points of view." The panels comprise five to seven members each.

He said that one new panelist could not now be added without adding others for balance, thus making the panels unwieldy.



Golden. WJAR(AM) Providence, R.I., celebrated its 50th anniversary with a party for 600 advertiser, agency, network and station personnel. In conversation with Joseph (Dody) Sinclair (l), chairman of WJAR-AM-TV, are Tom Ervin (c), NBC executive vice president, and Jim Metcalf, a 31-year veteran of the station.

Busy agenda faces AMST

Because of an unusually crowded agenda, the board of the Association of Maximum Service Telecasters will hold its first three-day meeting late next month in Puerto Rico. Subjects to be covered include satellites—especially the government's coming experiment in the Rocky Mountains; short spacing—especially the application of noncommercial ch. 26 WETA-TV Washington for a drop-in on channel 12; land-mobile radio, and proposed antisiphoning rules. The board meeting will be held Nov. 29-Dec. 1 at the Cerromar Beach hotel.

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The FCC's guide to broadcast reform

Commission puts out new manual on how regulatory system works and how citizen groups can use it to change what they don't like

Citizen groups concerned about the service of their local broadcast station now have a new source book to dip into for information on what they can do to change things. It is called "The Public and Broadcasting—A Procedure Manual," and was issued last week by the ultimate authority in such matters—the FCC.

The manual outlines the respective roles of the broadcaster, the commission and the citizen in "establishing and maintaining quality broadcasting services," describes the procedures available to those who want to file complaints with the commission or participate in commission proceedings, and provides advice on the use of these procedures.

"We are hopeful," the commission says in a foreword, "that it [the manual] will help community members participate effectively and in a manner which is helpful to the commission."

The manual provides instruction on how complaints can be initiated—whether of a general nature or directed to such matters as political broadcasting, the fairness doctrine, personal attacks or political

editorials. The manual urges readers to contact the station in an effort to resolve differences at the local level before resorting to filing a complaint with the commission.

Readers are also instructed in the steps to take to participate in application proceedings—through informal objections or petitions to deny—and in hearings. Another section describes the intricacies of rulemaking proceedings, and how one participates in them.

The manual is being sent to all broadcast licensees. Members of the public may obtain copies by writing to the commission's public information office, in Washington.

The manual was completed months ago, and was not to have been issued until the commission concluded its present rulemaking aimed at revising its license-renewal procedures. However, Commission Nicholas Johnson persuaded his colleagues not to wait; conclusion of the rulemaking appears to be a month or two off.

The pamphlet points out that the procedures it describes are current only as of Sept. 20, 1972, and that they are subject to change. It notes, in particular, that broad studies of the fairness doctrine and the renewal procedures were in progress on the date of issue.

FCC refuses to lift fines on two stations

Two licensees' efforts to obtain cancellation of \$10,000 fines met with no success at the FCC. The commission denied motions by Wagenvoord Broadcasting Co. (WVOG[AM] New Orleans) and Channel 13 of Las Vegas Inc. (KSHO-TV) Las Vegas for reconsideration of fines the commission had previously imposed. Wagenvoord was cited for technical and logging violations, including alleged abuse of WVOG's presunrise service authorization. Channel 13 was charged with illegal "clipping" of ABC-TV material.

The commission denied Wagenvoord's assertion that it could not afford to pay the fine. The commission noted that the station, in a civil suit, had been awarded a judgment of \$16,800 from a WVOG engineer (who Wagenvoord had contended was at fault for the station's technical violations) and said part of that sum could be used to pay the fine. It turned down Wagenvoord's request that it be permitted to withhold payment until it sells WVOG.

KSHO-TV did not deny that it had omitted concluding portions of some ABC-TV daytime programs and substituted its own material, but contended that this clipping episode is not legally punishable by FCC forfeiture. It said the alleged violations occurred before the commission ruled that crawls—commercial credits given at the end of some programs—represented commercial time.

But the commission maintained that "as long as the material clipped contained advertising" KSHO-TV had violated its fraudulent-billing rules.



Brass at work. Odin S. Ramsland (r), executive vice president of KDAL(AM) Duluth, Minn., and new chairman of the board of the CBS Radio Affiliates Association, meets with Sam Cook Digges (l), president of the CBS Radio Division, during the annual affiliates convention in Phoenix (*Broadcasting*, Sept. 25). Tom Chauncey, president of KOOL(AM) Phoenix, was unofficial host for the meetings.

Two Democrats dislike Loomis's aims for CPB

Fulbright, Van Deerlin criticize new President's outline of plans

Even before taking over officially as president of the Corporation for Public Broadcasting, Henry Loomis has drawn fire from both sides of the Capitol.

Senator J. William Fulbright (D-Ark.) saw "the demise of independent public broadcasting" in Mr. Loomis's stated determination to give CPB a strong role in making detailed program judgments. And Representative Lionel Van Deerlin (D-Calif.), ranking majority member of the House Communications Subcommittee, expressed "disbelief and mild shock" upon learning that Mr. Loomis plans no immediate push for long-range financing.

Both legislators were reacting to remarks Mr. Loomis made in a closed-circuit audio feed to the nation's public broadcasters (*BROADCASTING*, Sept. 25). On that occasion, and in an appearance before the board of the Public Broadcasting Service, Mr. Loomis—following the Nixon administration's approach to public broadcasting—also called for more emphasis on instructional and cultural programs, implied that there ought to be less emphasis on public affairs, and depicted public broadcasting as never more than a supplement to commercial broadcasting, the "backbone" of the system.

Mr. Van Deerlin saw in the new president's comments about long-range financing a position that is "at best equivocal and at worst, evidence of still another broken promise [from the administration]." And Senator Fulbright's dismay was even deeper: "Only a few years ago," he said, "many of us had great hopes that there could be established in this country a nonpartisan, objective, public broadcasting network, worthy of our great country." Recent events, he said, "will sadden everyone interested in the future progress of our country."

Mr. Loomis officially becomes the new president this week.

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NBC is first out of the chute in new Nielsens

Most new shows are sampled, but no network claims decisive wins in opening readings of the season

NBC-TV led by more than a rating point last week in averages in the first national Nielsens on the 1972-73 network TV season, with ABC second and CBS more than two points below ABC.

CBS had the only new show in the top 10—*Bridget Loves Bernie* ranked sixth—and almost had two, with *Cousin Maude* in 11th place, less than half a point out of 10th. ABC's new *Paul Lynde Show* came in 14th. NBC's new *Wednesday Mystery Movie* ("Banacek") was 20th and its *Ghost Story* was 22d.

NBC carried the week (Sept. 11-17) with an average prime-time rating of 20.6, followed by ABC with 19.2 and CBS with 17.0. By nights of the week, NBC won Monday, Thursday, Friday and Saturday, ABC the rest.

NBC also claimed the top average for new shows, a 19.2 against a 17.4 for CBS's new ones and 15.9 for ABC's. But most of the new shows on all networks achieved respectable shares for their time periods, with only ABC's *Temperatures Rising* and *Streets of San Francisco* and CBS's *Anna and the King* dropping into the low 20's.

Outside the top-20 shows, NBC's *Ghost Story*, *Little People* and *Banyon* all had shares above 30, ABC's *Julie Andrews Hour* and CBS's *Bob Newhart Show* were at the 30 level, and ABC's *The Rookies*, CBS's *Sandy Duncan Show*, *New Bill Cosby Show*, *M*A*S*H* and *The Waltons* and NBC's *Search* all had shares in the upper 20's.

Officials of all three networks cautioned against reading too much into the first week's results, pointing out that it normally takes weeks for clear viewing patterns to emerge. The second week's national results are due today (Oct. 2).

Following are the national Nielsen rankings for the week ended Sept. 17:

Rank	Program	Network
1.	Marcus Welby	ABC
2.	ABC Sunday Movie	ABC
3.	All in the Family	CBS
4.	Bonanza	NBC
5.	Wednesday Movie of Week	ABC
6.	Bridget Loves Bernie	CBS
7.	NBC Saturday Movies	NBC
8.	Flip Wilson	NBC
9.	Ironside	NBC
10.	NBC Monday Movies	NBC
11.	Maude	CBS
12.	Walt Disney	NBC
	Lucy	CBS
14.	Paul Lynde	ABC
15.	Sanford & Son	NBC
	Gunsmoke	CBS
17.	Tuesday Movie of Week	ABC

18.	Owen Marshall	ABC	55.	CBS Tuesday Night Movie	CBS
19.	Sunday Mystery Movie	NBC	56.	Dick Van Dyke	CBS
20.	Wednesday Mystery Movie	NBC	57.	Mannix	CBS
21.	Cannon	CBS	58.	Streets of San Francisco	ABC
22.	Ghost Story	NBC	59.	Brady Bunch	ABC
23.	Doris Day	CBS	60.	McGovern	CBS
24.	Mary Tyler Moore	CBS	61.	Anna & the King	CBS
25.	Little People	NBC	62.	McGovern	CBS
	Hawaii Five-O	CBS	63.	McGovern	CBS
27.	The Rookies	ABC	64.	NBC Reports	NBC
28.	Rowan and Martin	NBC	65.	Alias Smith & Jones	ABC
29.	Adam-12	NBC			
	Room 22	ABC			
31.	Dean Martin	NBC			
	Banyon	NBC			
	Sandy Duncan	CBS			
34.	Julie Andrews	ABC			
	Bob Newhart	CBS			
36.	FBI	ABC			
37.	Bill Cosby	CBS			
	Odd Couple	ABC			
39.	Search	NBC			
40.	CBS Thursday Movie	CBS			
41.	The Olympics	ABC			
	Mod Squad	ABC			
43.	Love American Style	ABC			
44.	McGovern	NBC			
45.	M.A.S.H.	CBS			
46.	The Waltons	CBS			
47.	Carol Burnett	CBS			
	Partridge Family	ABC			
49.	Sonny & Cher	CBS			
50.	Medical Center	CBS			
51.	Emergency	NBC			
	Mission Impossible	CBS			
	CBS Friday Movie	CBS			
54.	Temperatures Rising	ABC			

Much from Munich. Worldwide television coverage of the Olympic Games generated a record amount of television traffic, in connection with a single event, for Intelsat—1,005 half-channel hours in the Aug. 26-Sept. 10 period, according to a spokesman for Communications Satellite Corp., manager of the worldwide system. This was more than double the traffic generated by the Olympic Games in Mexico City four years ago—450 half-channel hours. And additional events during the period, including the Arab attack on the Israelis, produced another 264 half-channel hours of business for Intelsat during the Munich games. One surprise in the system-use statistics was that Mexico led all other countries in the amount of time it took on the system for Olympics—105 half-channel hours. The U.S. was second, with 84, and Iran—another surprise—was third, with 72.

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Inside honors. Close to 100 ABC people who had a hand in ABC-TV's widely watched 60-plus hours of coverage of the summer Olympics (BROADCASTING, Sept. 4, et seq.) were honored with a luncheon and citations of appreciation in New York last Wednesday (Sept. 27) by Leonard H. Goldenson (r), chairman and chief executive of ABC Inc., and Elton H. Rule (l), president and chief operating officer. Singled out for special honors were Roone Arledge (second from l), president of ABC Sports, and Julius Barnathan (second from r), ABC vice president of broadcast operations and engineering. The group was assured by Mr. Goldenson that their work "gave television one of its finest hours" and showed ABC to be "no longer a contender, but a leader in sports, in news, in engineering." Cooperations between those three units, Mr. Rule added, "produced two weeks of television that will rank among the most memorable viewing experiences in the 25-year history of sight-and-sound broadcasting."

It's British, you know

ABC officials and U.S. broadcast and print journalists will have a look-see at television in England, compliments of Lew Grade and ATC

Approximately 75 television editors and reporters from U.S. newspapers and magazines will get a first-hand look at TV in Great Britain this week as guests of Associated Television Corp. Ltd., London, its U.S. subsidiary, Independent Television Corp., and Sir Lew Grade, ATV deputy chairman and chief executive.

Key officials of ABC, which has been closely associated with ATV programing, and of ITC, New York, and ITC of Canada Ltd., Toronto, will also make the six-day visit, which starts tomorrow (Oct. 3). ABC, which is currently carrying ATV's weekly *Julie Andrews Hour* and also has bought a number of ATV specials and is associated with the London-based company in developing programing for video cassettes, is coordinating U.S. arrangements for the trip. It originated in a seemingly impromptu invitation extended by Sir Lew to all newsmen at a dinner for Miss Andrews during the ABC-TV affiliates' convention in Los Angeles last summer (BROADCASTING, July 3).

ABC executives scheduled to make the trip include Elton H. Rule, president and chief operating officer, ABC Inc.; Walter A. Schwartz, president, ABC Television; Martin Starger, president, ABC Entertainment, and three other ABC entertainment executives: Frank Brill, vice president, talent; Dennis Doty, executive assistant to Mr. Starger and director of program administration, and Jim Hay, director of nighttime program production. Also, Ellis O. Moore, vice president in charge of public relations, ABC Inc.;

Richard J. Connelly, vice president for public information, ABC; Elliott W. Henry Jr., vice president, press relations, West Coast, and Tom Mackin, manager of program publicity, New York.

ITC executives set for the trip include Abe Mandell, president, and Joe Fusco, vice president in charge of advertising, publicity and promotion of ITC, New York, and Hershel Harris, president of ITC of Canada Ltd.

Through ITC, ATV is currently represented on U.S. television by the *Julie Andrews Hour* on ABC-TV and by four prime-time access series: *UFO*, *The Protectors*, *The Adventurer* and *Department S*.

Satellite potential cited by ABC's Lower

The shape of satellite broadcasting in the years ahead was described last week by Elmer W. Lower, president of ABC News.

He told Far East broadcasting officials gathered in Manila for ABC News's second Communications Satellite Conference that the satellite transmissions that have become routine for news, sports and public affairs programing, will soon be supplemented by transmissions for syndicated material and for domestic use within a country.

"We will see—especially in the larger countries—the inauguration of domestic satellite systems," Mr. Lower said. "The one envisioned for the U.S. would have more than 130 earth stations and would use satellites capable of handling 24 color channels or as many as 14,000 telephone circuits simultaneously."

He said direct broadcasting into homes in other nations will be technically feasible in the future, but he voiced the view

that American commercial television would not use that technology when it is developed. He noted that broadcasters from some of the developing nations are fearful that direct satellite-to-the-home broadcasts might result in damage to their cultures.

"We [in the U.S.] wish to communicate, not propagandize," Mr. Lower stated. "We wish to sell our services, not our ideology."

Rosen champions the FCC's rule

W-R's president rebuts critics who claim numbers and quality of shows have been reduced

The FCC's prime-time access rule—a co-star in the heightening drama of Hollywood TV production—has been defended by Burt Rosen, president, Winters-Rosen Productions, Hollywood, as he attempted to explode "the fiction" that has surrounded the regulation.

He told a luncheon meeting of the New York chapter of the National Academy of Television Arts and Sciences that opponents of the measure have said it has led to unemployment among performers and other personnel. Mr. Rosen said the opposite has happened, in that there will be more than 1,500 original half-hours of programing in 1972-73, whereas formerly there were only 504 half-hours of original shows.

He answered criticism that access programs are mostly game shows by citing statistics that in this coming season, there will be 13 game shows, 11 dramatic series, seven musical shows, five comedy variety productions, four situation comedies and two animated programs.

Mr. Rosen said opponents of the rule keep saying that most of the prime-time access shows are produced outside the U.S. He claimed that only 15 of the 49 programs in access periods in 1972-73 are being produced abroad.

He rejected other criticism about the alleged lack of quality of access programing and served notice that he and other independent producers intend to battle vigorously to preserve the FCC regulation.

Mr. Rosen's message apparently fell on fertile ground. He reported receiving "over 300" telegrams, letters and phone calls applauding his pro-rule stand.

Piece of the future

Members of the Writers Guild of America, West, have voted to make the issue of payment for work in television films or theatrical motion pictures licensed for presentation on pay TV, cable TV or video cassettes a major demand in negotiations with the Association of Motion Pictures and Television Producers and the three TV networks scheduled to begin in Los Angeles next week. According to a vote taken by the membership of the guild, the demand will be for 5% of the "absolute gross" of all TV films and mo-

tion pictures sold to pay-cable-cassettes TV. The upcoming negotiations with management is a reopening of the guild's 1970 theatrical and television film agreement with producers and networks.

Program Briefs

121-market spread. Independent Television Corp., New York, reports that its one-hour, science-fiction series, *UFO* has been sold in 121 markets. Latest station buyers include WDSU-TV New Orleans; WTVK(TV) Knoxville, Tenn.; WNYSTV Syracuse, N.Y.; KWTV(TV) Oklahoma City; WHEC-TV Rochester, N.Y., and WICU-TV Erie, Pa.

Sold in 20. Initial sales of 20th Century-Fox Television's new package of 32 features in 20 markets were reported by Fox. Buying stations include WABC-TV New York, KABC-TV Los Angeles, KGO-TV San Francisco, WXYZ-TV Detroit, WSYR-TV Syracuse, N.Y., and KCMO-TV Kansas City, Mo. Among titles are "Cleopatra," "The Sand Pebbles," "Tony Rome," "Tribes" and "The Kremlin Letter."

Studio becomes hearing room. In what it's hailing as unprecedented event, non-commercial WTTW(TV) Chicago carried full coverage of Representative Claude Pepper's (D-Fla.) Select Committee on Crime's hearing on drug abuse in schools—direct from WTTW's studios. Station officials say this is first time congressional committee has conducted formal proceedings within walls of TV studio. WTTW's coverage reportedly included live telecasts of morning and afternoon sessions on Sept. 21, 22 and 23 as well as nightly wrap-up and full recap of hearings on Saturday evening (Sept. 23). Chicago hearing was third of series of proceedings Mr. Pepper is conducting in six cities and included testimony from Cook county school and police officials.

Mutual football. Mutual Black Network will broadcast Orange Blossom Classic, black football post-season game, from Orange Bowl, Miami, on Dec. 2. Game pits Florida A&M against leading black football team. Parent Mutual Broadcasting System will augment its already heavy schedule of Notre Dame and Monday night pro contests by broadcasting two major college games Thanksgiving weekend: Nebraska-Oklahoma Nov. 23, Ohio State-Michigan Nov. 25.

Cox highlights children. Cox Broadcasting Corp., Atlanta, plans to tape pilot for children's television series in conjunction with *Highlights for Children*, monthly entertainment and educational magazine aimed at young readers. Program will feature characters appearing in publication and will emphasize activities appealing to children. Taping at Cox's WIC-TV Pittsburgh is scheduled for this fall.

Lutheran convention feeds. Recorded reports from Oct. 4-10 convention of the American Lutheran Church in Minneapolis will be available to station newsmen calling (612) 338-5331. Feeds will be updated daily. Special news information requests should be made through (612) 335-3289.

Broadcast Journalism

Whatever became of those liberals who controlled Eastern media?

Aide protests bias against McGovern; Nixon men call media fair but wish for more exposure of their candidate

The McGovern organization feels media coverage of its Democratic presidential campaign has been unfair. And, in a reversal of their 1968 stance, Nixon campaign strategists seem satisfied with their journalistic treatment though they would like more coverage of the President. These sentiments were expressed in a 30-minute panel discussion on NBC-TV last Tuesday night (Sept. 26), when Frank Mankiewicz, political director of Senator George McGovern's campaign, and Bill Safire, special assistant and speech writer for President Nixon, exchanged opinions on "The Media and the Campaign," on *NBC Reports*. Also participating in the discussion, moderated by Bill Monroe of NBC, were Robert Healy, executive editor of the *Boston Globe*, and Richard Reeves, contributing editor of *New York* magazine.

The next night Mr. Mankiewicz went over the same ground with Senator Robert Dole (R-Kan.), chairman of the Republican National Committee, in a Washington appearance.

Asked on the NBC Tuesday night program whether the media are "doing a good, straight job of reporting the '72 campaign," Mr. Mankiewicz replied: "I would have to say no. I think that television probably is doing the worst job.

Mr. Safire answered that he thought the media were trying to be "straight and fair" in the coverage of the campaign. "But the media problem is really how can they cover the issues rather than the personalities, how do they get to the tremendous difference that's going on between the two candidates," Mr. Safire said. He also said he would prefer more "real opinion than news analysis."

Mr. Mankiewicz said television has "a very special problem." From "blows that they received from this administration in the last couple of years" and because of a curious, self-imposed notion of fairness which I think comes out unfair," television broadcasters seem "unable to cover a news story straight," he said.

Mr. Safire saw it another way: "I think perhaps the McGovern people have been through a honeymoon period . . . that happens to everybody and always wears off." When Senator McGovern "started to move from his left position or liberal position," Mr. Safire said, "a lot of reporters said: 'Hey, wait a minute' and began pointing out the changes . . . I think that's what's got him worried now."

Mr. Mankiewicz expressed the belief that media are "always biased in favor of the President." Mr. Safire countered

with, "The President doesn't have a sweetheart relationship with the press—just the opposite." Mr. Safire mentioned a Labor Day speech made by the President who recorded it for radio.

"It was given to the networks," Mr. Safire said. "It wasn't played in its entirety on any networks, to my knowledge. Various stations used bits and pieces from it—a minute, 30 seconds, sometimes three minutes. . . . Now, you don't know what the President said on Labor Day, nobody else does. . . . That's not the way it should be."

Similar points were made last Wednesday (Sept. 27), when Mr. Mankiewicz and Senator Dole appeared at a meeting of the Washington chapter of Sigma Delta Chi.

It was Mr. Mankiewicz's contention that recent bona fide news events have taken second place in the news media to accounts of alleged confusion and disension within the McGovern ranks. One reason for this, he said, is that too many newsmen are concentrating more on the internal activities of the campaigns than on the issues that affect the voters.

He also attributed it to the deference being shown President Nixon. "There is no willingness, on the part of the White House press corps particularly, to deal with the President as a political animal," Mr. Mankiewicz said.

A third reason for the unfairness, he said, was that political observers who had been doubtful of Senator McGovern from the start do not want to be proved wrong.

Senator Dole said he could understand the problems the media must have in covering Senator McGovern "as he changes positions on issues." But as far as the Nixon campaign is concerned, he said, "I've been satisfied with the media coverage." From time to time the coverage has been inadequate, he said, but most journalists are being objective in their political reporting, in Mr. Dole's view.

Whalen deplors vulnerability of news media

Ohio congressman leads procession of witnesses who tell Hill hearing of need for privilege legislation

"As long as the government possesses the right to subpoena reporters and compel disclosure of confidential information, it possesses the power to harass and intimidate the press." That statement by Representative Charles W. Whalen Jr. (R-Ohio) at a House hearing last week on newsmen's-privilege legislation seemed to sum up the sentiments of most of the witnesses. Their message to Robert W. Kastenmeier's (D-Wis.) Subcommittee No. 3 of the Judiciary Committee was that there should be no delay in considering some form of shield legislation.

Mr. Whalen, sponsor of the bill rec-

Back above ground: How the pressures got to two progressive rockers

KMPX, daddy of them all, now plays MOR, big-band style, and WCBS-FM grew nostalgic

Back in 1967, "Big Daddy" Tom Donahue used to belly his expansiveness up to the board at KMPX(FM) San Francisco and out to America's loosest city went America's loosest radio. It was instant legend—underground FM. But no more at KMPX; Big Daddy gave way to big bands. Last summer in New York, a similarly free-formulated, progressive-rock station, WCBS-FM, went to a tightly run oldies format. And so two progressive-rock stations died. But KMPX went from the inside and WCBS-FM got it from the outside.

When Tom Donahue walked into KMPX(FM) San Francisco in 1967, FM radio was still virgin territory, so to speak. If it hadn't been, the chances are that his experiment with free-form rock radio, or "underground" as it was called then, never would have happened.

"Tom had an idea that the people who were on the air should run the station," says Doug Cox, the former general manager of KPCC-FM Pasadena, Calif. [sister station to KMPX; both are now owned by the National Science Network] and a consultant to KMPX. It was an idea that only a disk jockey could have had—and Mr. Donahue had been one in several major markets before he became program director at KMPX. He turned control of music selection, music mix and talk on the air over to the people who pulled air shifts. "The people who were responsible for creating the sound could not be just voices," Doug Cox emphasized. "They had to be the radio station."

Underground radio was, in reality, "the radio of reaction," and Mr. Donahue in particular rebelled against the trends toward more tightly controlled formats and shorter and shorter playlists. The resentment toward the kind of radio that created and enforced the policy of an ever-closing circle of musical regimentation led to a purposeful abdication of program-control functions at KMPX.

The station fostered many children—though few emulated their father directly. The free-form rock format has been financially successful in only a few places—WBCN(FM) Boston and WMMR(FM) Philadelphia are two of the exceptions. The philosophy of free-form radio, naturally, put off many operators and managers. "Even if it was the most profitable format ever devised, there was not going to be a big rush for it," one former KMPX employe said. "It was anarchy on the air."

But KMPX is no longer a rock station. In March, the National Science Network

commended by the Joint Media Committee (a group of news organizations that includes the Radio Television News Directors Association), told the subcommittee that the "chilling effect" on the news media exists regardless of the current incidence of the use of the government's subpoena power. "Because there is a lull in the storm does not mean that no preparations should be made to insure against further devastating hurricanes, particularly when such tempests are certain to occur," he said.

The JMC measure (H.R. 16527) is designed to protect newsmen from having to disclose information and sources before Congress or any federal court, grand jury, agency, department or commission. The protection would not apply to the source of allegedly defamatory information in cases where the defense is based on that information. The privilege could be divested by a U.S. district court only upon a showing that a newsmen probably has relevant information, that it is not obtainable elsewhere and there is "compelling and overriding national interest" in the information.

JMC members reiterated their support for the measure at the subcommittee's hearing two weeks ago (BROADCASTING, Sept. 25).

Mr. Whalen's comments were echoed by Representative William Moorhead (D-Pa.), who has introduced a similar bill.

The pressing need for newsmen's-privilege legislation was also stressed by other House members who testified last week—New York Democrats Edward Koch and Ogden Reid—and in testimony submitted by Representative Jerome Waldie (D-Calif.). All are sponsors of various newsmen's-privilege bills.

The JMC bill was favored in testimony by the Association of American Publishers, the National Newspaper Association and the Authors League of America.

Kenneth McCormick of AAP told the subcommittee that the JMC bill provides broad free-press protection and recognizes that the central issue at stake is the public's right to information. And, he added, it also places the burden on those seeking the information rather than imposing on reporters the burden of claiming protected status. He suggested additional language to make clear that the bill is designed to include publishers in its protection of the news media.

Irwin Karp, attorney for the Authors League, said the JMC bill seems to be the best approach because it appears to cover authors of books and magazine articles. He said the subcommittee should consider a provision to prohibit informal requests by government agencies to review books before they are published.

"We are not necessarily wedded to it," said NNA President Jim Cornwell of the measure, "but believe that of all the pending bills it goes the furthest towards providing protection for news sources while at the same time considering the needs for law enforcement. It properly places on the government the burden of showing that a reporter should be compelled to testify."

And, he added, the measure provides

a model law for adoption by state legislatures.

Answering Assistant Attorney General Roger Cramton's testimony two weeks ago that the Justice Department's guidelines on issuing subpoenas to newsmen render legislation unnecessary, Mr. Cornwell said that the department's guidelines do not apply to Congress, federal agencies or independent commissions and could be changed by the attorney general. That point was also made by several of the congressional witnesses.

Stanford Smith, president of the American Newspaper Publishers Association, told the subcommittee that his organization is reviewing a study it made of the bills and is awaiting the comments of a number of news organizations before supporting any of the newsmen's-privilege bills. ANPA should reach its conclusions by the end of the year, he said.

Throughout the session at which the print-organization witnesses testified several of the subcommittee members seemed anxious to have facts about the issuance of subpoenas and examples to illustrate the need for legislation. But none of the witnesses was able to provide that information.

The hearing is scheduled to wind up with sessions on Oct. 4 and 5. Witnesses will include representatives of CBS and the National Association of Broadcasters and Representative Dan Kuykendall (R-Tenn.). Two weeks ago Mr. Kuykendall introduced a bill (H.R. 16713) that protects newsmen from being compelled to disclose information or sources "before any state or federal administrative, legislative, or judicial body, except a state or federal grand jury. . . ."

Journalism Briefs

Gag order held up. Court of Appeals of the Second Appellate District in Los Angeles has issued orders staying so-called "gag order" against Southern California news media and set Oct. 6 for hearing on matter. Appellate court acted on petitions filed by *Los Angeles Times* and Los Angeles District Attorney Joseph P. Busch. Both challenged order granted by Superior Judge Julius A. Leatham of Norwalk, Calif., who, ruling on motion of defense lawyer in murder case, imposed virtual censorship on all news media under threat of contempt, except for happenings in open court (BROADCASTING, Aug. 21). Newspaper and district attorney both challenged judge's order on grounds that it is unconstitutional. In issuing order, judge said he was concerned about defendants' right to fair trial. Case involves two men charged with death of four-year-old.

In book form. Results of nine public opinion polls conducted or commissioned by CBS during closing years of 1960's have been assembled in book published by R. R. Bowkers Co., New York (195 pp., \$12.25). Written by Robert Chandler, director of CBS News Election Unit, book, "Public Opinion: Changing Attitudes on Contemporary Political and Social Issues," describes surveys conducted to provide added dimensions to CBS News' coverage of major issues.

changed the format to MOR, specializing in big-band music. NSN did not own KMPX when it began the underground experiment. It obtained the station, along with KPFC-FM, in 1969. A strike in 1968, triggered in part by Tom Donahue's resignation over programming conflicts with the ownership, crippled the station for months. Advertisers committed to the strikers pulled their spots off the air and billing took a nose-dive. KMPX never really recovered. Mr. Donahue and his staff moved across town to the open arms of Metromedia's KSAN(FM). Under the call-letters KSFR(FM) the station had been on a classical-music format. Despite the bitter reaction by classical listeners to the switch in programming, KSAN was able to pick up the pieces—and the audience—in the wake of the KMPX strike. Today, Tom Donahue is

general manager of KSAN.

And what of KMPX now? Stan Gurell, president of National Science Network, admits that the station has not earned money since it was purchased three years ago. Now there are no fewer than four FM's in San Francisco playing progressive rock in varying degrees of format. Put simply, the competition was too much, Mr. Gurell says. "There were no billings and a serious problem with collections," he says as if it were all too apparent.

On the other side of the country, in New York, Bob Cole, vice president of CBS radio in charge of the owned FM's, says that he was faced with much the same competition dilemma in that city. Since 1969, WCBS-FM has been battling for the under-35 rock audience with four other competitors—WPIX-FM, WOR-FM,

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The Blue Notes

Harry Nilsson

Slade

Breaking In

If You Don't Know Me By Now—Harold Melvin and the Blue Notes (*Philadelphia International*) ■ This is a big, lush, heart-stop record. It is produced according to the tenets of a traditional soul single—out of the Phil Spector mold. "If You Don't Know Me" is the latest offering from the production team of Gamble and Huff.

Kenny Gamble and Leon Huff have tasted great success recently with the O'Jay's "Back-Stabbers." Whereas "Back-Stabbers" is a hard-rhythmed song of betrayal, "If You Don't Know Me" is a long song of strings and echoed voices, a man pleading with his wife to stop her unfounded jealousy. "If you don't know me by now, you will never, never know me."

In Philadelphia, where the Gamble-Huff team operates, WIBG(AM) has reported "great phone requests" and predicted the song would "go top 10 at the very least." CKLW(AM) Windsor, Ont., also reported large phone requests and is moving the record into its top 15.

Other stations reported on the record include: WFIL(AM) Philadelphia, WTIX(AM) New Orleans and KHJ(AM) Los Angeles.

Spaceman—Nilsson (RCA) ■ It took RCA several weeks to decide which cut to take from *Son of Schmilsson*—the ribald sequel to *Nilsson Schmilsson*—for single release. An RCA spokesman said that "Spaceman" had been the logical choice,

but expressed a company concern that there were already too many "space records" on the market now (i.e., "Ziggy Stardust" by David Bowie and "Rocket Man" by Elton John). Nilsson's addition to the list is a musically varied one, with three different tempos and instrumental colorings for each.

Stations reported on "Spaceman" include: WRKO(AM) Boston, WMEX(AM) Boston, WIBG(AM) Philadelphia, KLIF(AM) Dallas and KXOK(AM) St. Louis.

Slade alive—Slade (*Polydor*) ■ Slade is a four-man band that comes to America highly touted by both the British press and British charts, and is currently on its first American tour. The sound is high-energy; stylistically, the group is similar to many of the British bands that have enjoyed popularity in this country by virtue of a strong stage show and heavy electric music albums—Ten Years After and The Who come to mind.

The band has been together for five years—no mean feat when the oldest member is 22—and they all grew up in the same small town north of London. Because of the success of their live performance both in England and Germany, it was decided their first album should be "live." Actually, it was recorded in a studio, before an invited audience, but each track is all one take and the spontaneity is evident. The single from the album, "Take me Back 'Ome," is beginning to pick up AM airplay.

Stations on "Slade Alive" include: WMMR(FM) Philadelphia, KUDL-FM Kansas City, Mo., and WVUD-FM Dayton, Ohio.

WPLJ(FM) and WNEW-FM, all New York. Last July, Bob Cole threw up his hands, decided to get out of the rock rat-race and changed WCBS-FM's format to oldies. Another CBS-owned FM in Philadelphia WCAU-FM, had been programming vintage pop and old rock and roll with good success for about two years. "There was expertise in the company," as Mr. Cole puts it.

But the general manager of WCBS-FM was so vehemently opposed to the switch that he resigned immediately on receiving the final directive to change. Mr. Cole brought in John Catlett from CBS-owned WBBM-FM Chicago, a station that had been on a similar format to WCBS-FM's, to take his place.

WCBS-FM's format was not as free as KMPX's (indeed, few stations have been as free since those days). And Bob Cole recoils at the label "progressive-rock station." "The generic terms for radio usually end up for use by the sales area, anyway," he says.

The problem of identifying and classifying the WCBS-FM format had been part of the financial problems of the station to begin with, John Catlett, the new general manager, observed. "The salesmen just couldn't differentiate," he said. "They couldn't explain to the agencies the difference between WCBS and WPLJ or WNEW. And when Sta-Puf or American Airlines tell you that they don't buy FM, you lose heart—no matter how much you believe in the music."

Capitalizing on that "company expertise" in the oldies format, Mr. Catlett hired John Gehron away from his program-director post at WCAU-FM in Philadelphia. Privately, Mr. Catlett expressed fears that upper-level management might want to automate WCBS-FM (WCAU-FM has been automated since the switch to oldies, a situation about which John Gehron had complained publicly.)

On the day Bob Cole decided to go oldies in New York, he could have had no inkling that the format would be as popular as the July/August ARB's would tell him. In the last book (April/May), the station had ranked 21st among adults 18 to 49. By the end of August, less than two months on the re-vamped format, WCBS-FM was ranked number three. All fears of running an automated radio station are now far from John Catlett's mind, he says.

"Much of this initial success," Mr. Catlett says, "is because we are far easier to recognize on the dial now. We used to be confused with WPX-FM a lot. Amazingly, there was little promotion to back this new format up. But I think we benefitted greatly from the nostalgia craze that people are seeing everywhere." Aware that, in many ways WCBS-FM was "fooling around with a craze," Mr. Catlett is now trying to make sure that if the craze ebbs, the station will be prepared. In the next several months, John Gehron, the program director, will begin to slip contemporary records—only one or two an hour—into the oldies music mix. "Future gold" the selections will be called.

Like rock-and-roll radio in the fifties

and country radio in the sixties, the first practitioners of rock radio on FM are finding themselves prey to large-powered, better-financed facilities. The rush to put rock onto FM airways seems at this point to have slackened a bit in the major markets, at least. (Increasing numbers of FM's located in suburban areas are switching to rock though—WXQR[FM] Jacksonville, N.C., and KDKB[FM] Phoenix are recent converts.) Still, only about 10% of all FM's are on a progressive or top-40 rock format, according to a recent National Association of FM Broadcasters survey. But the free-form rock format is far from dead—KSAN(FM) San Francisco and WNEW-FM New York are formatted quite loosely; both are successful in their respective markets.

But the station that spurred all this tumult, KMPX, is no longer in the same game. And rock music is no longer—if it ever was—a guaranteed ticket to success on FM.

It's so rich at the top

Alice Cooper the person and Alice Cooper the band look to make it again with their latest single, carefully tailored for the audience

Dear Ann Landers:

I've never written to you before, but I've got to check with somebody to make sure I'm sane. If I'm in my right mind, a lot of people in this world are crazy.

Recently I attended a rock concert. I didn't know such madness existed until that night. A guy gets up in girl's clothes, eye make-up galore and a ton of jewelry. He does a number where he chops off a doll's head and sings a song called "Dead Babies." At the end of the act, he hangs himself.

That creepy show was a sell-out. 20,000 people screamed their heads off and applauded until their hands were raw. I left after the fifth encore and I don't mind telling you I whooped my cookies. What is there that makes them enjoy such sick stuff?

Signed: Square Peg in a Round Hole.

It is not unnatural for many people who have not been exposed to the dementia of Alice Cooper and his (yes, his) band to react that way. As a matter of fact, the stage act of this band, which is enjoying some of the biggest box-office and record-selling success of any rock group today, is calculated for a shock response, Alice Cooper has admitted.

He and the group (Alice Cooper is the name of the band as well as its lead singer) have been variously described as "archetypal punk-rock," "reptilian Vegas hookers," "plain ol', good ol', reassuring ol' show-biz entertainment," "a nightmare," "fags" and "the future."

The five-man band from Phoenix released a new single last week, "Election." They have had three hits before this new offering, each one selling better than the last. There is little reason to believe "Election" will not do as well.

Their songs appeal directly to young



sensibilities. Cooper's last (and biggest) hit was called "School's Out" and it was tooled specially for the summer market. "We got no class, we got no principles, we got no innocence. School's out for summer. School's out forever. School's been blown to pieces."

Their music is deliberate and pointed in its philosophy. If it is true, as one writer put it, that rock and roll was "the music that you played because your parents hated it," then Alice Cooper is in the finest tradition of rock and roll. Its first hit, "I'm 18," proved to be an anthem to youthful violence and rebellion. "I'm in the middle without any plans. I'm a boy and I'm a man. I'm 18 and I don't know what I want, and I like it."

But the songs are also detached in a way. The lyrics, of the hits at least, make references to the band itself and its image, which projects a distance between the vision they sing about and the ideas inherent in the creation of those ideas. From their second hit, "Killer": "I told her that we came from Detroit city and I played guitar in a long-haired rock and roll band. She asked me why the singer's name was Alice. I said, 'Listen baby, you really wouldn't understand.'"

Alice Cooper's new single, "Election," keeps the band's topical theme up to date. Needless to say, it is Alice Cooper's campaign song. "Top prime cut of meat, I'm your choice. I want to be elected. I'm a real Jim Dandy in a gold Rolls Royce. I want to be elected. Kids want a savior, don't need no fake. I want to be elected. We're all gonna rock to the rules that I make. I want to be elected."

Major-market top 40's have gone on the single almost immediately. CKLW(AM) Windsor, Ont., WRKO(AM) Boston, KILT(AM) Houston and KOL(AM) Seattle are among the first stations to playlist it last week.

Warner Bros., their record company, estimates that Alice Cooper has sold over four million albums in the last two years—the biggest seller being "School's Out."

But, as Alice himself is wont to say from the stage every so often, "No one understands the price of fame. It's so . . . lonely at the top."

Radio at 50 . . .

. . . a Special Report in **BROADCASTING's** October 16 issue*

It was in 1922 that radio exploded all over the national scene. That was the year the backyard antenna became a symbol of sophistication, the year that radio began living up to the promises of those who had been predicting a new form of airborne entertainment and enlightenment.

Some call letters had become conversation pieces—KDKA Pittsburgh, WWJ Detroit, WHA Madison and others. But not many others; there were only 30 stations on the air at the start of 1922.

Then the ether began to erupt. By the end of that year there were more than 500 radio stations on the air.

Broadcasting's October 16 Special Report, "Radio at 50," will trace the growth of radio through the 1922 explosion down to its present important position in the world of communication.

"Radio at 50" will not be a trip into nostalgia, although it will sketch the track record of those

stations 50 years old or older. "Radio at 50" will be a timely analysis of where radio is today . . . and where it's headed in the years to come.

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Broadcasting

Song writers at CBS may retain rights

Agreement is set by one plaintiff in \$300-million antitrust suit against networks and TV producers

CBS has adopted a policy of negotiating with composers and lyricists for the return to them of rights to the music they write—or have written—for CBS-produced programs.

The policy was disclosed last week in an announcement by Elmer Bernstein, president of the Composers and Lyricists Guild, that he had reached a specific agreement with CBS. This agreement provides for him to compose original music for the *Gunsmoke* series and retain the copyright and all other rights to the music except that CBS will have the right, among other things, to record the music for the *Gunsmoke* series. The agreement was hailed as "a demonstration contract" reflecting the new policy.

CBS officials confirmed the Bernstein announcement but said that although the procedure was now "policy"—that is, applicable to all composers past and present who want to negotiate or renegotiate for rights—it was "not too different" from CBS practice in the past. "In many instances we have done what is now policy," one official said. "It has been a quite common practice for CBS to negotiate with composers who wanted to retain the right to exploit their music outside television."

The agreement with Mr. Bernstein followed the filing of a \$300-million antitrust suit by him and 173 other composers and lyricists against 15 motion-picture and TV producers, including all three commercial TV networks, last winter. The suit charged the production companies with conspiracy to retain all rights in musical compositions and therefore with illegally controlling re-use of the music in the films and programs they produce (BROADCASTING, Feb. 28).

"CBS promptly informed the plaintiffs that it had no such policy and offered to demonstrate as much in negotiations," the Bernstein announcement said, adding that the Bernstein-*Gunsmoke* contract "is such a demonstration."

The announcement also said CBS would be severed from the lawsuit and the proceeding stayed pending final settlement of all issues, but that the suit against other defendants would continue.

There was no immediate indication as to whether NBC-TV and ABC-TV—or any of the other defendants—might seek a similar resolution. It was generally felt that the major motion-picture companies would be hardest hit if such a policy became general, because of their bigger production output over a longer period of time. The networks' production of their own shows has declined sharply over the years. CBS, for instance, currently produces only two of its regular series—*Gunsmoke* and *Hawaii Five-O*—plus a number of occasional individual programs.

CBS officials declined to give details

of the agreement with Mr. Bernstein, except to say he would have the right to exploit his *Gunsmoke* music on records and in other areas, with CBS having a "minor" participation in such profits. They said each negotiation regarding future rights and renegotiation of past rights would be conducted individually, with terms reflecting, among other things, the stature of the composers and lyricists in each case. They doubted composers and lyricists would be given a share of the income from TV use of their music, apart from the payments they receive for writing it for TV in the first place.

ASCAP '72 receipts matching '71 figure

\$33 million is earmarked for distribution to members on receipts of \$42 million

The American Society of Composers, Authors and Publishers, which for all of 1971 had total domestic receipts of \$59.5 million, has collected nearly \$42.4 million so far this year. In a financial statement covering the first eight months of 1972 delivered to the semiannual West Coast membership meeting, held in Beverly Hills, Calif., ASCAP reported the following receipts:

- Licensees, including symphonic and concert—\$41.7 million.
- Interest on investments—\$455,000.
- Membership dues—\$236,000.

Partially offsetting receipts for the eight months were total home office and branch office (there are 17 branch offices) salaries and expenses of \$9,235,000. The balance available for distribution, after deducting expenses, amounted to \$33,156,000.

In the first quarter of 1972, ASCAP distributed to members and set aside for foreign societies a total of \$10,421,000. Total distribution for the second quarter was \$10,506,000. Not included in receipts and in the balance available for distribution was a total of \$90,000 received during this eight-month period from the three national radio networks and \$123,000 earned on an escrow account which contains receipts from the radio networks. (Pursuant to a court order, monthly accounts received from ABC, CBS and NBC are being kept separate from ASCAP's general fund and may not be distributed until current rate proceedings are resolved.)

On July 28, a foreign distribution was issued totaling \$4,281,000 representing receipts due ASCAP members from England, France, Germany and Sweden. A second foreign distribution is scheduled for the first week in December, which is estimated at this time to amount to \$4.6 million.

In the president's report, Stanley Adams pledged himself, ASCAP's board and management to secure legislative gains in the copyright field and "to guard against the cupidity and avarice of some of our users." Earlier, Mr. Adams chided public broadcasting for not yielding a financial return to ASCAP members.

Consortium plan hit as dodge of FCC policy

Comsat/MCI-Lockheed's proposed combine attacked in filings by other domsat applicants

The proposal of Communications Satellite Corp. and MCI-Lockheed to jointly build and operate domestic communications-satellite systems ran into criticism last week. In comments submitted to the FCC several interests, including the other domsat applicants, called the proposal everything from an unspecific motion to a direct attempt to contravene the agency's satellite policies.

The Comsat/MCI-Lockheed proposal (BROADCASTING, Sept. 11) calls for the establishment of a joint venture in which Comsat, MCI Satellite Corp. and Lockheed Aircraft would each have a minority interest. The consortium would, subject to the commission's approval, initiate two separate domsat systems, one of a multipurpose variety and the other designed to serve AT&T exclusively. The commission refused to authorize the latter operation when it announced its policy decision on the domestic-satellite issue last June. Both Comsat and AT&T have asked the commission to reconsider that decision.

It was Comsat's insistence on proceeding with plans to serve AT&T as a "carrier's carrier" that drew the sharpest criticism. The Western Union Telegraph Co. which has already indicated that it is ready to proceed with the construction of its own domsat system once the commission approves, claimed the proposal is "designed to induce" the commission into reversing its prohibition of the Comsat/AT&T plan. Coming at the time it did, WU claimed, the proposal was obviously intended to augment the petitions for reconsideration the two firms have filed against the June decision. And since the deadline for filing reconsideration pleadings has long passed, WU contended, the proposal should be dismissed as untimely.

RCA Global Communications, another domsat applicant, asserted that the proposal raises "serious new conflicts" which necessitate its denial. Noting that the commission had originally frowned upon the Comsat/AT&T system because of its possible anticompetitive effects, the firm claimed that it would be "absurd" to assume that Comsat, even with only a minority interest, would not be in a position to assert influence over the merged applicant. It said that AT&T owns less than a one-third interest in Comsat and that the commission has expressed concern over the possible ramifications of that relationship. RCA Globcom claimed that, even as a minority interest in the MCI-Lockheed venture, Comsat's status as administrator of the Intelsat system would give it a competitive advantage in domsat communications. It noted that even MCI,

in comments submitted last April, had attacked Comsat for allegedly using its Intelsat interest to the advantage of itself and Hughes Aircraft, its proposed satellite supplier, in the domestic field. Now RCA contended, the monopolistic potential of the proposed venture—with Comsat, the big name in satellites, Lockheed, a satellite manufacturer, and MCI, a terrestrial carrier, all in one application—is implicit.

Western Union International agreed that the new venture will in no way diminish the conflict of interests resulting from Comsat's Intelsat connection. The company asserted that Comsat's "highly favorable" financial position as opposed to the "questionable" economic status of MCI and Lockheed, its experience from the Intelsat operation, and its equipment-procurement powers all point to one conclusion: "It is clear that Comsat will inevitably dominate the joint venture."

Fairchild Industries noted that when the commission issued its June order, it instructed the eight domsat applicants to disclose whether they intended to modify their original applications or prosecute the applications unaltered. In this regard, Fairchild claimed, the Comsat/MCI-Lockheed proposal is inconsistent with that directive because those firms are not attempting to modify their applications; they are trying to have the June order modified (by seeking approval of the Comsat-AT&T system).

Western Tele-Communications claimed that the Comsat/MCI-Lockheed proposal was unspecific regarding the new venture's ownership and management and that further information should be submitted to insure that the operation would be run independently and not ultimately controlled by Comsat.

And Data Transmission Co., a terrestrial carrier, recommended that the commission closely scrutinize the proposal to insure that it would not impede the non-discriminatory availability of satellite capacity to carriers other than AT&T. The firm indicated it is unconvinced that the proposal would not result in such an impediment.

Meanwhile, both Comsat and AT&T last week sent letters to the commission that essentially were reminders that their petitions for reconsideration of the June order are still pending. The commission is expected to consider those and other applicants' objections to the order next week.

Technical Briefs

From East to West. International Tape Association, composed of manufacturers and users of audio and video tape, has moved its headquarters from New York to World Tape Center, Tucson International Airport, Tucson, Ariz. 84706. Telephone is (602) 889-6338-9.

No deal. Rahall Communications Corp., St. Petersburg, Fla., group broadcaster, announced it has terminated negotiations to purchase Broadcast Products Inc., Rockville, Md., maker of broadcast automation equipment. No reason was given for the decision to terminate the negotiations that had been announced earlier this

summer (BROADCASTING, Aug. 7). Rahall also owns an office and equipment supply firm.

On SMPTE agenda. Advances in television and cable-TV technology will be highlighted during 112th Technical Conference of the Society of Motion Pictures and Television Engineers in Los Angeles, Oct. 22-27. Nineteen papers on various aspects of television will be presented during sessions Oct. 24 and 25 at the Century Plaza Hotel. On Oct. 25 and 26 symposium will be held on communications satellites and cable television.

Building block. New broadcast console utilizing seven plug-in integrated circuit modules has been developed by Fairchild Sound Equipment Corp. Modular approach is said to provide custom features for no more than cost of standard wired-in system. Modules provide for microphone, medium level, high level, remote inputs and outputs, communications and monitoring. Each is complete operating channel measuring two inches wide and 18½ inches long. Modules are available individually, in kit form with console shell or completely assembled. 75 Austin Boulevard, Commack, L.I., New York 11725.

Music maker. Digitone is name of new production aid from Audio/Video Products. Priced at \$69, portable unit employs 16-tone sequence and may be used for production of jingles, station ID's, news tags and other material. Internal speaker allows monitoring and line output is avail-

able for feeding control boards for on-air operation and production. 9336 Fostoria Street, Downey, Calif. 90241.

New from CCA. CCA Electronics Corp., Gloucester City, N.J., has introduced its Futura audio broadcast console. New offering in both mono and stereo versions has capacities of six and 10 faders. Units feature modern slide attenuators, plug-in electronics, full accessibility, switchable meters and independent, but identical, audition and program channels. Prices vary from \$1,095 to \$2,495.

Broadcasters study laser for short hops

Broadcast engineers report that a low-power laser beam system operated by a Cleveland company may be applicable to broadcast operations as a substitute for bulky mobile equipment in short-hop remotes.

A demonstration of the system was provided in New York in early September during an optical show there. CBS permitted use of its Broadcast Center on West 57th Street for the company, Laser Communications Inc., to carry a studio-quality TV signal several city blocks to a link at the Gulf & Western building from where the signal was relayed to the New York Coliseum (site of the optical show).

Since that demonstration, Laser Communications, a subsidiary of Quandia,

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a research and development firm, also in Cleveland, has received inquiries from broadcasters, according to David M. LeFleur, general manager of Laser.

It was reported that CBS, among others, had shown interest in buying the system for remote pick-up and CBS plans to conduct tests. According to broadcast engineering authorities, a laser link does not require approval by the FCC.

Broadcast engineers said that they would hesitate, however, to use the system beyond a mile or so because the beam—and the TV pictures it carries—could be affected adversely by heavy pollution, fog or other weather conditions. Mr. LeFleur said that the laser beam is effective for about 2.5 miles without need of repeaters. With the latter, however, he said, excellent results have been received over a five-mile stretch.

According to Mr. LeFleur the system carries a price tag of \$7,500.

Color TV and diplomacy

Monochrome Italy stays that way until sticky decision is made to accept German PAL or French SECAM system

Italy is the largest western-world market in which color television has yet to become a reality, and indications are that it may retain that status for some time to come.

The *Washington Post* reported last week that the government of Italian Pre-

mier Giulio Andreotti will decide shortly as to whether color transmissions will be permitted in the country. But whenever that decision comes, the *Post* article indicated, it is almost certain to be marred by the political controversy that has stemmed from Italy's initial experimentation with the medium during last month's Olympic games.

At issue is the question of whether the Italian TV industry, which serves some 11 million sets (only 40,000 of which are equipped for color), should adopt the German PAL color transmission system or the French SECAM system. Pressure has reportedly been put to bear on the Andreotti administration from interests in both of those nations. Both systems were used during the Olympic coverage last month with most observers attesting to the technical superiority of PAL. That, in turn, led to accusations that Premier Andreotti had bowed to the persuasiveness of French President Georges Pompidou, with whom he met at a July summit, in his decision to introduce SECAM as well as PAL in the country. Several rival political leaders vowed to pull out of Mr. Andreotti's 11-week-old coalition government if color TV were immediately introduced to Italian viewers on a permanent basis. It was also indicated that PAL was the politician's choice.

Before the situation is resolved, the *Post* speculated, Mr. Andreotti's government may topple and Italy's diplomatic relations with France and/or Germany "will most certainly be shaken."

Cable

Real pay cable on the threshold in San Diego

With start-up planned for early next month, Optical Systems reveals plans for "Channel 100": movies, sports, display and FM stereo on local CATV, and all for a price

The leased channel—or private channel—concept of pay TV that Los Angeles-based Optical Systems Corp. has been promoting for some two years was formally unveiled last week at a news conference in San Diego. A promise was made then that the system, designed as a piggyback service to a cable-TV operation, will be in operation with test signals in the San Diego area by Oct. 15. Marketing to potential customers is expected to start Nov. 1.

"Actual programing will begin the day of the first installation," Geoffrey M. Nathanson, president and chief executive of Optical Systems, told a gathering of some 50 people that included sports-team representatives as well as newsmen. "There will be an actual turn-on date some time after Christmas," Mr. Nathanson also said. "We have contracts with several motion-picture studios. There will be some sports programs this year. We're negotiating with the Los Angeles Lakers and Kings, San Diego Gulls, San Diego Conquistadors and San Diego Padres." (The Lakers and Conquistadors are professional basketball teams, the Kings and Gulls professional hockey teams and the Padres a major-league baseball club.)

To conduct its pay-cable project, Optical Systems is leasing a nonstandard channel from Mission Cable TV Inc., which operates a system of 54,000 subscribers in the San Diego area (BROADCASTING, Sept. 18). Mission Cable, based in the San Diego suburb of El Cajon, is part of Trans Video Corp., a subsidiary of Cox Cable Communications Inc., Atlanta. The pay-cable operation will be known as Channel 100 and it will also operate out of El Cajon.

According to Mr. Nathanson, the nonstandard leased channel will be converted to a standard channel—channel 13 in San Diego—by a program selector unit manufactured by TRW Inc., Redondo Beach, Calif. Specialized forms of programing—primarily professional sports events blacked out in the local area and motion pictures normally seen only in theaters—will be transmitted as a scrambled signal and then cleared at the subscriber's home by insertion in the program selector of a special card purchased for specific programing or specific blocks of programing.

Initially, Optical Systems will be asking subscribers for a commitment of \$20 as a fully refundable deposit for the terminal unit in the home (referred to by Mr. Nathanson as "hardware insurance") and \$12 for maintenance of equipment for a

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August 1972



Gathered. Burnup & Sims, a communications and utility-services company based in West Palm Beach, Fla., is one of the nation's fastest-growing firms of its kind. So when the company opened its eastern regional office in Decatur, Ga., many of the industry's leaders were on hand at ceremonies marking the event. Shown are (l-r): Wallace R. Briscoe, vice president for association affairs, National Cable Television Association; Thomas R. Pledger, president of Burnup & Sims, and William Pitney, vice president, Cox Cable Communications.

year. Mission Cable customers who select to become charter subscribers to the pay-cable service will not be asked to pay an installation fee or required to sign up for a minimum amount of specialized programming. Mr. Nathanson indicated, however, that subsequent new customers will be charged \$10 for installation of the terminal unit.

In addition to the specialized entertainment programming, Optical Systems, through Channel 100, will provide an automated 24-hour information display channel offering date, time, local weather conditions, continuous newswire crawl, community calendar items, previews of coming attractions, and possibly instructional courses and sponsored messages and slides. There will be no additional cost for this display channel, designed and manufactured by Telemation Inc., Salt Lake City. The display channel co-exists on the same channel as the entertainment programming. It is interspersed with the regular programming throughout the day, shown at those times when there are no pay programs being presented.

Still another service to be offered to pay-cable subscribers is a "Cavox" stereo music system, through Tape-athon Corp., Inglewood, Calif., that makes possible four private channels of uninterrupted and different stereo music programs, each to be tuned in separately. In order to receive the audio signals the subscriber needs a special plug-in device which is leased from Channel 100 at a separate monthly rate. The TV signal and the audio music are separated from each other by a splitter which is installed on the cable TV line. The audio line is hooked to the FM radio with a small decoder that unscrambles the four programs so that each may be tuned in separately.

The first programs to be shown will be motion pictures, it was said. They will be offered at no charge. No specific titles were identified. Mr. Nathanson made it clear that Channel 100 will stop short of showing X-rated movies. R-rated films, however, are likely to be presented. A quarterly mailing to subscribers will list all coming events. "Three months is as far ahead as we'll be able to program," said Mr. Nathanson.

It was learned that Mission Cable will

receive about 10% of Channel 100's gross receipts and its leasing fee. Movie producers and sports promoters also will be given a percentage of gross receipts on a negotiable basis.

Channel 100 is prepared to do some sports originations on its own, but in some cases will hope to rely on feeds from telecasts being transmitted outside the local area.

NCTA says operators can't meet Dec. 31 deadline for tests

Association claims commission's own definitions hamstringing systems, asks for one-year extension

The National Cable Television Association feels that the FCC's technical standards for cable systems have created problems that need resolving.

The potentially most troublesome dilemma cited in a petition NCTA filed with the commission stems from a requirement that all CATV operations conduct performance tests, the first to be due by Dec. 31. NCTA said it would be impossible for most systems to meet that deadline.

The principal impediment to the testing requirement, NCTA claimed, is the way the commission has defined cable systems. The definition in the FCC's cable report and order issued last February specifies "each separate and distinct community" as a separate system even if there is common ownership of two or more systems in the same general area and those operations are served by a single headend. NCTA noted that although there are only 2,862 actual systems in operation presently, those systems serve 5,377 distinct communities; by the commission's definition, the facilities for each of those communities will have to be tested.

NCTA estimated that it takes an average of two-and-one-half days to conduct tests on each cable system. The association said that it would take 9,670 days to complete tests on all 5,377 operations. Since there is as yet no standardized pro-

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Crystal Lake, Illinois 60014
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cedure for conducting these tests (the requirement having just been added in the February order), and because there are only about 100 persons presently qualified to do the work, using equipment that takes up to three months to procure, NCTA asserted that there is no way to test all the operations by the end of 1972.

It asked the commission to extend the deadline for another year to Dec. 31, 1973.

NCTA also suggested that the commission work with industry representatives in developing a uniform set of guidelines that would show how much testing a cable operator must do in order to comply with the technical rules. The need for a consistent policy in this area, it said, is indicated by the general disparity over those rules that has followed the February order. For instance, NCTA said, one engineer has estimated that \$25,000 worth of test equipment and 175 man hours are necessary to complete the required tests on each system, while another feels the same procedure can be conducted for a fee of \$500-\$700 per system.

The association also questioned whether the requirement that each system conduct tests at three geographic points is equitable in terms of small operations serving more than one community. According to the rules, NCTA said, a large operation such as the San Diego system must conduct tests at three points while a much smaller system serving three political subdivisions must use nine locations. NCTA said the commission should consider altering the definition of a CATV system so that a single headend

operation would be required to utilize only three testing points.

NCTA also suggested that the commission establish an "abbreviated" set of testing procedures for smaller systems. Noting that, according to recent statistics, nearly half of the systems in the country have fewer than 1,000 subscribers with projected gross revenues of \$60,000 per year, the association claimed that the cost of making performance tests as presently required (approximately \$1,500 per year) is "a truly significant expenditure."

How to keep the smalls from getting restless

That's question cable association hopes to answer for members who think the bigs get all the play

The National Cable Television Association is giving extra attention to one of its most persistent internal problems—the complaints of small-system operators who think NCTA inadequately represents their interests.

NCTA President David H. Foster said last week that the association is undertaking four "special efforts" as a step toward formulating more effective programs for small operators. It is sending them special invitations to next week's NCTA board meeting; scheduling a series of "informal rap sessions" across the country between small operators and NCTA staff members; preparing a questionnaire for small operators to find out how they think NCTA might better rep-

resent them; and developing, through its engineering department, ideas to save money for small operators.

"I am convinced that most of the problems between NCTA and its small-operator members are problems of communication, and that they are two-way," Mr. Foster said. The measures being undertaken by NCTA will help provide that communication, he said.

The charge that NCTA represents multiple-system owners at the expense of smaller operators is one he has heard ever since taking office in April, Mr. Foster said. And he acknowledged some conditions that lend credence to the charge.

"I admit that we don't know as much as we should about the problems of small operators," he said, "and I think there are such definite differences between MSO's and small operators that we'd be foolish not to recognize them. In many cases, let's face it, our lines of communication with MSO's are better than with small operators. The MSO's have public-relations departments to keep us informed; skilled lawyers and marketing and financial experts we often consult with. Their executives have more money to spend on travel, so we see them and talk to them more often than we talk to most of our small operators."

But Mr. Foster did not see these factors as decisive. "I still feel that small operators and MSO's have more common interests than separate interests," he said. "All cable people—small or large—still have to fight the same legal, technical, regulatory and public-relations battles."

Broadcasting Stock Index

Weekly market summary of 128 stocks allied with broadcasting

Stock symbol	Exch.	Closing Sept. 27	Closing Sept. 20	Net change in week	% change in week	High	Low	1972	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	ABC	N 73 1/4	70 1/4	+ 3	+ 4.27	81 1/2	51 1/4		8,418	616,618
ASI COMMUNICATIONS	ASIC	O 2 1/8	2	+ 1/8	+ 6.25	5	1 5/8		1,815	3,856
CAPITAL CITIES	CCB	N 56 1/8	56 1/4	- 1/8	- .22	64 1/4	48		6,496	364,588
CBS	CBS	N 55 7/8	55 3/4	+ 1/8	+ .22	63	45 1/2		28,096	1,569,864
COX	COX	N 43	43 1/4	- 1/4	- .57	51	36 1/4		5,827	250,561
FEDERATED MEDIA	O	2 1/2	2 1/2		.00	4 1/8	2 1/4		820	2,050
GROSS TELECASTING	GGG	A 16 1/4	16 1/2	- 1/4	- 1.51	23 7/8	12 1/4		800	13,000
LIN	LINB	O 12 1/4	12 5/8	- 3/8	- 2.97	22 3/8	11 3/4		2,341	28,677
MOONEY	MOON	O 9 3/4	9 5/8	+ 1/8	+ 1.29	11 5/8	4		250	2,437
PACIFIC & SOUTHERN	PSDU	O 8 3/4	8 3/4		.00	18 1/4	8 1/2		2,010	17,587
RAHALL COMMUNICATIONS	RAHL	O 16 3/4	16 1/2	+ 1/4	+ 1.51	29	8		1,037	17,369
SCRIPPS-HOWARD	SCRIP	O 22 3/4	22 1/2	+ 1/4	+ 1.11	27	18		2,589	58,899
STARR	S8G	M 27 3/8	27 1/8	+ 1/4	+ .92	30 1/2	15 1/2		1,042	28,524
STORER	SBK	N 42	41 1/8	+ 7/8	+ 2.12	49 3/8	31		4,223	177,366
TAFT	TFB	N 52 3/4	53 3/8	- 5/8	- 1.17	59 1/4	41 3/4		4,064	214,376
TOTAL									69,828	3,365,772
Broadcasting with other major interests										
ADAMS-RUSSELL	AAR	A 5	5 3/8	- 3/8	- 6.97	8 3/4	4 1/2		1,250	6,250
AVCO	AV	N 14 7/8	14 3/4	+ 1/8	+ .84	20 7/8	13 7/8		11,497	171,017
BARTELL MEDIA	BMC	A 3	3 3/8	- 3/8	- 11.11	7 1/8	3		2,257	6,771
CHRIS-CRAFT	CCN	N 5	5 1/4	- 1/4	- 4.76	8 3/4	5		3,999	19,995
COMBINED COMMUNICATIONS	CCA	A 31 1/2	30 3/4	+ 3/4	+ 2.43	42 1/2	28 1/2		3,264	102,816
COWLES COMMUNICATIONS	CWL	N 11	10 3/4	+ 1/4	+ 2.32	13 1/8	9 1/2		3,969	43,659
DUN & BRADSTREET	DNB	N 77 1/8	75 1/4	+ 1 7/8	+ 2.49	81 3/8	63		12,894	994,449
FUQUA	FOA	N 17 5/8	17	+ 5/8	+ 3.67	27 7/8	16 5/8		8,282	145,970
GABLE INDUSTRIES	GBI	N 23 3/4	24	- 1/4	- 1.04	32 1/4	23 1/2		2,220	52,725
GENERAL TIRE & RUBBER	GY	N 27	27		.00	32 5/8	24 5/8		19,483	526,041
GLOBETROTTER COMMUNICATION INC	GLBTA	O 9	9		.00	20 1/2	8 1/2		2,843	25,587
GRAY COMMUNICATIONS	O	11 1/4	11 1/4		.00	14	6 1/2		475	5,343
ISC INDUSTRIES	ISC	A 6 5/8	6 5/8		.00	9 1/8	6		1,655	10,964
KAISER INDUSTRIES	KI	A 6 1/2	6 3/4	- 1/4	- 3.70	9 5/8	6 1/2		26,948	175,162
KANSAS STATE NETWORK	KSN	O 6 5/8	6 7/8	- 1/4	- 3.63	7 7/8	6 1/2		1,621	10,739
KINGSTIP INC.	KTP	A 12 1/2	13 3/8	- 7/8	- 6.54	16 1/8	12 3/8		1,154	14,425

	symbol Stock	Exch.	Closing Sept. 27	Closing Sept. 20	Net change in week	% change in week	1972		Approx. shares out (000)	Total market capitali- zation (000)
							High	Low		
COLLINS RADIO	CRI	N	15 1/8	14 7/8	+ 1/4	+ 1.68	19 7/8	13 1/4	2,968	44,891
COMPUTER EQUIPMENT	CEC	A	2 3/4	2 5/8	+ 1/8	+ 4.76	4 5/8	2 1/2	2,421	6,657
CONRAC	CAX	N	27 3/8	26 1/8	+ 1 1/4	+ 4.78	39 3/8	25	1,259	34,465
GENERAL ELECTRIC	GE	N	65 3/4	65	+ 3/4	+ 1.15	70 7/8	58 1/4	182,123	11,974,587
HARRIS-INTERTYPE	HI	N	49 1/8	50 1/4	- 1 1/8	- 2.23	59	48 1/4	6,365	312,680
MAGNAVOX	MAG	N	29 3/8	29 3/8		.00	52 1/4	27 1/2	17,685	519,496
3M	MMM	N	79	77 5/8	+ 1 3/8	+ 1.77	85 3/4	74 1/4	12,867	1,016,493
MOTOROLA	MOT	N	117 7/8	116 1/8	+ 1 3/4	+ 1.50	129 7/8	80	13,481	1,589,072
OAK INDUSTRIES	DEN	N	17	17 5/8	- 5/8	- 3.54	21 3/4	9 5/8	1,638	27,846
RCA	RCA	N	34 1/2	34 5/8	- 1/8	- .36	45	32 1/8	74,352	2,565,144
RSC INDUSTRIES	RSC	A	2 3/4	2 5/8	+ 1/8	+ 4.76	4 3/8	2 1/2	3,458	9,509
TECHNICAL OPERATIONS INC.	TO	A	10 7/8	10 1/2	+ 3/8	+ 3.57	17 7/8	9 7/8	1,386	15,072
TEKTRONIX	TEK	N	54	51 3/4	+ 2 1/4	+ 4.34	65 1/2	32 3/4	8,136	439,344
TELEMETION	TIMT	O	6	6		.00	13 3/4	4 1/4	1,050	6,300
WESTINGHOUSE	WX	N	41 3/8	39 3/4	+ 1 5/8	+ 4.08	54 7/8	38 3/8	87,609	3,624,822
ZENITH	ZE	N	46	43 3/4	+ 2 1/4	+ 5.14	50 1/2	39 3/4	19,037	875,702
TOTAL									455,487	23,277,324
GRAND TOTAL									1,026,696	43,702,987

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Broadcast Advertising



Mr. Field

Howard O. Field, VP and creative supervisor, Compton Advertising, New York, elected senior VP. **Robert G. Waters**, production supervisor, elected VP.

Stephen Tart, VP and management representative, Tatham-Laird & Kudner, New York, named senior VP and management service director, McCann-Erickson there.

John R. Gundersen, assistant treasurer, **Philip W. May**, associate creative supervisor; **Richard Pell** and **F. Richard Wemmers Jr.**, account supervisors, and **Anthony V. Wood**, director of data processing, **J. Walter Thompson**, New York, elected VP's.

Larry Johns and **John Nichols**, account supervisors, and **F. Albert Samuelson**, creative director, **Leo Burnett**, Chicago, elected VP's.

Daniel N. Wilkes and **Harold C. Heaslip**, account supervisors, **Ketchum, MacLeod & Grove**, New York, named VP's.

Elaine Reiss, manager of legal-clearance department, and **Neal Martineau**, creative syndicate head, **Ogilvy & Mather**, New York, elected VP's.

Allen Banks, VP and associate media director, **Dancer-Fitzgerald-Sample**, New York, appointed VP and senior associate media director. He succeeds **Shelton Pogue**, appointed administrative assistant, **WCTI-TV New Bern**, N.C.

Robert F. Pfundstein, director, finance and control, **Doyle Dane Bernbach**, New York, elected VP.

Arthur C. Kesteloot, associate media director, **Grey Advertising**, Detroit, named VP and media director for Ford corporate advertising.

Fin Hollinger, formerly Western station group owner, named president, **Dunnam & Jeffrey Inc.**, Union, N.J. agency. He succeeds **Martin Himmel**, board chairman.

Gene Werman, account executive, **Metro Radio Sales**, Chicago office, named VP and Midwest sales manager. **Carl Lanci**, account executive, **Metro Radio's** Detroit office, named VP and manager of office. **Richard Gerkin**, account executive, **Blair Television**, New York, appointed man-

ager, **Metro Radio's** San Francisco office. **Esther Rauch**, research director, **Major Market Radio**, New York, appointed research manager, **Metro Radio** there. **Robert (Skip) Tash**, local sales manager, **WASH-AM-FM** Washington, joins **Metro Radio**, New York, as account executive.

Kenneth J. Domanski, account business manager, **Young & Rubicam**, Detroit, joins **Grey Advertising** there as broadcast-affairs manager.

Jon Nesvig, VP and media planner, **Independent Media Services**, New York, appointed manager of sales development, **ABC Radio** there.

Mandel Weiss, executive assistant to president, **The S. Jay Reiner Co.**, time-buying service, New York, named acting president, broadcast division. **Gene Camerik**, VP and media director, **Colgate** spot broadcast buying unit of **Ted Bates** there, joins **Reiner** as VP, broadcast division. **Frank Howlett**, manager, media buying, assumes additional duties as VP. **George Duffy**, formerly with **John F. Murray**, agency there, joins **Reiner** as media buyer.



Mr. Freas

The picks of IBFM.

Paul W. Freas, **WMAL - AM - FM - TV** Washington, elected president of Institute of Broadcasting Financial Management at 12th annual IBFM convention in San Francisco last week. He succeeds **John J. Rouse**, **WQXI - AM - FM - TV** Atlanta, who was named chairman of board of association. **C. Mac Murphy**, **WSOC - AM - FM - TV** Charlotte, N.C., and **Arno W. Mueller**, **Storer Broadcasting Co.**, were elected vice president and secretary-treasurer, respectively. New IBFM board members: **Ocella Ellison**, **KTVT(TV)** Fort Worth; **Earl H. Bacon**, **KCOP(TV)** Hollywood; **Joseph H. McCabe**, **KPLR-TV** St. Louis; **Billy W. Miller**, **WREC-AM-FM** Memphis; **John W. Stock**, **WMT-AM-TV** Cedar Rapids, Iowa, and **Ruth Stange**, **WCEE-TV** Rockford, Ill.



Mr. Himonas

James Himonas Jr., senior VP, management supervisor for **Carson/Roberts**, division of **Ogilvy & Mather**, Los Angeles, named executive VP.

Jeb Schary, broadcast supervisor, creative department, **Campbell-Ewald**, Detroit, named VP.

Ron Gleason, director of research and promotion, **ABC-TV** Spot Sales, New York, joins **American Research Bureau** there as regional manager, Eastern broadcaster services.

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Paulie Landon, sales representative, Alan Torbet Associates, San Francisco, appointed manager. She is succeeded by **Rick Holmberg**, program director, KPSJ (FM) San Jose, Calif.

Bill Lane, senior account executive, Doyle Dane Bernbach, New York, named account director, McCann-Erickson there.

Martin E. Goldberg, formerly president, Martin E. Goldberg, New York research consultant firm, named director of special research projects, Petry Television, New York.

Ned Gelband, associate media director, Kelly, Nason, New York, joins Case & McGrath, agency there, as director of media operations.

Patrick W. Norman, VP and manager, Metro Radio Sales Detroit office, appointed manager of RKO Radio Representatives' office there.

Judd Choler, president, Visual Advertising Network, St. Louis, joins E. M. Reilly and Associates Inc., agency there, in newly created position of director of operations.

Robert C. Fauser, account executive, WOR-FM New York, appointed national sales manager.

Theodore M. Wrobel, sales manager, WTOP(AM) Washington, appointed general sales manager.

Roland King, assistant general sales manager, KMSP-TV Minneapolis, appointed general sales manager.

Mark W. Grady, with WKOW-TV Madison, Wis., appointed local and regional sales manager, WXOW-TV La Crosse, Wis. Both are Wisconsin TV Network stations. **William R. Sudbrook**, Midwest VP, Broadcast Marketing Consultants, Rockford, Ill., appointed local and regional sales manager, WKOW-TV.

Ken Quaife, general manager, KVEG(AM) Las Vegas, joins KVOV(AM) Henderson, Nev., as general sales manager.

Paul R. Kunkler, with KQV(AM) Pittsburgh, appointed local sales manager.

Joseph M. Harte, product manager for Life Savers and gum products, Beech-Nut division of Squibb, New York, joins N. W. Ayer & Son there as senior account executive on Sealtest Foods division of Kraftco.

John Long, associate media director, Vic Maitland Agency, Fort Lauderdale, Fla., joins W. M. Zemp and Associates Inc., agency, St. Petersburg, Fla., as senior media buyer.

Stan Sundermeyer, account executive, D'Arcy-MacManus International, St. Louis, appointed public-relations and publicity coordinator.

John A. Taylor, with IBM, New York, joins CBS Radio Spot Sales there as account executive.

Shelly Sherman, promotion coordinator, KCOP(TV) Los Angeles, joins Jay M. Kholos Advertising there as TV production manager. **Bruce Adams**, account executive, Bridgewood Associates, New

Haven, Conn., appointed administrative assistant to president of Kholos. **Harvey Lerner**, art director, Grey Advertising, Los Angeles, joins Kholos in similar capacity.

Carl J. Stahl, account supervisor, J. Walter Thompson, Frankfurt, Germany, joins Doremus & Co., New York in same capacity.

Andre M. Ranney, account executive, Earle Ludgin & Co., Chicago, joins Clinton E. Frank there in same capacity.

Robert J. Johnston, general sales manager, WTMJ-TV Milwaukee, joins Robert S. Block Advertising there as account executive.

Susan Schermer, copywriter, Cunningham & Walsh, New York, joins Tinker, Dodge & Delano there in similar capacity.

Media

Richard J. Connelly, director of press relations for ABC, East Coast, elected VP, public information. **Elliott W. Henry Jr.**, director of press relations, West Coast, named VP, press relations, West Coast. **Symon B. Cowles**, director of promotion, ABC-TV, and **John T. Curry**, director of advertising, ABC-TV, named VP's.



Mr. Connelly



Mr. Henry



Mr. Cowles



Mr. Curry

Marvin Antonowsky, VP and associate director of planning, research and marketing services, ABC-TV Network, New York, named to new post of VP and associate director of planning, marketing development and research services in planning and development division of ABC Television there. **Mark Cohen**, VP and associate director of planning, business and financial analysis, ABC-TV network, named VP and associate director of planning, business and financial development, also in ABC Television's planning and development division.

Bernard Krause, director of business affairs, CBS Radio, named to newly created post of director, operations and business affairs, assuming responsibilities of **Arthur G. Pack**, operations director, who is retiring after 35 years with CBS.



Mr. Brakefield

Charles B. Brakefield, president and general manager, WREC-TV Memphis and head of broadcasting division of New York Times Co., elected to additional post of VP of Times Co., first operating broadcaster to hold Times Co. vice presidency. Mr. Brakefield, 1968 chairman

of Television Bureau of Advertising, has been identified with Memphis broadcasting since 1951, headed WREC-AM-FM-TV before Times acquired WREC-TV in 1971. **Walter Neiman** continues as VP and general manager of WQXR-AM-FM New York, Times Co.'s other broadcasting properties.

Paul Adanti, VP and general manager of Meredith Corp.'s WHEN-TV Syracuse, N.Y., named senior VP of Meredith's broadcasting division with responsibilities to include direction of community-ascertainment studies for Meredith's 10 stations, license renewals and liaison with FCC. He is succeeded by **Larry Rhodes**, WHEN-TV manager. **Richard DeAngelis**, general sales manager, Meredith's WNEM-TV Flint-Saginaw-Bay City, Mich., appointed general manager succeeding **William McReynolds**, who moves to Meredith's KPHO-TV Phoenix in same capacity.

Owen Weber, program director, WLYH-TV Lancaster, Pa., joins Mutual Radio Networks, Washington, as station relations manager.

J. Frank Jarman, general manager, WDNC-AM-FM Durham, N.C., named VP in charge of development. He is succeeded by **Edgar R. Higgins Jr.**, program director.

Curt Hanson, general sales manager, KPSE(FM) San Diego, appointed general manager. He succeeds **Ernie Winn**, appointed general manager, programing division, T. M. Productions, Dallas.

Jack A. Foley Sr., with KFRB(AM)-KTUV(TV) Fairbanks, Alaska, joins KJNO(AM) Juneau, Alaska, as general and sales manager.

Dave Mann, with WDDS-FM Syracuse, N.Y., appointed station manager.

Rich Newman, sales manager, KVOV(AM) Henderson, Nev., appointed station manager.

William E. Babcock, sales manager, WHUG(AM) Jamestown, N.Y., joins WONT(AM) Oneonta, N.Y., as station manager.

John Franklin, procurement and property officer, Human Resources Corp., Kansas City, Mo., joins WDAF-AM-FM-TV there as director of community relations.

George R. Kravis II, president, KRAV(FM) Tulsa, Okla., elected to board of directors, National Association of FM Broadcasters.

Glenn W. Flint, KCMT(TV) Alexandria, Minn., elected president of Minnesota Broadcasters Association. Other officers elected: **Stanley Hubbard**, KSTP-AM-FM-TV Minneapolis-St. Paul, first VP; **Don Schiel**, KLGR(AM) Redwood Falls, second VP; **Henry L. Sampson**, WAYN(AM) Still-

water, secretary, and **Richard Painter**, KYSM-AM-FM Mankato, treasurer.

Si Willing, KMAR(AM) Winnsboro, La., elected president of Louisiana Association of Broadcasters. Other officers elected: **William Patton**, KATC-TV Lafayette, president-elect; **Chris Kimbell**, KTLN(AM) Tallulah, radio VP; **J. Michael Early**, WWL-AM-TV New Orleans, television VP, and **Paul Goldman**, KNOE-AM-FM-TV Monroe, treasurer.

Howard S. Kester, VP and general manager, KYA(AM) San Francisco, elected president of Northern California Broadcasters Association.

James Turnbull III, sales director, The Right Arm, agency, Detroit, joins wxyz(AM) there as advertising and promotion director.

Francis L. Blake, general manager, non-commercial WSWP-TV Beckley, W. Va., appointed executive secretary, West Virginia Educational Broadcasting Authority, licensee of station.

Programing



Mr. Polk

He also has been designated moderator of panel sessions FCC is holding this week on children's TV (BROADCASTING, Sept. 11).

Klaus Lehmann, account executive, Spanish International Network, New York, named to new post of international sales manager, Metromedia Producers Corp., New York.

Lee Heffner, associate publisher and advertising sales director, *Life* magazine, New York, appointed manager, national sales, Time-Life Films there.

Michael Ogiens, unit manager for ABC-TV, Hollywood, named to newly created post of general program executive, daytime, CBS-TV there.

Stew Park, operations manager, KNTV-TV San Jose, Calif., appointed program director.

Al Marrara, producer-director, KAKE-TV Wichita, Kan., appointed production manager.

Darrell Landrum, special production manager, KHOU-TV Houston, appointed production manager.

Sonny Melendrez, operations manager, KTSA(AM) and KTFM(FM) San Antonio, appointed program director, KHIS(AM) Los Angeles.

Chuck Dougherty, program director, KQV(AM) Pittsburgh, joins WTMR(AM) Philadelphia in same capacity.

Richard A. Storck, with WDNC-AM-FM Durham, N.C., appointed program direc-

tor. He succeeds **Edgar R. Higgins Jr.**, appointed general manager.

Gino Barmore, with KVOV(AM) Henderson, Nev., appointed program director.

Ed Tar, executive producer and account supervisor, Teletape Productions, Detroit, has formed own production company, Ed Tar Productions. 20131 James Couzens, Detroit (313) 341-1114.

David Maurer, general manager, non-commercial WHRO(FM) Oneonta, N.Y., joins WONT(AM) there as program director.

Chuck Benson, with KFRB(AM)-KTVF(TV) Fairbanks, Alaska, joins KJNO(AM) Juneau, Alaska, as program manager.

Broadcast Journalism

Ray Hasson, with NBC News since 1957 and recently producer of special coverage, including political conventions, appointed manager of NBC News Program Service.

Frank Mariano and **Charles Burke**, general news correspondents with ABC-owned KGO-TV San Francisco and WABC-TV New York, respectively, assigned to ABC News Bureau in Saigon as correspondents.

Brian Beirne, with news staff, WGAR(AM) Cleveland, appointed news director.



Mr. Correll

Half a legend dies. Charles J. Correll, 82, who portrayed Andy on the *Amos 'n Andy* show on radio for more than 30 years, died last Tuesday (Sept. 26) of a heart attack in Wesley Memorial hospital in Chicago. Mr. Correll teamed with Freeman Gosden (*Amos*) in the series for more than three decades.

Mr. Correll and Mr. Gosden, who were white, attracted audiences of millions with depictions of the two Negroes and assorted supporting characters. As a network quarter hour in the early days of network radio, *Amos 'n Andy* was the nightly listening habit for America, either leading the program ratings or staying in the top 10 for more than a decade.

A walk through the neighborhood at 6 p.m. each evening was said to be a guarantee of hearing the entire show through open windows of every home—from organ theme of "The Perfect Song," announcer Bill Hay's commercials for Pepsodent, through the stars' adventures with the Fresh Air Taxicab Co.

At the peak of their popularity, some motion-picture houses would cut off movies in mid-reel and let the audience hear the daily radio episodes. Some of their phrases such as "Ah's regusted" and "check 'n double check," became household words.

George Bernard Shaw is quoted as having said: "Three things I'll never forget about America are the Rocky Mountains, Niagara Falls and *Amos 'n Andy*."

Al Smith, after his unsuccessful candidacy for the Presidency, commented: "A large part of the American people is more interested in the Kingfish, the beauty parlor and the Fresh Air Taxicab than in the affairs of their country."

Mr. Correll and Mr. Gosden broke into radio on WEBH(AM) Chicago in 1923 with song and patter but adopted the *Amos 'n Andy* dialect format later at WGN(AM) Chicago where they starred in a show called *Sam 'n Henry*. In 1927 they moved to WMAQ(AM) Chicago with *Amos 'n Andy*. In 1929 the program went nationwide as a Monday-Friday nightly quarter hour on NBC where it remained until 1939. In that year it transferred to CBS and stayed there until 1943 when NBC regained it. In 1948 *Amos 'n Andy* returned to CBS and the broadcasts continued there until 1957 when the team started another program series, *Amos 'n Andy Music Hall*, which ended in 1960.

A television version of *Amos 'n Andy* was produced in 1951 for CBS-TV; remained on the network until 1953 and additional episodes thereafter were produced for syndication. Mr. Correll and Mr. Gosden were unable to play roles of the black characters but served as advisers for the series. Protests from civil rights groups labeling the series demeaning to blacks combined with meager ratings to force its removal from air.

Mr. Correll is survived by his wife, the former Alyce McLaughlin; two daughters, Dorothy and Barbara, and two sons, Charles J. Jr. and Richard.

Louie L. Vega, with news department, KERO-TV Bakersfield, Calif., appointed public-affairs director.

Al Goldberg, in private business, joins KTVU(TV) Oakland-San Francisco as assignment editor.

Richard Mock, newsman, KNUS(FM) Dallas, joins KFMB(AM) San Diego as newscaster.

Jorge Sandoval, associate producer, KPBS-TV San Diego, joins KGTV(TV) San Diego as general assignment reporter.

Paul Ehrlich, news director, WABC(AM) New York, elected president of New York State Associated Press Broadcaster Association.

Dick Tuscherer, WKRS(AM) Waukegan, elected president, Illinois Associated Press Broadcasters Association.

Cable

Leonard Tow, VP, Teleprompter, New York, named senior VP, corporate development. **Jay Gartenlaub**, controller, and **Leslie Read**, general manager, cable-TV division, elected VP's.

James H. McDermott, marketing financial planning and analysis manager, General Electric AC Motors business division, Schenectady, N.Y., named financial plan-

ning and analysis manager, General Electric Cablevision Corp. there.

Ray F. Siegenthaler, director and secretary, Liberty Communications Inc., Eugene, Ore., elected VP and secretary.

John P. Banning Jr., VP, marketing, New York City Off-Track Betting Corp., appointed group VP, Sterling Manhattan Cable Television Inc., New York, responsible for marketing, advertising, market research, sales and customer installations.

Paul W. McInnish, general manager, Service Associates/Muzak cable TV systems for Huntsville and Florence, Ala., named manager of Teleprompter Corp.'s cable TV system at Leesville, La. **Jack W. Schick**, general manager, Teleprompter's system at Richland, Wash., appointed general manager of company's system at Santa Maria, Calif. **Terence K. Meyering**, chief technician, Teleprompter's system, San Bernardino, Calif., appointed manager of company's system in La Crosse, Wis.

Bill W. Barton, attorney, Lone Star Gas Co., Dallas, appointed secretary and general attorney, LVO Cable Inc., Tulsa, Okla.

Equipment & Engineering

Walter A. Shubin, sales manager, Techno Products, North Hollywood, Calif., distributor of closed-circuit TV equipment, appointed district manager for Los Angeles office of Telemation California Inc.

Richard D. Thompson, director of theater and TV studio facilities planning for Imero Fiorentino Associates Inc., New York, appointed senior consultant on

staff of George Thomas Howard and Associates, Hollywood, consultant on design, planning and lighting of TV facilities.



Mr. Schein

Harvey L. Schein, president of CBS/Columbia Group, elected president of Sony Corp. of America. Mr. Schein succeeds **Kazue Iwama**, who becomes board chairman.

John F. Biewener, director, finance and administrative services, research and engineering, RCA, and **Howard Rosenthal**, director of engineering for same division, elected senior VP's, with headquarters in Princeton, N.J.

John L. Ovnick Jr., project engineer, Communications Service System of Electronic Industrial Engineering Inc., North Hollywood, Calif. based manufacturer of cable-TV equipment, appointed chief engineer.

Marvin R. Weatherly, chief engineer, KFRB(AM)-KTVF(TV) Fairbanks, Alaska, joins KJNO(AM) Juneau, Alaska, as chief engineer.

Allied Fields

Owen M. Johnson Jr., formerly assistant director, Bureau of Competition, Federal Trade Commission, joins Hogan & Hartson law firm, Washington.

Lawrence J. Bernard Jr., with Pierson, Ball & Dowd, Washington, opens own

communications law firm. 1224 17th Street, N.W., Washington 20036, 202-393-5055.

Deaths

John K. Herbert, 69, VP in charge of NBC radio and television networks in 1953-54 and before that, VP in charge of network radio and TV sales for NBC, died Sept. 24 while playing golf in Southampton, L.I. For past year, Mr. Herbert had been VP of Hearst Magazines Inc., New York. He served as president of Magazine Publishers Association from 1961 to 1970. He is survived by his wife, Lucretia, one son, and one daughter.

Carl Frank, 63, actor and announcer in early days of radio and TV, died September 24, in Cruz Bay, St. John, Virgin Islands. In addition to announcing radio shows *This Is Your FBI* and *The March of Time*, he had been member of Orson Welles's American Mercury Theater. He is survived by his wife Ruth, one son and one daughter.

James S. Dugan, 52, general sales manager, KETV(TV) Omaha, and one time VP of sales for KTAL-TV Texarkana, Tex., died Aug. 28 in Omaha after extended illness. He is survived by his wife, Janie, two sons and two daughters.

John F. (Jack) Mullen, 54, senior VP of McFadden, Strauss & Irwin, Los Angeles, entertainment industry public relations agency, died Sept. 23 in Las Vegas of heart attack. Mr. Mullen formerly worked as publicity agent for MGM, Republic Pictures, CBS Radio and Sheila Graham syndicated TV program. He is survived by his wife, Jane, and five children.

For the Record®

As compiled by BROADCASTING Sept. 20 through Sept. 26, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Rulemaking actions

■ FCC amended TV table of assignments in Stockton and Sacramento, both California, shifting ch. 31 from Stockton to Sacramento and dropping in ch. 64 at Stockton (Doc. 19511). Action Sept. 13.

■ FCC amended TV table of assignments by assigning ch. 48 to Keyser, W. Va., and reserving it for noncommercial educational use (Doc. 19538). Action, effective Nov. 8, terminated rulemaking proceeding adopted July 6. Channel, requested by West Virginia Board of Regents, is to be used for translator which would receive signal of WWVU-TV Morgantown, W. Va., for relay to other locations in West Virginia panhandle area. Action Sept. 20.

Call letter applications

■ Panhandle Broadcasting Co., Panama City, Fla.—Seeks WDTB(TV).

■ Television Fredericksburg Inc., Fredericksburg, Va.—Seeks WHFV(TV).

Existing TV stations

Final actions

■ FCC granted STA to Spanish International Communications Corp., permittee of UHF KFTV(TV) Hanford, Calif., for conditional operation for six

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months as satellite of Spanish International's KMEX-TV Los Angeles. Within this time, Spanish International must construct main studio in Hanford and begin originating local programs. Commission withheld action on Spanish International's license application until completion of main studio in Hanford. Request by Tel-American Corp., licensee of UHF KAIL-TV Fresno, Calif., asking that Spanish International license application be designated for hearing was denied. Action Sept. 20.

■ FCC denied petition by WFMV Television Corp., applicant for renewal of license for WFMV-TV Greensboro, N.C., and Greensboro Television Co., applicant for same facilities, for reconsideration of action released March 2. Motion for stay of action was also dismissed. In March 2 decision, commission denied request for approval of agreement by which Greensboro TV would have withdrawn application in return for reimbursement of \$44,195 in expenses. Action Sept. 13.

■ KSL-TV Salt Lake City—FCC granted request by KSL-TV (CBS affiliate) for waiver of prime-time access rule for Sept. 21, 22 and 28. On those days, CBS movie will run some 20 minutes beyond usual length, and in addition, network will present five-minute political broadcast. Action Sept. 20.

Actions on motions

■ Administrative Law Judge Byron E. Harrison in San Juan, Mayaguez and Ponce, all Puerto Rico (Telesanjuan Inc. [WTSJ(TV)], WMGZ(TV) and WPSJ(TV)), TV proceeding, set certain procedural dates; scheduled hearing to commence on Oct. 25 in San Juan and, following completion of sessions required to be held in San Juan, scheduled further hearing sessions for Nov. 13 in New York (Docs. 19353-5). Action Sept. 18.

■ Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted petition by RKO General for leave to amend application to show dismissal by United States District Court for central district of California upon motion by defendants of civil action and dismissal of appeal of this action by stipulation; and by separate action, granted petition by Dudley Station Corp. for leave to amend application to show change in business interests of two principals and to show reduction in size of proposed staff (Docs. 18759-61). Action Sept. 19.

■ Administrative Law Judge Forest L. McClenning in Washington (United Television Co. [WFAN-TV] et al.), TV and AM proceeding, denied motion by United Television Co. to reopen record (Docs. 18559, 18561-3). Action Sept. 19.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted petition by Forum Communications for leave to amend application to reflect contributions of funds by Forum stockholders for purpose of defraying costs of prosecuting application (Docs. 18711-2). Action Sept. 18.

Other action

■ Review board in Stockton, Calif., denied application by Andrew J. Crevolin for extension of time to construct KAJC-TV Stockton and also denied request to postpone date of oral argument on extension request (Doc. 19532). In action, board also canceled station's CP and call letters. Action Sept. 20.

FCC has revised figures for the Odessa-Midland-Monahans, Tex., market in table 12 of TV broadcast financial data, 1971 (BROADCASTING, Aug. 21) as follows:

Time sales	
Networks	\$ 452,859
National and regional sponsors	546,035
Local advertisers and sponsors	1,347,237
Total stations reporting	4
Total broadcast revenues	2,250,132
Total broadcast expenses	2,457,573
Total broadcast income	(207,441)

New AM stations

Actions on motions

■ Administrative Law Judge Basil P. Cooper in Corvallis, Ore. (Corvallis Broadcasting Corp., et al.), AM and FM proceeding, granted motion by Corvallis Broadcasting Corp. and continued date for filing responses to Broadcast Bureau's comments through Sept. 29; continued evidentiary hearing now scheduled for Sept. 15 to Dec. 15 (Docs. 19439-44). Action Sept. 15.

■ Administrative Law Judge Millard F. French in Brunswick, Ga. and Jacksonville, Fla. (Dowric Broadcasting Co. and Integrated Broadcasting Co.), AM proceeding, granted petition by Dowric and continued hearing presently scheduled for Sept. 18 to Nov. 6 (Docs. 19448, 19450). Action Sept. 15.

■ Administrative Law Judge Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, on motion by Bay Broadcasting,

continued conference presently scheduled for Sept. 20 to Sept. 21 (Doc. 18413). Action Sept. 15.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz, Hollister and Aptos-Capitola, all California (St. Cross Broadcasting Inc., et al.), AM proceeding, granted motion by St. Cross Broadcasting for leave to amend application in keeping with rules dealing with other business interests and activities of principals of movant; and by separate action, continued hearing to Oct. 24 (Docs. 19503-4, 19506). Action Sept. 19.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Clifton Forge, Va. (Clifton Forge Radio and Alleghany-Highlands Radio Inc.), AM proceeding, granted petition by applicants and approved their supplement to joint agreement (Docs. 19489-90). Action Sept. 15.

Other action

■ Review board in Huntsville, Ala. and Warner Robins, Ga., AM proceeding, denied appeal by Leroy Garrett (Garrett Broadcasting Service) from administrative law judge's denial of motion to correct transcript and request for alternative relief (Docs. 19258-9). Action Sept. 19.

Existing AM stations

Application

■ KETX Livingston, Tex.—Seeks CP to increase ant. height. Ann. Sept. 20.

Final actions

■ WLUX Baton Rouge—FCC denied application for renewal of license by Erwin A. LaRose, receiver of bankrupt estate of licensee (Doc. 19067). Mr. LaRose was directed to end operation of station within 60 days, unless he appeals decision to courts. Request for oral argument was denied. Action Sept. 13.

■ WUPY Ishpeming, Mich.—Broadcast Bureau granted CP to change ant.-trans. site to 3.5 miles east of Negaunee, Mich., on county road JIG. Action Sept. 15.

■ KBUG Springfield, Mo.—Broadcast Bureau granted license covering new AM; studio location 2607 W. Bennett Street. Action Sept. 19.

■ WNAT, WQNZ(FM), both Natchez, Miss.—Broadcast Bureau granted mod. of license covering change of corporate name from Old South Broadcasting Co. to First Natchez Corp. Action Sept. 15.

■ WBNR Beacon, N.Y.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio at 475 South Avenue, Beacon. Action Sept. 15.

■ W DAR Darlington, S.C.—Broadcast Bureau granted license covering changes; trans. location 106 Smith Avenue, Darlington. Action Sept. 19.

■ KVAC Forks, Wash.—Broadcast Bureau granted mod. of license covering change of hours of operation to be specified as Monday to Thursday, 6 a.m. to 6 p.m., Friday and Saturday, 6 a.m. to 10 p.m., and Sunday, 8 a.m. to 6 p.m. Action Sept. 15.

Actions on motions

■ Administrative Law Judge Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), in matter of renewal of licenses of WJMO and WLYT(FM), having under consideration motion by Friendly Broadcasting, rescheduled hearing scheduled for Sept. 27 to Nov. 9 in Cleveland (Doc. 19412). Action Sept. 15.

■ Administrative Law Judge Forest L. McClenning in Denver (Action Radio Inc.), in matter of renewal of license of KTLK, set certain procedural dates and scheduled hearing for Feb. 20, 1973, in Denver (Doc. 19274). Action Sept. 14.

Other actions

■ KPJA Ironton, Mo.—FCC granted request by Iron County Broadcasting Co., permittee of KPJA, for waiver of rules and accepted application for license to cover CP for filing. Rules require that business or factory area of city of designation receive minimum field intensity of 25 to 50 mv/m. Action Sept. 20.

■ Review board in Jackson, Ala. and Madison, Fla., AM proceeding, dismissed application for assignment of license of WMAF Madison from WMAF Radio Inc. to Vogel-McCreery Corp. on request of WMAF Radio Inc. In petition for dismissal WMAF Radio stated that contract for assignment had expired prior to commission approval. Action Sept. 19.

New FM stations

Final action

■ Southern Pines, N.C.—FCC denied application by Sandhill Community Broadcasters Inc. for review of action by review board denying Sandhill's request to enlarge issues against William R. Gaston, and granting Gaston's two petitions to amend. Proceeding involves mutually exclusive applications of Sandhill

and Gaston for new FM on ch. 296A at Southern Pines (Docs. 19349-50). Action Sept. 20.

Initial decision

■ Administrative Law Judge Charles J. Frederick in Battle Creek, Mich., in initial decision, proposed grant of application of WVOC Inc. for new FM on ch. 237A (93.5 mhz), Battle Creek. Grant is subject to certain technical conditions imposed by review board. Denial of application of Michigan Broadcasting Co. for same channel was also proposed (Docs. 19272-3). Ann. Sept. 21.

Actions on motions

■ Chief, Broadcast Bureau, on request of Alpine Broadcasting Corp., extended time for Alpine to file reply comments through Sept. 29 in matter of amendment of FM table of assignments (Winchendon, Mass.; Plymouth and Newport, both New Hampshire; Skowhegan, Me.) (Doc. 19540). Action Sept. 20.

■ Chief Administrative Law Judge Arthur A. Gladstone in Klamath Falls, Ore. (Klamath Temple and 960 Radio Inc.), FM proceeding, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge; scheduled prehearing conference for Oct. 18 and hearing for Dec. 4 (Docs. 19585-6). Action Sept. 14.

■ Administrative Law Judge Herbert Sharfman in Southern Pines, N.C. (William R. Gaston and Sandhill Community Broadcasters Inc.), FM proceeding, granted petition by Gaston for leave to amend application to show that in mid-August he became acting chief engineer at WYSP(FM) Philadelphia (Docs. 19349-50). Action Sept. 19.

Other actions

■ Oak Park, Mich.—FCC granted request by Board of Education of Oak Park School District for waiver of rules and accepted application for new noncommercial FM on ch. 212 (90.3 mhz) with 10 w at Oak Park. Rules prohibit acceptance or grant of application when interference is either caused or received within 1 mv/m contour of station. Action Sept. 20.

■ Review board in Carlisle, Pa., FM proceeding, enlarged issues in hearing involving mutually exclusive applications of WIOO Inc., Hilton, McGowan & Hilton and Cumberland Broadcasting Co. for new FM's in Carlisle (Docs. 19468-71). Board ordered that issues be included to determine if Hilton has complied with rule that applicants for new broadcast facilities must maintain application in local file for public inspection; what is current marketability and reasonable fair market value of property proposed for sale by Alexander and Sylvia Contract as part of Cumberland financial proposal; and whether Cumberland is financially qualified to be licensee. Action Sept. 15.

Call letter applications

■ University of New Haven Inc., West Haven, Conn.—Seeks *WNHU(FM).

■ KRPL Inc., Moscow, Idaho—Seeks KRPL-FM.

■ Warren Broadcasting Corp., Blairstown, N.J.—Seeks WFMV-FM.

■ Northwest Local School District, Cincinnati—Seeks *WNSD(FM).

■ Radio Orangeburg Inc., Orangeburg, S.C.—Seeks WHCE-FM.

Call letter actions

■ Trio Broadcasters Inc., Mobile, Ala.—Granted WBLX(FM).

■ Little Rock School District, Little Rock, Ark.—Granted *KLRE(FM).

■ Mountain Broadcasting Co., Big Bear Lake, Calif.—Granted KTOT-FM.

■ WWCM Radio, Brazil, Ind.—Granted WWCM-FM.

■ St. Paul's School, Concord, N.H.—Granted *WSPS(FM).

■ Love Broadcasting, Elizabeth City, N.C.—Granted WMYK(FM).

■ Texas Southern University, Houston—Granted *KTSU(FM).

Designated for hearing

■ Glenwood Springs, Colo.—FCC designated for hearing mutually exclusive applications of Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc. for CP's for new FM's on ch. 224 (92.7 mhz) with 3 kw at Glenwood Springs. Issues include determination as to which proposal would better serve public interest. Action Sept. 20.

Existing FM stations

Final actions

■ KOWN-FM Escondido, Calif.—Broadcast Bureau granted CP to replace expired CP; waiver of rules requested. Action Sept. 15.

■ WRCH-FM New Britain, Conn.—Broadcast Bu-

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Summary of broadcasting

Compiled by FCC Aug. 31, 1972 (revised)

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,353	5	16	4,374	49	4,423 ¹
Commercial FM	2,917	1	57	2,975 ²	112	2,487
Commercial TV-VHF	504	1	6	511 ³	12	542 ²
Commercial TV-UHF	184	0	5	190 ³	51	254 ³
Total commercial TV	688	1	11	701	63	777
Educational FM	513	0	19	532	77	609
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	118	0	7	125	12	137
Total educational TV	204	0	12	216	13	229

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

reau granted CP to change trans. location to Rattlesnake mountain, 2,000 ft. southwest of Colt Highway, Farmington, Conn.; operate by remote control from studio site at Radio Park on Farmington Bypass, Farmington, 1.1 miles northwest of New Britain; install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 20 kw; ant. height 720 feet. Action Sept. 15.

■ WEDR(FM) Miami—Broadcast Bureau granted CP to install new trans.; new ant.; change TPO; ERP 70 kw horizontal, 47 kw vertical; ant. height 165 ft.; remote control permitted from studio-trans. site, 1448 Northwest 36th Street, Miami. Action Sept. 15.

■ WFUL-FM Fulton, Ky.—Broadcast Bureau granted change of frequency to 99.3 mhz. as result of data filed in accordance with first report and order of June 14 (Doc. 19316). Action Sept. 19.

■ WSTO(FM) Owensboro, Ky.—Broadcast Bureau granted license covering aux. trans.; ERP 6.4 kw; ant. height 340 ft. Action Sept. 19.

■ WBET-FM Brockton, Mass.—Broadcast Bureau granted CP to increase ERP to 3 kw; ant. height 280 ft.; remote control permitted from main studio, 60 Main Street, Brockton. Action Sept. 15.

■ WHVY(FM) Springfield, Mass.—Broadcast Bureau granted CP to install new ant.; change ERP 10 kw; ant. height 170 ft.; remote control permitted from 101 West Street, Springfield. Action Sept. 19.

■ KQDE-FM Waseca, Minn.—Broadcast Bureau granted license covering new FM; trans.; ERP 3 kw; ant. height 300 ft.; studio and remote control location 222 North State Street, Waseca. Action Sept. 18.

■ KILA(FM) Henderson, Nev.—Broadcast Bureau granted license covering new FM; trans. location redesignated two miles southwest of Henderson on Black mountain; ERP 100 kw horizontal, 61 kw vertical; ant. height 1,120 ft. Action Sept. 18.

■ WFPG-FM Atlantic City, N.J.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 300 ft. Action Sept. 19.

■ WQMR(FM) New Brunswick, N.J.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 110 ft. Action Sept. 19.

■ WBAU(FM) Garden City, N.Y.—Broadcast Bureau granted license covering new noncommercial FM; studio and remote control, Adelphi University Center, Nassau Community College building; ant. height 155 ft.; ERP 390 w. Action Sept. 15.

■ WEZC(FM) Charlotte, N.C.—Broadcast Bureau granted license covering changes; ant. height 1,230 ft.; ERP 100 kw horizontal, 91 kw vertical. Action Sept. 15.

■ WRAL-FM Raleigh, N.C.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 250 kw; ant. height 990 ft. Action Sept. 19.

■ WNDH(FM) Napoleon, Ohio—Broadcast Bureau granted license covering new station; trans. location County Roads J and 15, Holgate, Ohio; ERP 3 kw; ant. height 300 ft. Action Sept. 15.

■ WRRN(FM) Warren, Pa.—Broadcast Bureau granted license covering changes; trans. location redesignated 512 Mohawk Avenue, trans.; ERP 26 kw; ant. height 410 ft. Action Sept. 18.

■ KAMC(FM) Arlington, Tex.—Broadcast Bureau granted CP to install new ant.; ERP 50 kw. Action Sept. 19.

Actions on motions

■ Chief, Broadcast Bureau, on request of law firm of Cohn and Marks which represents number of FM stereo stations, extended time for filing comments and reply comments through Oct. 13 and Oct. 24 respectively, in matter of amendment of rules to restrict transmission of stereophonic pilot subcarrier

by FM's during periods of monophonic program transmission (Doc. 19571). Action Sept. 19.

■ Chief Administrative Law Judge Arthur A. Gladstone in Bethany, W. Va. and Paris, Ohio (Bethany College (WVBC(FM)) and Calvary Christian College), educational FM proceeding, designated Administrative Law Judge Byron E. Harrison to serve as presiding judge; scheduled prehearing conference for Oct. 17 and hearing for Nov. 27 (Docs. 19573-4). Action Sept. 14.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending aux. and SCA's when appropriate: K07EZ and K09EZ, both Beulah, N.D.; K09BE Ekalaka and K07CU Virginia City, both Montana. Actions Sept. 20. WTAP-AM-FM Parkersburg, W. Va. Action Sept. 21.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending aux. and SCA's when appropriate: KBAAR Burley, Idaho; KPFL Carson City, Nev.; WACK, Newark, N.Y.; WAMS Wilmington, Del.; WCMF(FM) Rochester, N.Y.; WLBK Lebanon. WNAK Nanticoke, WQTW, Latrobe and WRTA Altoona, all Pennsylvania; WTTM Trenton, N.J.; WXKW(FM) Allentown, Pa. Actions Sept. 22.

Modification of CP's, all stations

■ WGLD(FM) Oak Park, Ill.—Broadcast Bureau granted mod. of CP to extend completion time to December 30. Action Sept. 19.

■ WBLM(FM) Lewiston, Me.—Broadcast Bureau granted mod. of CP; change ant. height 610 ft.; ERP 30 kw; change trans. and studio location to 4.6 miles east-northeast of Sabattus, Me.; change trans.; change ant. Action Sept. 19.

■ WGHM-FM Skowhegan, Me.—Broadcast Bureau granted mod. of CP to change ant.; change type monitor and make changes in transmission line. Action Sept. 19.

■ WCSG(FM) Grand Rapids, Mich.—Broadcast Bureau granted mod. of CP to extend completion time to Feb. 3, 1973. Action Sept. 19.

■ WCMU-FM Mount Pleasant, Mich.—Broadcast Bureau granted mod. of CP to extend completion time to April 7, 1973. Action Sept. 19.

■ WFNM(FM) Lancaster, Pa.—Broadcast Bureau granted mod. of CP to change trans. location (same site); change ant.; make changes in ant. system (increase height); ant. height 115 ft. Action Sept. 19.

Translator actions

■ Blue Rapids, Kan., Blue Rapids Chamber of Commerce—Broadcast Bureau granted CP's for new VHF translators to serve Blue Rapids on ch. 2 by rebroadcasting programs of KHTL-TV Superior, Neb., on ch. 5 by rebroadcasting programs of KTSB(TV) Topeka, Kan., and on ch. 7 by rebroadcasting programs of WIBW-TV Topeka. Action Sept. 15.

■ K13AR Cut Bank and rural area north of Cut Bank, both Montana—Broadcast Bureau granted CP for VHF translator to change principal community to Montana Power Camp, Cut Bank, Santa Rita and Montana Power (North Camp), all Montana, and to make changes in ant. system. Action Sept. 12.

■ K07CH Plains, Mont.—Broadcast Bureau granted CP to replace expired CP for changes for VHF translator. Action Sept. 19.

■ K66AC Weeksville, Mont.—Broadcast Bureau

granted CP to replace expired CP for new UHF translator. Action Sept. 19.

■ Smith, Nev., Smith Valley Rotary Club—Broadcast Bureau granted CP for new VHF translator to serve Smith on ch. 12 by rebroadcasting programs of KTVN(TV) Reno. Action Sept. 12.

Ownership changes

Application

■ WBML(AM) Macon, Ga.—Seeks assignment of license from Middle South Broadcasting Co. to Prairieland Broadcasters of Georgia Inc. for \$450,000 plus additional \$50,000 for covenant not to compete. Sellers: C. R. Rader, president and treasurer, and George W. Patton, vice president and general manager. Buyers: Stephen P. Bellingier, president (17½%), Joel W. Townsend, secretary (17½%), et al. Mr. Bellingier, and Mr. Townsend have minority interests in WJZ(AM) Decatur and WILY-AM-FM Centralia, both Illinois. Mr. Bellingier owns (56%) and Mr. Townsend has minority interest in WIZZ-AM-FM Streator, Ill. Ann. Aug. 1.

Actions

■ KPGE(AM) Page, Ariz.—Broadcast Bureau granted assignment of license from Robert D. Holmes, Calvin Black, Phil Acton and Paul Dean Black to Robert D. Holmes, Calvin Black and Phil Acton for \$2,400. Seller: Paul D. Black (25% before, none after). Buyers: Mr. Holmes, Mr. C. Black and Mr. Acton (each 25% before, 33½% after). Mr. Holmes, his wife Willa-Don, Mr. C. Black and his wife Carolyn own (each 25%) KUTA(AM) Blanding, Utah. Action Aug. 31.

■ KXEW-AM-FM Tucson, Ariz.—Broadcast Bureau granted transfer of Radio Fiesta Inc. from Harry Belafonte, Benjamin Morrell, Bess Olenik, et al. (100% before, none after) to Ernesto Villalobos Portillo, president, Jerry E. Blackwell (each none before, 23% after), et al. Consideration: \$220,000. Mr. Portillo is station manager of KXEW(AM). Mr. Blackwell is administrator of Palo Verde Foundation for Mental Health in Tucson and has majority interest in Publishers Group Inc., San Juan, Puerto Rico. Action Aug. 21.

■ KNCS(AM) Hanford, Calif.—Broadcast Bureau granted assignment of license from Central California Communications Corp. to Kings Broadcasters for \$250,000. Sellers: John C. Cohan, president, et al. Buyers: LeRoy C. Smith (30%) et al. Mr. Smith is regional and local sales manager of KJEO-TV Fresno, Calif. Action Aug. 22.

■ KBND(AM) Bend, Ore.—Broadcast Bureau granted sale of stock of KBND Inc. from Douglas G. Gaines (15½% before, none after) to Douglas D. Kahle and Edwin Tornberg (each 42½% before, 50% after). Consideration: \$29,311. Principals: Mr. Kahle and Mr. Tornberg own (33½% each) WBRI(AM) Indianapolis and (30% each) WFIA(AM) Louisville, Ky. Mr. Kahle also owns (75%) KLMR(AM) Lamar, Colo. and has minority interest in Media TV Cable Systems Inc. in Lamar. Mr. Tornberg owns Edwin Tornberg & Co., New York, media brokers. Action Aug. 31.

■ WSMG(AM) Greeneville, Tenn.—Broadcast Bureau granted assignment of license from Greene County Broadcasting Co. to Burley Broadcasters Inc. for \$150,000. Sellers: Raymond C. Turrintine Jr., president, et al. Buyers: Don A. Crisp (50%) and Charles K. Hodge (50%). Mr. Crisp is manager of WMTN-AM-FM Morristown, Tenn. Mr. Hodge is owner of construction company in Morristown. Action Sept. 15.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Sept. 15 (stations in parentheses are TV signals proposed for carriage):

■ Alabama Cablevision Co., Huntsville, Ala. (WTCG(TV) and WATL-TV, both Atlanta).

■ North Bay Cable TV Inc., dba North Bay Cable Co., Vallejo, Calif. (KTTV(TV) Los Angeles).

■ New Milford Cable Vision Co., New Milford and Bridgewater, both Connecticut (WATR-TV Waterbury, WTIC-TV, WHCT(TV), WEDH(TV), all Hartford, WHNB-TV New Britain, and WTNH-TV New Haven, all Connecticut; WNET(TV), WCBS-TV, WNBC-TV, WNEW-TV, WPXI(TV), WOR-TV, WABC-TV, WNYC-TV and WXTV(TV), all New York; WNUJ-TV Newark, N.J.; WSBK-TV Boston).

■ Northwest Cablevision Inc., Winchester, Conn. (WTIC-TV, WHCT(TV), WEDH(TV), WUHF-TV, all Hartford, WTNH-TV, WTVU(TV), both New Haven, WHNB-TV New Britain, all Connecticut; WHYN-TV and WWLP(TV) Springfield, Mass.; WATR-TV Waterbury, Conn.; WOR-TV, WCBS-TV, WNBC-TV, WNEW-TV, WPXI(TV), all New York; WSMW-TV Worcester, Mass.).

■ Teleprompter of Lakeland Inc., Lakeland, Fla. (WLTV(TV) and WCIX-TV, both Miami; WSWB-TV Orlando, Fla.).

■ North Brevard Cable Television Co., Titusville

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and portions of Brevard county, both Florida (WSWB-TV Orlando, Fla.; WCIX-TV Miami).

■ Jon Oscher, Canton, Ga. (WSB-TV, WAGA-TV, WQXI-TV, WTGC-TV), WHAE-TV and WETV-TV, all Atlanta; WRCB-TV and WDEF-TV, both Chattanooga; WGTV-TV Athens, Ga.).

■ Camp Inc., Pahala, Hawaii county, Hawaii (KPUA-TV and KHAW-TV, both Hilo, Hawaii; television translators K04FE and K74BA).

■ Unicom Inc., village of Park Forest South, Ill. (WNDU-TV and WSET-TV, both South Bend, Ind.).

■ Lake County Cable TV Inc., Gary, Ind. (WLS-TV, WCIU-TV, WTTW-TV), WFLD-TV, WMAQ-TV, WGN-TV, WBBM-TV, WSNS-TV, WXXW-TV and WCFL-TV, all Chicago; WNDU-TV, WSBT-TV, both South Bend, WGM-TV Gary, WCAE-TV St. John, all Indiana; WVT-TV Milwaukee; WTTV-TV Bloomington, Ind.).

■ Porter County Cable Co., Valparaiso, Porter county, both Indiana (WBBM-TV, WCIU-TV, WGN-TV, WFLD-TV, WLS-TV, WMAQ-TV, WSNS-TV, WTTW-TV and WXXW-TV), all Chicago; WCAE-TV St. John, Ind., WNDU-TV, WSBT-TV and WJSV-TV, all South Bend, Ind.).

■ Morehead TV Cable Co., Olive Hill and areas in Carter county adjacent to Olive Hill, all Kentucky (WSAZ-TV and WHTN-TV, both Huntington, W. Va.; WLEX-TV, WBLG-TV, WKYT-TV, all Lexington and WKMR-TV Morehead, both Kentucky; WCPO-TV and WXIX-TV, both Cincinnati).

■ Teleprompter of Portsmouth Inc., Portsmouth, unincorporated area of Scioto county area contiguous to Portsmouth and New Boston, all Ohio and unincorporated area of Greenup county area contiguous to South Shore, South Shore, all Kentucky, (WUAB-TV Lorain, Ohio and WXIX-TV Newport, Ky.).

■ Teleprompter of Leesville Inc., Leesville, New Leno and area of Vernon Parish contiguous to Leesville and New Leno, all Louisiana (WGN-TV New Orleans; KTBS-TV Shreveport, La.; KHTV-TV and KUHT-TV, both Houston; KDTV-TV Dallas; KTVT-TV Fort Worth).

■ LVO Cable Inc., Biddeford, Me. (WCBH-TV) Augusta, WMTW-TV Poland Spring, WCSH-TV and WGAN-TV, both Portland, all Maine; WENH-TV Durham, N.H.; WSBK-TV Cambridge, Mass.; CHLT-TV Sherbrooke, Que.).

■ Continental Cablevision of New Hampshire Inc., Eliot, Me. (WCSH-TV, WGAN-TV, both Portland, WMTW-TV Poland Spring, both Maine; WMUR-TV and WXPQ-TV, both Manchester, N.H.; WENH-TV Durham, N.H.; WSBK-TV, WNAE-TV, WCVB-TV, WBZ-TV, WGBH-TV, WGBX-TV, all Boston; WKBG-TV Cambridge and WSMW-TV Worcester, all Massachusetts).

■ Wolverine Cablevision Inc., Battle Creek, Springfield, Bedford township, Pennfield township Battle Creek township and Emmett township, all Michigan (WGN-TV Chicago).

■ Barry Cable Corp., Hastings, Barry county, Mich. (WKZO-TV Kalamazoo, WOOD-TV, WZZM-TV, both Grand Rapids, WUHQ-TV Battle Creek, WILX-TV Onondaga, WJIM-TV Lansing, WMSB-TV and WKAR-TV, both East Lansing, WKBD-TV Detroit, all Michigan; WGN-TV and WFLD-TV, both Chicago).

■ Community Tele-Communications Inc., dba Cable TV of Bloomington, Bloomington, Minn. (KMSP-TV, WCCO-TV, WTCN-TV, all Minneapolis; KSTP-TV, KTCA-TV, KTCL-TV, all St. Paul; WGN-TV Chicago; WTV-TV Milwaukee).

■ Lakeland Cablevision Inc., village of Perham, Otter Tail county, both Minnesota (KXJB-TV, WDAY-TV, KTHI-TV, KFME-TV, all Fargo, N.D.; KCMT-TV Alexandria, Minn., and WTCN-TV Minneapolis).

■ Higginsville Cablevision Inc., Higginsville, Mo. (KOTV-TV St. Joseph, WDAF-TV, KCMO-TV, KMBC-TV, KCPT-TV and KBMA-TV, all Kansas City, MOS-TV Sedalia, KOMU-TV and KCBJ-TV, both Columbia, all Missouri).

■ Midcontinent Cable Systems Co. of Nebraska, Valentine, Neb. (KWGN-TV and KBTW-TV), both Denver; KRNE-TV Merriman and KMNE-TV Basset, both Nebraska; KPLO-TV Reliance, S.D.; KNOP-TV North Platte, Neb.).

■ Hurlay Cable TV Inc., Bayard, Hurlay, areas of Grant county surrounding Bayard, Central and Hurlay and Central, all New Mexico (XEPM-TV Juarez, Mexico).

■ Teleprompter of Jamestown Inc., Jamestown, Ellicott township, Falconer, Celoron and Lakewood, all New York (CFTO-TV Toronto; WUTV-TV Buffalo, N.Y.; WQLN-TV Erie Pa.).

■ Stark County Communications Inc., Brewster, Ohio (WKYC-TV, WEWS-TV), WJW-TV, WKBF-TV and WVIZ-TV, all Cleveland; WUAB-TV Lorain, WAKR-TV Akron and WJAN-TV Canton, all Ohio).

■ Cleveland Area TV Inc., Lakewood, Ohio (WKYC-TV, WEWS-TV), WJW-TV, WVIZ-TV, WKBF-TV, all Cleveland; WAKR-TV Akron, WUAB-TV Lorain, WOSU-TV Columbus, all Ohio; WKBD-TV Detroit; CKLW-TV Windsor, Ont.).

■ Fairfield Cablevision Inc., Lancaster, Ohio (WHIZ-TV Zanesville, WLWC-TV), WTVN-TV, WBNS-TV and WOSU-TV, all Columbus, WOUB-TV Athens, WXIX-TV Cincinnati, WKBF-TV and WUAB-TV, both Cleveland, all Ohio).

■ Cleveland Area TV Inc., Parma, Ohio (WKYC-TV, WEWS-TV), WJW-TV, WVIZ-TV, WKBF-TV, all Cleveland; WAKR-TV Akron, WUAB-TV Lorain, WOSU-TV Columbus, all Ohio; WKBD-TV Detroit; CKLW-TV Windsor, Ont.).

■ North Central Television Inc., Sandusky, Margaretta township, Castalia Village, Huron, Perkins township and Huron township, all Ohio (WBGU-TV and WGTE-TV, both Bowling Green, WOSU-TV Columbus and WGSF-TV) Newark, all Ohio; WTVS-TV and WKBD-TV, both Detroit; WAKR-TV Akron, Ohio).

■ Mahoning Valley Cablevision Inc., Warren, Ohio (WFMI-TV, WKBN-TV, WYTV-TV), all Youngstown, Ohio; WKBF-TV, WUAB-TV, WVIZ-TV, WKYC-TV, WEWS-TV, WJW-TV, all Cleveland).

■ Rust Craft Cable Communications Inc., dba Martins Ferry TV Cable Co., Yorkville, Steubenville, Tiltonsville and Rayland, all Ohio and Moundsville, W. Va. (WKBF-TV and WUAB-TV, both Cleveland).

■ TV Cable of Henryetta Inc., Henryetta, Okla. (KOTV-TV, KTUL-TV, KTEW-TV, KOED-TV, all Tulsa and KTEN-TV) Ardmore, all Oklahoma; KDTV-TV and KERA-TV, both Dallas; KTVT-TV and KMEC-TV, both Fort Worth).

■ LVO Cable Inc., Pryor, Okla. (KFSA-TV and KFPW-TV, both Fort Smith, KGTO-TV Fayetteville, all Arkansas; KODE-TV, KUHI-TV and KOAM-TV, all Joplin, Mo.).

■ Blue Ridge Cable Television Inc., Chestnut Hill township, Pa. (WNEP-TV, WDAU-TV, both Scranton, WBRE-TV Wilkes-Barre, WLVT-TV Allentown, all Pennsylvania; KYW-TV, WPVI-TV, WCAU-TV, all Philadelphia; WCBST-TV, WNBC-TV, WNEW-TV, WPXI-TV, WOR-TV, all New York).

■ Regional Cable Corp., borough of Glen Rock, Pa. (WLYH-TV and WGAL-TV, both Lancaster, Pa.; WMPB-TV, WBAL-TV, WJZ-TV and WMAR-TV, all Baltimore; WSPA-TV York, WITF-TV Hershey, WHP-TV and WTPA-TV, both Harrisburg, all Pennsylvania; WTTG-TV, WDCA-TV, both Washington).

■ Suburban Cable TV Co., township of Marple, Pa. (KYW-TV, WCAU-TV, WPVI-TV, WKBS-TV, WPHL-TV, WTAJ-TV, all Philadelphia; WHYI-TV Wilmington, Del.; WOR-TV and WPXI-TV, both New York).

■ Missouri Valley TV Co., Chamberlain, S.D. (KOA-TV Denver).

■ Pierre Cable TV Service, Pierre and Fort Pierre, both South Dakota (WTCN-TV Minneapolis).

■ Red Bank-White Oak TV Cable Co., Bed Bank-White Oak, Tenn. (WDEF-TV, WRCB-TV, WTVG-TV, WTCI-TV) and WRIP-TV, all Chattanooga; WTCG-TV Atlanta; WXIX-TV Cincinnati; WCLP-TV Chatsworth, Ga.).

■ Brazos Valley Cablevision Inc., Bremond, Tex. (KDFW-TV, WFAA-TV, KERA-TV and KDTV-TV), all Dallas; WBAP-TV and KTVT-TV, both Fort Worth; KCEN-TV Temple, KTBC-TV and KVUE-TV, both Austin, KWTX-TV Waco and KNCI-TV Beaumont, all Texas).

■ Brazos Valley Cablevision Inc., Calvert and Franklin, both Texas (KBTX-TV Bryan, KDFW-TV Dallas, KCEN-TV Temple, KWTX-TV Waco, KTVT-TV Fort Worth, KAMU-TV College Station, KTBC-TV and KVUE-TV, both Austin and KNCI-TV Beaumont, all Texas).

■ Teleprompter of Commerce Inc., Cooper, Tex. (KDTV-TV and KERA-TV, both Dallas; KXII-TV Ardmore, Okla.).

■ Teleprompter of Galveston Cable TV Corp., Galveston, Tex. (KFDM-TV and KBMT-TV, both Beaumont, KJAC-TV Port Arthur, KDTV-TV Dallas, KTVT-TV Fort Worth and KWEX-TV San Antonio, all Texas).

■ Brazos Valley Cablevision Inc., Groesbeck, Tex. (KDFW-TV, WFAA-TV, KERA-TV, all Dallas; WBAP-TV and KTVT-TV, both Fort Worth; KCEN-TV Temple, KWTX-TV Waco and KNCT-TV, Beaumont, all Texas).

■ Teleprompter of Commerce Inc., Honey Grove, Tex. (KDTV-TV and KERA-TV, both Dallas; KLTV-TV Tyler, Tex.).

■ Brazoria Cablevision Inc., Lake Barbara, Clute, Freeport and Lake Jackson, all Texas (KHOU-TV, KHTV-TV), KPRC-TV, KTRK-TV, KUHT-TV, and KVRL-TV, all Houston; KFDM-TV Beaumont and KJAC-TV Port Arthur, both Texas).

■ Brazos Valley Cablevision Inc., Mart, Tex. (KDFW-TV, WFAA-TV, KERA-TV and KDTV-TV), all Dallas; WBAP-TV and KTVT-TV, both Fort Worth; KCEN-TV Temple, KWTX-TV Waco and KNCT-TV Beaumont, all Texas).

■ Diversified Communication Investors Inc., Morton, Tex. (KVBB-TV, KLBK-TV, KTXK-TV, KSEL-TV, KMXN-TV, all Lubbock, Tex.; KSWB-TV Roswell and KFDW-TV Clovis, both New Mexico).

Final actions

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Sioux Falls Cable Television Inc., Sioux Falls, S.D.; Telesystems Corp., Philadelphia; Valley Cablevision Corp., Elkhart, Ind. Actions Sept. 21.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Plymouth CATV Service Inc., Plymouth, Ind.; Storer Cable TV Inc., Sonoma and adjacent parts of Sonoma county, Calif.; Cocoa TV Cable, Cocoa, Rockledge, unincorporated areas of Brevard county and Merritt Island, all Florida. Actions Sept. 22.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Total TV Inc., Janesville and Milton and Regal Tele-Com Inc., Edgerton, all Wisconsin; Reston Transmission Co., Reston, Va.; Mississippi Transmission Co., Pontotoc, Lambert and Marks, all Mississippi; Florida TV Cable, Melbourne, Indian Harbor Beach, West Melbourne, Patrick Air Force Base, unincorporated areas of Brevard county, Satellite Beach, Palm Shores, Palm Bay, Melbourne Village and Melbourne Beach, all Florida. Actions Sept. 26.

■ FCC granted certificate of compliance to South Dakota Clearview Cable Co., Sioux Falls, S.D., to begin cable TV service in Sioux Falls. Commission denied netion opposing grant, filed by Sioux Falls Cable Television, prospective competitor of Clearview's which contended that franchise was not properly awarded as part of public proceeding and that Clearview did not meet requirements of rules. Action Sept. 20.

■ FCC ordered Akron Telerama Inc., operator of CATV systems at Akron, Tallmadge, Stow, Cuyahoga Falls and Barberton, all Ohio, to maintain some alignment of stations to channels as existed Sept. 5 on systems. Action came in response to request for stay and petition for special relief filed by Scripps-Howard Broadcasting Co., licensee of WEWS-TV, ch. 5, Cleveland. Akron Telerama advised Scripps-Howard that it intends shortly to re-arrange order in which it carries stations and that it was going to move WEWS-TV from ch. 4 to ch. 5. Scripps-Howard, concerned that move could result in degradation of signal, opposed change. Commission, noting that Akron Telerama is not required to obtain certificate of compliance before making proposed changes, said that in view of urgency of situation it would rule on stay request without awaiting pleadings. Action Sept. 13.

■ FCC granted Warner Communications Inc. and Cypress Communications Corp. temporary waiver of cross-ownership rules to permit merger of two corporations. Temporary waiver of rule would extend through Aug. 10, 1973, or until 90 days after final FCC action on petitions for reconsideration of cross-ownership rule, whichever is sooner. Action Sept. 13.

■ Weippe, Idaho—FCC granted request by Weippe Cable Television Co. for STA to commence operations of proposed cable TV system at Weippe, pending ruling on application for certificate of compliance. Action Sept. 22.

■ Newport News, Va.—FCC granted application by Hampton Roads Cablevision Co., Newport News, for certificate of compliance which would allow it to carry two independent Washington TV stations, WTTG, ch. 5, and WDCA-TV, ch. 20. Action Sept. 20.

Action on motion

■ Administrative Law Judge Chester F. Naumowicz Jr. in California, Pa. (Southwest Pennsylvania Cable TV Inc.), CATV proceeding, on request by Southwest Pennsylvania Cable TV, reopened record; received offer of proof; closed record (Doc. 19464), Action Sept. 15.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Sept. 26. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Monticello, Ark.—P. Q. Gardner Community Cable Vision Co. has been awarded 25-year franchise. Monthly rate will be \$5.95.

■ Storm Lake, Iowa—Hawkeye Communications Inc., Des Moines, Iowa, Cable Communications Inc., Cedar Rapids, Iowa, Storm Lake Cable TV Co., Storm Lake, and Northwest Iowa Broadcasting Co., also Storm Lake, have applied to city council for franchise. City council will select one company to place before public for referendum vote.

■ South Sioux City, Neb.—City council approved monthly rate increase from \$5 to \$5.95 for Soo Electronics Cable TV.

Classified Advertising

RADIO

Help Wanted Management

San Francisco area FM seeking qualified GM with sales and executive experience. Good benefits. Send resume and salary requirements in confidence to Box J-190, BROADCASTING.

General manager for top 100 market station. Must be sales oriented. Strong administrator. Immediate opening. Call owner evenings 201-891-4490. Box J-237, BROADCASTING.

General Manager for an East Coast major market news-talk format. Must be sales oriented and good administrator. Send resume to Box K-6, BROADCASTING.

Customer Service Manager for Broadcast Products—Excellent opportunity for a management oriented chief engineer or lead sales engineer who enjoys technical and sales contacts with customers. Strong experience in AM and FM transmitters, SCA solid state monitors and audio a must. Manage in-house service departments, conduct field training seminars and analyze field problems. Applicants should have a firm background in solid-state circuits with a good understanding of digital circuits. Position entails 20-30% travel and relocation to plant of well-respected progressive manufacturer. Plant centrally located in moderate climate. If you have the right background and are willing to accept new challenges, mail your resume and a copy of this ad to Box K-25, BROADCASTING. We are an Equal Opportunity Employer.

Working partner wanted for radio rep shop now operating. Must have heavy experience as rep salesman, station manager or at agency media department. NYC location. Great opportunity. Box K-26, BROADCASTING.

General manager for major Texas market. Must have successful background and sales leadership ability. No floaters. Excellent opportunity. Position now available. Box K-31, BROADCASTING.

\$20,000 and over in annual salary and share of profit if you can prove you can manage very profitable small southern market radio station. No floaters. Must have held General Managers job with one station minimum three recent years, must be able to carry 50% or more of sales, and be fairly familiar with FCC rules. Send detailed resume, Hudson Millar, Air-media Inc., Box 3032, Ft. Pierce, Fla. 33450. Equal Opportunity Employer.

Manager—small single market profitable AM. Knowledge FCC rules. Heavy personal sales. Five figure income based on draw and percentage. Call 205-539-5005.

Sales

Immediate opening. Experienced salesmen in fast growing New York State market. Good salary plus commission and active account list. Send resume to Box J-170, BROADCASTING.

Sales manager, strong personal sales, who can motivate salesmen. Salary, override, bonus, incentives. Box J-196, BROADCASTING.

5,000 Watt Michigan station needs aggressive salesman who is also capable of handling an air shift on this respected MOR station. Box K-59, BROADCASTING.

Youthful corporation desires experienced sales manager to market lucrative radio automation software. High commission. Stock option possible. Box K-72, BROADCASTING.

Ideal place for salesman to move up to bigger market or big city salesman to move his family to a beautiful vacationland where there are no big city problems. Contact Charlie Persons, Station KVBR, Brainerd, Minnesota 56401.

Central Florida. Full-time MOR station, owned by major group, has opening for a quality-oriented salesman with the ambition and drive it takes to make it to the top. For a confidential discussion of your abilities and the opportunity available, contact Jerry Norman, Vice-Pres. Gen'l Mgr., WBJW, 222 Hazard St., Orlando, Florida. 305-425-6631.

Excellent opportunity for experienced salesman in good radio market to take over active account list. Must be capable of good client relationship. Above average earnings for hard worker. Opening immediate. WBNR, Beacon-Newburgh, NY. 914-831-1260.

Southern California, Contemporary AM, needs self starter, aggressive salesman. Generous commission and draw and advancement. Box 1220, Pomona 91769.

Sales Continued

Salesman-self starter with proven sales record. Good market and living conditions. Station number one in market. Good draw against 20% commission. Call 205-539-5005.

Announcers

One topnotch production person and one super jock. Good pay, great station. Production guy to be good with comedy. Jock to take over highly rated show on 50,000 watt northeast giant. References will be checked. Box H-238, BROADCASTING.

Modern Country oriented jock needed to fill an all-night slot at top rated station. Good pay for man who knows how to talk to night audience. Send tape and resume first time. Box J-163, BROADCASTING.

Want Afternoon drive announcer. First or third phone . . . Soft personality. Sell MOR. Good salary. Send resume and tape to Box J-171, BROADCASTING.

Announcer. Third phone. 50,000 watt FM Stereo in New York State. Afternoon drive MOR. Send resume and tape to Box J-172, BROADCASTING.

Wanted Black jock for morning drive. Must be professional. No rappers. Must understand the contemporary soul sound. Send tape, resume, photo and salary requirements. Box J-185, BROADCASTING.

Wanted proven track record for 50KW FM applicant. Top 40 format. Stereo. Incentive for rate grabbers. Send complete resume including air check and salary requirements. Box J-203, BROADCASTING.

Michigan ABC affiliate needs mature sounding, mature acting all-around announcer for adult oriented MOR format. Must be experienced. No drifters. Send tape, resume, and recent photo. Box J-212, BROADCASTING.

Country. Need young, ambitious, talented jock, first phone, strong on production, promotion imagination, and willing to work. Medium SW market, highly-competitive, fun. We won't make you rich now, but we'll help you further develop your talents and assist you to bigger things. So, you need big-market potential to catch on here. Tell all to Box J-238, BROADCASTING.

Southwest beautiful music station needs pro. Great weather and working conditions. Reply Box K-54, BROADCASTING.

Looking for experienced announcer with good voice for afternoon air show. Must be strong on production. Good salary, excellent working conditions. Single station market in Arkansas Ozarks. Send picture, tape, resume to W. J. Wheeler, KHOZ, Harrison, Ark. 72601.

Newsman/announcer for Kansas, 5KW NBC outlet for afternoon/evening shift. 3rd endorsed, experience, good references are musts. New facility, great place to live and grow family. KVG B Radio, Great Bend, Kansas 67530.

Immediate opening for experienced Top 40 jock. If you're bright, mature, can communicate and are looking for an opportunity, rush air check, production tape, resume and photo to Alan Boyd, Program Director, WDAK, Columbus, Ga. 31902.

Wanted: Morning man. Please send tape, resume, and picture to: WLIH Radio, Box 935, New London, Wisc. 54961.

Immediate opening experienced announcer with license endorsement for daytime 5KW. CW. Production and copy necessary for possible advancement to PD. Salary open. WLTC, Gastonia, N.C. An equal opportunity employer.

This space does it. If you need help, the right job, or for any of your wants related to the broadcasting industries place your ad here for nationwide exposure where it counts most. For rates, see the first page of this section.

Morning man on top rated station with MOR contemporary format in Florida's fastest growing market. Must be experienced with bright, warm sound and natural sense of humor. Send audition tape, background, references, picture, complete info immediately to Glenn Lewis, PD, WDBO Radio, Orlando, Florida 32802.

Announcer, third endorsed. Contemporary format. If you're interested in communicating with your audience we're interested in you. Call L. Wagoner, WOTT, Watertown, NY, 315-782-6540.

Announcers Continued

Ten thousand watt metro New York full time AM station wants experienced first phone drive time personality. Heavy on production. Also experienced full time salesman. Immediate openings. WRAN, Dover, New Jersey.

We are looking for a strong air personality who can do it all. Contemporary MOR format. ARB and Pulse rated. Possibility of talk and PBP. Salary open. Outstanding broadcasting team to work with. Contact Tom Casey, WRTA, Altoona, Pa. 814-943-6112.

Afternoon man for top CBS affiliate. Rush all details including tape, photo, references and salary requirements. Jerry Schroeder, WSGW, Mason Building, Saginaw, Michigan 48607.

Contemporary jock needed, experience mandatory. Apply Program Director, WTXL, West Springfield, Mass.

Technical

Coastal South Carolina/Resort area. Chief engineer, experienced all phases studio and transmitter maintenance, proofs and construction. Non-directional AM-FM. Small market, excellent opportunity. Box J-174, BROADCASTING.

Chief Engineer for Black station in major Southern market. Send complete details to Box J-177, BROADCASTING.

First Class Radio Group needs First Class Engineering Director. Our present man is relocating for personal reasons. Thorough knowledge of AM directional, FM Stereo, SCA, microwave, automation, recording and mobile equipment a must. Medium markets—Midwest. We expect to pay well to get the right person. Please send resume and picture to Box K-10, BROADCASTING.

Chief engineer. First ticket, maintenance and production experience. Northern New Jersey FM station. Will consider qualified beginner. Equal opportunity employer. Box K-17, BROADCASTING.

Chief Engineer. 5KW directional AM. 3KW Stereo FM, automated. Heavy maintenance experience required. All FCC logging, and rule familiarity is a must. We need a top notch fully experienced man. Station located in lovely Midwest medium market. Box K-60, BROADCASTING.

Assistant radio chief for radio, TV, CATV group in Southeast. Opportunity for advancement. Immediate opening. An Equal Opportunity Employer. Send resume, references, picture. Box K-69, BROADCASTING.

Experienced chief engineer for AM-FM SCA operation, KYSM, Mankato, Minn. Salary open. Call Dick Painter at 507-345-4673.

Multi station operation wants to increase Technical Department and is looking for staff engineer with potential for advancement. Should have experience in AM/FM transmitter and studio maintenance, construction and trouble shooting. Salary commensurate with ability. Resume and requirements to Norman Rivers, WLLH/WSSH. Box 1400, Lowell, Mass. or call 617-343-3813.

1st Class engineer for 5,000 watt directional AM. Contact General Manager, WPHM, Port Huron, Mich.

Needed first class chief no air time. Strong on maintenance for 5KW DA-N. Salary open. Call L. Wagoner, WOTT, Watertown, NY 315-782-6540.

First class broadcast engineers needed for growing AM Directional and FM Stereo stations. Salary commensurate with experience. Dynamic Northern New Jersey area. Contact Betty Russell at 201-538-1250.

News

Major market station in a progressive city that is still liveable searching for a strong anchorman with experience. Pay and working conditions are very good and company has serious commitment to news. Send resume to Box J-167, BROADCASTING.

Experienced anchor man for number one CBS affiliated VHF station in North Central market. \$15,000-\$20,000 plus top compensation package for right man. VTR a must along with complete resume. EOE. Mail to Box J-182, BROADCASTING.

News Director needed for new Class B FM applicant. Will be largest and best in eight station market. Located in beautiful Ohio Valley. Excellent track records a must. Format Top 40. Stereo. Stock in parent company as incentive. Salary open. Send complete resume including air check and salary requirements. Box J-201, BROADCASTING.

Leading southeastern 50KW metro is seeking a public affairs oriented news director. Our selection will be based on experience in news, public affairs, specials, awards, as well as your capability to direct and lead a news team. We offer excellent starting salary and fringe benefits. An equal opportunity employer. Box J-236, BROADCASTING.

News Continued

Need play-by-play man football and basketball includes radio and TV work. News experience helpful in off season. Send tape of play-by-play work and newscast to Box K-22, BROADCASTING.

Reporter, man or woman, recent college grad with Journalism or Broadcasting major. Emphasis on writing, reporting and desire to learn broadcast journalism. Tapes and resumes to Box 1340, Palm Beach, Fla. 33480.

Programing, Production, Others

Top 40 PD wanted for new 50KW FM applicant. Must be tight and entertaining. No time and temperature types need apply. First phone nice, but not necessary. Ohio Valley location. Eight station market. Make us No. 1. Stereo—all new. Send resume and salary requirements to Box J-202, BROADCASTING.

Production manager, cinematographer, to produce radio, television programs for Washington, D.C., university. Must be creative. Several years experience preferred. Send resume, salary requirements to Box J-242, BROADCASTING.

Radio/TV Coordinator for major Eastern university. Excellent opportunity to develop innovative services to broadcasters. Best Equipment, lots of freedom. Applicants should be strong in both writing and production. Salary range, \$7,000 to \$8,000. Send resume and samples to Box K-45, BROADCASTING.

Situations Wanted, Management

General Manager. Heavy sales and promotion oriented. Thorough knowledge of FCC rules. Excellent references. Currently employed. Will consider investment for good permanent opportunity. Box J-176, BROADCASTING.

Young couple both fully experienced and licensed in all phases. We will build our home and future in your good potential market. Your station may be losing money now, but we'll put it in the black! Box K-2, BROADCASTING.

General Manager or corporate staff. Solid, professional general manager, AM-FM. Broad experience. Top 10 and small market experience. Sales background, both rep and station sales management in NYC. 4 years General Manager, strong on administration, costs, and FCC. Excellent references. Box K-29, BROADCASTING.

Aggressive, experienced, money oriented manager. Good track record in sales, programming, engineering. Mature, responsible family man. Box K-51, BROADCASTING.

Guarantee to put your station in black quickly. No gimmicks or expenditures—just know how and hard work. Presently successful selling manager. Top references ethics, morals, ability. Box K-57, BROADCASTING.

Professional with top credentials. Take charge broadcaster. Seeks association where he can apply experience & ability in return for growth opportunity. Box K-63, BROADCASTING.

Sales

15 Years experience, all areas. Want small town, Upper Midwest. Box K-61, BROADCASTING.

Professional, creative sales heavyweight with great credentials, seeks new management opportunity. Prefer Southeast, but will consider and give preference to a real growth situation. Box K-68, BROADCASTING.

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701. 214-592-6280.

Announcers

Extremely funny, but warm and sincere, 27-year-old recent announcing school grad. Professional musical background. I'm your Rock/MOR dj. 212-451-1764. Box J-77, BROADCASTING.

Heavy personality, contemporary adult, 10 year pro. Box J-108, BROADCASTING.

Professionally trained. Will go anywhere. Do anything for minimum salary to gain experience. Hard worker, friendly. Box J-166, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box J-169, BROADCASTING.

First phone, 4 years experience, 33 years old and single. Desires Top 40 position with same. During daytime. For tape and information write Box J-184, BROADCASTING.

Announcers Continued

College degree in broadcasting, 3rd, and experienced. Announcer seeking Contemporary or Progressive FM. References available. Box J-206, BROADCASTING.

Creative/adaptable dj. Recent broadcasting school grad. Pleasant sounding. Good ad-lib wit. 28. Dependable. 212-373-9722. Box J-208, BROADCASTING.

Black experienced first phone. DJ. News/sports. All formats. Available immediately. 405-842-7400. Ext. 239 or Box J-210, BROADCASTING.

Help! My mother-in-law will kill me if I don't get a job soon. Young, trained, but inexperienced. Prefer Ohio, but will move. MOR or Rock. Reply Box J-234, BROADCASTING.

16 Years. Top markets. From Good Guys to Drake. Wants sharp MOR a la WNBC. Box J-189, BROADCASTING.

Mature, 1st, prefer short personality shift plus production, light maintenance, etc. Smaller CW, MOR. Dependable, cooperative, forties. Immediate. Box K-4, BROADCASTING.

Mugged for the last time! Announcer-writer-producer who does almost everything but punch fast, is leaving N.Y.C. After 9 years, wants return to entertainment/profit minded station. Yours? Box K-5, BROADCASTING.

Young announcer ready for larger or major market. Has the sound, has the experience, has the references. Rock or Country. Box K-21, BROADCASTING.

First class license, young, educated, willing to work for you. Anxious to learn, salary secondary. Box K-33, BROADCASTING.

National award winning personality. "One of the leading individuals in radio today," quotes Billboard Magazine. If you are looking for a strong personality, let's talk. Box K-35, BROADCASTING.

Any shift. Any station. Twin city commuting location. Ten years experience. 3rd class ticket. Box K-37, BROADCASTING.

Beginner soul dj, news, tight board, East Coast full, part 3rd. Box K-40, BROADCASTING.

Los Angeles personality. Consistent, proven #1 ratings in both MOR and Country. First phone. Box K-42, BROADCASTING.

MOR announcer, 7 years experience. First ticket. Pleasant, mature personality. Good production. Prefer medium market, Midwest, or Northeast. Box K-46, BROADCASTING.

I have a gold mine for you! Experienced rock jock, and a first phone too! A dynamite air personality is asking you to write Box K-47, BROADCASTING. Or call 815-723-2085.

Attention Top 15 Markets. You are looking for an all around professional Enough said? MOR or Top 40. Family, stable, sober, 32, reasonable. Now at top station in Northeastern 600,000 market. Box K-55, BROADCASTING.

Human communicator making \$11,000 wants good move for more dollars. Experienced music director and television on camera. Box K-58, BROADCASTING.

Personality. PD professional. 12 years including television on camera. Family man. Northeast. Box K-62, BROADCASTING.

Black soul dj. A superstar, experienced, hard worker, sales, 3rd endorsed. Proven marketing results. Relocate immediately. Box K-70, BROADCASTING.

Announcer/news 1st phone, 26 years old; married; dependable, prefer Western states but all replies welcome. Jim Orate, 822 S. Harbor, Anaheim, Calif. 92805.

Young dj, third phone looking for first break into broadcasting. Tight board, good news, commercials, ready now. Larry Ferritta, 12 Lawrence Circle, Middletown, N.J. 07748. 201-671-5741.

Air personality, creative production, 3rd endorsed, contemporary, uptempo MOR or rock only. G. A. Jerolamon, 301 Wiley Ave., Salisbury, N.C. 28144. 704-636-3408.

First phone experienced announcer/production man wishes position in California, Oregon, Washington, or Nevada. Phone 714-426-9738.

For rent, one experienced dj in good condition with first phone. Would like to step up from small market to medium of 50,000. Dedicated! Neil Hatch, Box 430, Holbrook, Ariz. 86025. 602-524-3518.

Free: Yes, I'll work free for any station within 100-mile radius of Cleveland, Ohio. Experienced. Details? 216-541-3879.

Announcers Continued

Need first break into radio. Broadcast graduate. First phone. Good voice. Age 21. Relocate. Steve Snyder, 502 Chester Ave., Pittsburgh, Pa. 15214. 412-322-3254.

Will work first month FREE, anywhere, MOR. One year experience, first phone, good voice, reliable, BA, do not drive. Sonny Canon, 415-776-1220, person-to-person.

Experienced country jock. Music director. Class production. Veteran. Will relocate. First class license. James Peronto. 715-536-9172.

#1 Morning personality last ten years in St. Louis, Miami, Indianapolis, Denver, and Birmingham looking after getting Master's Degree in Broadcasting. 205-822-6894 or 314-521-8875.

Mature, dependable, energetic dj. Adaptable to your C&W or MOR format. Limited experience but you'll be satisfied. News, production, copy, even sales. First ticket. Prefer California, others considered. Brian McSorley, 534 S. Kingsley Dr., Apt. 108, Los Angeles, Calif. 90020. 213-384-0542.

Professionally trained blind novice with third class license with broadcast endorsement. Robert L. Fedde, 1221 S. Eaton St., Lakewood, Colo. 80226. 303-935-7237.

Old fashioned radio personality dj. Happy informal variety formats. Split shift. Forties, dependable, versatile, 1st, light maintenance. Immediate. No problems. Smith, 812-299-2557.

Looking for roots. Play-by-play. 1st phone. Midwest only! 715-268-7882.

Technical

Experienced, aggressive chief engineer. FM Stereo, automation, high power directionals, proofs. Quality audio. Full maintenance. Box J-219, BROADCASTING.

Engineering consultant: Seeks technical administrative position with major broadcaster. BS degree. Experience in all technical facets of broadcasting. Box K-64, BROADCASTING.

Experienced chief engineer-announcer seeks position in northern states. Excellent employment background. R.R. #2, Lebanon, Indiana.

Super-chief needs a new challenge and a new location. Proven pro-innovator in all aspects of broadcast engineering. Present employer will be glad to tell you about me. Contact Jim Campbell, 913-272-4447.

News

First phone, solid news-production, Brown grad, 2 years experience; seeks light Rock, MOR, Up Country. Box J-159, BROADCASTING.

Very professional. Very dedicated. Very young. Working in newsroom of one of the biggest stations in the United States. Making low-teens salary in behind-the-scenes position. Out of school less than two years. Hold responsible position with present employer. Have also worked as small market news director and reporter. Looking for job that offers genuine challenge on or off the air, in an operation that makes a big commitment to news, regardless of market size. Reply Box J-186, BROADCASTING.

7 years of experience in news. Yours, if you have warm climate and 5-figure salary. Box K-11, BROADCASTING.

Part time anchorman at all news radio in top 10 market seeks full time major market position. Prefer East Coast. Box K-15, BROADCASTING.

Sharp young man, excellent writer. Reporting, announcing, board and production skills. Intelligent, reliable, single, BA, 3rd. Relocate. New, but not incompetent. Box K-20, BROADCASTING.

No-nonsense, dedicated young writer/announcer. Audio-oriented. Small, medium market experience. Exceptional credentials show promise plus delivery. Journalism, R-TV degrees. Interested in quality, concerned news operation. Box K-23, BROADCASTING.

Black newsmen, 24, married, veteran. Dedicated and hard working, looking for challenging, rewarding news team. Just under 2 years experience. Reply Box 34, BROADCASTING.

2 years experience in small market, New England station. Have news and sports (pbp) background, with all phases of work. Also, board and sales work with some production. Would like to move up to medium market or multi chain station. Tape/resume available. Box K-43, BROADCASTING.

Northwestern J-school grad, ex-military journalist, seeks small-medium market news position. Box K-52, BROADCASTING.

News Continued

4 years as top broadcast reporter in shadow market. Ready for exciting high paying job all the ads promise. Box K-65, BROADCASTING.

Newsman. Ten years experience including six as News Director. Family man seeks position with news conscious station. Will relocate. Box K-67, BROADCASTING.

Highly talented sportscaster, radio, some TV, with 5 years play-by-play experience of high school and college football, basketball, baseball, golf, auto racing and others. Great organizer, profit producer, highly endorsed by present station. Looking for move to major university market or better. Married with family. 26 years old. Reply, WBOW, 1301 Ohio St., Terre Haute, Ind. 812-232-5034.

Sportscaster, especially heavy on play-by-play, authoritative news delivery, very capable for air shift. 3rd phone endorsed. Bill Rohrbaugh, 339 Zink Ave., Santa Barbara, Calif. 805-967-8907. Will relocate.

Newsman, writer, commercial announcer, major markets, seeks position. Available immediately. Wire or write: Jim Ritchie, Box 682 Federal Bldg., Duluth, Minn. 55801.

Programing, Production, Others

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Rock program director with major market experience wants small or medium market to settle down and raise a family. Good air show, production, copy, knowledge of programing. First phone. Box H-170, BROADCASTING.

If you want a really good jock who can do it all, I'm your man. Personality, sales, engineering, traffic, and nearly eight years experience. Box K-3, BROADCASTING.

Southerner wants move North. Experience production, copy, board work. Single, honest, ambitious. 1st. Want to grow with stable company. Tape, resume available. Prefer Pa., Md., will consider others. Box K-13, BROADCASTING.

Successful contemporary program director seeks challenging position in competitive metro market. Documented track record, checkable references. Box K-14, BROADCASTING.

I didn't get my BA in TV-R to take a secretarial job! But I do need my first break in broadcasting or advertising. Like copywriting, but right now I can't be too choosy. St. Louis market preferred; consider Missouri, Illinois. 3rd. Box K-19, BROADCASTING.

Winning major market pd needs new challenge. Interested in programing promising West Coast AM or FM-MOR or Rock. Box K-39, BROADCASTING.

15 years experience. Iowa, Wisconsin, Minnesota only. Want small market. Box K-61, BROADCASTING.

Sonny Dodd. Top 40 Contemporary market only. PD, MD, seven years. Ratings. Tape, resume, photo. 204 14th St., NW, Fort Payne, Ala. 35967. 205-845-4158.

Announcer with staff manager, program director, music director and production experience. 26, married, 3rd ticket. 3 years experience with Modern Country—2 spent as PD or MD. Prefer Modern Country in small to medium market. Presently working. 912-743-9187.

Versatile program manager-announcer. 15 years major/minor markets. Broadway, Classical, Beautiful, Easy. Award winning commercials. Stable, educated, married, warm basso. Call now, 616-759-0514.

TELEVISION

Help Wanted Sales

Radio & TV salesmen. Move up the ladder in your own areal 200 communications pros needed. Capable of earning up to \$50,000 per year and more. No more cost than a stamp to find out if you qualify for a unique distribution program for exciting new areas of television. Our programs and feature films have been produced by major Hollywood and Industry sources. In some cases they have had network and syndication exposure. Now they're ready for commercial CATV and ultimate Cartridge sales. Can you sell them? This is a straight percentage opportunity for those who know the communications business and its managers in your area. No salary, no draw, no expenses for six months. Commissions will begin with down payments, balance to be paid concurrent with payments from program licensee. After 6 months, draw will be paid monthly. Here it is! As good a sales job as you make it! Could lead to a complete distributionship for your area. Send us a full resume with all sales experience to Box K-71, BROADCASTING.

Sales Continued

TV/Radio Salesman. Are you a pro? We need a salesman who can show us he's done it before, or is doing it now but wants a change. Guarantee plus commission. Resume to Neil O'Neill, KBLU-TV & Radio, Box 1501, Yuma, Ariz. 85364. An affirmative action equal opportunity employer.

Chicago TV Salesman. Channel 26 (WCIU-TV) needs two salesmen with either local radio or local TV sales experience. Salary \$15,000 to \$30,000 depending on experience. Please send resume and photo to Peter Zomaya, Board of Trade Bldg., Chicago, Ill. 60604.

Technical

TV transmitter maintenance man needed for Florida VHF. Experience with RCA transmitter desirable. Send resume and salary requirements with first letter. Box K-36, BROADCASTING.

Maintenance engineer. Modern RCA equipped station. "Can do" attitude required. Salary determined by experience, ability, and performance. Cary Fitch, Chief Engineer, KIII-TV, Box 6669, Corpus Christi, Texas 78411.

Chicago equipment sales. Gravco Sales, Inc., a subsidiary of the Grass Valley Group, needs a regional manager for the Midwest territory. A strong technical background is essential. Please send a resume to Robert Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, N.Y. 11021.

TV Chief Engineer wanted for 5000 watt AM with companion cable TV immediate opening. Call 303-336-2206, or write Box 890, Lamar, Colo. 81052.

News

Network station in city bordering Midwest and South wants reporter-writer-announcer for 10 o'clock news. Opportunity to do documentaries. Ability to report and write news is paramount. Write Box J-178, BROADCASTING.

Experienced weatherman. Southwest market. Send VTR and resume to Box K-73, BROADCASTING.

Midwest capital city network affiliated station needs experienced newscaster/photo reporter. Must be energetic, self-starter with ability to do the complete job. Thoroughly familiar with 16mm color SOF and silent. Call Jack Hoskins, 217-528-0465.

Combination reporter/photographer with journalism degree or comparable experience for South Florida TV Station. Equal Opportunity Employer. Box K-74, BROADCASTING.

Programing, Production, Others

Commercial artist capable of creating and producing television commercials. Midwest station in top 100 TV market. Send complete resume. Box J-228, BROADCASTING.

Production manager, cinematographer, to produce radio, television programs for Washington, D.C., university. Must be creative. Several years experience preferred. Send resume, salary requirements to Box J-242, BROADCASTING.

Wanted: Person to take over direction and management of House Agency currently placing business in 100 markets, experience in Radio, Television and Newspapers. Salary commensurate with ability. Box K-32, BROADCASTING.

Radio/TV Coordinator for major Eastern university. Excellent opportunity to develop innovative services to broadcasters. Best equipment, lots of freedom. Applicants should be strong in both writing and production. Salary range, \$7,000 to \$8,000. Send resume and samples to Box K-45, BROADCASTING.

Net owned station in top ten market seeks manager of advertising, promotion and publicity. A great opportunity for the right person. Contact Mr. Ray Timothy, Station Manager, WKYC-TV, 1403 East Sixth Street, Cleveland, Ohio 44114.

Publicity Manager. Aggressive, creative and experienced in all aspects of promotion and publicity. Send resume to Development Office, WNED-TV/Channel 17, Hotel Lafayette, Buffalo, New York 14203.

Situations Wanted, Management

Business manager available, five years with major UHF group, looking for a challenging position with growth potential. Excellent references. Box J-232, BROADCASTING.

Announcers

Seeking TV re-entry via interview show and/or staff after sojourn on radio talk shows. Background also includes announcing and sales. Am middle-aged, young appearing, very stable. Open to any medium or small market. 813-922-0687 or 924-6983. Box K-30, BROADCASTING.

Technical

Seasoned production engineer. Tennessee or? Box J-9, BROADCASTING.

13 years engineer wishes position in Rocky Mountain area. Solid background and references. Strong on video tape operation and maintenance. Ready for supervisory position but will accept staff position. Box K-24, BROADCASTING.

TV Maintenance engineer and supervisor seeks top position with major market station. References and resume. Box K-48, BROADCASTING.

News

Executive producer in major California market, to lead or join quality operation. Major reporting experience and administrative. Age 30. Box J-214, BROADCASTING.

Television weatherman. Not a venom spitting meteorologist. Well versed in sports. Good appearance, professional approach. Box K-9, BROADCASTING.

Number two man ready to move into top slot as news director, prime anchorman, or combination. Box K-18, BROADCASTING.

TV journalist producer, four years network credits, seeks employment Nation's Capital in broadcast news/public affairs. Specialized in political coverage, campaigns, elections. Strong Washington experience. Box K-28, BROADCASTING.

Black newsmen, 24, married, veteran. Dedicated and hard working, looking for challenging, rewarding news team. Just under 2 years experience. Reply Box K-34, BROADCASTING.

News director—mature, 15 years working experience as newsmen and administrator. Now employed in top 40; want to join news conscious station management team, market secondary. Box K-44, BROADCASTING.

Female television reporter. Age 28. Five years experience in top 30 market. MA and BA in Journalism. VTR available. Prefer Southeast. Box K-50, BROADCASTING.

Professional. Anchor-reporter. News, sports, weather. Dependable, versatile. Box K-66, BROADCASTING.

Programing, Production, Others

I'm a moderator of telephone talk shows who also interviews in considerable depth. Background includes announcing and 3 years in broadcasting sales. Current position in medium Florida market nicely wedded a 1 1/2 hour show with servicing program accounts and "problem solving" with new accounts. My politics: moderate to conservative. Stable. Consider any not-large market, including colder ones. Even mountains. Interview desirable. 813-922-0687 or 924-6983. Box K-30, BROADCASTING.

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Need used 400 foot tower. KLOV, Loveland, Colorado 80537.

Northern Michigan High School radio station needs donated broadcast equipment. Tax deductible. Phone collect Jerry Hockstad—616-264-8108.

Spotmaster and Tape-caster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

Ampex 1200 VTR from owner. Reply to D. Zulli, 213-466-7757.

Ampex VR-1200/A, B or C, also color film island. Call S. Volle, 408-298-6679.

Two RCA type TVM-1B or TVM-6 microwave units, 7 GHz band to include feed systems, sound mixers, and cables. Include price to WCCO-TV, Director of Engineering, Minneapolis, Minnesota 55402.

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Magnecord 1022RX Monaural, half track, 3.75/7.5, Rack Mount Recorder. Box K-41, BROADCASTING.

RCA TT25 Sound Amplified Channel 5 can be modified to picture. RCA TT5A Transmitter Channel 5 can be modified to air cooled. Just removed from standby service, fully operational. Harmonic filter, VSBF, and Diplexer not included. Priced to move. Chief Engineer, KSD-TV, 1111 Olive St., St. Louis, Mo. 63101.

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Like new—Gates/ATC automation system: complete stereo system: cartridge handler, two Ampex 352's, detector-control unit, three cartridge playback units, auto-sequence, silence sensor, fade amplifiers, auto-restart, digital clock, meter panel, composite motor start, programmer, auto program, logger, switcher, auto network joiner, network tone receiver. Excellent condition. 616-345-7121.

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New, 5KW AM transmitter, \$425 per month lease to responsible party. Ottawa Equipment Co., 6838 N. Ottawa, Chicago, Ill. 60631. 312-774-5115.

Coaxial cable-jacketed 3 inch air dielectric heliax-270 feet—Andrew's No. HJ-8-50A Milit. RG 322U—fitted with two male, factory installed EIA flanges. Excellent condition. \$1,300. Write/call WKJF, Inc., 1715 Grandview Ave., Pittsburgh, Pa. 15211. 412-381-8100.

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We are an Equal Opportunity Employer

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The continuing planned growth of our company as one of the leading suppliers of radio broadcast equipment has created this new career position. The person we are looking for must be fully experienced in RF design current with state-of-the-art, and know how to convert a design into a manufactured product.

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Management Continued

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Announcer

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Programing, Production, Others

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FOR SALE Stations

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Major market daytimer available at five times cash flow. Station programmed with commercial religion. Must be all cash transaction.

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- I have several clients with special requirements. If your station is for sale, please write.

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Profile

ABC's man in Washington shapes the job to himself: Eugene Sherman Cowen

There are, it seems, as many styles of representing the networks in Washington as there are network representatives in Washington. There is NBC's Peter Kenney, the senior of the three, who goes about his work with the sureness of a polished, professional politician. There is CBS's Richard Jencks, the man of august presence and profound knowledge of the broadcasting business and communications law. And there is ABC's Eugene Cowen, the new man on the scene, who might be termed the quiet man.

Quiet. Friendly. Low key. These are some of the terms those who know him use in describing Mr. Cowen, who has been ABC's Washington vice president since January. But there are other terms, too—able, skillful, hard-working, fair-minded; a little light, still, in his knowledge of the broadcasting industry, but experienced in and knowledgeable about Washington's major industry—government.

Even the full catalogue of terms may be deceptive; it still seems to conjure up the image of the guy Leo Durocher said always finished last. And that isn't Gene Cowen. In the past 20 years, he moved from a job as a reporter in Newhouse's Washington news bureau to the second tier of assistants at the White House and, finally, to the position of Washington vice president for one of the major networks.

Mr. Cowen considers the position ideal. "If I could have created a job for myself," he says, "this would have been it." After all, the job pretty much is what the man makes it. There are certain basic responsibilities, such as keeping ABC abreast if not ahead of developments affecting it and the industry so that it can plan accordingly; heading off trouble where possible, and supplying members of Congress and government agencies with information they need or that he thinks it would serve ABC's interest that they have.

What's more, the job seems to suit his temperament as well as training. Congress and the bureaucracy are filled with men of pride, not to mention vanity, who are aware of the strength their positions give them and are sensitive to efforts on the part of those seeking support for their private interests. They can be moved, by force of logic or flattery, or by appeals to the public interest or to a shared bias or point of view. But pressure doesn't work. "Anyone who tries to strong-arm you," one member of the FCC said recently, "you throw 'em out the door." Gene Cowen, the commissioner added, doesn't present that problem.



Eugene Sherman Cowen—VP, Washington, ABC, broadcasting division; b. May 2, 1925, New York; BA, journalism and economics, magna cum laude, Syracuse University, 1948; MA, American history, Syracuse University, 1954; reporter, *Syracuse Herald-Journal*, 1948-52, and Newhouse news bureau, Washington, 1952-53; news secretary, Representative Frances Bolton (R-Ohio), 1953-56; information officer, Housing and Home Finance Agency, 1956; information officer, Health, Education and Welfare, 1957-58; news secretary, 1959-66, and administrative assistant, 1967-69, Senator Hugh Scott (R-Pa.); special assistant and later deputy assistant to President for congressional relations, 1969-71; m.—Phyllis L. Wallach, Jan. 29, 1948; children: James, 20, and Stephanie, 11; hobby—photography.

Credibility, reasonableness and intelligence are the Washington representative's most valuable coin. And according to those who have known him over the years, Mr. Cowen has his share of the loot. "He doesn't come over gung-ho, but he knows the issues before he talks to you," says one Senate staffer. "He doesn't kid you about knowing every aspect of a problem if he doesn't. That's one of his strengths."

Mr. Cowen has been studying the workings of government from a variety of vantage points since 1952—first as a reporter after moving up from Newhouse's *Syracuse* (N.Y.) *Herald-Journal* to the news bureau, then as news secretary to then-Representative Frances Bolton (R-Ohio) for three years; as an information officer at the Housing and Home Finance Agency and later the Department of Health, Education and Welfare, for two years; as an aide to Senator Hugh Scott (R-Pa.), for 10 years, the first eight as news secretary, the last two as administrative assistant and, finally, as a White House assistant.

"I knew Bryce Harlow from the Eisenhower days," Mr. Cowen said in explain-

ing his shift to the White House. "He saw me at the inaugural ball, after Nixon's election, leaned over and said, 'Uncle Sam needs you.'" Mr. Harlow was then head of White House congressional liaison, and wanted Mr. Cowen for his staff of presidential assistants. By the time he left the White House, Mr. Cowen was a deputy assistant, whose principal responsibility was the Senate.

Mr. Cowen was recruited for ABC by Everett H. Erlick, group vice president and general counsel who had been conducting a talent hunt for a replacement for Alfred Beckman, who was to retire early because of poor health. Two friends, one in government, the other in broadcasting, suggested he talk to Mr. Cowen. He did—and drew a ready response; as Mr. Cowen said the other day, "I was happy at the White House, but you can't spend your life there." Mr. Erlick then did a careful check, and found that the Republican-connected Mr. Cowen was well regarded by those to whom he would represent ABC—including Democrats on Capitol Hill.

For Mr. Cowen, representing ABC is less hectic than representing the White House, at least so far.

But the responsibilities are different. As he says, the job of a Washington network vice president "shapes itself around the personality of the man." And to a former newsman who has spent 20 years in Washington and around politicians and bureaucrats, he feels that one of his major tasks is to explain official Washington and ABC to each other in terms of broadcast news—ABC's in particular. For Washington, he says, is preoccupied with news.

One problem, he says, is that few in Washington realize that news and public affairs are red-ink operations for the networks. He is doing what he can to impress that fact on members of Congress (the implication, of course, is that the networks must be profitable in order to continue to support their news and public-affairs operations). And to sharpen up ABC's image as a purveyor of public-affairs programs, he makes it a point, whenever ABC schedules one, to write "tune-in" letters to members of the House and Senate he feels would be particularly interested.

As for corporate ABC, he feels his job is to impress on it the fact of Washington's preoccupation with news. He hopes that in the business decisions it makes, ABC will opt for emphasizing its news promotion in Washington.

Off his background, Mr. Cowen can be expected to make these points—as to the financial losses involved in news and public-affairs operations and the importance of such programming to a network's image in Washington—earnestly and logically, if quietly.

Editorials

Here we go again

As an early discoverer of the publicity to be derived from the consumer movement, Senator Frank E. Moss (D-Utah) has lost few opportunities to play protector of the public against all sorts of fancied predators. The longer he cultivates that role the more evident it gets that the truth needs a protector against Senator Moss.

Last week he was at his worst in a Senate speech berating television advertising as the cause of drug abuse. The argument was not of his invention; few things are. But it has rarely if ever been presented as irresponsibly. The senator has decided that the drug problem, "a social cancer of hideous proportions," will not be solved until "that repetitive urging every day, every hour, every minute on the television screen is regulated."

Nowhere in his speech did Mr. Moss unveil any evidence that television advertising for, say, an aspirin can in any way be connected with "the stench of hard drugs" that he said "permeates the culture of our youth." Nor did he present anything more than an assumption that a discontinuance of advertising would reduce drug consumption. But then evidence has never been a conspicuous ingredient in a Moss formula for instant cures of national ills. Take, for example, cigarette advertising which was legislated off radio and television on the premise—advanced prominently by Mr. Moss—that the prohibition would reduce the incidence of lung cancer and other diseases by reducing cigarette smoking.

As everyone but Mr. Moss now admits, cigarette smoking has steadily increased since the discontinuance of cigarette advertising on the air. This confirms what sensible persons foresaw but the Mosses chose to ignore during the debate on the cigarette legislation: that the elimination of broadcast advertising, which was intended only to persuade smokers to switch brands, would cause no decline in smoking.

The connection between today's advertising for nonprescription remedies and today's use of illegal drugs is far more tenuous than that between cigarette advertising and cigarette use. Isn't there a respecter of facts who is willing to speak to that subject on the Senate floor?

Who's fed up?

Are Americans dissatisfied with radio and television programming?

An unassailable answer comes to light in a report that proves to be a foolproof if unwitting survey. It was made, bless its computers, by the FCC in routine conduct of business.

Two weeks ago (Sept. 14) the FCC released a public notice in which it found that broadcast complaints had decreased in the fiscal year 1972. In prosaic, handout style, it said that a tabulation of complaints on broadcast matters showed a total of 22,083, compared to 23,424 in the previous fiscal year. Broken down, there were 3,000 complaints involving political Section 315 and related fairness issues, about 1,000 more than in 1971. (If 1972 were not an election year, the presumption is that there would have been an even greater reduction.) All other categories (advertising, miscellaneous programming, obscenity) were down substantially from 1971.

A more significant comparison (which the FCC did not make) is with fiscal 1968, the previous presidential election year. At that point in broadcast history, there were 7,200 broadcasting stations of all classes, compared to 8,200 when the 1972 fiscal year ended June 30.

In 1968, with 1,000 fewer stations, the number of complaints

totaled 33,000, of which 72% concerned programs. Those relating to political or controversial issues made up 16% of the programming complaints or about 3,200 of something like 20,000 program complaints (nonpolitical) in the 1968 elections. That amounted to slightly less than .000016% of the nation's population of nearly 200 million.

Now, subtracting the 3,000 political-fairness doctrine complaints from fiscal 1972's total of 22,083 gives a balance of 19,083 ordinary program complaints from a population that had grown to more than 200 million in four years. That percentage amounts to .000095%, still no more than a microdot.

Four years ago there was great agitation over programming by politicians, activist citizen groups, foundations, Nick Johnsonites and other aggressive publicity seekers.

But it was far less intense than the continuing crusades that have been building since.

What the FCC's unintentional "survey" proves is that the people simply are at odds with the agitators.

A welcome ally

Appearing elsewhere in this issue is an advertisement that this magazine takes particular pleasure in presenting. It has been placed here and in other publications, including his own, by Eugene C. Pulliam, publisher of the *Phoenix Republic and Gazette* and the *Indianapolis Star and News*. Mr. Pulliam, a venerable newspaperman, calls on his fellows to aid television in resisting the accretion of government controls.

It comes as news when a publisher, who happens also to have been a founder of the professional journalism society, Sigma Delta Chi, speaks up in favor of television, with which he has no financial connection. It is bigger news when he buys space to recruit other publishers to the cause.

By happy accident, another message of some relevance to Mr. Pulliam's appears also in this issue. It is a request for contributions by the National Committee for the Support of Free Broadcasting, formed by broadcasters to engage in political action in their own defense. If readers will indulge an editorial incursion into the usually forbidden province of this publication's advertising content, we hope both of these ads produce unprecedented response.



Drawn for BROADCASTING by Sid Hix

"If you can create a new TV image for a politician, why can't you do the same for a used-car salesman?"



We're Honored!

We viewed the landmark U.S. Supreme Court decision on local busing. We called for equality in education under the law and Sigma Delta Chi (a professional journalism fraternity) said we helped ease a tense situation that could have torn our community apart. We're the only local radio station in the nation to win this editorializing award.

wsoc radio 93

Charlotte, N. C.

A COMMUNICATIONS SERVICE OF  COX BROADCASTING CORPORATION

COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV Atlanta; WHIO AM-FM-TV Dayton; WSOC AM-FM-TV Charlotte; WIDD-AM, WA1A-FM, Miami; KTVU San Francisco-Oakland

We've got Los Angeles SURROUNDED

Five Major Stereo Stations Have
Switched to Jampro FM Antennas For
Increased Clarity and Coverage:

KKDJ-FM

Pacific & Southern Brdcstg.
ERP 8,300 Watts
ANTENNA: JAMPRO
2 Bay PENETRATOR
VSWR: 1.05 to 1
HEIGHT: 2790 Ft. AAT
TOWER: Mt. Wilson

KPSA-FM

PSA Airlines
ERP 34,000 Watts
ANTENNA: JAMPRO
8 Bay PENETRATOR
VSWR: 1.06 to 1
HEIGHT: 2783 Ft. AAT
TOWER: Mt. Wilson

KOST-FM

Mc Lendon Brdcstg. Co.
ERP 12,500 Watts
ANTENNA: JAMPRO
3 Bay PENETRATOR
VSWR: 1.04 to 1
HEIGHT: 3100 Ft. AAT
TOWER: Mt. Wilson

KJOI

Able
Communications
ERP 75,000 Watts
ANTENNA: JAMPRO
4 Bay PENETRATOR
VSWR: 1.07 to 1
HEIGHT: 1180 F. AAT
TOWER: Beverly Hills

KXTZ-FM

Bonneville Brdcstg.
ERP 105,000 Watts
ANTENNA: JAMPRO
6 Bay PENETRATOR
VSWR: 1.07 to 1
HEIGHT: 2890 Ft. AAT
TOWER: Mt. Wilson



The Jampro PENETRATOR FM Antenna

These Los Angeles FM stations have discovered how to cover 9.5 million people more effectively! They've switched to the JAMPRO PENETRATOR ANTENNA. With special engineering help, and computer aided design, these sta-

tions surround the Los Angeles market with solid signals, mile after mile. Get greater signal penetration, and better stereo separation with a Jampro FM antenna! Let Jampro engineers custom design your FM system.

Let us surround your market too!

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