

Good fiscal news of '72 obscures bad news of '71  
MDS: A new medium shows faintly on electronic horizon

# Broadcasting Aug 21

The newsweekly of broadcasting and allied arts

Our 41st Year 1972

NEWSPAPER

Chicago, Ill. (UPI) - WGN-TV, the city's leading station, has been named the most popular television station in the country by a national poll.

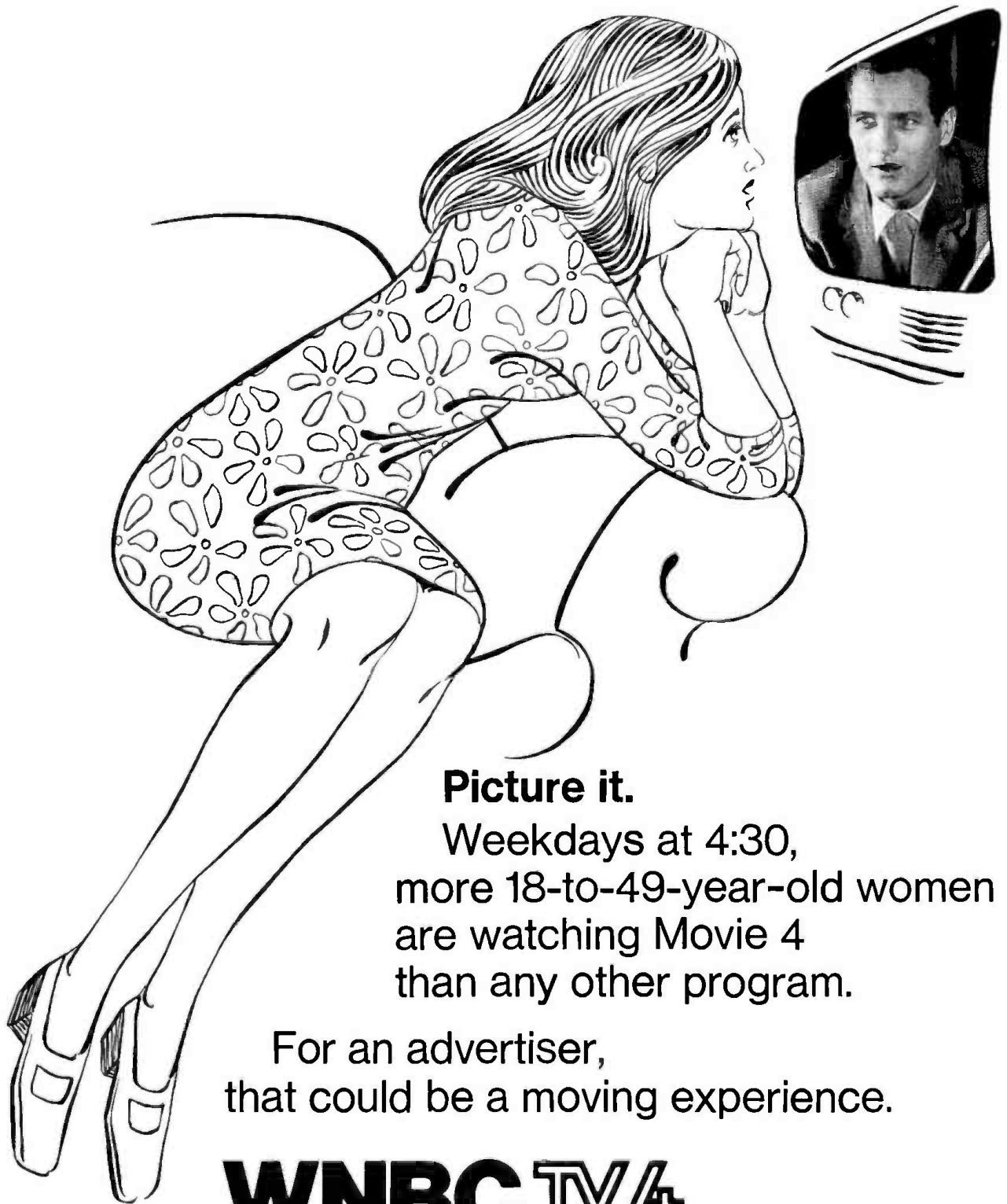


WGN? If you've lived in Chicago as long as I have, you know it's more than a part of Chicago as State Street. You know what I mean?

WGN is Chicago



WGN Continental Broadcasting Company



**Picture it.**

Weekdays at 4:30,  
more 18-to-49-year-old women  
are watching Movie 4  
than any other program.

For an advertiser,  
that could be a moving experience.

**WNBC TV 4**

Source: May 1972 Nielsen Station Index.  
Audience and related data are based on estimates provided  
by the rating services indicated, and are subject to the  
qualifications issued by these services. Copies of such  
qualifications available on request.

# Broadcasting **Aug 21**

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## FALL '71 EARLY FRINGE

	<b>PROGRAM Monday through Friday</b>	<b>ADI RATING*</b>	<b>ADI SHARE*</b>
<b>4-4:30</b>	<b>FLINTSTONES</b>	<b>11</b>	<b>31</b>
<b>4:30-5:30</b>	<b>BIG VALLEY</b>	<b>11</b>	<b>30</b>
<b>5:30-6</b>	<b>DRAGNET</b>	<b>13</b>	<b>33</b>
<b>6-6:30</b>	<b>NEWSWATCH**</b>	<b>10</b>	<b>21</b>
<b>6:30-7</b>	<b>CBS/CRONKITE**</b>	<b>14</b>	<b>29</b>
<b>7-7:30</b>	<b>NEWSWATCH**</b>	<b>15</b>	<b>28</b>
<b>7:30-8</b>	<b>JEANNIE</b>	<b>21</b>	<b>39</b>

## CAN YOU EXPECT LESS IN '72?

	<b>PROGRAM Monday through Friday</b>	<b>ADI RATING</b>	<b>ADI SHARE</b>
<b>4-4:30</b>	<b>FLINTSTONES</b>		
<b>4:30-5</b>	<b>JEANNIE</b>		
<b>5-6</b>	<b>PONDEROSA</b>		
<b>6-6:30</b>	<b>NEWSWATCH</b>		
<b>6:30-7</b>	<b>CBS/CRONKITE</b>		
<b>7-7:30</b>	<b>NEWSWATCH</b>		
<b>7:30-8</b>	<b>TO TELL THE TRUTH</b>		

\*Source — November 1971 ARB. Subject to inherent limitations as stated in applicable reports.

\*\*NUMBER 1 EARLY NEWS PROGRAMS IN THE MARKET!

*No Wonder... In Maryland Most People Watch*

**WMAR-TV** 

TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by KATZ TELEVISION

# Closed Circuit®

## Prime politicals

NBC-TV affiliates will get five minutes of network prime time per week for local sale to political candidates this fall, as they did in off-year election campaign two years ago. Network has advised them it is setting aside specific minutes, varying but averaging five weekly, exclusively for local political advertising starting Monday, Sept. 11, and continuing through Sunday, Nov. 5.

## No way, but . . .

Though FCC and private engineering consultants agree there's no possible way under existing rules governing television allocations that application of noncommercial WETA-TV Washington can be granted channel-12 drop-in, application is likely to be given full consideration by FCC. Legal device of seeking "experimental" rather than regular authority to operate on dropped-in, short-spaced facility (BROADCASTING, Aug. 14), is said to preclude judgment on purely technical grounds. But it will take at least four of seven votes on FCC to grant test, and because of transparency of legal maneuver, those votes may be hard to come by, even though ETV drop-in advocates feel they have green light from FCC Chairman Dean Burch.

## Man with the knife

Senator Richard Schweiker's (R-Pa.) amendment to allow armed forces to spend advertising dollars on TV and radio (see page 57) has been quietly killed in Senate-House conference on military-procurement bill. Representative F. Edward Hebert (D-La.), head of House conferees, wasn't in attendance but made his vehement objection known. Mr. Hebert sees no benefit in such advertising and feels it makes no sense to spend money with networks which he says are critical of military operations. It was Mr. Hebert, chairman of House Armed Services Committee, who was among first to blast CBS's *The Selling of the Pentagon* and who helped touch off controversy over that documentary last year.

## Back to earth

Under "unbearable" pressures from stations, American Research Bureau has backed away from its plan for vastly stepped-up frequency of local TV reports in top-10 markets. ARB now plans to continue 48 weekly reports in New York and Los Angeles but is eliminating Chicago from projected 48-report list. In Chicago and rest of top 10, which had been slated to get 19 two-week reports, plans now call for 10 weekly reports—five in "first season," starting with

week of Sept. 13-19 to coincide with network program premieres, and five in "second season," starting in January. There'll also be eight monthly reports for New York, Los Angeles and Chicago, as there were last year. Of other top-10 markets, which had six monthlies last year, Philadelphia, Boston, San Francisco and Detroit will have seven and Cleveland, Washington and Pittsburgh will again have six.

Stations had protested expansion plan not only because it involved 50% average increase in price but also on grounds, among others, that it would produce more data than they could possibly cope with. Pricing on curtailed plan was still being developed late last week, but in general cutback meant stations would pay less than they would have but in most cases probably more than they did last year. In separate development, ARB has changed dates for its November sweep, originally set for Nov. 8-28, to Nov. 1-21 to avoid changes in viewing patterns that may occur during Thanksgiving weekend. In new sweep period, election-night viewing will be dropped out.

## Make good?

It turns out one item of interest was omitted in extensive news conference Robert D. Wood, president of CBS-TV, called early this month to announce multimillion-dollar agreement with Joseph Papp, currently one of New York's most successful theatrical producers, to produce major works for television (BROADCASTING, Aug. 7). Missing was reference to earlier association between CBS-TV and Mr. Papp, who worked for network as obscure floor manager from 1951 to June 19, 1958. On latter date he was summarily fired after denying to House Committee on Un-American Activities that he was member of Communist party but refusing to answer other questions about his past.

In contrast to effusiveness of recent announcement of CBS-Papp arrangement was this CBS statement of June 19, 1958: "The circumstances surrounding the case of Mr. Papp are such that we have decided to dismiss him from our employment" (BROADCASTING, June 23, 1958).

## Washington wonderland

Small entrepreneurs often survey government's role in their lives and wonder if they live in stacked deck. Here's newest example: If cable operator wants loan from Small Business Administration, chances are all he has to do is violate FCC rules. While commission requires systems of more than 3,500 subscribers to originate programs, SBA says otherwise eligible cable operators cannot get loans if they originate. Reason: Those

that cablecast fall into category of "communications media" and are ineligible for such loans; those that merely relay signals fall outside category and are therefore eligible. SBA offers funds to independent businesses with less than \$1 million in annual revenue, which would include large number of systems covered by FCC rule.

## Phase II of Part 73

With only 313 comments on its vast accumulation of broadcast rules (out of 7,000-plus radio licensees) in hand last week, FCC task force is in process of developing Phase II of its "de-regulation" project, hopefully to begin early next year. This would be in form of regional conferences in field, in which all of regulations contained in "Part 73" of FCC rules and regulations would be fair game for licensee participants with FCC experts in Broadcast Bureau.

Disappointed over lack of response, Commissioner Richard Wiley, who heads task force, has asked staff to draft proposal that he might submit to FCC instituting regional-conference approach, wherein problems of mutual interest to government and licensees and other information would be exchanged.

## Field trips

CBS Inc.'s new president, Arthur R. Taylor, is taking his boot training in broadcasting on location. Escorted by Vice Chairman Frank Stanton, he inspected company facilities in Los Angeles last week, went Friday to Miami Beach to look in on CBS News set-up at GOP convention. Word is he'll stay out of Washington until elections are over.

## Egg and chicken

National Association of Broadcasters may have cooked up way to force creation of automatic radio transmitters that would require less skilled attention than those now in use. NAB's engineering committee will draft regulation keyed to automatic gear. If FCC adopts specifications for automatic transmitter, it's reasoned, manufacturers will build one.

## Candidate

A. (for Asbury) Prose Walker, chief of FCC's Amateur Branch, is rallying support at FCC for promotion to deputy chief engineer. Vacancy was created by death of Saul M. (Whitey) Myers on Aug. 6. Mr. Walker, like Mr. Myers, is versed in international communications, having participated in numerous radio conferences during earlier employment at FCC and while engineering director of National Association of Broadcasters in 1950's.

# Titlemaster

1500  
2400

## CHARACTER GENERATOR AND MEMORY SYSTEM



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Captions and announcements prepared on the typewriter-like keyboard are stored in an integrated circuit memory and converted to an EIA compatible signal for display on any video monitor. Model 1500 stores a full page of data, while Model 2400 stores up to four full pages.

And here's the best part: You can record any message onto a standard audio cartridge, via an optional interface from the Titlemaster keyboard to a SPOT-MASTER or other tape cartridge recorder. Play it back whenever you wish . . . as often as you like.

- Ideal for election coverage, news bulletins, editorials, weather, sports, program announcements, commercials, etc.
- Display format of 15 lines, 32 characters each (Model 1500); or 8 lines, 16 characters each (Model 2400); full 64-character keyboard.
- Keyboard controlled "flashing" or "blinking" PLUS "roll" (from bottom of screen to top) PLUS horizontal "crawl"—fast or slow.
- Internal or external sync; composite video output.
- Ready for immediate delivery!

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**BROADCAST ELECTRONICS, INC.** A FILMWAYS COMPANY

8810 Brookville Rd., Silver Spring, Md. 20910  
(301) 588-4983

Store video messages  
on audio cartridges!



# At Deadline

## But Scott finds women will accept commercials for feminine products

Scott Paper Co., maker of Confidets sanitary napkin, last week released results of study among women (ages 18-45) to determine their attitudes toward commercials for personal-hygiene products, and findings contradict those reported for Playtex study (see page 20).

Scott study was made in Erie, Pa., and in Minneapolis, where Confidets spots were shown on stations that are not members of code of National Association of Broadcasters. It measured attitudes before, during and six months after campaign. Scott found that prior to exposure, 35% of women thought such advertising could be in good taste, 54% had no opinion and 11% felt it would be in poor taste. During commercial run, second interview was conducted: "good taste" percentage rose to 43%, "no opinion" dropped to 45% and "poor taste" stayed about same, at 12%. Six months later, positive responses had risen to 60%, "no opinion" had shrunk to 29% and "poor taste" again remained relatively stable at 11%.

Spokesmen for Confidets said they feel this indicates wait-and-see attitude on part of public prior to exposure, with ultimate response heavily dependent on commercial itself. According to this interpretation, majority of women found Confidets commercial in good taste by time of third interview. Confidets, whose agency is BBDO, has submitted script to code authority for approval.

## ABA would bar cameras in and around courtrooms

House of Delegates of American Bar Association, meeting in San Francisco last week, adopted proposal that would ban news photographers and broadcasters from courtrooms and adjacent areas. Move was taken despite opposition voiced by news spokesmen (BROADCASTING, Aug. 7).

Provision on pictorial news coverage is part of recommended canons for judges—including public accounting of finances—that require adoption by state legislatures before they can be implemented.

At last minute, select ABA committee revised news coverage provision to make ban applicable to area "immediately" adjacent to courtrooms. Originally, provision did not carry this restrictive clause, and was read to apply to all areas near courtroom, including, it was inferred, streets. This triggered vigorous objections by newsmen, including Chet Casselman, KSFO(AM) San Francisco, president of Radio-Television News Directors Association, and Guy Ryan, president of

Sigma Delta Chi professional journalism society.

ABA recommendations also contain section that encourages use of TV and radio recordings, filming and photographing of court proceedings for judicial and educational use.

## Johnson says something's rotten in White House over public broadcasting; asks Pastore to investigate

FCC Commissioner Nicholas Johnson has suggested that Congress hold "full-scale hearings" on what he sees as Nixon administration plot to turn public broadcasting into "a domestic Voice of America."

In letter sent today (Aug. 21) to Senator John O. Pastore (D-R.I.), chairman of Senate Subcommittee on Communications, and Representative Torbert H. Macdonald (D-Mass.), chairman of House Subcommittee on Communications and Power, Commissioner Johnson claimed "largely successful" attempts by President and Vice President to "dominate public and educational broadcasting . . . has not received the attention and analysis it deserves."

Commissioner claimed that numerous actions by President Nixon (through Vice President and Office of Telecommunications Policy)—including Mr. Nixon's veto of funding bill for Corporation for Public Broadcasting—points to administration "goal" of frustrating growth and development of public broadcasting "and to turn its program content to its own political ends." This activity was capped off two weeks ago by resignation of CPB President John Macy (BROADCASTING, Aug. 14). Mr. Johnson said, claiming Mr. Macy was "hounded out of office at a time when he was recovering from surgery."

## Higher profits for KDFW-TV owner

Times Mirror Co., Los Angeles, publisher and owner of KDFW-TV Dallas, reported an increase of 21% in net income for the first half of 1972. For 28 weeks ended July 16:

	1972	1971
Earned per share	\$ 1.03	\$ 0.86
Revenues	293,342,089	248,846,857
Net income	17,408,336	14,390,389
Shares outstanding	16,787,193	16,685,174

## Up to and including

FCC Complaints and Compliance Division Chief William B. Ray has ruled that national election day falls within period in which broadcasters are required under 1972 Federal Election Campaign Act to bill political candidates according to lowest unit charge. Mr. Ray made ruling in

response to inquiry by Glenn J. Sedan, general counsel for Committee to Re-Elect the President. Mr. Ray stated that legislative history of campaign act is "silent" on applicability of lowest unit charge to election day. However, he said, since it was Congress's intent to impose this requirement in period "proximate" to election day (broadcasters must afford lowest rate on 60 days preceding election), "the reasonable interpretation of the statute is to include election day within the specified period."

## Hooks highlights opening of NATRA convention

Black broadcasters of National Association of Radio and Television Announcers moved into banquet and meeting hall of Marriott hotel in Philadelphia just as Daughters of the American Revolution convention was moving out last Thursday (Aug. 17). Speech by FCC Commissioner Ben Hooks captivated early conversation at four-day meeting.

At news conference Thursday evening Mr. Hooks said his staff was working on proposals for improving minority hiring practices to be presented to commission "before month of September is out." In speech that night he railed against poor representation of minorities in station ownership, commercial and public-broadcast employment and on FCC staffs.

"We're going to have a revolution in the communication industry," he said. "When we leave [FCC], you can say 'It ain't what it used to be.' My job is opening doors, and your job is to walk through."

Mr. Hooks's speech repeatedly brought convention to its feet, received two standing ovations at its end.

## Blacks' say on WETA-TV

If noncommercial WETA-TV (ch. 26) Washington can request from FCC drop-in on channel 12 in that city, why couldn't black group command VHF allocation of its own? That was thrust of editorial in August edition of *Black Communicator*, newsletter published by Urban Communications Group in Washington.

*Black Communicator*, whose publisher is UCG president (and former FCC aspirant) Ted Ledbetter, stated following:

"If the FCC decides to experiment with new VHF allocations in major markets (referring to possible grant of WETA-TV application), we expect it to consider two facts: That none of the 697 commercial TV stations is black owned; and that none of the 221 noncommercial (public) TV stations is black owned."

Editorial went on to assert that WETA-TV, which operates in city that is 71% black, "could have been a leader in non-

commercial minority programming and employment. Instead it chose to ignore 600,000 blacks."

And referring to recent claim by WETA-TV President Donald Taverner that station is moving to reflect needs of black community, *Black Communicator* states: "We certainly hope that WETA is successful in those endeavors; but we don't feel that such promises should provide them with any advantage over those they have neglected in the past for the right to operate a new station."

## NAB insecure with FCC log-review requirements

National Association of Broadcasters wants clarification of new FCC operator requirements for AM stations employing directional antennas.

In letter to Wallace E. Johnson, chief of commission's Broadcast Bureau, NAB General Counsel John Summers asked for interpretation of provision of new rules requiring chief operators at such stations to review technical logs on daily basis.

Mr. Summers indicated several questions put at issue by this requirement. For instance, he asked, is commission asking that chief operator review logs prepared only by third-class license holders (who were given added authority of performing routine maintenance chores in new operator requirements), or is it requiring such review of logs prepared by all employees, regardless of licensed degree? And, does new rule refer only to logs prepared during hours of directional operation, or all day long?

Mr. Summers said clarification is necessary in light of uncertainty about rule's applicability to third-class licensees employed on part-time basis.

## Standing up for translators

Association of Maximum Service Telecasters has come out against proposal that would allow television set manufacturers to drop channels 70-83 from units they produce after November 1975 (BROADCASTING, July 31).

Proposal by Electronic Industries Association's Consumer Electronics Group, AMST told FCC last week, would force off some 800 translator stations now operating on channels 70-83. Those frequencies have been re-allocated to land-mobile radio services, but commission would allow translators with assignments in that bandwidth to continue operating there unless land-mobile interest laid claim to channel.

AMST acknowledged that many translators on these frequencies have expressed intention to voluntarily move to lower channels. But, it claimed, such migration should not be forced, as EIA group has suggested, in absence of new land-mobile tenants. It claimed that in remote areas with heavy translator concentration but little potential for land mobile, translators could operate on channels 70-83 "for many years, if not indefinitely."

## Up year for AT&C

American Television & Communications Corp., Denver, major cable-TV operator which last month announced plans to merge with Cox Cable Communications Inc. (BROADCASTING, July 24), reported that its net income for fiscal 1972 nearly doubled over profits of the previous fiscal year. For the year ended June 30:

	1972	1971
Earned per share	\$ 0.42	\$ 0.14
Revenues	14,798,173	11,331,406
Net income	1,452,239	732,387
Shares outstanding	2,382,087	2,172,169

Note: 1971 figures restated to include acquisitions on a pooling-of-interests basis.

## Relay trade

United Video, microwave relay system owned by LVO Cable, multiple-CATV owner, has acquired Microwave Relay Services from Scientific-Atlanta Inc., Atlanta, in stock transaction that makes Scientific-Atlanta 15% owner of LVO Cable. Transferred to United Video in separate cash transaction was MRS's 150-mile Florida relay system, bringing to 1,250 number of route miles now owned by United Video. Also transferred to United Video were applications for new microwave relay links totaling 8,500 miles, plus 19 applications for multipoint distribution service applications in that

many cities (see page 36). United Video has three of its own MDS applications pending before FCC.

## Training ground

Full Opportunity Committee of New York Chapter of the National Academy of Television Arts and Sciences is beginning training program for minority-group members on Aug. 29, covering technical phases of television. Thirty-five trainees will be instructed in video-tape and film editing, set design, wardrobe, props and Cinematography. Group will meet once weekly for 12 weeks for two-hour sessions. Studio facilities, equipment and personnel are being contributed by Doyle Dane Bernbach, CBS and Richards & Myers Films Inc.

## Larger quarters

RCA has begun construction on 34,000-square-foot addition to its color television picture-tube plant at Scranton, Pa. Completion of expansion is scheduled for Feb. 1, 1973, at which time plant will have total area of more than 442,900 square feet, spokesman said. RCA also leases 120,000 square feet of warehouse space on property bordering plant site.

## Head of GE syndication subsidiary resigns

Lawrence O'Daly has resigned as president of Tomorrow Syndication, subsidiary of Tomorrow Entertainment Inc. No reason was given for resignation, and successor is expected to be named shortly. Tomorrow Syndication handled distribution of *Pro Football from Canada*, which suspended telecasts last Wednesday (Aug. 16) after eight weeks on air (see page 34). Tomorrow Entertainment is subsidiary of General Electric Co.

## ABC News official dies

John T. Madigan, 60, director of special projects, ABC News, New York, died last Thursday (Aug. 17) at St. Barnabas hospital in Livingston, N.J. He had served ABC News in various executive capacities since 1943 except for period from 1954 through 1959 when he was program manager of WMTW-TV Poland Springs, Me. In 1948 he produced ABC's first television coverage of national political conventions, fed to 14 cities. He is survived by his wife, Frances, and five daughters.

## Backing for art programs

National Endowment for the Arts announced Friday (Aug. 18) awarding of 47 grants, totaling \$535,939 in its public media program. Purpose of grants is to encourage high artistic quality in television, radio and film, and to increase "accessibility and understanding" of nation's finest films. Largest individual grant was \$50,000 to New York's Educational Broadcasting Corp., to support production of 90-minute special on American Ballet Theater.

## Headliners



Mr. Lawrence

Dick Lawrence, VP and director of syndicated sales, Independent Television Corp., New York, and Leonard I. Kornblum, VP and treasurer, elected executive VP's. Mr. Lawrence, with ITC since 1970, had been VP and sales manager of United Artists Television, syndication division, and general manager of World Broadcasting System. Mr. Kornblum, with ITC since 1958, is in charge of finance and administration at ITC.

Needham, Harper & Steers has restructured top management of its New York division. Richard J. Keegan, senior vice president and director of client services, was named deputy director of division. Robert B. MacDonald, NH&S vice president and director of media since 1970, adds title of general manager, New York division, and continues responsibility of media director. Frank F. Kirkpatrick, vice president and management representative, was named manager of client services department.



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It's exhausting.

Because with National there's no

fooling around.

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And all those Green Stamps we have to count out. It's not enough to be like everyone else and just smile and say thanks.

No, we have to smile and say thanks with S&H Green Stamps.\*

And then there are all those reservations we have to keep track of. With business so

good, you wouldn't think that National would get so uptight about, well, goofing a reservation now and then.

With us, though, reservations are sacred.

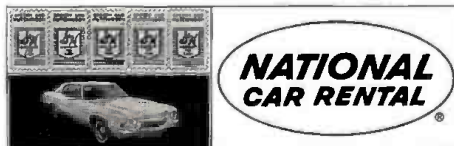
As you can see, it's no cinch working for a company that does things the way National does.

But they figure that the more you have to offer the more people will take advantage of what you offer.

So far, it looks like they're right.

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# Datebook®

### This week

Aug. 20-23—Fall conference, *American Marketing Association*. Rice hotel, Houston.

Aug. 21-23—*Republican national convention*. Miami Convention Center, Miami Beach.

Aug. 22—Annual meeting of shareholders of *Ampex Corp.* Offices of company, 401 Broadway, Redwood City, Calif., 3 p.m.

Aug. 25-27—Fall meeting, *West Virginia Broadcasters Association*. Featured speakers: Richard E. Wiley, FCC commissioner; Henry King, United States Brewers Association; Arthur V. Weinberg, Washington lawyer; Paul Miles, WCAW(AM) and WVAF(FM) Charleston, W. Va. Greenbrier, White Sulphur Springs.

### Also in August

Aug. 29-31—Workshop-seminar on lighting for TV, sponsored by *Kilegi Bros.* at University of Georgia TV studios, Athens. Fee is \$250. Contact: Wheeler Baird, Kilegi Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

### September

Sept. 1—Deadline for entries, *U.S. Television Commercials Festival*. Information: 4415 West Harrison Street, suite 230B, Hillside, Ill. 60162.

Sept. 4-8—*International Broadcasting Convention*. Grosvenor House, London.

Sept. 7-9—Annual convention, *Louisiana Association of Broadcasters*. MonteLeone hotel, New Orleans. Featured speakers: Governor Edwin E. Edwards of Louisiana, John Summers, National Association of Broadcasters, and Robert R. Ewson, former FCC official.

Sept. 8-10—*New York State Associated Press Broadcasters Association* meeting. Sagamore hotel, Bolton Landing, Lake George.

Sept. 11—Regional sales clinic, *Radio Advertising Bureau*, Executive motor inn, Buffalo, N.Y.

Sept. 11-12—Eighth annual convention, *Nevada Broadcasters Association*. Hotel Tropicana, Las Vegas.

Sept. 12—Regional sales clinic, *RAB*, Sheraton O'Hare motor inn, Chicago.

Sept. 13-15—Annual convention, *Michigan Association of Broadcasters*. Hidden Valley. Principal speakers: Senator Robert P. Griffin (R-Mich.), FCC Commissioner Richard Wiley, and FCC Secretary Ben F. Waple.

Sept. 14—One-day radio seminar co-sponsored by *Radio Advertising Bureau* and *American Association of Advertising Agencies*. St. Francis hotel, San Francisco.

Sept. 14—Meeting, *San Francisco chapter, National Academy of Television Arts and Sciences*. Clay Whithead, director of Office of Telecommunications Policy, will be speaker. Mark Hopkins hotel.

Sept. 14-15—Fall meeting, *Florida Cable Television*. Ramada Inn, Fort Walton.

Sept. 15—Luncheon meeting, *Pacific Pioneer Broadcasters*. Sportsmen's Lodge, Los Angeles.

Sept. 15—Annual FCC luncheon, *International Radio and Television Society*. Speaker: FCC Chairman Dean Burch. Hotel Hilton, New York.

Sept. 15-17—*American Women in Radio and Television*, Southern area conference. Sheraton motor hotel, Nashville.

Sept. 15—*American Society of Composers, Authors and Publishers* awards dinner. Hillwood country club, Nashville.

Sept. 19—Regional sales clinic, *RAB*, Hilton inn (Sea-Tac) airport, Seattle-Tacoma, Wash.

Sept. 19-21—Video *Expo III*, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and workshops to be held. Sponsored by The Knowledge Industries Publications. Information: (914) 428-5400. Commodore hotel, New York.

Sept. 20—Regional sales clinic, *RAB*, Pittsburgh Hilton, Pittsburgh.

Sept. 20-22—Annual convention, *CBS Radio Network Affiliates*. Arizona Biltmore hotel, Phoenix.

Sept. 21—Regional sales clinic, *RAB*. Ponchartrain, Detroit.

Sept. 21-22—Fall conference, *Oregon Association of Broadcasters*. Kah-nee-ta resort, Warm Springs.

Sept. 21-23—Annual convention, *Minnesota Broadcasters Association*. Arrowwood, Alexandria.

Sept. 22—Regional sales clinic, *RAB*. Carousel Inn, Cincinnati.

Sept. 22-24—*AWRT* Northeast area conference. Mohonk Mountain House, Lake Mohonk, N.Y.

Sept. 24-26—Annual convention, *Nebraska Broadcasters Association*. Yancy hotel, Grand Island.

Sept. 25—Regional sales clinic, *RAB*. Sheraton motor inn, Charlotte, N.C.

Sept. 25-28—Annual conference, *Institute of Broadcasting Financial Management*. Fairmont hotel, San Francisco.

Sept. 26—Regional sales clinic, *RAB*. Hilton Inn, airport, Atlanta.

Sept. 27—Regional sales clinic, *RAB*. Sheraton-Orlando Jet Port inn, Orlando, Fla.

Sept. 29 - Oct. 1—*AWRT* Western area conference. El Mirador, Palm Springs, Calif.

Sept. 29 - Oct. 1—Fall convention, *Illinois News Broadcasters Association*. Speakers include Raymond Shafer, Teleprompter chairman. Ramada Inn, Champaign.

### October

Oct. 1—Deadline for nominations, *1973 Abe Lincoln Awards*. Box 12157, Fort Worth 76116.

Oct. 1-3—Meeting, *Pacific Northwest CATV Association*. Redpath hotel, Spokane, Wash.

Oct. 3—Regional sales clinic, *RAB*. Colonnade, Boston.

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

Oct. 4—Regional sales clinic, *RAB*. Sheraton inn-airport (LGA), New York.

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

Oct. 6—Regional sales clinic, *RAB*. Sheraton Baltimore inn, Baltimore.

Oct. 6-8—*AWRT* West Central area conference. Chase Park Plaza, St. Louis.

Oct. 6-9—National meeting, *Theta Sigma Phi* (professional women in communications). Marriott hotel, Houston.

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

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

Oct. 10—Regional sales clinic, *RAB*. Sheraton-Peabody, Memphis.

Oct. 10—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. 11-12—Television commercials workshop, *Asso-*

### Major meeting dates in 1972

Aug. 21-23—*Republican national convention*. Miami Convention Center, Miami Beach.

Sept. 25-28—Annual conference, *Institute of Broadcasting Financial Management*. Fairmont hotel, San Francisco.

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*. Statler Hilton hotel, Boston.

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

Nov. 15-18—*Sigma Delta Chi* national convention. Statler Hilton, Dallas.

Nov. 26-29—Annual meeting, *Association of National Advertisers*. Cerromar Beach hotel, Dorado Beach, Puerto Rico.

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

ciation 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, *RAB*. Hilton Inn, Dallas.

Oct. 13—Regional sales clinic, *RAB*. Sheraton Inn-airport, Denver.

Oct. 13-15—*AWRT* East Central area conference. Terrace Hilton hotel, Cincinnati.

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

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, *RAB*. Muehlebach, Kansas City, Mo.

Oct. 17—Regional sales clinic, *RAB*. Burlingame Hyatt House, San Francisco.

Oct. 18—Regional sales clinic, *RAB*. Sheraton Bloomington, Minneapolis.

Oct. 18-21—*WSM(AM)*'s 47th Grand Ole Opry Birthday Celebration and Disc Jockey Convention. Municipal auditorium, Nashville. For information on registration write: P.O. Box 100, Nashville, 37202.

Oct. 19—Regional sales clinic, *RAB*. Wilshire Hyatt House, Los Angeles.

Oct. 19—Regional sales clinic, *RAB*. Regency Hyatt House, Chicago.

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

Oct. 19-21—Annual fall meeting, *Missouri Broadcasters Association*. Plaza Inn, Kansas City.

Oct. 20-22—*AWRT* Southwest area conference. Sheraton Fort Worth, Fort Worth.

Oct. 20-28—*International Film, TV Film and Documentary Market (MIFED)*. Advance bookings should be made prior to Sept. 25. MIFED, Largo Domodossola 1 20145 Milan, Italy.

Oct. 22-27—112th semiannual technical conference and equipment exhibit, *Society of Motion Picture and Television Engineers*. Century Plaza hotel, Los Angeles.

Oct. 24-26—Workshop-seminar on lighting for TV, sponsored by *Kilegl Bros.* at *KPRC-TV* Houston. Fee is \$250. Contact: Wheeler Balrd, Kilegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101.

Oct. 26—Newsmaker luncheon on programing, *International Radio and Television Society*. Panel: network program executives Fred Silverman of CBS, Marty Starger of ABC and Larry White of NBC. Plaza hotel, New York.

Oct. 27-29—*AWRT* Mid-east area conference. Ramada Inn, Louisville.

Oct. 27-29—Fall convention, *Texas Association of Broadcasters*. Fairmont hotel, Dallas.

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

Oct. 31—Fall conference, *National Association of Broadcasters*. The Brown Palace hotel, Denver.

## November

Nov. 2—Fall conference, *National Association of Broadcasters*. Sands hotel, Las Vegas.

Nov. 2-3—Central region conference, *American Association of Advertising Agencies*. Ambassador hotel, Chicago.

Nov. 9—Fall conference, *National Association of Broadcasters*. Sheraton Plaza hotel, Boston.

Nov. 10-12—Meeting, board of directors, *AWRT*. Americana Bal Harbour, Miami Beach.

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

Nov. 13-14—18th annual meeting of *Advertising Research Foundation*. Hilton hotel, New York.

Nov. 14—Fall conference, *National Association of Broadcasters*. Hilton Palacio del Rio hotel, San Antonio, Tex.

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

Nov. 15-18—*Sigma Delta Chi* national convention. Statler Hilton, Dallas.

Nov. 16—Fall conference, *National Association of Broadcasters*. Chase Park Plaza hotel, St. Louis.

Nov. 21—Fall conference, *National Association of*



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without  
**Lincoln-Hastings-Kearney**

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- Check the top station dominance\* 60% Total Day Share, 54% Prime-Time, 65% Early Evening, 85% Late Evening.
- Check with Avery-Knodel.

\*Source: ARB Feb./March, 1971



*The Feltz Stations*

RADIO  
KOLN 94.50  
KGIN 94.50  
KGIN 94.50  
KGIN 94.50  
KGIN 94.50

TELEVISION  
KOLN-TV  
KGIN-TV

WIDE TV GRAND RAPIDS ALABAMA  
WIDE TV GRAND RAPIDS ALABAMA  
KOLN-TV LINCOLN, NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.  
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**KOLN-TV / KGIN-TV**

LINCOLN, NEBRASKA  
1500 FT. TOWER

GRAND ISLAND, NEBRASKA  
1069 FT. TOWER

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- 1972 Yearbook \$14.50 (If payment with order: \$13.)
- Payment enclosed
- Bill me

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

Broadcasters. Regency Hyatt House hotel, Atlanta.  
 Nov. 26-29—Meeting, Association of National Advertisers. Cerromar hotel, Dorado Beach, Puerto Rico.  
 Nov. 27-30—Conference, North American Broadcast Section of World Association for Christian Communication. Tides hotel, St. Petersburg, Fla.  
 Nov. 27 - Dec. 3—National Broadcast Editorial Conference, held this year in connection with Radio-Television News Directors Association convention. Contact: NBEC Chairman Dillon Smith, editorial director, WMAQ-TV Chicago 60654. Paradise Island, Nassau, Bahamas.  
 Nov. 28-30—Workshop-seminar on lighting for TV,

sponsored by Kliegl Bros. Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101. San Francisco.  
 Nov. 28 - Dec. 1—Annual convention, Radio-Television News Directors Association. Nassau, Bahamas.  
 Nov. 30 - Dec. 2—Bill Gavin Radio Programming Conference. St. Francis hotel, San Francisco.

### December

Dec. 7-8—Winter meeting, Arizona Broadcasters Association. Mountain Shadows, Scottsdale.

## Open Mike®

### Academic view

EDITOR: Regarding your editorial comment in the July 31 issue: When will you (and some broadcasters) understand that the "press" and broadcasting are not the same thing.

Section 315 is absolutely essential. For to argue against it is to say that "we do not care to have all the candidates for an office talk to the people." Who cares if there are 10 persons running for an office? That is what this country is all about. And that is what radio and television should be all about: namely, to provide a platform for exposure.—George Schwartz, assistant to the dean, School of Communications, Graham Junior College, Boston.

### Right man, wrong job

EDITOR: Your July 24 issue states correctly that William J. Bresnan, newly elected president of Teleprompter Corp., is chairman of the National Cable Television Association. [Teleprompter Executive Vice President] Hubert J. Schlafly, however, not Mr. Bresnan, is chairman of the Broadband Communications Section of the Electronics Industries Association.—John R. Barrington, vice president, public relations, Teleprompter, New York.

### Double standards?

EDITOR: I don't understand why broadcasters are so upset with the language used by J. B. Stoner, [former] candidate

for the U.S. Senate (BROADCASTING, Aug. 7).

Television character Archie Bunker, though not using the same words, uses language similar to Mr. Stoner's and with the same message in mind. When Bunker expresses his racism, America thinks it's cute, and he becomes the dominant example for situation comedies.

So why is everybody disturbed when a politician tries to get into the act?—Steven Short, Simpson, Ill.

### Initial error

EDITOR: In your July 31 issue, an item appears concerning the decision of A&M Records to use the Sansui matrix encoding system in a four-channel disc version of Joan Baez's "Come from the Shadows." Sansui's system is not "called the SS system," as you state. It was designated the QS coding system when first under development years ago and has been so identified during two years or so of commercial application, in recording and broadcasting, in the United States and worldwide.—Sidney C. Silver, Frank Barth Advertising, New York.

### Consciousness praising

EDITOR: "Olivetti girls aren't forever" (Aug. 7) is going to give me quite a few suggestions for my speaking dates as well as for my programs. The facts are great, and the copy itself makes sense—every word of it.—Susan Bond, WMTR(AM) Morristown, N.J.

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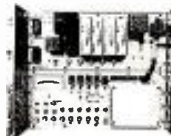
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R-200/950 RECEIVER



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The newswEEKly of broadcasting and allied arts

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\* Reg. U.S. Patent Office.

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# Monday Memo

A broadcast advertising commentary from Horace D. Nalle, senior vice president, N. W. Ayer & Son, Philadelphia

## Broadcast, the image builder for the local retail merchant

The idea of hawking one's wares in the marketplace is not exactly a new one. But local merchants are once again finding that it pays to be vocal.

Although the bulk of their budgets still goes into newspaper lineage, more and more local retailers are finding that broadcast can effectively supplement items pictured and priced in print.

The trend is significant. In the last five years, television commercials placed by food stores, for example, have more than doubled (see chart). There are other significant trends. These have to do with the way broadcast is being used. And they reflect changes taking place throughout all of advertising.

First, the trend toward candor and simplicity. Some of this is undoubtedly prompted by the rise in consumerism—and the Federal Trade Commission. And the industry's own internal efforts to clean house. But much of it is also inspired by the way people today respond to interesting, honest commercials.

One large food chain, Pathmark, increased its gross sales last year by 40% when it began to project on the tube an image of quiet reasonableness. It used a convincing spokesman to explain simply and clearly such things as unit pricing, open dating, and the only difference ("a couple of pennies") between national and store brands.

The most visible and successful advertiser of them all, Sears, has put its fate in the hands of the gods and used live television to prove that its power mower starts on the first pull every time—almost. One or two failures clinched the success of the series.

Sears is into radio and television in a big way, and behind it all is the Sears creative credo which contains such disarming statements as: "We cannot bore people into buying our product" and "When we mislead customers, we become our own biggest competition."

Simplicity and candor—they're gaining, which means we're all gaining. It's a trend worth applauding.

Another is the trend toward smarter positioning. Applied to retailing, positioning simply means the creation of a distinctive image for a store, a difference, a unique personality.

Barney's, a men's clothing outlet in New York, has built itself an image as the clothier of local, budget-minded celebrities mainly on the strength of its radio and television campaigns. One of its award-winning TV commercials shows children on a brownstone stoop rapping about what they're going to be when they grow up. Casey says he's going to be a ballplayer. Fiorello says he's going to be



Horace D. Nalle has served N. W. Ayer & Son in production, marketing, account management and business development capacities. He joined the agency in 1946; from 1953 to 1964 he was with Erwin Wasey, Ruthrauff & Ryan. He was elected an Ayer vice president in 1965 and a senior vice president and management supervisor in 1967. He was named to his present post in Ayer's Philadelphia office in 1971

a mayor. Barney observes: "You're all going to need clothes."

Another image-maker is Levitz, the furniture phenomenon, and one of the

fastest growing retailers in the East. Levitz is using television to help position itself as the discount warehouse.

This in itself is a trend in furniture/department store advertising. Historically, furniture brands have been unimportant. The store name was all important. Yet discount operation brings with it the need to establish "standards of quality." Recognized brands become those standards, and retailers are giving them greater and greater prominence. The shift has come in the last five years and will grow.

Price-and-item advertising belongs in newspapers. On the other hand, broadcast is the better medium for creating images. Even small retail operators are beginning to see the wisdom of using both: the papers for the prices, but radio and television for the picture a prospective customer will have in his head when he or she sets out to shop. The local merchants now are beginning to realize that an over-all image is just as important as their day-to-day bargains.

Which leads to a third trend: increased agency participation in retail advertising. Here at Ayer, we handle a number of retail accounts and have introduced many of them to broadcast.

One of them in our Philadelphia region is the First Pennsylvania Bank, largest in the city with deposits of close to \$3.7 billion.

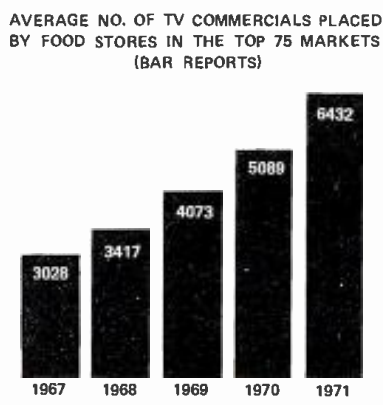
Bank advertising has shown a great deal more vitality in the past few years, due in no small part to agency involvement. Creative people are at the other end of the spectrum from bankers. They see things differently and can sometimes capture an idea that escapes the rest of us.

Everybody knows that, come the end of the year, lots of workers get bonuses. But how to persuade people to put these windfalls to work in First Pennsylvania Bank? The creative mind says you do it with music. You create a series of commercials around the lyrics, "Don't sit on it, Mabel," and you watch as the deposits pour in.

A retailer who is thinking of going into broadcast on any kind of a continuing schedule probably needs an agency. First, he needs the agency to tell him whether he belongs there; second, to make sure he gets the best schedule; third, to keep his commercials from getting lost in the clutter.

Creative excellence does not always mean high production costs. Ingenuity is still better economy than cost accounting, any day. And it may surprise you to learn that most agencies today offer their services on an affordable a la carte basis. You don't have to order the whole thing.

In fact, you don't have to go the broadcast route at all. Unless you want to grow and prosper—and have fun.



## TV sales: a record in the making after two bleak years

**Recovery-plus is now predicted as networks move toward sell-out in fourth quarter, spot buyers turn out in force and local billings keep riding that rising curve**

The return to a sellers' market in the television business has broadcast-sales executives projecting dramatic gains in 1972. In that context, the FCC's official word last week that 1971's performance in national sales was indeed dismal—even when compared with a soft 1970—only underscored the industry belief that it is at last in a genuine recovery.

Hopes are at the optimum for all areas of the business—network, spot and local. Of the three, only local has consistently posted annual gains since 1969.

The issuance of the FCC's 1971 report (see story page 15) revived memories of a year troubled with the withdrawal of cigarette advertising, budget cuts by other advertisers, a faltering economy and an erosion in television's price structure. Those memories have faded this year.

A BROADCASTING sampling of key station-representation companies, network officials and other sales authorities last week elicited nothing but positive reports.

Sales executives said that the first wave of sales improvement this year, detected early in the spring, was but a signal for what was to follow—a flood of calls for availabilities and subsequent orders. Moreover, it is noted, the TV recovery is being supported by an upturn in the general economy.

Network-TV billings, first to feel the buoyancy (as early as the fall of 1971), were on the move in early 1972 and have been gaining momentum. Network schedules for the fourth quarter are virtually sold out.

What is perhaps the soundest evidence of recovery: reports by both network and spot salesmen that prices have firmed. They note that advertisers volunteer, through their agencies, that they are prepared to pay higher cost-per-thousand.

A rise in C-P-M's is at the opposite extreme of the business situation that existed in 1971. Last year many broadcasters were forced to sell commercial time at what one source remembered last week as the "best rate available," which in most cases meant substantially below published rates.

National spot, enjoying its first solid advances since 1969, anticipates a healthy fourth quarter. With networks almost locked in, spot advertisers have been placing fall campaigns two to three weeks earlier than the usual buying season.

Most reps observed that advertisers and their agencies took the general advice offered a few months ago to move early and stake out their positions in fall schedules ("Closed Circuit, May 29). As expressed by a major rep at that time, agencies were encouraged to "buy earlier, be prepared to spend more per gross rating point and with less opportunity for immediate pre-emptibles."

The Television Bureau of Advertising is now predicting "conservatively" that network-TV billings should be up some 8% over 1971, spot up at least 10% and

local up some 20% ("Closed Circuit," Aug. 14).

Even the more conservative among the forecasters now believe that 1972 sales, based on current momentum, will exceed 1970's. (One authority said 1970 will be passed "easily.")

Station reps were unanimous in tracing the pattern of spot sales in 1972. Initially sales ran just a few percentage points above last year's pace. But by March spot volume was going up, and fast. Reps sampled last week said the percentage of increase ranged from 10% to almost 20% for the first half of the year. The months of July and August were rather flat at some shops but ahead of last year at others.

For the full year to date, according to the reps surveyed, spot volume at their companies will be up from a low of 7% to a high of almost 20%. About a third of the reps put the range at approximately 12% for the year. A similar number predicted a gain of 15% or better.

The flow is said to be coming from all advertiser sources, with no specific group responsible.

Several reps, without prodding, offered

**Broadcast revenues, expenses and income of television networks and stations, 1970-1971**  
(in millions of dollars)

	1971	1970	% Change 1970-1971
<b>Broadcast revenues<sup>1</sup></b>			
3 networks	\$1,094.1	\$1,144.6	- 4.4
15 network owned-and-operated stations	284.8 <sup>2</sup>	312.5	- 8.9 <sup>2</sup>
All other stations			
491 VHF	1,223.3	1,226.6	- 0.3
182 UHF	148.2	124.5	+19.0
Subtotal	1,371.4	1,351.1	+ 1.5
<b>INDUSTRY TOTAL</b>	<b>\$2,750.3</b>	<b>\$2,808.2</b>	<b>- 2.1</b>
<b>Broadcast expenses</b>			
3 networks	\$1,040.5	\$1,094.5	- 4.9
15 network owned-and-operated stations	193.6 <sup>2</sup>	195.1	- 0.8 <sup>2</sup>
All other stations			
491 VHF	946.3	894.7	+ 5.8
182 UHF	180.8	170.0	+ 6.4
Subtotal	1,127.2	1,064.7	+ 5.9
<b>INDUSTRY TOTAL</b>	<b>\$2,361.2</b>	<b>\$2,354.4</b>	<b>+ 0.3</b>
<b>Broadcast income (before federal income tax)</b>			
3 networks	\$ 53.7	\$ 50.1	+ 7.2
15 network owned-and-operated stations	91.2	117.3	-22.3
All other stations			
491 VHF	277.0	331.9	-16.6
182 UHF	(32.7)	(45.5)	-
Subtotal	244.3	286.4	-14.7
<b>INDUSTRY TOTAL</b>	<b>\$ 389.2</b>	<b>\$ 453.8</b>	<b>-14.2</b>

<sup>1</sup> Net, after commissions to agencies, representatives and brokers, and after cash discounts.

<sup>2</sup> In 1970 and in prior years, the commission paid on nonnetwork sales by one network's owned-and-operated stations to a sales-representative firm owned by the same network were reported as selling expenses of the stations rather than as deductions from sales. Starting with 1971, the owned-and-operated stations of all three national networks report station-representative fees as a deduction from sales. If this network's stations had reported under its old procedure, the 1971 broadcast revenue and broadcast expense figures would be slightly higher. Income figures are not affected.

Note: Data for 1971 is for three networks and 688 stations (506 VHF including 20 satellites that filed a combination report with their parent station and 182 UHF including eight satellites that filed a combined report with their parent station). Data for 1970 is for three networks and 686 stations (506 VHF including 19 satellites that filed combination reports with their parent station and 180 UHF including eight satellites that filed combined reports). Last digits may not add to totals because of rounding.

comments on 1973. One saw "a good deal of strength." Another said: "We can't help but be bullish for 1973." A third had no reservations about 1973: "It'll be a helluva year for us."

**Official word on TV in 1971: revenues, \$2.75 billion, off 2.1%; profits, \$389 million, off 14.2%**

The FCC confirmed last week what everybody knew already: The prohibition of cigarette business in 1971 cost television dearly. Total television revenues in 1971 were 2.1% below those of 1970, the last year of cigarette adver-

tising on the air. In 1970 cigarettes had accounted for 6% of total revenues.

Profits suffered accordingly. Total industry income before federal income tax was \$389 million in 1971, 14.2% below the \$453 million of 1970—which itself was \$100 million off the record profits of \$553 million in 1969. The profit decline in 1970 was largely due to a sharp upswing in expenses, from \$2.24 billion in 1969 to \$2.35 billion, and a plateauing of revenues. In 1971 broadcasters almost kept the lid on costs, which rose slightly to \$2.36 billion.

In 1971 profits represented 14% of

revenues of \$2.75 billion; in 1970 they were 16% of revenues of \$2.8 billion.

The FCC's report for 1971 put advertising expenditures in network television at \$1.49 billion, down 3.9% from 1970; in spot at \$1.02 billion, down 7.2%, and in local at \$666 million, up 13%. These figures include a total of \$513 million in advertising-agency commissions, but do not include costs of commercials or programs furnished by advertisers.

Details appear in the accompanying tables (on this spread and through page 20), released by the FCC.

**Revenue and expense items for all TV stations reporting, 1971 (in thousands of dollars)**

	Individual Items	Totals	Individual Items	Totals
<b>Broadcast revenues</b>				
<b>A. REVENUES FROM THE SALE OF STATION TIME:</b>				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)				
	\$ 227,438			
Sale of station time to other networks (before line or service charges)				
	2,466			
Total				
		\$ 229,904		
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers):				
Sale of station time to national and regional advertisers or sponsors				
	1,013,192			
Sale of station time to local advertisers or sponsors				
	636,834			
Total				
		1,650,026		
Total sale of station time				
		1,879,930		
<b>B. BROADCAST REVENUES OTHER THAN FROM SALE OF STATION TIME (after deduction for trade discounts but before cash discounts and before commissions):</b>				
(1) Revenue from separate charges made for programs, materials, facilities and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors				
	9,659			
(b) to local advertisers or sponsors				
	28,620			
(2) Other broadcast revenues				
	27,000			
Total broadcast revenues, other than from time sales				
		65,279		
<b>C. TOTAL BROADCAST REVENUES</b>				
		1,945,209		
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employees) and less cash discounts				
	289,102			
<b>D. NET BROADCAST REVENUES</b>				
		\$1,656,107		
<b>Broadcast expenses</b>				
<b>TECHNICAL EXPENSES:</b>				
Technical payroll*				
			\$ 125,731	
All other technical expenses				
			57,066	
Total technical expenses				
				\$ 182,797
<b>PROGRAM EXPENSES:</b>				
Payroll* for employees considered "talent"				
			211,570	
Payroll* for all other program employees				
			179,632	
Rental and amortization of film and tape				
			1,282	
Records and transcriptions				
			14,185	
Cost of outside news services				
			9,736	
Payments to talent other than reported above				
			35,467	
Music-license fees				
			18,241	
Other performance and program rights				
			93,313	
All other program expenses				
				563,426
Total program expenses				
<b>SELLING EXPENSES:</b>				
Selling payroll*				
			80,536	
All other selling expenses				
			81,900	
Total selling expenses				
				162,436
<b>GENERAL AND ADMINISTRATIVE EXPENSES:</b>				
General and administrative payroll*				
			79,461	
Depreciation and amortization				
			104,556	
All other general and administrative expenses				
			227,221	
Total general and administrative expenses				
				411,238
<b>TOTAL BROADCAST EXPENSES</b>				
				\$1,319,897
* Payroll includes salaries, wages, bonuses and commissions.				
2 Total payroll: \$497,298.				
<b>Broadcast income</b>				
Broadcast revenues				
				\$1,656,215 <sup>3</sup>
Broadcast expenses				
				1,320,715 <sup>3</sup>
Broadcast operating income or (loss)				
				335,499
Total of any amounts included in expenses line which represent payments (salaries, commissions, rents, etc.) for services or materials supplied by the owners or stockholders or any close relative of such persons				
				18,092

Note: Last digits may not add to totals because of rounding.

**Broadcast financial data of 3 national television networks and 688 stations, 1971 (in millions of dollars)**

	Networks	% change over previous year	15 owned and operated TV stations	% change over previous year	673 other TV stations <sup>1</sup>	% change over previous year	Total 3 networks and 688 stations <sup>1</sup>	% change over previous year
<b>Broadcast revenues, expenses, and income</b>								
Sales to advertisers for time, programs, talent, facilities, and services.								
Network sales								
	\$1,487.5	( 3.8)						
Deduct: Payments to owned and operated stations								
	35.7	( 9.4)						
Deduct: Payments to other affiliated stations								
	191.3	( 2.5)						
Retained from network sales								
	1,260.5	( 3.8)	\$ 35.9 <sup>2</sup>	( 8.9)	\$ 194.0 <sup>2</sup>	( 3.4)	\$1,490.4	( 3.9)
Nonnetwork sales								
To national and regional advertisers								
	—		236.4	(12.5)	786.4	( 5.5)	1,022.8	( 7.2)
To local advertisers								
	—		68.6	18.2	596.9	12.4	665.6	13.0
Total nonnetwork sales								
	—		305.0	( 7.1)	1,383.4	1.5	1,688.4	( 0.2)
Total sales to advertisers								
	1,260.5	( 3.8)	340.9	( 7.3)	1,577.4	0.8	3,178.8	( 2.0)
Sales to other than advertisers								
	57.7	(13.2)	5.3	(14.8)	21.7	3.2	84.7	( 9.7)
Total sales								
	1,318.2	( 4.3)	346.2	( 7.4)	1,599.2	0.9	3,263.5	( 2.2)
Deduct: Commissions to agencies, representatives, etc.								
	224.1	( 3.8)	61.4 <sup>3</sup>	0.0	227.7	( 2.7)	513.2	( 2.9)
<b>TOTAL BROADCAST REVENUES</b>								
	1,094.1	( 4.4)	284.8 <sup>3</sup>	( 8.9)	1,371.4	1.5	2,750.3	( 2.1)
<b>TOTAL BROADCAST EXPENSE</b>								
	1,040.5	( 4.9)	193.6 <sup>3</sup>	( 0.8)	1,127.2	5.9	2,361.2	0.3
<b>TOTAL INCOME (before federal income tax)</b>								
	53.7	7.2	91.2	(22.3)	244.3	(14.7)	389.2	(14.2)

<sup>1</sup> Includes 66 satellites, 28 of which filed combined reports with their parent stations.

<sup>2</sup> Includes payments from networks other than ABC, CBS or NBC.

<sup>3</sup> In 1970 and in prior years, the commissions paid on nonnetwork sales by one network's owned-and-operated stations to a sales representative firm owned by the same network were reported as selling expenses of the stations rather than as deductions from sales. Starting with 1971, the owned-and-operated stations of all three national networks report station-representative fees as a deduction from sales. If this network's stations had reported under its old procedure, the 1971 broadcast-revenue and broadcast-expense figures would be slightly higher and commissions would be lower. Income figures are not affected.

Note: Last digits may not add because of rounding. ( ) Indicates decline.







**Selected expense items of UHF stations classified by volume of revenues, 1971<sup>1</sup> (in thousands of dollars)**

Broadcast revenues	Total Expenses <sup>1</sup>		Salaries/Wages		Film and tape		Talent <sup>3</sup>		Depreciation		Royalties and License Fees <sup>4</sup>	
	Stations reporting	Amount	Average <sup>2</sup>	Stations reporting	Amount	Average <sup>2</sup>	Stations reporting	Amount	Average <sup>2</sup>	Stations reporting	Amount	Average <sup>2</sup>
\$7,500 and over	1	\$ 7,824	\$7,824	1	\$ 1,449	\$1,449	1	\$ 9	\$ 68	1	\$ 1,742	\$1,742
5,000-7,500	1	3,701	3,701	1	816	816	1	1	214	1	76	76
4,000-5,000	4	17,024	4,256	4	4,499	1,124	4	34	1,342	4	2,082	520
3,000-4,000	5	14,745	2,949	5	3,737	747	5	68	1,030	5	278	55
2,000-3,000	15	30,253	2,016	15	10,789	719	15	109	2,599	15	1,212	80
1,500-2,000	31	39,531	1,275	31	15,333	494	31	292	4,045	31	1,049	33
1,000-1,500	15	18,646	1,243	15	6,132	408	15	18	2,285	15	546	36
800-1,000	9	7,897	877	9	2,975	330	9	38	601	9	298	33
700-800	7	4,684	669	7	1,927	275	7	10	584	7	146	20
600-700	11	8,185	744	11	2,884	262	11	6	1,075	11	176	16
500-600	2	837	418	2	359	179	2	1	58	2	38	19
400-500	19	10,780	567	19	3,878	204	19	75	1,689	19	215	11
300-400	10	3,694	369	10	1,289	128	10	3	566	10	73	8
200-300	5	1,735	347	5	597	119	5	24	210	5	20	4
100-200	8	1,066	133	8	440	55	8	1	181	8	12	2
Under 100	143	\$170,810	\$1,194	143	\$ 57,326	\$ 400	143	\$ 696	\$ 16,556	143	\$ 7,971	\$ 57

<sup>1</sup> Stations operating full year only, excluding satellite stations. Not all expense categories are shown, therefore the sum of the categories will not equal total expense.  
<sup>2</sup> The average is calculated from the number of stations reporting that expense category, not from the total number of stations. Not all stations incur expenses in every category, therefore the number of stations reporting in each category may be less than the total number of stations.  
<sup>3</sup> Includes only payment to contractual talent not on the station's payroll.  
<sup>4</sup> Includes music license fees and payments for other performance and program rights except film and tape.

**Selected expense items of VHF stations classified by volume of revenues, 1971<sup>1</sup> (in thousands of dollars)**

Broadcast revenues	Total expenses		Salaries/wages		Film and Tape		Talent <sup>3</sup>		Depreciation		Royalties and License fees <sup>4</sup>	
	Stations reporting	Amount	Average <sup>2</sup>	Stations reporting	Amount	Average <sup>2</sup>	Stations reporting	Amount	Average <sup>2</sup>	Stations reporting	Amount	Average <sup>2</sup>
\$7,500 and over	44	\$ 436,083	\$9,910	44	\$ 156,254	\$3,551	44	\$ 5,809	\$ 18,040	44	\$ 20,163	\$ 458
5,000-7,500	39	163,050	4,180	39	65,053	1,668	39	940	13,360	39	6,491	166
4,000-5,000	29	94,325	3,252	29	38,459	1,326	29	561	6,888	29	3,784	130
3,000-4,000	33	86,022	2,606	33	34,175	1,035	33	405	6,579	33	3,282	99
2,000-3,000	62	125,903	2,030	62	48,369	780	62	547	12,038	62	5,078	81
1,500-2,000	45	67,607	1,502	45	26,744	594	45	281	8,026	45	2,192	48
1,000-1,500	82	88,213	1,075	82	37,025	451	82	240	11,064	82	2,520	30
800-1,000	36	30,290	841	36	12,028	334	36	58	4,367	36	736	20
700-800	14	9,401	671	14	3,714	265	14	20	1,489	14	309	22
600-700	14	9,354	668	14	3,550	253	14	23	1,369	14	242	17
500-600	15	8,278	551	15	3,369	224	15	26	1,004	15	278	18
400-500	14	6,715	479	14	2,630	187	14	33	860	14	186	14
300-400	9	3,546	394	9	1,447	160	9	42	459	9	45	5
200-300	5	1,553	310	5	622	124	5	7	181	5	24	4
100-200	8	1,436	179	8	656	82	8	1	138	8	10	1
Under 100	4	337	84	4	126	31	4	1	51	4	1	1
Total VHF	453	\$1,192,121	\$2,499	453	\$ 434,228	\$ 958	444	\$ 8,999	\$ 65,920	447	\$ 45,350	\$ 101

<sup>1</sup> Stations operating full year only, excluding satellite stations. Not all expense categories are shown, therefore the sum of the categories will not equal total expenses.  
<sup>2</sup> The average is calculated from the number of stations reporting that expense category, not from the total number of stations. Not all stations incur expenses in every category, therefore the number of stations reporting in each category may be less than the total number of stations.  
<sup>3</sup> Includes only payment to contractual talent not on the station's payroll.  
<sup>4</sup> Includes music license fees and payments for other performance and program rights except film and tape.

**Revenue and expense items of three national television networks, 1971**  
(In thousands of dollars)

**Broadcast revenues of networks**

**I. NETWORK REVENUES:**

(a) Revenues from sale of time when program is supplied by advertiser	\$ 47,477
(b) All other advertising revenues	1,440,017
(c) Revenues from stations for cooperative programs	4,191
(d) All other broadcast revenues	53,523
Total gross broadcast revenues	\$1,545,208

**II. DEDUCT:**

(a) Payments to stations	227,003
(b) Commissions to advertising agencies, representatives, brokers, and others, and cash discounts	224,075
Total deductions	\$ 451,078

**III. NET BROADCAST REVENUES** \$1,094,130

**Network broadcast expenses**

**GENERAL CATEGORIES OF EXPENSES:**

Technical expenses	1
Program expenses	\$ 925,031 <sup>2</sup>
Selling expenses	27,645 <sup>2</sup>
General and administrative expenses	87,784 <sup>2</sup>
Total broadcast expenses	\$1,040,460

**SELECTED EXPENSE ITEMS**

Salaries, wages and bonuses of officers and employees engaged in following categories:

(a) Technical	1
(b) Program	131,680
(c) Selling	11,990
(d) General and administrative	45,867
(e) Total (all officers and employees)	189,537

Depreciation of tangible property	21,815
Amortization expense on programs obtained from others (total)	567,002
(a) Feature film shown or expected to be shown in U.S. theaters	113,761
(b) All other feature film	9,841
(c) All other programs	443,400
Records and transcriptions	2,445
Music-license fees	7,389
Other performance or program rights	63,934
Cost of intercity and intracity program relay circuits	60,845
Total expense for news and public affairs <sup>3</sup>	113,204

<b>Broadcast income</b>	
Broadcast revenues	\$1,094,130
Broadcast expenses	1,040,460
Broadcast operating income (or loss)	53,670

<sup>1</sup> Because methods of treating technical and program expense differ among the networks, the two figures have been combined.

<sup>2</sup> In 1969 and 1970, part of the depreciation amount reported under expenses was allocated to each of the four general expense categories. In 1971, all depreciation is allocated to general and administrative expense. For consistency, the data for 1969 and 1970 have been revised by allocating all depreciation to general and administrative expense. (The revision does not affect total expenses.) For 1969, the revised network figures (in thousands of dollars) are: technical and program expense, \$929,663; selling expense, \$31,255; general and administrative expense, \$90,423. For 1970, the revised figures (in thousands of dollars) are: technical and program expense, \$973,814; selling expense, \$32,451; general and administrative expense, \$90,257.

<sup>3</sup> This figure contains some of the costs already shown in other categories above. Costs of sports programs are not included.

**Broadcast expenses of three networks and TV stations in 1971<sup>1</sup> (in thousands of dollars)**

Item	Technical	Program	Technical plus program	Selling	General and administrative	Total broadcast expenses
3 Networks	<sup>2</sup>	<sup>2</sup>	\$ 925,031 <sup>3</sup>	\$27,645 <sup>3</sup>	\$ 87,784 <sup>3</sup>	\$1,040,460
15 Network owned-and-operated stations	\$ 33,000	\$ 98,758	131,758	23,840	37,957	193,555
407 VHF network-affiliated stations	103,471	309,453	412,924	96,322	273,390	782,636
100 UHF network-affiliated stations	14,493	28,021	42,514	12,052	31,504	86,071
Total, 507 network-affiliated stations	150,964	436,232	587,196	132,214	342,851	1,062,282
31 VHF independent stations	17,185	87,121	104,306	15,499	36,124	155,930
45 UHF independent stations	11,400	35,802	47,202	12,413	25,933	85,548
Total, 76 independent stations	28,586	122,924	151,508	27,912	62,057	241,478
Total 598 stations	179,550	559,156	738,704	160,126	404,908	1,303,740
Total three networks and 598 stations	—	—	\$1,863,735	\$187,771	\$492,692	\$2,344,200

<sup>1</sup> Excludes part-year stations, satellite stations and those with less than \$25,000 of time sales.

<sup>2</sup> Because methods of treating technical and program expenses differ among the networks, the two figures have been combined.

<sup>3</sup> In 1970, depreciation was allocated among the four general expense categories. In 1971, all depreciation is included in general and administrative expense. For comparability, the 1970 network figures with depreciation re-allocated to general and administrative expense are (in millions of dollars): Technical and program expense: \$973,814; selling expense: \$32,451; general and administrative expense: \$9257. The revision does not affect total expenses.  
Note: Last digits may not add to totals because of rounding.

**Number of television stations reporting profit or loss by amount of profit or loss, 1971\***

	Total		Network Affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting	453	149	422	101	31	48
Number of stations reporting profits	366	47	352	41	14	6
Profitable stations as percent of total	80.8	31.5	83.4	40.6	45.2	12.5
Number of stations reporting profits of:						
\$5,000,000 or over	14	—	14	—	—	—
3,000,000-5,000,000	22	—	22	—	—	—
1,500,000-3,000,000	36	—	32	—	4	—
1,000,000-1,500,000	41	—	38	—	3	—
600,000-1,000,000	33	1	31	—	2	1
400,000- 600,000	40	3	37	3	3	—
200,000- 400,000	64	8	63	7	1	1
100,000- 200,000	46	11	45	9	1	2
50,000- 100,000	36	9	36	8	—	1
25,000- 50,000	15	5	15	5	—	—
Less than 25,000	19	10	19	9	—	1
Number of stations reporting losses	87	102	70	60	17	42
Unprofitable stations as percent of total	19.2	68.5	16.6	60.0	53.1	85.7
Number of stations reporting losses of:						
Less than \$10,000	5	4	4	3	1	1
10,000- 25,000	9	8	9	8	—	—
25,000- 50,000	15	8	14	7	1	1
50,000-100,000	18	16	15	11	1	5
100,000-200,000	19	19	16	15	3	4
200,000-400,000	14	20	10	13	4	7
400,000 and over	9	27	2	3	7	24

\* Stations operating full year only excluding satellite stations. Profits are before federal income tax.

Number of UHF television stations reporting profit or loss by volume of broadcast revenues, 1971\* (in thousands of dollars)

Revenues of:	Total number of stations reporting	Number of stations reporting profits	Number of stations reporting profits of:					Number of stations reporting losses	Number of stations reporting losses of:						
			\$300 and over	\$200 to \$300	\$100 to \$200	\$50 to \$100	Less than \$50		Less than \$50	\$50 to \$100	\$100 to \$200	\$200 to \$400	\$400 and over		
Over \$2,000	11	5	2	1		1	1	6							6
\$1,000-\$2,000	46	27	6	3	10	5	3	19	1	2	4	5	7		
\$800-\$1,000	15							15	3	3	1	2	6		
\$600-\$800	16	10			1	3	6	6	2	1	2	1	1		
\$400-\$600	13	3					3	10	2	2	3	1	2		
\$200-\$400	30	1		1		1	29	6	6	4	6	9	4		
\$100-\$200	5							5	2		1	1	1		
Less than \$100	13	1						12	4	4	2	2	2		
Totals	149	47	8	4	11	9	15	102	20	16	19	20	27		

\* Stations operating full year only, excluding satellite stations. Profits are before federal income tax.

Number of VHF television stations reporting profit or loss, by volume of broadcast revenues, 1971\* (in thousands of dollars)

Revenues of:	Total number of stations reporting	Number of stations reporting profits	Number of stations reporting profits of:										Number of stations reporting losses	Number of stations reporting losses of:					
			\$5,000 and over	\$3,000 to \$5,000	\$1,500 to \$3,000	\$1,000 to \$1,500	\$600 to \$1,000	\$400 to \$600	\$200 to \$400	\$100 to \$200	\$50 to \$100	Less than \$50		Less than \$50	\$50 to \$100	\$100 to \$200	\$200 to \$400	\$400 and over	
Over \$10,000	30	27	14	10	1	1								3				1	2
\$8,000-\$10,000	11	10		6	2	1								1					1
\$6,000-\$8,000	19	18		6	10	2								1		1			
\$4,000-\$6,000	52	50		21	19		6	2	1		1			2	1	1			
\$3,000-\$4,000	33	32		2	13		7	6	2	1	1			1			1		
\$2,000-\$3,000	62	52			5		16	10	15	4	2			10	4	1	2	1	2
\$1,500-\$2,000	45	36					4	11	12	5	3			9	3		2	2	2
\$1,000-\$1,500	82	71						9	25	20	9	8	11	3	2	2	4	4	
\$800-\$1,000	36	26							6	11	3	6	10	1	1	6	1	1	
\$600-\$800	28	20								3	4	9	4	8	2	2	1	3	
\$400-\$600	29	14								1	6	7	15	7	5	1	1	1	
\$200-\$400	14	6									2	4	8	4	3	1			
\$100-\$200	8	3										3	5	1	3	1			
Less than \$100	4	1										1	3	3					
Totals	453	366	14	22	36	41	33	40	64	46	36	34	87	29	16	19	14	9	

\* Stations operating full year only, excluding satellites. Profits are before federal income tax.

## Broadcast Advertising

### Playtex says women don't want to see tampon commercials

Citing its research, firm will not use TV to advertise that product

In a surprise move, Playtex said last week that it would not advertise its tampons on television.

In 1971, prior to the National Association of Broadcasters' TV Code Review Board's decision to allow advertising of sanitary napkins, tampons and douches, Playtex spent \$372,500 in spot on non-code stations.

A spokesman for Playtex reported that studies were made during that time to ascertain women's reactions to the commercials. The results, he said, showed that 25-33% of American women questioned were unwilling to accept such advertising and regarded it as an invasion of personal privacy. It was indicated that Playtex would sooner avoid offending its customers by staying off television than risk another campaign.

On Aug. 11, the Code Authority issued a set of strict guidelines for advertisers and agencies (BROADCASTING, Aug. 14). Commercials for feminine hygiene products may not contain hard sell, graphic language or video portrayals, nor may

they play on possible fears or insecurities.

Other companies are still studying the new guidelines. A spokesman for Johnson & Johnson's Modess division commented: "About all you can put on TV is a recorded interlude of organ music."

The New York code office has acknowledged receiving two scripts for sanitary napkins and two for douches. Scott's Confidets has been identified as one of those advertisers. In 1971, Scott reportedly spent \$781,000 on spot on non-code stations.

### Democrats drop plans for second telethon

They may try again later, but NBC broadcast is out for now

The Democrats, who had planned to buy two hours of prime time on NBC-TV for a second fund-raising spectacular, ("Closed Circuit," Aug. 14), canceled last week because they said there was not enough time to put the show together for the Aug. 29 telecast.

John Y. Brown Jr., who is acting as a consultant for the second project, said last week that actor Warren Beatty, who is in charge of special events for Senator George McGovern's (D-S.D.) presidential campaign, wanted to postpone the telecast until he could arrange for a bigger line-up of top-name entertain-

ment. Mr. Brown, the board chairman of Kentucky Fried Chicken Corp., Louisville, provided \$1 million to finance the Democratic National Committee's 18½-hour telethon on ABC-TV July 8-9, which is expected to net \$2 million toward repayment of debts totalling some \$9 million left over from the 1968 campaign (BROADCASTING, June 26, et seq.).

Mr. Brown said he and William Suessbrick, executive director of the DNC telethon (and executive vice president of Klemtner Advertising Inc., New York, which handles the account of Lums Restaurant Corp., one of Mr. Brown's business ventures), met with NBC officials last week and explained the situation.

Although NBC said last week that no plans were made for a future presentation, Mr. Brown said Senator McGovern's campaign committee—which would foot the entire bill for a second fund-raiser—would try to purchase two hours of prime time on the network in late September or early October. He estimated the time would cost \$225,000, production expenses would run about \$75,000 and the over-all expense, including promotion, would be \$400,000. As Mr. Brown envisioned it, the program would originate live from NBC-owned WRC-TV in Washington. Mr. Suessbrick would again be the executive director for the project.

But Morris Dees, who is in charge of

fund raising for the McGovern campaign committee, said last week that plans for a second fund-raising telecast were still up in the air. There are other possibilities, he said, and these include simultaneous fund-raising dinners at various locations across the country, linked by closed-circuit television.

## Good signs for business in New York radio

Figures from 10 AM's, 7 FM's show advertising gains of \$1.78 million in first half of 1972

Radio advertisers increased their spending in New York in the first six months of 1972 to \$28,296,000, a gain of \$1,788,500 from the total spent in the same period a year ago, according to a compilation of a group of stations in the area.

The billings were reported last week by the New York Market Radio Broadcasters Association, under a new policy of releasing data that Price Waterhouse & Co. previously compiled on a confidential basis. The reports are based on advertising (national, regional and local) on 10 major AM's and seven FM's in the New York market.

The association said that in June, combined AM/FM billings on these stations came to \$5,394,000, a gain of more than \$200,000 over June 1971.

In an AM and FM breakout, the association showed \$24,888,000 billed by the 10 AM's for a gain of over \$1.2 million in the first six months, and \$3,408,000 and by the seven FM's, an increase of \$578,000 in the period.

The association, however, pointed out that the figures offer only guidance in that a few non-reporting New York City stations and the "considerable billings" of ethnic and suburban stations are excluded from the reports.

## American will sponsor bicentennial programs

Airline's package comprises 10 NBC specials running through 1977

American Airlines will sponsor 10 one-hour specials, *The American Experience*, on NBC-TV.

First of the specials keyed to the American Revolution bicentennial will be shown Oct. 20 (10-11 p.m. NYT, preempting *Banyon*). Other shows in the series will be telecast at the rate of two each year, 1973 through 1976, with the 10th special broadcast early in 1977.

The series production was initiated with an agreement of American Airlines (Doyle Dane Bernbach is the agency) with NBC Enterprises (BROADCASTING, Feb. 21). The Oct. 20 program is entitled "The Fabulous Country," which NBC said last week will "depict the innocence and optimism of the young nation, as well as its growth over 200 years."

Series production will be handled by NBC Enterprises Division's special projects unit. Donald B. Hyatt, who heads

## BAR reports: television-network sales as of July 23

CBS \$355,051,900 (36.8%); NBC \$313,923,900 (32.6%); ABC \$294,753,700 (30.6%)\*

Day parts	Total minutes week ended July 30	Total dollars week ended July 30	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	64	\$ 385,000	2,215	\$ 13,255,700	\$ 14,743,200
Monday-Friday 10 a.m.-6 p.m.	996	6,260,700	28,778	201,467,700	205,091,300
Saturday-Sunday Sign-on-6 p.m.	251	2,159,400	9,201	104,611,700	91,915,600
Monday-Saturday 6 p.m.-7:30 p.m.	96	1,349,600	2,810	50,895,400	46,241,500
Sunday 6 p.m.-7:30 p.m.	10	126,800	399	8,404,500	13,535,100
Monday-Sunday 7:30 p.m.-11 p.m.	397	15,166,100	11,802	529,513,000	566,604,500
Monday-Sunday 11 p.m.-Sign-off	160	2,341,100	4,504	55,581,500	43,241,500
<b>Total</b>	<b>1,974</b>	<b>\$27,788,700</b>	<b>59,709</b>	<b>\$963,729,500</b>	<b>\$981,372,700</b>

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

the unit, is producing and directing all of the 10 shows in the series. Working with him are writer Richard Hanser and composer Robert Russell Bennett. Chet Huntley, former NBC News commentator, serves as the series host.

## Public reaction negative to magazine advertising

Starch sample finds most readers think it deceives them and is responsible for needless spending

A survey by Daniel Starch & Staff, Mamaroneck, New York, involving 18,304 interviews with respondents in a national probability sample was reported by Starch last week to have found, among other things, that a majority of the respondents "agreed" that "advertising is more informative nowadays than it was a few years ago" but that it also "causes people to buy things they don't need."

Starch said 61.1% of the men and 64.7% of the women agreed with the former proposition and that 67.7% of the men and 65.9% of the women agreed with the latter. In addition, the report said, 47.2% of the men and 43.4% of the women agreed—as opposed to 32.2% of each sex who disagreed—that "most advertising nowadays tries to deceive people rather than inform them."

Starch said these were among numerous attitudes and buying habits explored by the annual "Starch CMR" study, with findings tabulated for readers of each of 75 magazines ranging from *American Farmer* to *Psychology Today*.

## Winchesters go national

Winchester "little cigars" will be advertised on all three TV networks and in national spot buys beginning next month.

R. J. Reynolds, Winston-Salem, N.C., makers of Winchesters, said the campaign includes partial sponsorship of several network sports events. There will be no change in the commercial format for

the national campaign: the same cowboy will continue to get the girl, as he has in commercials shown in eight test markets during the first half of 1972. Dancer-Fitzgerald-Sample, New York, is agency for Winchesters.

Controversy continues to surround little cigars and the manner in which they are advertised. The Federal Trade Commission is investigating complaints that many of these products have higher tar and nicotine counts than cigarettes, are often inhaled like cigarettes, and should therefore fall under the same legal restrictions, including no broadcast advertising. Last winter, hearings were held by the Senate Subcommittee on Consumer Affairs, headed by Senator Frank E. Moss (D-Utah), to allow both sides to record their views. No reports or recommendations, however, have come out of those hearings.

## Business Briefs

**Taking off.** Dancer-Fitzgerald-Sample, New York, has resigned the Olympic Airlines account. Spokesmen for the agency indicated that pressures on the airline prevented it from arriving at "a clear-cut marketing strategy." The "airline of the gods" was with DFS for six months. A short-lived TV commercial showed the Greek gods flying Olympic. Olympic Airways' advertising will be handled by Barnett, Zlotnick, New York. Olympic billed approximately \$500,000 last year in magazines and TV.

**Aetna back.** Aetna Life & Casualty, Hartford, Conn., returns this fall to TV with a year-round corporate-image campaign in prime time on all three networks. Though the fall campaign involves participation, a spokesman for Aetna noted, "We may very well be doing program co-sponsorship later on. . . . We decided rather late and had to buy pretty fast." D'Arcy-MacManus, New York is Aetna's agency.

**Corning is cooking.** Corning Glass Works, Corning, N.Y., through its agency,

DKG, New York, will run two extensive TV advertising campaigns this fall, using all three networks. Introduction of new line of casual cookware, Corelle Livingware, begins in October and runs through December. Heavy schedule of daytime and prime-time spots has been bought. In November, Corning begins six-week campaign for its Corning Ware cookware.

**Kaselow's firm.** Kaselow Communications, New York, has been formed as public relations firm, also handling consulting assignments in communications field. Joseph Kaselow, most recently vice president, Cunningham & Walsh, New York, is president. Offices are at Humbert & Jones, New York agency, for which Mr. Kaselow is handling client and agency PR. 270 Madison Avenue, New York 10016.

**Rep appointments.** WLIF(FM) Baltimore and WEZW(FM) Wauwatosa, Wis.: Katz Radio, New York. KISN(AM) Portland, Ore., and WMEE(AM)-WMFE(FM) Fort Wayne, Ind.: Robert E. Eastman & Co., New York.

**Click for Kodak.** Eastman Kodak, through J. Walter Thompson, New York, will sponsor a 90-minute adaptation of *The Man Without a Country* (ABC-TV, spring of 1973). It will be filmed on location (Mystic, Conn.; Newport, R.I., and Fort Niagara, N.Y.) beginning in mid-September.

**California cable sale.** Viacom International Inc. reported the acquisition of Com-Cable T.V. Inc., a CATV system operating in Sonoma and Toulumne counties, California, for undisclosed amount of cash. System has about 6,400 subscribers and passes over 11,000 homes.

**Pepsi pageant.** Pepsi-Cola Co., Purchase, N.Y., and its local bottlers are for the second year sponsoring the *Miss Black Teenage America Pageant*. The nationally syndicated program is being shown in mid-August at various dates in 68 markets. Hal Jackson is executive producer and host of the program, taped on July 28 at Madison Square Garden, New York.

**Ticket for specials.** Bell System has announced that *Bell System Family Theater* will again sponsor six prime-time specials on NBC-TV in 1972-73 season, starting with "The Lion at World's End" on Aug. 20 and extending through dramatization of John Steinbeck's "The Red Pony," starring Henry Fonda and Maureen O'Hara, on March 18, 1973. "Pony" will be two hours, others one hour each. Bell agency is N. W. Ayer & Son, New York.

**To near northside.** Avery-Knodel's office in Dallas has moved out of downtown area to near northside. New quarters have 25% more space, includes office for station clients. *Oakwood Tower, Suite 600; 3626 North Hall Street; Dallas 75219. Phone (214) 528-1741-2.*

**Acquires Adtel.** Booz Allen & Hamilton Inc., Chicago, announced acquisition of Adtel Ltd., Chicago-based TV advertising testing concern.

## Controls out for programs, still in for broadcasters

**But TV-radio spokesmen are ready to start new push for exemption now that Cost of Living Council has decided to grant immunity to producers, distributors**

Broadcasters and their spokesmen began gearing up last week for one more move to get broadcasting exempted from the administration's economic controls. The cause: an announcement by the Cost of Living Council that it had granted total exemption to motion-picture and TV producers and distributors.

The move theoretically leaves broadcasters in a squeeze, since program suppliers can increase prices if they choose, while broadcasters must still abide by government restrictions limiting their freedom to raise their advertising rates.

At the same time, however, early comments by program suppliers and from some broadcasters indicated that prices should not change much from current levels—although it is assumed that some program suppliers will attempt to boost prices.

The CLC announcement, issued on Aug. 11, was sparked by a petition last February by the Motion Picture Association of America, whose president, former presidential aide Jack Valenti, said last week that the decision was a fair one and recognizes that films lead an unpredictable life in the market place. He also said that he could see no predictable changes in rental fees.

The CLC said that "due to the highly complex pricing practices which characterize the rental of motion picture films, the application and enforcement of price controls is not feasible."

Historically, the council said, pricing is based on anticipated and actual public response to each film, rather than on the cost of production. Therefore, it added, "these unique characteristics" are inconsistent with the Price Commission base-price and cost-justification regulatory-scheme.

CLC also said it does not anticipate highly inflationary price increases "since the industry is characterized by a large number of suppliers and highly competitive price bidding."

It noted, finally, that exhibitors and theaters, not exempt under the small-firm exemption, remain subject to the economic stabilization controls.

Firms with 60 or fewer employees and with total revenues of less than \$50 million annually, were exempted last May

from all controls. This did not, however, apply to individual broadcast stations if they are part of larger businesses.

Although reaction from broadcasters was limited, since most of them had not received official word or had time to study the implications of the new CLC order, the consensus of lawyers and others who have been assigned to watch economic controls was that the decision was unfair. Both the CLC and the Price Commission have refused to exempt broadcasters. Last month, the Price Commission said broadcasters may raise prices charged to advertisers if warranted by audience increases. But this may be done, the Price Commission added, only if a station's advertising rates "historically" have been based on a cost-per-thousand method of computing charges to advertisers (BROADCASTING, July 17). A subsequent question-and-answer clarification has yet to be issued.

Under this guideline, broadcasters whose program costs move upward may increase advertising charges enough to defray the additional expense without increasing profits. The base for profit margins, however, is not too good for broadcasters, since it must be premised on two out of the last three fiscal years, as of Aug. 14, 1971. This puts broadcasters at a disadvantage. TV profits sagged in both 1970 and 1971 after reaching a high in 1969 (see story page 15).

An earlier request by the networks and the National Association of Broadcasters for exemption from controls was denied by CLC last May. Later that month, the NAB asked the Price Commission to exempt all TV and radio stations billing more than \$250,000 annually and to establish a "reasonable" formula for relating advertising rates to audience size and/or costs.

The NAB also asked that the exemptions under the small-businesses ruling be applied to individual licensees rather than to parent corporations or entities. No action yet has been taken on either of these two requests.

That program prices are trending up was evident even before the CLC acted last week. Earlier this year, a number of stations reported (and complained to the Price Commission) that charges for the renewal of syndicated programs had been boosted, in one case by 300% ("Closed Circuit," May 8).

Meanwhile network sources in New York were unsure of the effect of the new ruling. They did point out, however, that in the case of continuing series, all have built-in increases in the contracts, and so the CLC decision plays no part.

Several leading producers-distributors of TV programs in New York said they were pleased by last week's CLC ruling but stressed it would have little appreciable effect on their business operations. They said they always had priced their programs "reasonably" and at levels based on audience projections.

Keith Godfrey, vice president and director of sales for MCA TV, noted that the council has agreed that TV production and distribution constitute a "unique" business. He said MCA TV has a prac-

tice of placing a fair price on its product, subject to negotiation with stations.

Erwin H. Ezzes, board chairman of United Artists Television, said prices for programs and motion pictures for TV are based on the company's projections regarding sales and audience count and often are not related to actual production costs. He said he was pleased the council has issued the guidelines.

Alan Silverbach, vice president in charge of syndicated sales, 20th Century-Fox Television, felt the council's action will have no effect on his company's pricing policies since Fox always has placed what it considers to be "reasonable" price tags on its programs. He added he has heard no adverse comments regarding prices from his station and advertiser clients.

And, on the West Coast, Dick Dinsmore, head of Wolper Syndicated Sales, Los Angeles, said: "The original ruling and this ruling really don't affect us much at all." This reaction was typical of others, such as:

Charles D. McGregor, executive vice president, Warner Bros. Television, "Television production and distribution can only work under the laws of supply and demand. Thus in exempting film and TV distributors from the economic controls the Cost of Living Council has made a legitimate and proper ruling."

Jack Rhodes of Rhodes Productions, Los Angeles "What the Cost of Living Council ruling means to me is that the escalations that I had already built into my contracts have been held in abeyance up until now. But now I can collect these funds retroactively. Yet this is not going to mean any immediate money bonanza. There is a direct relationship between what we charge for a program and the time period it goes into and what a station charges for that time.

"As an example take a station where I contracted that the first 26 weeks price for a show was \$800 and the second 26 weeks was \$1,200. I've had to stay at that \$800 level. And what it means now is that I can go back for that \$400 additional.

"In our pricing practices from now on it isn't going to mean that we'll demand a 300% increase from stations. Again there is a direct relationship between what a show is doing and what a station is charging for its spots. Another example: With the *Hollywood Squares*, which we handle, where a station has been able to increase its revenues within a time period 25%, I obviously expect a 25% increase on my property. But where a show hasn't been able to cut it, well then I expect to go in at the same price that I did this year.

"I never thought we should have been covered by the price freeze anyway and welcome the new Cost of Living Council ruling."

And a motion-picture and TV film distribution executive who didn't want to be identified explained: "Our situation is a question of whether we can charge more for a later package of features than we did for an earlier package. They each have 30 pictures, let's say. But these pictures have different lengths and casts. It's

an apples and oranges kind of thing. One package has nothing to do with the other package. They are two entirely different things. It's like coming out and saying you charged me more for a truck this year than you did for a passenger automobile last year. They are really two different things. So this price freeze never really affected us directly. The only other way we got involved with it was when an earlier package of features we sold came up for renewal. But then we wouldn't normally get more for the renewal than we got originally, so again as far as we were concerned the price freeze never really came up."

## Broadcasters get to work on political action

**Committee starts with money in bank, seeks 'working' advisory council and funds from allied businesses**

The first meeting of the broadcast industry's political-action arm, the National Committee for the Support of Free Broadcasting, took place in Washington last week, and resulted in the establishment of a list of prospective members of the committee's advisory council of trustees.

Douglas L. Manship, Baton Rouge, La., broadcaster, who is chairman of the committee, reported that the organization now was official, with all registrations required by law accomplished. He also said that the committee is seeking "working, not honorary" members for the advisory council. The advisory council, to consist of up to 15 members (with not more than one-third from the National Association of Broadcasters board) is the second level of the committee that is charged with raising funds and contributing to political candidates, as



Mr. Manship

well as establishing a political-education campaign.

Mr. Manship said he hopes that advisory trustees will be chosen in 10 days to two weeks and that a joint meeting of all trustees might be held in 30 days.

Mr. Manship also noted that contributions will be sought from all sources—not only broadcasters, but also station representatives, equipment manufacturers and others in allied fields.

Present at last week's half-day meeting, held at the NAB building, were, in addition to Mr. Manship, these other executive trustees: Vincent T. Wasilewski, NAB president; Jack Rosenthal, KTWOTV Casper, Wyo. and James M. Caldwell, WAVE(AM) Louisville, Ky. Absent was Thomas Chauncey, KOOL-AM-TV Phoenix.

Also at the Washington meeting were NAB executives, including Grover C. Cobb, government relations; Burns Nugent, station relations; James H. Hulbert, public relations, all executive vice presidents of NAB and Roy Elson, vice president, government affairs.

The committee also learned that it is starting life with \$20,300, all from broadcasters who have been sending political-action contributions to NAB during the last few weeks. About \$200 of that amount is in the form of corporate checks that, under the law, may be used for political-education purposes only. The remainder are personal checks that can be used to make donations to friendly congressional and senatorial candidates. The total sum was banked in the committee's name, since it is specifically organized to be outside the NAB structure, although NAB officials are lending their assistance in getting it started.

## Citizen protests on format change kill another sale

**Kelly decides not to buy its way into a hearing on San Diego FM; Roth's Denver purchase appealed**

One station sale was queered and another challenged in court last week on protests against proposed format changes. A third transfer, approved by the FCC despite similar opposition, was upheld by an appellate court.

The sale that was aborted was that of KFSD-FM (formerly KOGO-FM) San Diego by Time-Life Broadcast Inc. to Kelly Broadcasting Co. The FCC was notified last week that Kelly was letting its purchase contract lapse as an alternative to prosecuting its application through a hearing the FCC had indicated it would hold (BROADCASTING, Aug. 14). Kelly's proposal to change the station's format from classical to contemporary music evoked a protest from a local group.

The sale that was challenged in court was that of KBTR(AM) Denver by trustees of Mullins Broadcasting Co. to Mission Denver Co. The FCC approved the transfer over protests against a change of format from all-news to country-and-

western music (BROADCASTING, July 31). The original opponents of the sale last week asked the U.S. Court of Appeals in Washington to reverse the FCC decision.

In the third case, the same appellate court rejected an appeal by a local minority group of FCC approval of RKO General's gift of WHCT(TV) Hartford, Conn., to Faith Center, a California religious organization. The station, a UHF, had been operated first as a pay-TV experiment and later as a commercial outlet (BROADCASTING, Feb. 21).

In the KFSD-FM case, the FCC found that the questions raised in a petition to deny by the local chapter of the National Business League were "substantial" and "material" enough to warrant exploration in a hearing. The major question was whether Kelly's plan to change format would dissuade the public interest by depriving San Diego listeners of their only classical-radio service.

In ruling that a hearing was necessary, the commission in effect killed the sale. Attorneys for the principals told the commission in a letter last week that Kelly had concluded that the acquisition wasn't worth the "burden and expense" of a hearing. Kelly, which owns KCRA-AM-TV and KCTC(FM) Sacramento, Calif., had contracted to pay \$250,000 for KFSD-FM.

In its KFSD-FM ruling the commission relied heavily on a Court of Appeals decision last year overturning the commission's approval of the sale of WGKA-AM-FM Atlanta. A citizen group opposing that transfer had utilized essentially the same argument as that of the objectors

to the San Diego transaction—that the deprivation of a classical-music format would work against the public interest.

But in last week's appeal of the KBTR transfer approval, the commission was accused of "clearly and unequivocally" ignoring the principle of the WGKA decision. The minority organizations that had unsuccessfully challenged the Denver sale at the commission contended that if the agency had adhered to the WGKA ruling it would have been forced to order a hearing. (KLAK Lakewood, Colo., which also objected to the KBTR sale, filed a separate appeal with the court last week.)

The commission, however, had differentiated between the WGKA and KBTR cases in asserting that while the former involved the alleged abandonment of a "unique" program service, KBTR did not offer unduplicated programing in the Denver market. If Mission gave up all-news, the Denver listeners could obtain news from a plethora of other radio stations in the market, the commission claimed.

But in making that determination, the KBTR petitioners told the court, the commission committed several mistakes. It "erroneously" concluded that news would be available on other Denver radio stations 24 hours a day, they contended, asserting that there would be several time periods throughout the day in which no stations would be providing this service.

Another error, it was argued, was the commission's failure to consider its own precedent of two years ago in its disapproval of the McLendon Corp.'s purchase of WCAM(AM) Camden, N.J. In

that case, the KBTR challengers argued, the commission stated that when a proposed buyer plans to reduce a station's news, public affairs and other non-entertainment programing, it must make a strong and substantial showing that such a reduction will serve the public interest.

The petitioners also told the court that there is a "substantial and serious dispute" as to whether Mission attempted to "prevent the commission from understanding the depth of community opposition to the format change." They claimed that out of 79 persons interviewed by Mission in its community-needs ascertainment survey, 25 were opposed to the pending format change. The petitioners said Mission concealed this information by including only one of these negative comments in the report on the survey it reported to the commission.

Mission Denver is owned by Jack Roth, who also owns KONO(AM) and KITY(FM) San Antonio, Tex., and other stations. The price of KBTR was \$1.5 million.

In the WHCT case, the court was asked to find that Faith Center's proposed alteration of the station's programing from a concentration on entertainment to an emphasis on religious fare would not serve the needs of the Hartford community. The center's allegedly specialized religious programing, it was argued, would result in a diminution of service.

The court ruled, however, that "the generalized nature of Faith Center's programing and the availability of comparable viewing alternatives [on four other stations serving the Hartford area] takes this case out of the so-called 'format oases'—in which, the court indicated, the WGKA decision is still the benchmark.

"The mere fact that a licensee is a religious organization," the court continued, "should not disqualify it from operation upon the airwaves any more than it should automatically qualify the licensee." It found that, based on Faith Center's past record as a licensee (it also operates KHOF-TV San Bernardino, KHOF-FM Los Angeles and KIFM(FM) Bakersfield, all California) coupled with what it judged to be an adequate "public-interest showing" the FCC made a "reasonable choice."

### Changing Hands

#### Announced

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

■ KQTV(TV) St. Joseph, Mo.; KGRV(FM) St. Louis and KLYX(FM) Houston: Sold by Intermedia Inc. to Joseph C. Amato and others. KBEA(AM) Mission, Kan., and KBEY(FM) Kansas City, Mo.: Sold by Intermedia to Robert P. Ingram and Mark Woodlinger, respectively. Total estimated price is in excess of \$5 million (see page 27).

■ WPOP(AM) Hartford, Conn.: Sold by Joseph C. Amato and others to Merv Griffin for \$2.5 million (see page 27).

#### Approved

The following transfer of station owner-

## FEATURED BY AMERICA'S OUTSTANDING MEDIA BROKER

### MID-EAST

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72-36



ship was approved by the FCC last week (for other FCC activities see "For the Record," page 46).

■ **KKIS(AM)** Pittsburgh, Calif.: Sold by Norcal Broadcasting Corp. to Dick Schofield for \$475,000. Mr. Schofield was formerly manager of **KFOX(AM)** Long Beach, Calif. **KKIS** operates daytime on 990 khz with 5 kw.

■ **KYNA(FM)** Des Moines, Iowa: Sold by Carl L. Williams, Dwight E. Herbert and others to Mid-America Broadcasting Inc. for \$225,000. Burell Small is the major stockholder of Mid-America Broadcasting. He has controlling interests in **WQUA(AM)** Moline, **WKAN(AM)** Kankakee and **WIRL(AM)-WUHN(FM)** Peoria, all Illinois; **WIRE(AM)** and **WKTZ(FM)** Indianapolis, and **KIOA(AM)** Des Moines. The FCC waived its three-year holding requirement in approving the sale, citing the sellers' claim that unavailability of capital has forced the station off the air for lengthy periods. **KYNA** operates on 93.3 mhz with 35 kw and an antenna 410 feet above average terrain.

## WOKR-TV wins right to keep files closed

FCC's Zias declines to let challenger have look at information he wanted

The head of a Rochester, N.Y., anti-poverty organization which has challenged the license renewals of that city's 14 broadcast stations has been turned down on a request that one of those stations—**WOKR-TV**—be forced to provide him with information from its confidential files.

In a letter to James McCuller, executive director of Action for a Better Community Inc., FCC Renewal and Transfer Division Chief Joseph Zias denied all of four specific requests by Mr. McCuller because they fail to conform with commission standards.

Mr. McCuller had asked that **WOKR-TV** make available to him: 1) a tape or transcript of a May 21 *Channel 13 News Conference*, in which he appeared; 2) a tape or transcript of an April 29 **WOKR-TV** newscast in which he also appeared; 3) a list of persons who had applied for a position as black weathergirl at **WOKR-TV**, and 4) a list of guests on several **WOKR-TV** public affairs programs and the topics discussed on these shows.

Mr. McCuller claimed that the *News Conference* text is needed to "determine whether a fairness issue is at stake here." He did not elaborate. In response, Mr. Zias noted that while the commission could direct a station to make reply time available under the fairness doctrine in cases where a personal attack has been made upon the complainant, the information contained in Mr. McCuller's communication does not support such a finding. In any event, he said, the commission does not require that transcripts be furnished in fairness cases.

Regarding the second and fourth requests, Mr. Zias found that the material Mr. McCuller desired would have been

used in responding to briefs submitted by Rochester stations in opposition to the petition to deny that the Action group filed against them three months ago (**BROADCASTING**, May 5). Since Action has already formally responded to those pleadings, Mr. Zias said, there is "little merit" in the requests for additional information.

Mr. Zias also stated that while Mr. McCuller's purpose in seeking a list of **WOKR-TV** employment applicants is "certainly commendable" (the list would have been referred to other stations having similar job openings), the "ultimate decision in this matter rests with the licensee, not with this agency."

Mr. McCuller also urged the commission to request that **WOKR-TV** officials participate in a broadcast workshop currently being held by Action. That request follows several frustrated attempts by both the licensee and petitioner to achieve dialogue. Reportedly, the parties could not agree on a meeting date to discuss the issues presented in the Action petition.

The communications gap between the parties reached a peak last month, when a group of some 100 local blacks entered **WOKR-TV**'s studios and demanded a meeting with Ben Larsen, the station's general manager. Accounts of these incidents are conflicting. Mr. Larsen contends that he declined to hold discussions with a group of that number but emphasized that he would be willing to meet with representatives of Action in "a neutral place." Mr. McCuller, on the other hand, claims that

Mr. Larson and other **WOKR-TV** management officials had been "unresponsive" to the demands of the community. "So we took the community to the station," he added. On both occasions, the group dispersed within 30 minutes after each individual filled out an employment application.

Regarding Mr. McCuller's request that the commission intervene to ensure negotiations between the two sides, Mr. Zias said that while the commission "encourages the amicable resolution of disputes between licensees and members of the community on a local level" the rules do not require that licensees enter into such negotiations.

## GAO enlists with Macdonald

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) has been assured the full cooperation of the U.S. comptroller general in developing standards to measure the performances of the FCC and the Federal Power Commission.

In reply to a letter from Mr. Macdonald asking the General Accounting Office to develop the criteria (**BROADCASTING**, July 17), Comptroller General Elmer B. Staats has said he would have members of his staff meet with the subcommittee staff to discuss the project.

A subcommittee spokesman said a date for the meeting has not yet been set. He added that the two agencies would be consulted in developing the performance standards.

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Revenues and Expenses of the Typical Daytime Radio Station—Nationwide 1971

	1971	1970	Percent change	Selected expense items	1971	1970	Percent change
Total broadcast revenues <sup>1</sup>	\$114,600	\$105,100	9.04%	Total salaries <sup>2</sup>	56,700	54,200	4.61%
Total time sales	114,600	106,500	7.61%	From:			
From:				Technical	4,200	4,500	-6.67%
Networks	0	0	0.0%	Program	21,000	20,100	4.48%
National & Regional	10,800	10,600	1.89%	Selling	14,300	12,600	13.49%
Local Advertisers	103,800	95,900	8.24%	General and Administrative	17,200	17,000	1.18%
Total broadcast expense	107,600	99,300	8.36%	Depreciation and amortization	5,600	5,100	9.80%
From:				Music-license fees	3,300	3,200	3.13%
Technical	8,500	8,400	1.19%	Profit (before federal income tax)	7,000	5,800	20.69%
Program	32,300	29,800	8.39%	Profit margin	6,09%	5.56%	9.53%
Selling <sup>3</sup>	18,600	16,400	13.41%				
General and Administrative	48,200	44,700	7.83%				

<sup>1</sup>Time sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.  
<sup>2</sup>Includes all promotions, excludes agency and rep commissions.  
<sup>3</sup>Includes salaries, wages and bonuses of officers and employees.

## Daytimers show gains

Seven out of 10 show a profit, and the over-all figures are up, according to NAB survey

The average daytime-only radio station had a good year in 1971, with seven out of 10 reporting a profit—about the same as in 1970.

Net revenues for the median daytimer, according to the National Association of Broadcasters, rose by 9.04% over 1970 to \$114,600, with the profit margin (the relation of profits before federal taxes to revenues) reaching 6.09%. This is the first time the typical daytimer's profit margin has topped 6% since 1968, according to Ron Irion, director of NAB's broadcast management department.

Local advertising in 1971 for the typical daytimer moved up by 8.24%, while national spot business remained virtually steady at last year's level. Expenses jumped by 8.36%, with selling costs, including promotions, rising by 13.41%.

Earnings before federal taxes moved up by 20.69% to \$7,000.

In net revenues, daytimers showed double the rate of increases reported for the typical AM station. In operating expenses, the jump was double that of the typical AM radio station. The NAB's financial report on all radio stations was issued last month (BROADCASTING, Aug. 1).

The NAB daytime station estimate was based on questionnaire returns from 564 stations.

## CPB money still uncertain

Scaled-down authorization clears Hill, but appropriation bill is vetoed

Congress last week cleared for certain presidential approval the bill that public broadcasters worked for months to avoid—a one-year, \$45-million authorization for the Corporation for Public Broadcasting. But CPB's financial uncertainty is far from over.

As expected, the President last week vetoed—for reasons having nothing to do with public broadcasting—the appropriations bill that contains \$45 million for CPB. The measure, which provides funds for the Departments of Labor and Health, Education and Welfare, was nearly \$2 billion over what the administration wanted. The House promptly sustained the veto.

The veto means that even after CPB's

authorization bill is signed, the organization will have to keep operating on a continuing resolution, which provides interim money at last year's level, until the appropriations issue is finally settled.

Also hanging in the balance is public broadcasting's federal money for facilities. The new authorization bill calls for up to \$25 million, but that figure is academic since the vetoed appropriations bill calls for \$15 million. The money is distributed to local stations through the U.S. Office of Education.

The authorization measure, a hasty substitute for a more generous bill that was vetoed by President Nixon, got through the House on a vote of 377-to-8. It was then returned to the Senate, which originally approved the bill last month, for minor technical adjustments.

In its final form, the bill actually provides \$40 million in flat federal support and up to \$5 million in matching of non-federal contributions. That wording was adopted to accord with the language of pending appropriations legislation for CPB.

Last week's House debate was a shadow of this year's previous squabbles, but it demonstrated the extent of the administration's triumph. On the one hand, there was House Minority Leader Gerald Ford (R-Mich.) commenting that, with passage of this new bill, "we can adequately monitor the performance of (CPB) and its personnel. If they disappoint us, then the House as well as the other body will have an opportunity to work their will in the next Congress."

On the other, there was Representative Lionel Van Deerlin (D-Calif.), who said he found such statements "both sinister and chilling," and illustrative of "the necessity of getting public broadcasting out from under the thumbs of politicians." And House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.), who expressed similar sentiments, got up only "reluctantly" to support the diminished authorization bill as the best available compromise.

During the same debate, House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) reported that at his request the General Accounting Office is conducting its first audit of CPB. The organization has been privately audited in past years. During debate earlier this year, however, Representative John Heinz (R-Pa.) introduced an amendment to require a GAO audit this year. The proposal, which would also have cut what was then a two-year authorization to one year, lost by a margin of four votes.

Shortly thereafter, Mr. Staggers wrote to request a GAO audit, which is authorized but not required by the Public Broadcasting Act. Last week he reported that "it has been started."

## More resignations in the wake of Macy

CPB's top television and radio men, John Witherspoon and Albert Hulsen, are latest to announce departure

John P. Witherspoon, director of television activities for the Corporation for Public Broadcasting, and his radio counterpart, Albert Hulsen, last week became the latest in a series of key CPB executives to announce their resignations.

In a message to the local stations, Mr. Witherspoon said his reasons were "generally related" to those of CPB President John W. Macy, Jr., who announced his resignation earlier this month. It was known that the changing political scene, particularly the President's veto of a CPB authorization bill, was a major factor in Mr. Macy's decision to quit.

In these two cases, however, the tensions within the industry may have been an even stronger factor. More than any other CPB executives, they have been directly involved with the local stations and their financial needs. No positions at the corporation could involve a man more directly in the industry's internal politics.

"It is difficult and sometimes dimly frustrating," Mr. Witherspoon told the stations, "to build a broadcasting system comprised of maximum insulated independence for all elements, truly participative decision-making, responsive and responsible programing, and reasonable systemwide cohesiveness. Given a difficult political context, too little money and our well-known tendency for self-destruction, it sometimes seems almost beyond human competence. It is, however, the task we have set for ourselves."

Mr. Hulsen sent the stations a copy of a memo to his staff, expressing his intention to stay on during the transition period when new leadership comes in. He did not fix a date for his resignation. Mr. Witherspoon's is effective Oct. 15.

Messrs. Witherspoon and Hulsen are the only current CPB staff members to have come from public broadcasting. Before coming to CPB, Mr. Witherspoon was manager of KPBS-TV, the non-commercial station in San Diego. Mr. Hulsen was station manager of WFCR(FM).

the University of Massachusetts station at Amherst.

The station people themselves know and respect them personally as much as any one at CPB. Even after the resignations of Mr. Macy as president, Frank Pace as chairman and Ralph Nicholson as vice president-finance, one industry source said last week, Mr. Witherspoon's departure in particular "may be the real loss to the industry."

Both men have usually worked in the background during their time at CPB. On one occasion, however, Mr. Witherspoon's name leaped into the headlines. Last fall, shortly after the tension between CPB and the Office of Telecommunications Policy broke into the open, he charged in a memo to stations that the Nixon administration was playing politics with public broadcasting. The memo hit the front page of the *Washington Post* and has since been widely quoted.

His specific reference was to a major speech that OTP Director Clay T. Whitehead delivered to the annual convention of the National Association of Broadcasters, charging public broadcasting with excessive centralization and, in effect, with empire-building. As Mr. Witherspoon put it at the time, Mr. Whitehead threatened, "in straightforward political language," to oppose permanent financing for CPB until "public broadcasting shows signs of becoming what this administration wants it to be."

### Curtis's day on the Hill

The Senate Commerce Committee announced last week that it will hold a hearing Sept. 7 on the nomination of Thomas B. Curtis as a member of the board of the Corporation for Public Broadcasting.

Mr. Curtis, a lawyer and former Republican Senator from Missouri, was nominated last month to succeed John Hay Whitney (a principal in Corinthian Broadcasting Corp.), who has resigned (BROADCASTING, July 17). Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) will preside.

### PBS board strikes back

The board of directors of the Public Broadcasting Service has issued a memorandum to stations defending PBS President Hartford N. Gunn Jr. against a scathing attack by public broadcaster John W. Schwarzwalder.

The memo said Dr. Schwarzwalder's charges were "uncalled for" and that his letter was a "most unfortunate manner to make such charges and statements."

Dr. Schwarzwalder had written stations to call for the resignation of noncommercial broadcasting's leaders, including Mr. Gunn (BROADCASTING, July 17). The Minneapolis broadcaster, long an outspoken critic of the national system, said public broadcasting ought to rededicate itself to educational concerns, quit producing "biased" public-affairs programs and accept the administration's criticism of the system.

## ISC selling out; Amaturio trades up; Griffin expands

In series of related deals six stations will change hands

ISC Industries Inc., Kansas City, Mo., financial and investment firm, is exiting from the broadcast business, it was learned last week. A spokesman for the firm said agreements have been reached to sell the five broadcast properties licensed to Intermedia Inc., ISC's wholly owned broadcast subsidiary, to three different interests. The transactions, all of which are subject to FCC approval, involve a total consideration of more than \$5 million.

A Hartford, Conn., group headed by Joseph C. Amaturio will acquire Intermedia's KQTV(TV) (ch. 2, ABC) St. Joseph, Mo.; KGRV(FM) St. Louis and KLYX(FM) Clear Lake City (Houston), Tex.

A Kansas City businessman, Robert P. Ingram, will buy Intermedia's KBEX(FM) there; the firm's AM in the Kansas City market, KBEA Mission, Kan., will go to the current Intermedia president, Mark L. Wodlinger.

It was emphasized that prices on all the transactions are subject to adjustment. The Amaturio group would pay an esti-

mated \$3.6 million for KQTV and about \$500,000 each for KGRV and KLYX. The total price of the Kansas City AM-FM combination was put at \$950,000, with no breakdown available last week.

In requesting the FCC's approval of the three transfers, Intermedia will ask for a waiver of the commission's three-year-holding requirements. Intermedia was established in 1969 with the acquisition of KQTV. Transfer applications are currently being prepared.

In explaining the reasoning behind the divestiture, the ISC spokesman said the properties "did not develop economically as hoped." ISC, he said, has determined that the broadcast subsidiary "just was not a successful venture." The firm will concentrate its future efforts in its principal lines of business, the ownership and operation of investment, financial and insurance companies.

Paul Hamilton Jr. is the chief executive officer of ISC, a publicly owned corporation.

Mr. Amaturio and his associates are the stockholders of WPOP Inc., licensee of WPOP(AM) Hartford. In a related announcement last week, the Amaturio firm said it has agreed to sell that station to Metromedia personality Merv Griffin for a sum "in excess" of \$2.5 million. That transaction is also subject to FCC approval.

Mr. Griffin is acquiring WPOP through his wholly owned January Productions. He is host of the *Merv Griffin Show*, for-

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merly carried on CBS-TV and now syndicated by Metromedia Producers Corp. Other January stations include WMD-(AM) Atlantic City; WENE(AM)-WMRV-(FM) Endicott, N.Y.; WBAX(AM) Wilkes-Barre, Pa., and WWCO(AM)-WIOF(FM) Waterbury, Conn.

Mr. Amaturio will serve as consultant in the operation of WPOP following consummation of the sale.

Edwin Tornberg & Co., New York, served as broker in the Amaturio transaction.

KQTV(TV) operates with 100 kw visual and 20 kw aural and an antenna 910 feet above average terrain. KGRV is on 107.7 mhz with 100 kw and an antenna height of 320 feet. KLYX is on 102.1 mhz, also with 100 kw, and an antenna 920 feet above average terrain. KBey-FM, also a 100-kw facility, operates on 104.3 mhz with an antenna height of 450 feet. KBey is full time on 1480 khz with 1 kw day and 250 w night.

WPOP is full time on 1410 khz with 5 kw.

## Kaiser, Field seek OK

Kaiser Broadcasting Corp. and Field Communications Corp. last week jointly sought FCC approval of their plan to form a partnership consisting of five Kaiser UHF stations and Field's WFLD-TV (ch. 32) Chicago (BROADCASTING, May 29). Under terms of the proposal, a new company will be formed to operate WFLD-TV and the Kaiser properties—WKBG-TV Boston-Cambridge, Mass., WKBF-TV Cleveland, WKBD-TV Detroit, WKBS-TV Burlington, N.J. (Philadelphia), and WBHK-TV San Francisco—in which Kaiser would have an 80% interest and Field 20%. The new company would retain the Kaiser Broadcasting Corp. name. Not included in the deal is Kaiser's UHF in the Los Angeles market, KBSC-TV Corona, Calif., which is to be sold.

**Out, AFTRA.** The six-member staff of KBON(AM) San Bernardino, Calif., in a National Labor Relations Board supervised election on July 28, voted out the American Federation of Television and Radio Artists as exclusive bargaining agent for employees of the station. AFTRA had represented all newsmen, announcers and performers at the station since Sept. 1, 1969.

## NATAS says TV is 25

The National Academy of Television Arts and Sciences resumes publication of the *Television Quarterly* in September with an issue devoted to what it has determined to be the 25th anniversary of television.

Columnist-writer Harriet Van Horne, editor of the *Quarterly*, said last week the board of the academy decided that 1947 was "the year when people began to become aware of television as a medium and when they started to go out and buy sets" and felt that a 25-year retrospective was indicated.

Contributors to the fall issue will include comedy writer Goodman Ace; CBS

sports reporter Heywood Hale Broun; NBC News producer Fred Freed; Lawrence Laurent of the *Washington Post*; television production executive David Levy; pioneer television producer Worthington Miner; veteran soap opera writer Agnes Nixon and producer-writer-performer Carl Reiner.

## NBC gathers research, planning under Rubens

He reports to Adams; Ordovery from MGM and Coffin report to him

Consolidation of NBC's research and corporate planning activities under William S. Rubens in the newly created post of vice president, research and corporate planning, was announced last week by David C. Adams, NBC chairman.

Mr. Rubens, who has been vice president, audience research, will report to Mr. Adams. Under Mr. Rubens, Thomas E. Coffin, who has been research vice president, becomes vice president, research planning, and Alfred Ordovery, who has been director of development and planning for MGM Television, Hollywood, will join NBC in New York as director, corporate planning.

Dr. Coffin will be responsible for developing and advising on new research methodology, formulating research plans, guiding basic research projects and serving as senior professional adviser, and will continue to represent NBC in industry organizations engaged in research. Mr. Ordovery will be responsible for identifying and interpreting economic and other trends affecting broadcasting, developing long-range plans and providing staff services to assist NBC operating divisions in their planning and development projects.

In other changes, J. Ronald Milavsky, a key figure in NBC's current studies of possible relationships between TV violence and the behavior of young people, was promoted from manager to director of social research. He will report to Mr. Rubens, as will Gerald M. Jaffe, director, audience measurement; Richard D. Lindheim, director, program research (based in Burbank, Calif.); Sam Tuchman, director, special research projects, and Terry G. Vavra, director, news audience research.

The changes, announced following the disclosure that Allen R. Cooper had resigned as vice president, planning (BROADCASTING, Aug. 14), become effective Sept. 4.

## Funds seek waiver of 3% rule

Two investment funds serving the academic community have asked the FCC to waive its multiple-ownership rules to permit them to maintain their present level of broadcast holdings.

The Teachers Insurance and Annuity Association and the College Retirement Equity Fund, which manage investments for the pension funds of 2,300 educational institutions, asked the commission to treat them in the same manner as

banking organizations as far as the multiple-ownership rules are concerned. This would allow them to maintain a benchmark of 5% in holdings in broadcast licensees.

The request follows a ruling by the commission in connection with the approval of Metromedia Inc.'s purchase of WTCN-TV Minneapolis-St. Paul. In that ruling, the commission instructed CREF—which has a 4.56% interest in Metromedia—to divest of all broadcast holdings in excess of 3% of a respective company. Three per cent is the benchmark designated by the commission for maximum broadcast holdings by mutual funds.

In their pleading TIAA and CREF claimed that their investment functions resemble those of the trust department of a banking institution rather than those of mutual funds. They claimed the service they provide to beneficiaries entails the management of pension plans (with assets of \$4.6 billion) for investment purposes only, and is not designed to gain control of companies or to influence their management.

## More NAB rap sessions

Six more radio-TV mini-conferences are scheduled for the next month by the National Association of Broadcasters. The meetings, begun two years ago, are limited to 25 to 30 broadcasters and are promoted as shirt-sleeve, informal, open-end work sessions to discuss major and minor issues with key NAB staffers.

The schedule: Sept. 13, San Diego, West Gate Plaza; Sept. 14, San Francisco, Fairmont hotel; Sept. 15, Portland, Ore., Sheraton hotel; Sept. 20, Chicago, Sheraton O'Hare hotel; Sept. 21, Wausau, Wis., Wausau club; Sept. 22, Minneapolis, Ritz Sheraton hotel.

**Drop out.** Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) resigned last week as a member of the American Revolution Bicentennial Commission because he does not have time for it and has an uneasy feeling about the commission's operation. The senator described the commission as a "rather loose" operation in which the members "don't really know what's going on. I don't like the general smell of the whole thing," he said.

## More on PBS board

Five new public members have been added to the enlarged board of the Public Broadcasting Service. Named last week were Thomas I. Aitkins, secretary for communities and development, Massachusetts; Erwin D. Canham, editor, *Christian Science Monitor*; Dollie Ann Cole, teacher and businesswoman, Detroit; Leonard Woodcock, president of the United Auto Workers; and Sam E. Wyly, president and chairman of the board, University Computing Co., Dallas. PBS voted earlier this year to enlarge its board from 12 to 19 members. Six new station members will be added shortly.

## Olympics may draw biggest worldwide audience ever—and there'll be plenty to see

**ABC-TV readies for 17 days of prime-time coverage; so, in varying degrees, do representatives of over 100 nations; the result may be seen by more than a billion viewers**

ABC-TV will begin its record 61½ hours of satellite coverage of the 1972 summer Olympic games from Munich with a two-hour *Summer Olympics Preview* on Friday (Aug. 25) at 8-10 p.m. NYT.

ABC's entire weekday prime-time schedule over the next 17 days will be devoted to the Olympics, along with extensive weekend coverage both in prime-time and during the afternoons.

This could be the most widely viewed event, around the world, in TV history. The Ampex Corp., which by its own assessment is furnishing nearly a third of the estimated \$30 million in television equipment (not including satellites) assembled for the games, estimates that an international TV audience of about a billion people will see at least a portion of the Olympics this year, compared to the 800 million viewers of the 1968 Olympics in Mexico City. ABC will be joined in its coverage by the NHK of Japan, England's British Broadcasting Corp., the Canadian Broadcasting Corp., and the DOZ, the German television authority specially set up for the Olympics. These networks, plus those of more than 100 other countries, will record and edit program material geared for their own particular audiences.

The announcers for ABC's coverage make up what ABC calls "the largest team of reporters and commentators for any sports event in history." The play-by-play will be reported by Jim McKay, Chris Schenkel, Howard Cosell, Frank Gifford, Bill Flemming, Keith Jackson and Bob Beattie.

In addition, ABC has signed on a total of 10 experts to provide the commentary. Bill Toomey, a decathlon champion at Mexico City's Olympics four years ago, will do the color on the track-and-field telecasts. Erich Segal, author of *Love Story* and a regular competitor in the Boston Marathon, will analyze the distance events and do "mood pieces" on some of the Olympic participants. Marty Liquori, the athlete who got through the entire year of 1971 without losing a race (defeating such runners as Jim Ryun), will lend his expertise to the middle-distance events.

Bill Russell, the former Boston Celtics' pivot man (later player-coach) and the center on the 1956 Olympic team, will cover the basketball games. The swimming and diving events will be handled

by three previous Olympic gold-medal winners: Murray Rose, Donna de Varona and Ken Sitzberger. Ken Kraft, Bill Stowe and Gordon Maddux are college coaches who will provide the commentary on wrestling, rowing and gymnastics, respectively.

On the radio network side, only CBS will undertake special (although not exclusive) coverage. It will send two of its sports reporters, Dave Marash and Don Klein, to file daily on-location reports from Munich; these will be packaged and sent out over the CBS Radio Network.

"An army of personnel and an arsenal of equipment" is the way the ABC sports people describe their order of battle for summer Olympics coverage. ABC is adding 16 of its own color cameras to the 100 (operated by the two combined German TV networks) already on hand in Munich. ABC will also employ up to 300 production people, engineers, interpreters and drivers, and its technical equipment will include 18 of its own video-tape machines; five different mobile units; three slow-motion machines (in addition to the five employed by the Germans for world coverage); two separate control rooms in the television center (one of them used for backup purposes, but also to permit ABC to pre-package shows while simultaneously feeding for satellite coverage).

ABC will have eight film camera teams on the lookout for feature sidebars on the country and its people, and one portable mobile unit will roam around the immediate area, from the Olympic stadium, the indoor sports hall (which will be used mainly for the gymnastics competition) and the swimming stadium, out to the cycle rack and boxing hall and the rowing and canoeing regatta course.

ABC says its main control-room console will have 30 monitors, "with the ability to accept coverage from as many as 15 different venues at one time."

The satellite signal, according to ABC, will be routed from the TV control room in Munich to a video converter at the ground station in Raisting, Germany, up to the satellite, down to the receiving station in Maine, via land lines to the ABC control room in New York, and via the ABC television network to the rest of the country.

This Friday's preview on ABC will be compiled from roughly 300 hours of footage of the Olympic trials, AAU and NCAA meets, and foreign events. Among the athletes to be featured are 1,500-meter runners Jim Ryun and Kenya's Kip Keino, freestyle swimmer Shane Gould of Australia, the Russian sprinter Valery Borzov, heavyweight fighter Duane Bobick of the U.S., and the American basketball team, which has never lost a game in Olympic competition.

On Saturday (Aug. 26), the opening ceremonies will be transmitted live from 10 a.m. to 12 noon (NYT), with taped highlights of the ceremonies, and a forecast of early Olympic events, scheduled at 8-9 p.m. The first events get under way on Sunday (Aug. 27), and ABC will do a live telecast at 3:30-6 p.m. and a

videotaped wrap-up that night, 8-9 p.m.

Full prime-time coverage (8-11 p.m.) begins Monday (Aug. 28), to continue until the final events and closing ceremonies on Sunday, Sept. 10, 1:30-4 p.m. (with a summary of the entire 17 days' coverage at 8-9:30 p.m.).

## UHF's seek first call on ad hoc networks

**ACTS asks FCC for rulemaking aimed at giving those stations priority right of refusal for temporary hook-ups**

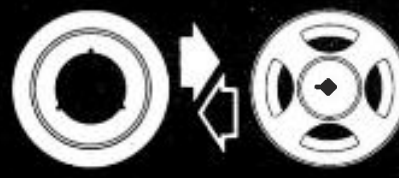
The All-Channel Television Society has asked the FCC to require that independent UHF stations be afforded preferential treatment in their acquisition of clearances for the program services of "occasional" television networks.

ACTS, the national organization of UHF licensees, last week asked the commission to implement a rulemaking proceeding on a proposal that would require such networks to give first-refusal rights to an independent UHF station in markets where there are three network affiliates as well as an independent VHF. The proposed rule would affect networks operating on an occasional basis only—such as regional pools for the telecast of sports events.

The request was filed in connection with a similar pleading at the commission last December by KTXL(TV) (ch.

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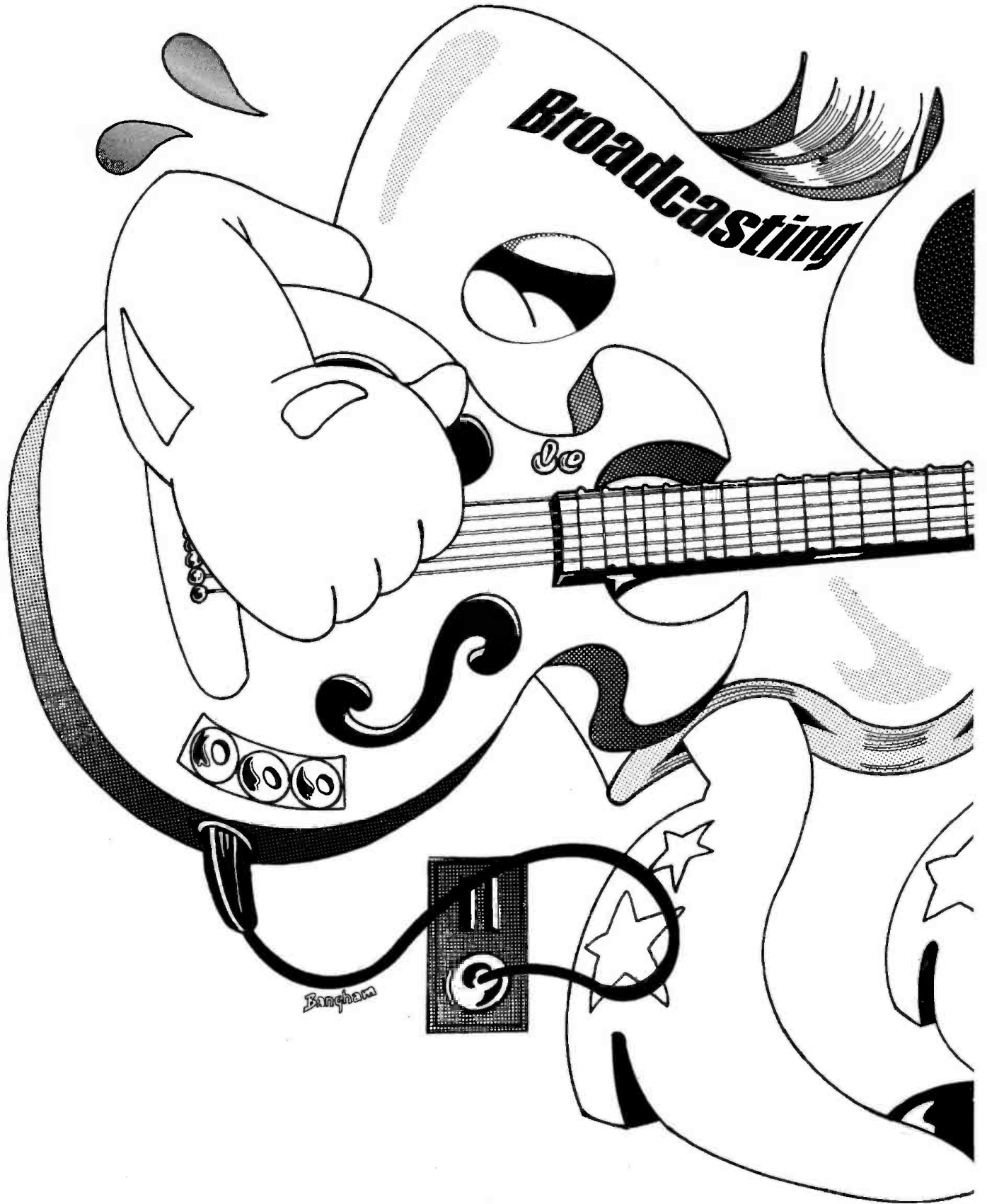
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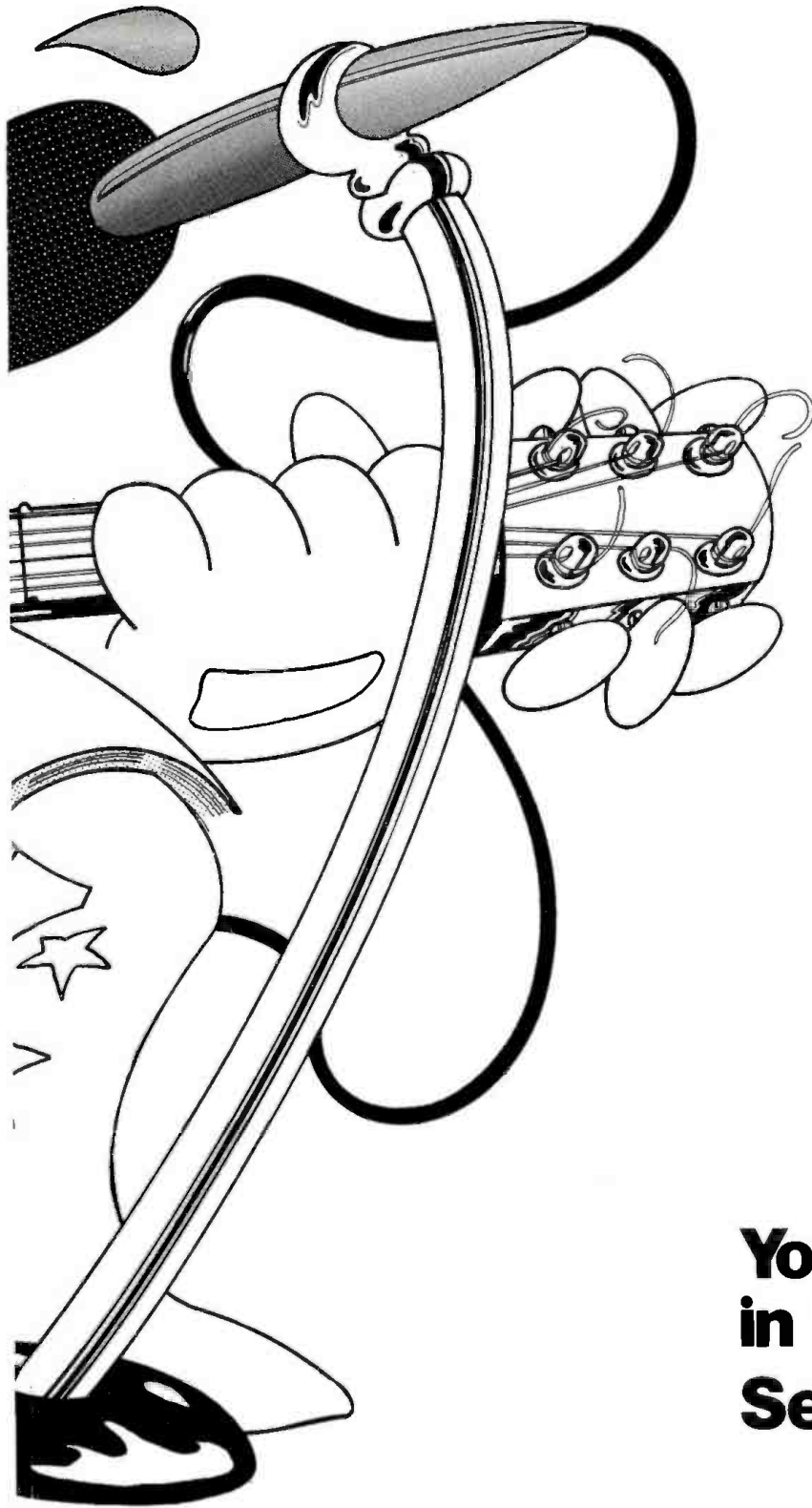
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40) Sacramento, Calif. KTXL requested a rule that would require occasional networks to give first call to the independent station in markets having three network affiliates.

ACTS agrees with the KTXL request, but it claimed the public interest would better be served by limiting this preferential relief to UHF independents, in light of the "specific needs" of these stations in facing competition from the VHF outlets in their markets.

While acknowledging that the commission has "historically recognized" the plight of UHF stations in past rulings affecting those facilities, ACTS asserted that the agency's hope that regulation favorable to UHF will shortly result in parity within the television spectrum has "not been totally realized."

The society cited UHF's difficulty in obtaining quality program material as one of the major reasons why this problem has continued. It claimed that UHF is the "victim of a vicious cycle," in that it has had trouble obtaining network affiliations or competitive independent programming because the program suppliers opt for the VHF stations and their greater audiences, and has had trouble obtaining greater audiences because of the absence of quality programming.

## New minority issue thrown up to ABC-TV

Screen Actors Guild says Greek actor was dismissed from role in favor of Mexican-American, seeks clarification of policy

The Screen Actors Guild is pressing ABC-TV to clarify its ethnic-minority hiring practices. In a letter to Stuart Mandel, the network's director of labor relations and legal affairs, West Coast, Chester L. Migden, associate national executive secretary of SAG, questions ABC-TV's action in an incident involving actor Nico Minardos, a guild member, who is Greek. The letter implies that the network engaged in reverse discrimination and challenges ABC-TV to live up to the true meaning of fair employment.

According to the SAG letter, Mr. Minardos, a character actor who has portrayed many different ethnic roles, was hired during the 1970-71 season to play a Mexican in an episode of *Alias Smith and Jones*, in spite of the protest of the militant chicano organization, Justicia, which felt that a Mexican-American should have been cast. A sequel was prepared for the 1971-72 season and the plan was to have Mr. Minardos repeat his role. But, charges the letter, the producer of the series, Universal Television, which previously withstood pressure from Justicia, was advised by ABC-TV that a revision in casting was preferred. Moreover, the letter claims, ABC-TV laid down "what was described as 'a captain's request which could not be denied'" for Mr. Minardos to be dropped from consideration in the cast and for another actor, of Latin origin, to be hired.

The letter emphasizes that the net-

work's interference with the independence of producers to choose their own casts ("also a serious problem") is not at issue, but rather "the right of all actors to compete for and play roles for which they have the training, background and experience." If this premise is not upheld, the letter says, "minority groups of actors are doomed to portray only their ethnic minority roles." The letter argues that "all actors should have the right to compete for roles" and stresses that "the concept that Italians play Italians; Mexicans play Mexicans; Greeks play Greeks, and they all play nothing else, is not what 'fair employment' was intended to achieve. A clarification of network policy is urged, particularly as regards the painfully clear" inconsistency of the network's hiring practices "with both the goals of fair employment and the essence of the actor's craft."



Sexists take note. The *Playboy* magazine centerfold concept comes to network television in the fall when ABC-TV's *Love, American Style* introduces a different undraped "lovmate" each week. A total of 23 girls will be presented during the season, each displaying her charms in a weekly feature just prior to the program's station break. Produced by Paramount Television, *Love, American Style* is going into its fourth network season.

## NBC-TV buys CBS's triumph, 'My Fair Lady'

Movie version of the play that brought millions to its backer brings \$3 million more from rival

Acquisition by NBC-TV of the U.S. television rights to the movie version of "My Fair Lady" was announced last week. The price was reported to be almost \$3 million for two television showings. NBC-TV bought the rights from CBS Inc., which backed the 1956 Broadway success on which the 1964 motion picture version was based.

The film property was owned principally by CBS Inc., with Herman Levin, producer of the Broadway show, and members of the estate of George Bernard Shaw, on whose "Pygmalion" the play was based, holding minority interests.

Under an arbitration settlement involving CBS and Mr. Levin, it was stipulated that CBS would not have automatic rights to the movie for TV. It is understood that ABC as well as NBC bid for the TV rights but that CBS elected not to participate.

No air date has been set for the film, which stars Rex Harrison and Audrey Hepburn. A spokesman for NBC said it is available for presentation this year but may be held over until 1973. The film runs 170 minutes and with commercials can stretch beyond three hours. The network prefers to telecast "My Fair Lady" during a single evening although in the past it has shown some lengthy films on two nights.

## ABC is next to divest program-sales operation

In compliance with FCC ruling, ABC Films will be sold to group of parent firm's officials, unlike CBS, which spunoff Viacom

ABC Inc. has reached an agreement in principle to sell its program-distribution arm, ABC Films Inc., to a group of that subsidiary's operating officers ("Closed Circuit," Aug. 14).

Elton H. Rule, president and chief operating officer of ABC Inc., said last week in announcing the move that the agreement is subject to the execution of contracts and approval by ABC Inc.'s board of directors. It is anticipated that the transfer of ownership will take place within a few months. The company will then be operated under a new name.

Though financial details of the transaction were not revealed, the sales price was reported to be more than \$6 million, and informed sources said it could rise to \$10 million if certain options in the agreement are exercised.

The agreement covers more than 300 TV series, packages and individual programs in domestic and overseas distribution; ABC Pictures' theatrical productions for foreign sale, and a sizable number of *Movie of the Week* feature films.

The divestiture of ABC Films Inc. results from an FCC ruling prohibiting television networks from engaging in domestic program syndication as of June 1, 1973.

CBS's program-syndication activities were spunoff into Viacom International Inc. last year, and NBC reportedly is in the process of disposing of NBC Films.

Principals in the group of buyers of ABC's program syndication unit are Kevin O'Sullivan, president of ABC Films; Neil Delman, vice president, administration; Jerry Smith, vice president, national sales; Colin Campbell, vice president, international sales, and Howard Lloyd, vice president, West Coast.

Mr. O'Sullivan also has been serving as president of ABC International Inc., which has minority interests in companies operating TV stations in Latin America and provide program purchasing and/or sales representation services for stations in 23 countries. Mr. O'Sul-



livan has relinquished that post, and succeeding him is Richard A. O'Leary, who continues also as president of the ABC-Owned Television Stations.

Reporting to Mr. O'Leary will be William S. Breda, sales manager of ABC International, and Jack Singer, program manager.

## Bell calls for rerun rule

The campaign against network prime-time reruns being waged by entertainment industry guilds and unions gained a congressional ally last week when Representative Alphonzo Bell (R-Calif.) wrote to FCC Chairman Dean Burch urging him to initiate rulemaking proceedings to restrict the use of reruns.

In his letter, dated Aug. 15, Mr. Bell charged that TV networks and stations "have abused their responsibility to the public by making reruns a staple of programming instead of an occasional exception." He said "there can be absolutely no justification for almost one-half of a year's prime-time broadcasting to be set aside for programs which have already been presented to the public." Anticipating that the FCC may be reluctant to interfere in a matter that concerns programming, the congressman assured the commission that he does not believe "that a limitation on the scheduling of re-broadcasts can be considered in any way a governmental intrusion into program content."

## Violence profile could be drawn in 2-4 years, Richardson replies to Pastore urging

Prodded by a Senate Communications Subcommittee staff executive, the Department of Health, Education and Welfare has estimated that a TV violence profile could be available in two to four years. This was the report last week by Elliot L. Richardson, secretary of HEW, in a letter to Senator John O. Pastore (D-R.I.).

Mr. Richardson's comments were in response to an inquiry made for Senator Pastore by Nicholas Zapple, communications professional on the subcommittee's staff, after Mr. Richardson had told Senator Pastore what HEW planned to do to establish a TV violence index (BROADCASTING, Aug. 7). In that statement, Mr. Richardson reported that a simple index was infeasible, but that a profile, taking into account a number of factors, was a reasonable possibility, requiring more research.

In his latest statement, Mr. Richardson said that research toward the establishment of a TV violence profile is continuing. He specifically mentioned the work being done by Dr. George Gerbner of the Annenberg School of Communi-

cations, University of Pennsylvania, under a \$100,000 grant from HEW's National Institute of Mental Health. Dr. Gerbner, he said, is scheduled to submit a progress report in January. From other sources, it was learned that more than \$450,000 in NIMH grants is dedicated to research on TV violence and its impact on youth.

The idea of a TV violence index originated with Senator Pastore after he received the report of the surgeon general on TV violence and children earlier this year, which found inconclusive an out-and-out correlation between TV violence and aggressiveness in children (BROADCASTING, March 27).

## Storer ice hockey deal

Storer Broadcasting Co., which has U.S. rights to telecast four hockey games between a Canadian team and a Russian team, announced last week it has assembled a group of 24 stations to carry the matches from Canada next month.

The games will be broadcast via the Storer Sports Network to stations including WPIX(TV) New York; WGN-TV Chicago; KHJ-TV Los Angeles; WSBK-TV Boston; WAGA-TV Atlanta; WJW-TV Cleveland; WHEC-TV Rochester, N.Y., and WTEN-TV Albany, N.Y.

The games will be played in Montreal on Sept. 2; Toronto, Sept. 4; Winnipeg,

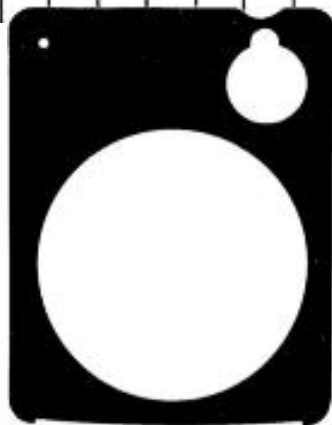
Sept. 6 and Vancouver, Sept. 8. They will be telecast live to many of the participating stations, although some outlets will present them on a delayed basis.

## Program Briefs

**Studio move.** Screen Gems, operating from the Columbia Pictures lot in Hollywood since its inception 20 years ago, has moved more than 100 administrative and production people to Warner Bros. lot in Burbank, now known as the Burbank Studios. Move includes executive offices of Screen Gems and its team of independent and staff producers. Film production firm is now in new building on back lot of Burbank facility. Columbia Pictures lot—Screen Gems is TV division of Columbia Pictures Industries—is up for sale. Columbia and Warner each own 50% of Burbank Studios. *Screen Gems Colgems Square, Burbank, Calif., 91505.*

**More movies.** Twentieth Century Fox Television has placed into domestic syndication a package of 32 features titled *Century 65*, including the following titles: "Cleopatra," "The Sand Pebbles," "The Prime of Miss Jean Brodie," "Fantastic Voyage," "Those Magnificent Men in Their Flying Machines," "Bandolero!," "Tony Rome," "The Kremlin Letter," and "Morituri." Ten of the features have never been shown on television; ten are

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expressly made for TV and 12 have been telecast previously on the networks.

**Over the net, into the rink.** NBC-TV has scheduled live Sunday afternoon World Championship Tennis telecasts beginning Feb. 18, which will precede network's weekly National Hockey League telecasts.

**For blacks, by blacks.** KPRC-TV Houston will present Sept. 6, 9-10 p.m. *Going Through Changes*, a documentary produced by black newsmen at the station. The program traces the Houston black community from the Civil War to the present. It will be fully sponsored by the local Main Bank, but commercials will be presented only fore and aft of the program.

**No sale.** Tomorrow Syndication reported last week it has suspended its live program, *Pro Football from Canada*, effective with last Wednesday's (Aug. 16) telecast. Weekly coverage of Canadian Football League games to 105 U.S. stations was halted after eight weeks because of "a lack of national sponsorship," according to Tomorrow spokesman.

**PBS to QK3.** Public Broadcasting Service will offer recreations of Sunday Spassky-Fischer chess-championship games—now being carried on public stations in New York, Boston, Rochester and Schenectady—to its entire nationwide network, thanks to grant by IBM to underwrite production and broadcast charges.

**New consultants.** Programing Aids and Services Inc., Los Angeles, has been formed as radio consulting firm by Russ Barnett, former program director for KMPC(AM) Los Angeles. Firm will specialize in programing, but also will provide services in other station operations.

**'Nile' in syndication.** Time-Life Films has placed into syndication *The Search for the Nile*, six one-hour episodes that were carried on NBC-TV earlier this year. The series is being sold for showing on stations in early 1973.

**Regional sex.** Storer Broadcasting's KGBS (AM) Los Angeles has placed its high-rated *Feminine Forum* on regional network. Network broadcast, *Bill Ballance California Feminine Forum*, is carried daily, simultaneously and live on KSDO(AM) San Diego, KNEW(AM) Oakland as well as KGBS. Format remains same with disk jockey Bill Ballance carrying on two-way telephone conversations about sex subjects with women callers (BROADCASTING, July 31).

**International goes global.** Independent Television Network has obtained TV rights for three years to Washington, D.C., International to be run Nov. 11 this fall at Laurel (Md.) Race Course. Tommy Roberts, president of ITN as well as president of WMTR(AM) Camden, N.J., said the \$150,000 classic would be fed to about 150 stations in U.S. and relayed overseas via satellite. Friday night (Nov. 10) show will be aired with taped highlights of International horses in action and live coverage of dinner-dance gala at Laurel. 2775 Mount Emphraim Ave., Camden, N.J., 08104.

**On order.** Sony Corp. of America, New

York, announced that Ford Motor Co. had ordered "nearly 4,000" Sony U-Matic color video-cassette players for use in company's communications to Ford and Lincoln-Mercury dealers. By end of year, players will have been installed with Philco-Ford TV sets in 4,000 dealerships in U.S. and Canada for use in playing tape-cassette programs presenting information to dealer personnel and demonstrating product features to showroom visitors.

**Youthful approach.** Steve Kahn, president of Youthways Corp., New York, has announced formation of Youthways Productions, which he said will focus on "programing for 'forgotten' 12-to-17-year-old market." Youthways' first program will be one-hour telecast of "Miss American Teenager Contest," to be co-produced with Universal Entertainment Corp., New York. The Sept. 9 special will be placed in about 60 markets on barter basis. 405 Park Ave., New York. Telephone (212) 421-4488.

**Wambaugh 'mini-series'.** NBC-TV last week announced the development agreement with Lorimar Productions for presentation of *The Blue Night*, dramatization of recent best-seller by Joseph Wambaugh. Program would be formulated into four-part "mini-series" in 1973-74 season. Lee Rich will be executive producer and Rod Serling will write script. Mr. Wambaugh, author of "The New Centurion," from which current Columbia motion picture has been adapted, is member of the Los Angeles police department.

**More Fox abroad.** Twentieth Century-Fox Television reported it has acquired TV distribution rights in some 20 foreign countries for 78 films from American International Pictures. Titles include "Wild in the Streets," "De Sade," "The Trip," "The Pit and the Pendulum," "Spirits of the Dead," "Three in the Attic," "Two Gentlemen Sharing," "Man With X-Ray Eyes" and "Angry Red Planet."

**Coach's show.** Total Communications Systems, Pittsburgh, will again make available weekly radio series *Football, Paterno Style*. Show, featuring Penn State's head football coach, Joe Paterno, will cover range of football topics, including Penn State team and opponents.

**Reprise.** Murray Kaufman, who set style and pace for younger-set disk jockeys during tenure at WINS(AM) New York in late fifties and early sixties, has returned to New York weekend radio—on WNBC(AM). *Murray the K and his Swinging Soiree* features music from those simpler days, plus interviews he conducted with Beatles and other stars of time. Show is broadcast from 4 p.m. to midnight Saturday, 3 to 9 p.m. Sunday.

**For 1973.** ABC-TV has commissioned half-hour situation comedy version of "Bob & Carol & Ted & Alice," hit movie of 1969, from M. J. Frankovich, film producer, and Screen Gems, for 1973-74 season. Producer will be Larry Rosen, who produces Screen Gems' *The Partridge Family* on ABC. Larry Tucker, who co-authored movie, will be writer and story editor.

## Journalists would get modified protection under Ervin measure

**Government would have to prove it needs confidential information before it could subpoena newsmen**

The chairman of the Senate Constitutional Rights Subcommittee last week introduced the newsmen's-privilege bill he believes stands the best chance of gaining widespread support in Congress.

Senator Sam J. Ervin Jr. (D-N.C.) said in remarks prepared for the *Congressional Record* that the measure (S. 3925) is designed to "protect newsmen from compulsory disclosure of information in federal criminal proceedings when such disclosure is not necessary for the proper functioning of the criminal justice system."

The measure, introduced last Wednesday (Aug. 16), was co-sponsored by Senator James B. Pearson (R-Kan.).

A spokesman said last week that Senator Ervin hopes to report the bill out of his subcommittee later this year without hearings.

The legislation was sparked by last June's Supreme Court decision holding that the First Amendment does not grant newsmen immunity from disclosing sources and information before grand juries (BROADCASTING, July 3).

The Ervin-Pearson bill is based on Justice Potter Stewart's dissent in that decision. Justice Stewart contended that newsmen should be required to testify only if the government could show a "compelling and overriding" interest in the information—which could not be obtained elsewhere.

As defined by S. 3925, "newsmen" means anyone "who gathers information for dissemination to the public as news or pictures" through the press, radio, television or any other medium. It specifies that a newsmen can be compelled to testify "in a criminal proceeding before a federal grand jury or a criminal action in a federal court" only if (1) the information sought is based on the newsmen's "personal knowledge" rather than "hearsay communications" he receives; (2) "the information tends to prove or disprove the commission of a crime," and (3) the information is not available from another source.

The bill also provides that a newsmen called to testify may move to quash the subpoena on the ground that the testimony sought does not meet the three conditions.

In his statement, Senator Ervin pointed out that hearings the subcommittee held last fall and earlier this year "underscored the threat which careless and widespread subpoenaing of newsmen poses to freedom of the press in America." The hearings dealt, in part, with a newsmen's-privilege bill Senator Pearson had introduced earlier (BROADCASTING, Oct. 4, 1971, et seq.).

S. 3925, Senator Ervin contended,

"incorporates a reasonable balance between the competing interests of law enforcement and freedom of the press. I believe this bill can win widespread congressional support and be enacted into law."

Legislation recommended earlier this month by the Joint Media Committee, a coalition of five news organizations that includes the Radio-Television News Directors Association, would also protect newsmen from having to disclose confidential information (BROADCASTING, Aug. 7). But the protection would not apply to the source of any allegedly defamatory information in cases where the defense is based on that information. In addition, the privilege could be divested if the court determined that the newsmen probably had information relevant to a law violation, that the information cannot be gathered by alternate means, and that there is a "compelling and overriding national interest" in the information.

## Republicans won't quit on reply to McGovern

**They seek 'Zapple ruling' to get time for spokesman to answer Democratic candidate**

The Republican National Committee last week asked the FCC to rule that the nationally broadcast coverage of an Aug. 5 address by Democratic presidential candidate Senator George S. McGovern obligated ABC, CBS and NBC to give time to a Republican party spokesman.

The party request was a sequel to a telegram sent to FCC Chairman Dean Burch (with copies to the other six commissioners) a week earlier by the party chairman, Senator Bob Dole (R.-Kan.) (BROADCASTING, Aug. 14). The Dole telegram was sent after the three radio-TV networks had rejected his request for time. The Mutual Broadcasting System, which carried the McGovern speech on its radio network, offered a Republican spokesman 15 minutes.

ABC, CBS and NBC declined for various reasons. NBC said the speech was a bone-fide news event and thus exempt from the equal-time law. CBS also claimed the news-event exemption from Section 315 and said its over-all treatment of the campaign has been consistent with the fairness doctrine. ABC, though not mentioning Section 315, said it regarded the entire campaign as a continuing event and that it would strive to keep its coverage "fair and balanced."

In its formal complaint against NBC, CBS and ABC last week the RNC repeated Senator Dole's contention that the coverage came under the commission's "subdoctrine" governing fairness in political broadcasts not embodied in Section 315—the so-called "Zapple ruling" (a term derived from the vehicle in which the ruling was first stated, a letter to Nicholas Zapple, communications expert of the Senate Commerce Committee staff). The Zapple ruling obligates broadcasters to give balanced treatment

**Convention watchers.** A. C. Nielsen Co. estimated last week that almost 53.5 million homes tuned in to the three-network television coverage of the 1972 National Democratic Convention in Miami Beach last month. Nielsen said this represents 86.1% of the nation's TV households. Each of the homes averaged 6.7 hours of viewing during the four days of the convention, Nielsen reported. CBS and NBC began coverage at 7 p.m. each night and ABC at 9:30 p.m.

to the supporters of contending candidates.

The McGovern appearance at issue was his announcement of his choice of R. Sargent Shriver to replace Senator Thomas Eagleton as the Democrats' vice-presidential candidate. The RNC claimed that Senator McGovern used only about one minute of his 16-minute address to dispose of the Shriver announcement, and devoted the rest of it to an attack on the President.

In its filing the RNC asserted that the political nature of the McGovern speech disqualified it from consideration as a news event of the kind exempt from Section 315. The committee said that a 1959 House report on amendments to Section 315 emphasized that the "bone-fide" news exemption was intended to cover only the broadcast appearances by a candidate that are "brief and clearly incidental"—not those "designed to serve the political advantage of that candidate."

The Republicans have asked for an application of the Zapple ruling—covering spokesmen for candidates—instead of the equal-time law that applies to candidates themselves because they will have no candidate until their convention meets this week.

The networks were given until Aug. 25 to respond to the Republican complaint.

## ABC gets exclusive on Clark's Hanoi trip

**By pre-arrangement, former AG took network-loaned camera and recorder to North Vietnam**

ABC News claimed a beat on its broadcast and print competitors last week with films and audio tapes recorded by Ramsey Clark, former U.S. attorney general, on his now controversial visit to North Vietnam.

ABC authorities reported that Mr. Clark carried with him on his trip a 16mm silent film camera and a tape recorder "on loan from ABC News." Upon his return to the U.S., they said, the *ABC-TV Evening News with Howard K. Smith and Harry Reasoner* last Monday (Aug. 14) carried a four-minute interview that included some of the films shot by Mr. Clark showing U.S. prisoners of war and scenes of bomb damage. In addition, they said, audio segments, including Mr. Clark questioning POW's, were edited into a 24-minute special for presenta-

tion on ABC Radio later in the week.

The arrangement with the former attorney general was made by William Sheehan, ABC News vice president and director of TV news.

## Inside China with NBC

NBC News producer Lucy Jarvis and a crew of five flew to the People's Republic of China last week to begin production of a group of special programs. Reuven Frank, NBC News president, said Mrs. Jarvis is "the first American to receive an invitation from the People's Republic of China to film news documentaries there." The invitation was said to be part of a cultural exchange established during President Nixon's visit to China last winter.

Mrs. Jarvis and the crew will be in China for five weeks filming the specials. The subjects of the programs will be announced later. Accompanying Mrs. Jarvis are Tom Priestley, director; Bryan Anderson, cameraman, David Liu, second cameraman and sound engineer; Joan Goldberg, associate director, and Audrey Topping, researcher.

## Judge prescribes what can be reported

**He orders coverage confined to record made in open court**

A Southern California superior court judge has ordered severe restrictions on news coverage of a criminal trial. The order limits coverage to the formalities of open-court proceedings.

Judge Julius A. Leatham, of Norwalk, issued a five-page document that among other prohibitions, bans the public release of any statements by the defendants relating to the case and the use of any documents or exhibits or other evidence. His order also prohibits the identification of prospective witnesses or release of information about their testimony. The case involves two men charged with the shotgun slaying of a 4-year-old girl.

Not covered by the "gag order" is the reporting of factual statements such as the defendant's name, age, residence, occupation, the nature and substance of charges filed against him, circumstances of his arrest, quotations from the public record and scheduling and result of any judicial proceedings held in open court.

Judge Leatham stated that "constitutional protections are of little value if the news-disseminating agencies seek, investigate, editorialize and disseminate information of proscribed character with respect to this case giving anonymity and asserting protection as to their sources of information."

## Your own polls

Sindlinger & Co., the marketing and opinion research firm in Swarthmore, Pa., is offering regular political surveys to television stations from now until after the November election.

Subscribers will receive regular up-

## A new way to deliver pay television

That's how unexploited microwaves assigned to multipoint service are now seen by eager applicants

An allocation in the microwave section of the radio spectrum that has lain fallow for more than a decade has suddenly attracted attention. The band is 2150 to 2160 mhz, allocated for common-carrier, multipoint distribution service (MDS) and changed in 1970 from a 3.5 mhz bandwidth to a full 10 mhz (now proposed to be further enlarged to 12 mhz).

Since it now has the potential to transmit TV programs at relatively low cost in major markets, the MDS service has become the particular object of CATV and pay-TV affections—to the escalating anxiety of broadcasters ("Closed Circuit," Aug. 7).

MDS cannot be received directly on existing television sets. It can, however, be picked up by a special receiving unit and then retransmitted by cable to conventional sets. The special receiving unit will cost about \$1,500, according to current estimates. The potential for feeding clusters of conventional sets, as, for example, in hotels or apartment houses, is obvious.

The MDS band was originally established in 1962, with each channel limited to 3.5 mhz. But, in 1970, at the request of Varian Associates, Palo Alto, Calif., the FCC widened the band to 10 mhz, opening the door to the transmission of TV program material.

This set off a rush of applications, principally aimed at creating a common-carrier entity in major markets, offering to lease TV-wide channels to businesses, government units, schools, hospitals, professional groups and other specialized audiences for fees that are estimated to run about \$75 an hour per channel.

Each signal is to be scrambled, to insure that transmissions are received exclusively by customers whose receivers would contain decoders.

Figures in the applications estimate that transmitting stations could be built for about \$50,000.

As of last week, there were 265 applications (representing 77 entities) for 144 cities on file at the FCC.

Most of the pending applications are by present or prospective microwave-relay firms, although some are by broadcast entities—Taft Broadcasting Co., for example, has asked for an MDS grant in Houston and in Dallas. All are for common-carrier service and none speaks specifically of pay TV or cable TV. But there is evidence that these two subjects have recently become a matter of serious discussion among the applicants, and between outsiders (who would be the

customers) and the applicants themselves.

Last April, the FCC proposed new rules for MDS differing from regular common-carrier regulations that deal mostly with narrow-band transmissions.

One reason for the proposed new rules is that the commission said it intended to widen the MDS band to run from 2150 to 2162 mhz, two mhz more than originally proposed. This, it noted, would permit the transmission of two 6-mhz channels in each city, opening the way for a single company to operate two channels, or for two companies to furnish one channel each. The commission also noted that the band would be shared with others, including radio broadcast studio-transmitter link services. The aural STL service also has been suggested by the FCC in another proceeding, for 2110 and 2113 mhz in addition to 2150-2162 mhz.

The FCC is contemplating limiting the power of MDS transmitters to 100 w, and to a 50-mile radius (if there is no interference to other services beyond that point).

It also has proposed that the carrier be required to own and control the receivers working in the service, and warned that it must not become too involved in the programming of its channels.

Finally, the commission said, since a number of applicants suggest the use of MDS for the transmission of closed-circuit entertainment programming, perhaps some sort of antisiphoning rules, similar to those applying to pay TV and cable TV, should be included in the MDS regulations.

The deadline for comments and reply comments in the latest MDS proceeding was Aug. 7.

A short paragraph in that April rule-making order has triggered a procedural wrangle that may hold off commission action for many months, perhaps longer.

The FCC said that applications then on file that were amended to square with the proposed new rules and that were not mutually exclusive with other applications for the same cities, would be processed and granted.

Shortly after the proposed revisions were publicized, a number of new applications for the MDS service were filed. These were returned by the commission staff, since they were filed after the customary 60-day period. This FCC rule prohibits the acceptance of new applications after 60 days have elapsed from the date the first application was filed, where they would be in competition with one another.

One application came from two members of Washington's Urban Communications Group, a black-oriented public-interest group that is led by Ted Ledbetter Jr., who at one point was mentioned for the FCC seat vacated recently the retired Commissioner Robert T. Bartley. The application was by Mr. Ledbetter and Foster Chanock.

Protests and petitions for reconsideration were filed by a number of the rejected applicants, including the UGC duo. At about the same time, the Washington law firm of McKenna, Wilkinson & Kitt-

interviewing, plus enough data to develop a seven-day news feature. The political polling is a result of special questions Sindlinger asks every election year.

As an example of the kind of service it offers, Sindlinger claims that its subscribers could have received hard data on voter reaction to the Democrats' vice-presidential woes, several days before comparable data was made available by the largest polling services.

The Sindlinger service is being offered exclusively to one TV station in each local market, on a syndicated basis.

## More women in news, RTNDA survey shows

But 50% of stations still have no woman working full-time

Employment of women in broadcast journalism is on the upswing, particularly at TV or joint TV-radio operations and in large markets, according to a survey conducted by the Radio-Television News Directors Association.

The survey, published in the August issue of the *RTNDA Communicator* newsletter, was based on responses from 225 broadcast news operations. It showed that half of the stations employ at least one full-time newswoman and nearly two-thirds employ at least one part time.

Of 95 radio stations responding, 23% employ one woman, and 9% employ two or more; of 85 TV stations, 35% employ one and 35% employ two or more, and of 45 TV-radio operations, 30% employ one, 36%, two or more.

Two-thirds of the stations in areas of one million or more employ newswomen, compared to less than half in smaller markets, the survey showed.

How many news directors believe that a woman could handle various news jobs as well as a man? According to the survey, 96% thought women could handle on-air field reporting; 95%, news writing and editing; 82%, tape or film editing; 68%, newscasting, and 47%, newsfilm shooting.

The survey also revealed that a woman regularly serves as a newscaster on 35% of the responding TV stations and 21% of the radio stations.

## Business broadcast awards

The Mortgage Bankers Association of America has given its 1972 Janus awards for excellence in financial reporting to two commercial and two noncommercial stations.

KHOU-TV Houston won in the commercial-television category for *The Business Report*, a weekly feature by Robert S. Gray; KCBS(AM) San Francisco won in the commercial-radio category for *Money Talks*, broadcast 12 times each week by producer Ray Hutchinson.

KVCR-TV San Bernardino, Calif., won in the public-TV category for *Wall Street West*, produced by Henry Hartman. In the public-radio category, WOUB(AM) Athens, Ohio (Ohio University), won for *News-134 Business Report*.

ner formally petitioned the FCC to withhold grants until the current rulemaking is concluded, and then to open the lists for new applications. The MDS as now proposed, this pleading declared, is a new service and not the same as the one established 12 years ago, or even two years ago. A petition similar to this was filed earlier by Black Efforts for Soul in Television (BEST) that went further, asking that the FCC ban cross-ownership of MDS systems and other media in the same market, and limit to seven the number of MDS channels that may be owned nationally by a single entity.

Pending applicants are, of course, opposing these moves, maintaining that the prospective newcomers are too late.

The MDS situation reached the commission twice last month but because it was found that the commissioners were evenly divided, it was decided to put a decision over until new Commissioner Ben Hooks could familiarize himself with the subject.

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## The first volley of drop-in war

**WETA-TV Washington's plan for a channel switch draws fire from Kaiser Broadcasting and ACTS**

Opposition began to mount last week to a proposal by which Washington's noncommercial television facility would move its regular service from channel 26 to an experimental run on the VHF band.

In a statement sent to all seven FCC commissioners, Kaiser Broadcasting Co. President Richard Block asserted that if the commission grants the application of WETA-TV for an experimental authorization to operate on ch. 12, it will "seriously undermine the national policy fostering growth of UHF television stations designed to develop a greater diversity of programming in all areas of the country."

Mr. Block's statement was the first formal objection voiced at the commission to the WETA-TV application, which was filed two weeks ago (BROADCASTING, Aug. 14). Other interests that will oppose the request include the All-Channel Television Society, the Association of Maximum Service Telecasters, Springfield Television Broadcasting Corp. (WWLP-TV, ch. 22, Springfield, Mass.) and WDCA-TV (ch. 20) Washington. In addition, three commercial stations in adjacent markets that could be technically affected by the WETA-TV drop-in will fight the proposal: WWBT-TV (ch. 12) Richmond, Va., and WJZ-TV (ch. 13) and WBAL-TV (ch. 11), both Baltimore.

ACTS, the national association of UHF interests, is reported to be preparing a petition to deny the WETA-TV application, employing an argument similar to that voiced over WETA-TV last week by George Mitchell, vice president of Springfield Television and one of ACTS's founding members. Mr. Mitchell was granted time on the station to respond to on-air pleas WETA-TV has been making to solicit support for its application. His

message appeared on Tuesday evening (Aug. 15) and was scheduled for re-broadcast last Saturday.

Mr. Mitchell's statement read in part: "Undoubtedly, there are some of you who have experienced more difficulty in viewing WETA than in the viewing of your Washington VHF channels. You probably have found it harder to tune in the station and may have also noticed that the quality of the picture is not as sharp. The stations in the All-Channel Television Society have been struggling with those problems for 20 years. But we have also found that the problems can be overcome; and without requiring the drastic step of abandoning use of the UHF spectrum."

Mr. Mitchell's statement was apparently designed to counter the WETA-TV contention that a VHF drop-in is an appropriate remedy for the technical deficiencies it has allegedly suffered on its channel 26 assignment.

Mr. Mitchell emphasized two steps ACTS has taken in attempting to improve the reception capability of UHF stations. One action, he noted, was the society's urging that the FCC enact rules requiring television set manufacturers to produce units with comparable detent tuning devices for VHF and UHF. (The proposal has now been implemented by the commission.) Another was the group's campaign to persuade UHF licensees to employ high-power transmitters in their operations. In this regard, Mr. Mitchell noted that WETA-TV "still operates with a low-power transmitter which limits its coverage and detracts from the quality of its signal in the area it does cover." In fact, Mr. Mitchell claimed, the station "operates with less than half the power that it can have with a relatively modest additional investment."

Mr. Block's statement contained a broader interpretation of the impact the WETA-TV move could have on other UHF operations.

"Shifting a few established UHF stations to the VHF band would overcrowd the existing channels, seriously impairing reception in rural and some suburban areas, and reduce opportunities for minorities to participate in broadcasting by reducing the number of viable stations in the market," Mr. Block asserted.

Mr. Block, who heads the largest chain of commercial UHF outlets in the country (Kaiser operates U's in Boston, Cleveland, Detroit, Philadelphia, San Francisco and Los Angeles, and last week filed an application at the FCC to acquire a majority interest in WFLD-TV Chicago [see page xx], also indicated that a grant of the WETA-TV application would be a demoralizing event for UHF operators around the country. "The assignment of a VHF channel to WETA-TV," he said, "would have a chilling effect on advertisers, investors and broadcasters indicating that the commission questions the future of UHF. Ultimately the nation would lose much more in television service than it could possibly gain."

In addition to his publicly expressed opposition to the WETA-TV proposal, Mr.

Block was reported to have made his sentiments known to several officials at the commission in a visit to Washington two weeks ago. One of those Mr. Block had words with was Commissioner Robert E. Lee, who has been a consistent proponent of the development of the UHF spectrum.

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## Making room at the very top

**Sears' plan to give all Chicago TV antennas space on its new building may satisfy everyone**

Sears, Roebuck & Co. may have ended the dispute over the effect of its 110-story Chicago headquarters on television reception.

Sears announced last week that it has made provisions for all Chicago TV stations on top of its new structure, which will be the world's tallest building when completed next year.

Most Chicago stations now broadcast from the John Hancock building, which would be superseded as the city's tallest by the Sears tower. Sears will now spend about \$5 million to help move those stations to its building. The money was to have been used to coat the tower with a special material to prevent ghosting.

The stations' move was hastened by a ruling of the Federal Aviation Administration earlier this year. The FAA permitted a 350-foot increase in the height of the tower (BROADCASTING, May 1).

It has been estimated that the antenna moves will take about a year, with construction of antenna bases to begin in December.

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## Can outsiders 'subvert' FM allocations system?

**NAB says they can use translators in ways forbidden to licensees**

The National Association of Broadcasters thinks it has discovered an important "oversight" in the FCC's rules regarding FM translators.

In a statement last week, NAB cited as evidence an application to erect an FM translator in Brainerd, Minn., to relay the signals of KEZZ(FM) Aitken, Minn., into Brainerd. The application was not filed by KEZZ's licensee, and that fact prompted the NAB comment.

The association noted that existing rules would prohibit KEZZ from building a translator in Brainerd because the city is outside KEZZ's service contour and because there is already an FM, KLIZ-FM, in Brainerd. However, it said, the rule would allow a separate group to build the translator and "bring the KEZZ signal into Brainerd in competition with the local FM station and against its wishes."

NAB held that nobody should be allowed to build such an FM translator unless the affected station has been notified and does not object. If an independ-

ent group is allowed to build a translator, NAB says, the commission would be permitting indirectly "what it would not allow directly."

NAB warned that the present rule as written could damage existing FM stations and "subvert the commission's whole FM table of allocations."

## Super 8 is it at KDUB-TV

**Iowa station completely changes news and production film to smaller size; claims reduction in costs and greater flexibility**

The use of super 8 color film for TV has taken a step forward with the decision of KDUB-TV Dubuque, Iowa, to use nothing but this size in all its news and commercial production.

The station went to super 8 on July 1, following a six-month test that saw station news and production personnel experiment with various cameras and associated equipment and film from leading manufacturers.

The move is expected to save KDUB-TV about 65% in film costs, Charles G. Cyberski, KDUB-TV director of film production, said. This could amount to more than \$12,000 annually, he estimated. And there are as well the savings realized in the purchase of super 8 cameras, each costing about one-fourth the price of the standard 16mm film camera normally used in TV.

Mr. Cyberski is also director of research of a nonprofit organization known as Super 8 Research Associates. This group was formed under another name in mid-1970 and has been circulating a monthly newsletter reporting on developments in the super 8 field that apply to television. Associated with Mr. Cyberski in the earlier activities was Richard Neville, WGN-TV Chicago, which a few years ago also experimented with the use of super 8 film and cameras.

The principal film used in TV today is 16mm, but, according to Mr. Cyberski, the viewer sees little if any difference between 16mm and super 8mm on his home TV tube. To a technician, however, there are differences, among them the need for more critical focusing when using super 8. And, Mr. Cyberski noted, color is softer on super 8 than on 16mm. But this problem has been overcome by using an image enhancer at the projection unit, he said.

Another favorable factor in the use of super 8 at KDUB-TV, Mr. Cyberski noted, is that each of the station's six newsmen now has his own personal camera for use in news coverage, with a much better record of camera care. Before that, he observed, newsmen had to check out cameras from the station's camera pool, with concomitant maintenance and repair problems.

Mr. Cyberski's optimism, however, is not matched by others in TV film work. Since 1965, for example, Sheldon Nemyer, manager of news film equipment

**Boost for smaller film.** A super 8 sound-on-film camera designed for TV and other professional use has been announced by Williamson Camera Co., Northridge, Calif. The camera accommodates in a single unit 200 feet of film, an amplifier, controls and batteries. It weighs 9 pounds, 14 ounces, including lens, and is 12 inches long, 6½ inches high and 5 inches wide. It also contains a level indicator, mirror shutter and, the company claims, the unit is completely noiseless. Price: \$2,500.

and sound for NBC-TV, has tested and watched developments in the super 8 field.

At present, he says, carefully choosing his words, super 8 is only "usable" for news. There are no TV-quality super 8 cameras available at present, he says.

But, he adds: "Super 8 will take hold in cable TV, where economy is more important than technical quality."

That economy can be considerable, he notes, when it is realized that the 24 million feet of raw 16mm film NBC-TV uses annually costs \$1.7 million. That amount of super 8 raw film, he says, might be half or even a quarter of that sum.

The use of super 8 film for TV has been on the horizon for many years. Last year, a full-day's symposium on super 8 was held in Los Angeles by the Society of Motion Picture and Television Engineers. SMPTE also has a super 8 working group as part of its TV committee; this subgroup is headed by C. H. Evans of Eastman-Kodak.

The Radio and Television News Directors Association long has been interested in super 8 use for news coverage. Reports on developments in this field have been part of RTNDA meetings for several years.

Under study at present, Mr. Cyberski explained, are super 8 film with sound, and "double" super 8. The latter is actually 16mm, perforated for 8mm which, when slit down the middle, provides 10 minutes running time.

Among the camera firms that have been working with the super 8 group in Iowa are Eastman Kodak, Bolex, Riker, Eumig, Fairchild, Minolta, Yashica, Fuji, Vivitar, Beaulieu, Bauer, Canon, Elmo and Nizo.

## Color-TV shipments to dealer keep rising

**However, EIA statistics for first seven months show decline in radio**

Sales of color TV sets by manufacturers to dealers for the first seven months of this year were 21.6% over the same period last year.

Also in the January-July period the sales of black-and-white TV sets were up 7.3%, and sales of FM radio sets up 15%.

Otherwise, according to the Electronic Industries Association which released

the July and seven-month figures last Monday (Aug. 14), AM radio sales were down 16% and auto radio down 2.7%.

For the seven months ended July 31:

TELEVISION UNITS		
	1972	1971
Color	3,514,429	2,890,124
Monochrome	2,726,142	2,539,970
Total	6,240,571	5,430,094

RADIO UNITS		
	1972	1971
AM	2,186,908	2,603,441
FM	2,197,667	1,910,788
Auto	5,746,456	5,905,966
Total	10,131,031	10,420,195

## New RCA-China satellite deal

RCA Global Communications Inc. has completed arrangements to build a second satellite communications earth station in the People's Republic of China. It signed contracts with the China National Import and Export Corp. in Peking last Thursday (Aug. 17) for a \$5.7 million installation of an earth station in Peking and expansion of the existing earth station at Shanghai, installed by the RCA subsidiary earlier this year.

## Technical Briefs

**New from BEL.** Broadcast Electronics Inc. has introduced Titlemaster video character generator. With optional audio interface, models 1500 and 2400 may be used with any Spotmaster audio tape cartridge for off-line storage of pre-composed messages and titles. Model 1500 has display format of 15 rows of 32 characters; model 2400, eight rows of 16 characters, with capability of storing four separate pages. 8810 Brookville Road, Silver Spring, Md. 20910.

**Cable tapoffs.** Entron Inc. has developed new type of CATV multiple outlet tap that provides quick connect/disconnect and locks for security. CATV tapoffs, called KEY-TEEs, enable system operator to hook up subscribers rapidly and at same time prevent non-subscribers from making illegal connections. Route 79, Morganville, N.J. 07751.

**For TV news.** CP-16/A 16mm news-film camera is available from Cinema Products. Unit, featuring Crystasound recording system and built-in amplifier, is designed for on-shoulder shooting. Camera weighs 16 lbs. with 400-foot magazine, zoom lens, recording system, battery pack and servo-motor for single- and double-system sync sound. 2044 Cotner Avenue, Los Angeles 90025.

**Electronics merger.** Hoffman Electronics Corp., El Monte, Calif., which manufactures television antennas among other communications equipment, has reached agreement in principle to acquire Advanced Systems Inc., Elk Grove Village, Ill. Merger calls for exchange of between \$10-\$12 million of Hoffman common stock, on exchange ratio of one share of Hoffman for 2.5 to three shares of Advanced Systems. Definitive agreement is subject to approval by directors and shareholders of both companies. Advanced Systems produces and distributes audio-visual taped instructional programs.

## Common-carrier status for cable industry shunned by Foster

**NCTA president tells security analysts that rate regulation specter would stifle growth**

David H. Foster, president of the National Cable Television Association, told a gathering of security analysts in New York last week that common-carrier status for cable could "seriously frustrate" the industry's growth.

Reacting to a report that the Nixon administration's high-level committee on long-term cable policy is preparing to recommend such a course for cable (BROADCASTING, July 31) Mr. Foster said the total CATV operation "does not fit the common-carrier mold," although it "looks" like a common carrier in some ways.

The effect of forcing that status upon the industry, he said, would be worsened by "the inevitable connotation that follows common-carrier designation, namely that profits will be limited by some rate-of-return formula."

The administration committee is not planning to recommend anything that drastic, but Mr. Foster said it might well be an eventual result anyway. "No matter how vociferously it is denied that rate regulation necessarily follows common-carrier status," he said, "that always seems to be the result. When I think of the vast amounts of capital that must be raised for this industry in the next 10 years, I cannot help but be worried about the attitude of you gentlemen [security analysts] when someone decides that cable should be a common carrier, with all the images of an 8% return on investment which surround that phrase."

Mr. Foster touched on several other problems facing the industry, including copyright, sports blackouts and the current FCC logjam on certificates of compliance. However, he managed to strike an over-all note of optimism in the speech to the New York Society of Security Analysts.

He saw a number of positive signs for the industry, including availability of capital, subscriber loyalty and the rapid solution of technological problems.

"I have become totally convinced," he said, "that cable communications is an inevitably strong growth industry, profoundly involved with the public interest, capable of utilizing the best of our nation's technological resources, and made up of the most energetic group of hard-headed optimists I have ever met."

## Sale in the sunshine state

Teleprompter Corp. has reached an agreement to acquire all shares of the TM Communications Co. of Florida, a wholly owned subsidiary of Times-Mirror Co.

TM operates 10 cable systems and

holds franchises for 27 municipalities and counties in Florida. Teleprompter currently operates 30 systems in Florida and would become the largest cable operator in the state under this agreement.

The transaction would add to Teleprompter's already secure status as the nation's largest multiple system owner, bringing its subscriber total close to the 700,000 mark.

## Theater operators prefer hotel TV to pay cable

The National Association of Theater owners last week moved to block a planned pay-cable operation by Sterling Manhattan Cable TV, one of New York's two franchised cable systems. On another front, the association opposed a Sterling complaint against New York Telephone Co.'s connection service to Trans-World Communications, operator of a pay-cable system serving five New York hotels.

NATO made its pleadings in two briefs it filed with the FCC. In one, it asked the commission to deny Sterling's pending application to build three community antenna relay (CARS) facilities which, NATO says, Sterling would use to provide interconnection for feature films it plans to offer on a fee basis to its subscribers.

In the other filing, NATO told the commission it would be "premature" to act on the issues raised in Sterling's complaint regarding the Trans-World system while a "broader policy question" still

remains at issue. That question, it indicated, is whether pay-cable operations such as the one Sterling proposes should be permitted at all.

NATO's contention is that the commission has not given it the opportunity to argue that pay cable would constitute unfair competition to theater owners because that medium would use revenues derived from traditional CATV service to "siphon" material and audiences from movie houses.

The association's purpose in objecting to the Sterling complaint, a NATO spokesman said, was not to "condone" hotel operations such as Trans-World's. While NATO feels that competition from such systems would be more "equitable" than that from pay cable, he said, the association takes the position that the FCC should not assume jurisdiction over hotel systems any more than it should over pay cable. Such jurisdiction, he claimed, could only be assigned to the commission by Congress.

## Cable Briefs

**Free and available.** Sterling Manhattan Cable, New York, will open a free video workshop in Greenwich Village for anyone who wants to use cable TV. Sterling will provide and maintain equipment and tape; New York's Alternate Media Center will staff and manage the facility with the help of a grant from the Fund for the City of New York.

**Modest prediction.** Cable won't reach

## DELTA ELECTRONICS IS MOVING

*Evil Agnes did us in  
so we have relocated to  
a higher, drier quarters*

*After August 21, 1972  
our address will be...*



5534 Port Royal Road  
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Telephone: 703/321-9845  
TWX: 710-831-0620

## A banner first half in sales and earnings

**A fiscal snapshot of companies reporting revenues and net income for the first six months of 1972 shows that, five-to-one, they did far better than year before**

Sales and profits of publicly owned broadcasting and broadcasting-related companies have advanced sharply this year, with gains extending across a broad front, and current indicators suggest the advances will be consolidated if not expanded in 1972's remaining months. A canvass of first-six-month reports for 1972 from 48 of the 123 companies listed in BROADCASTING's stock index shows those reporting earnings and net income higher than a year ago outnumber those with decreases by roughly five to one.

This year's strengthening in the general economy and the accompanying bounce-back in television time sales (story page 14) have imprinted plus-marks not only for companies that own stations but also for those that place the time and provide the programming.

In the broadcasting category, increased revenues and earnings have been reported virtually across the board. ABC had a 15.4% increase in revenues and a spectacular 131.6% increase in net income. CBS had a 43.2% jump in net income on a 12.6% rise in net sales, and RCA reported that its NBC division was also up in both sales and income (as was the parent company). Capital Cities Broadcasting Corp. showed a 39.3% gain in net income for the first six months and Cox Broadcasting a 30% advance. LIN Broadcasting turned a \$1.1-million net loss in the first half of 1971 into a record \$1.9-million net profit for the same period this year. Gross Telecasting, Mooney Broadcasting and Scripps-Howard Broadcasting also advanced in sales and income.

ASI Communications was an exception, reporting a decline in revenues and earnings and blaming it "primarily" on a change in format at its WERE(AM) Cleveland and a general softness in national sales, but also reporting that the format change is beginning to pay off "and we look for substantially improved revenues and profits" in the second half. Pacific & Southern Broadcasting increased its revenues but a \$177,000 net loss in the first quarter pulled its first-half profits below year-ago levels.

In the BROADCASTING index's category of "broadcasting with other major interests," first-half reports have been virtually unanimous in reporting gains in both sales and profits—some of them of record proportions—from Fuqua through Wometco.

In cable, Teleprompter Corp., the big-

into even half of U.S. households by 1985, according to a report by Predicasts Inc., a Cleveland business research firm. However, the firm projected substantial growth, estimating that by 1980 there should be 21 million subscribers and about \$2.2 billion in revenues. By that year, it says, programing expenditures in cable may amount to \$1.3 billion. The 57-page report costs \$300. *Predicasts Inc., 200 University Circle Research Center, 11001 Cedar Avenue, Cleveland 44106.*

**Another for HTN.** Home Theater Network, Los Angeles, has announced its third agreement to provide a cable company's systems with pay-cable programing. The latest agreement is with Liberty Communications, a multiple system owner with more than 75,000 subscribers. HTN previously announced similar agreements with Cablecom-General Inc. and Sammons Communications.

**Video conference.** A workshop and conference on marketing, publishing and video communications will be held at New York City's Commodore hotel, Sept. 20-22. Panels of executives from around the world will discuss programing for new video delivery systems, including cable, pay TV, and cassettes. Marketing, programing and balancing advertiser-consumer support will be discussed. *Alice Faile, Knowledge Industry Publications Inc., Tiffany Towers, Box 429, White Plains, N.Y. 10602.*

**KSN in cable buy.** Kansas State Network Inc. reported it will purchase cable system in Wayne, Neb., owned by the Telesis Corp. Purchase price was not disclosed. The 12-channel Wayne system, which began operation in May 1967, has about 400 subscribers out of a potential total of 1,600.

### Music

#### Breaking In

**The Slider—T Rex (Reprise)** ■ T Rex, in England, is about as big as a pop band can get. "We could put out a record of them breathing heavily, and I'd be surprised if it took more than 10 days to get to the top," one Warner's executive said of their success in their homeland.

Although T Rex is more than one person—four musicians in all—the band is the creature of its lead singer-guitarist-songwriter, Marc Bolan. Last year Mr.

Bolan constructed an album called *Electric Warrior*—aimed directly at the U.S. rock market, he said in later interviews. *Warrior* was deemed a masterpiece of heavy metal music, sold \$1.5-million worth of albums and produced T Rex's only bona fide American hit, "Bang A Gong." Since that time, Mr. Bolan has had to fight the throngs of young girls that congregate wherever he goes in England. On this side of the ocean, he is still looking for his second hit.

*The Slider*, T Rex's first album since *Warrior*, is a conglomeration of hit singles from Britain ("Metal Guru", "Telegram Sam") and new songs ("Spaceball Riccochet", "Ballrooms of Mars"). Among stations playing various cuts from it last week were WPLJ(FM) New York and KRLA(AM) Los Angeles. No single has yet been released.

**Listen to the Music—The Doobie Brothers (Warner Bros.)** ■ This single is from the Doobies' second album, *Toulouse Street*. They had a West Coast semi-hit last year with a song called "Nobody." Their music is a blend of acoustic and electric guitars with soaring harmonies. Tom Johnston, the song's composer, sings lead on this "make-music happy-time" record. The phasing shifts in the middle are not excessive and it is a gimmick that programmers have relied on to add texture to a station's sound. "It's just great coming over a car radio," said one.

Although "Listen to the Music" is a bit long by normal standards (4:44), there has been an ever decreasing prejudice against long tracks in radio over past years. It's up-tempo and pretty.

Among stations that have gone on the Doobie Brothers are WMEX(AM) Boston, WIBG(AM) Philadelphia, KOL(AM) Seattle and KLIV(AM) San Jose, Calif.

**Speak to the Sky—Rick Springfield (Capitol)** ■ "Speak to the Sky" starts off as a skiffle song—the British equivalent to jug-band music—and builds from its one, lone guitar strum to a full chorus, thumping bass line and ricky-ticky drums. It's a religious song too; about being in tune with Him. All in all, Mr. Springfield seems a good prospect to follow in the footsteps of David Cassidy and Donny Osmond as a female demograph-getter. Pubescence, limey-style.

Stations on Rick Springfield last week included WCFL(AM) Chicago, WPDQ(AM) Jacksonville, Fla., WIBG(AM) Philadelphia, WDGY(AM) Minneapolis and WRIT(AM) Milwaukee.



Marc Bolan of T Rex



Doobie Brothers



Rick Springfield



gest CATV operator, put 20 new systems into operation during the first half, raising its total to 133, and boosted net income 63.8% on a 23.4% rise in revenues. Cox Cable, which plans to merge with American Television & Communications next fall (BROADCASTING, July 24), was up substantially in both revenues and income. Viacom International also reported substantial gains from its combination of film-syndication and CATV-systems revenues. Cablecom-General came through the six months ended May 31 with higher revenues but blamed increased start-up costs and a slower-than-anticipated rate of growth in subscriber revenues for a slight decline in net income.

Programming companies that have reported for the first six months of 1972 are generally up in both sales and profits,

some of them substantially. In the service category, John Blair & Co. reported first-half increases of 13.1% in revenues and 9.1% in earnings, despite a decline in station-representation earnings blamed in part on the loss of commissions on WHDH-TV Boston, which ceased operations in March.

Reports from advertising agencies have been on the up side in almost all cases. Among them, Doyle Dane Bernbach showed a 64.5% increase in net income for the six months ended April 30; Needham, Harper & Steers, a 28.1% income rise for the six months ended June 30, and Foote, Cone & Belding posted a six-month increase of 120.5% in income despite a \$435,000 loss from its cable-TV operations. Among other agencies, Grey Advertising and Wells, Rich, Greene

were well ahead in both billings and income, and McCaffrey & McCall posted an increase in earnings despite a dip in billings. J. Walter Thompson Co., the world's largest agency, continued to suffer the effects of earlier client losses and showed declines in both billings and earnings.

In the manufacturing field Magnavox had lower income despite increased sales for the six months ended June 30, but RCA reported record sales and substantially improved income for the same period, and 3M Co. was also up in both sales and profits for the six months, as were Zenith, Admiral and CCA Electronics.

## The first-six-months track record of 48 broadcast-related companies

	REVENUES (000)			NET INCOME (000)		
	1972	1971	% Change	1972	1971	% Change
<b>Broadcasting</b>						
ABC	413,489	358,319	+15.4	16,681	7,204	+131.6
ASI Communications	3,813	4,382	-14.9	275	317	-15.3
Capital Cities	58,567	45,962	+27.4	8,578	6,157	+39.3
CBS	642,600	570,800	+12.6	32,800	22,900	+43.2
Cox	38,408	31,388	+22.4	5,227	4,021	+30.0
Gross Telecasting	2,729	2,458	+11.0	542	495	+9.5
LIN	10,043	8,678	+15.7	1,883	(1,111)	
Mooney	1,996	1,653	+20.8	148	86	+72.1
Pacific & Southern	10,077	7,748	+30.1	272	415	-52.6
Scripps-Howard	12,732	11,608	+9.7	2,380	2,038	+16.8
<b>Broadcasting and other major interests</b>						
Fuqua	191,733	164,445	+16.6	5,669	4,521	+25.4
Liberty Corp.	54,154	53,729	+0.8	5,264	3,498	+50.5
Metromedia	82,984	73,574	+12.8	4,271	2,788	+53.2
Multimedia Inc.	19,639	17,530	+12.0	2,534	2,101	+20.6
Post Corp.	8,231	6,441	+27.8	701	554	+26.5
Reeves Telecom	4,291	3,254	+31.9	1,051	(491)	
Rollins	140,558	127,026	+10.7	12,217	10,161	+20.2
Schering-Plough	260,299	222,873	+16.8	37,289	28,705	+29.9
Sonderling	11,416	11,394	+0.2	506	701	-38.5
Storer	36,999	31,587	+17.1	4,567	2,185	+109.0
Wometco	49,825	45,370	+9.8	2,796	2,310	+21.0
<b>Cable</b>						
Cablecom-General	8,896	7,779	+14.4	1,987	1,999	-0.6
Cox Cable						
Communications	7,707	6,126	+25.8	803	507	+58.4
Teleprompter	29,446	23,865	+23.4	6,011	3,670	+63.8
Time Inc.	304,484	294,345	+3.4	23,594	11,036	+113.8
Viacom	11,820	9,391	+25.9	884	619	+42.8
<b>Programming</b>						
MCA	144,368	144,321	+0.0	10,709	9,103	+17.6
Trans-america	956,089	770,725	+24.1	45,410	32,285	+40.7
20th Century-Fox	69,811	91,103	-30.5	5,343	6,027	-12.8
Warner Communications Inc.	230,244	174,526	+31.9	24,262	19,985	+21.4
Wrather Corp.	8,577	8,109	+5.8	24	(1,045)	
<b>Service</b>						
John Blair	34,594	30,578	+13.1	1,405	1,288	+9.1
Comsat	50,858	44,163	+15.2	12,566	12,145	+3.5
Creative Management	4,128	4,247	-2.9	111	63	+76.2
Doyle Dane Bernbach	25,877	20,388	+26.9	2,481	1,508	+64.5
Foote, Cone & Belding				1,052	477	+120.5
Grey Advertising				892	680	+31.2
Interpublic Group				2,260	1,524	+48.3
McCaffrey & McCall				216	167	+29.3
Needham, Harper & Steers Inc.				602	670	+28.1
J. Walter Thompson				2,725	3,511	-28.8
Wells, Rich, Greene	9,205	7,953	+15.7	1,625	1,362	+19.3
<b>Manufacturing</b>						
Admiral	225,420	190,856	+18.1	5,377	39	
CCA Electronics	2,872	2,414	+19.0	139	136	+2.2
Magnavox	311,579	289,042	+7.8	10,730	14,612	-36.2
3M	1,021,000	833,200	+22.5	114,500	97,700	+17.2
RCA	1,850,000	1,689,000	+9.5	76,400	68,200	+12.0
Zenith	322,034	255,295	+26.1	13,843	9,527	+45.3

## Bad vibrations

Filmways Inc., Los Angeles, TV and motion picture producer-distributor and book and magazine publisher-distributor, expects to suffer losses from both regular operations and of an extraordinary nature that may aggregate about \$2.5 million after taxes for fiscal 1972, ending Aug. 31.

In a formal statement, Robert L. Block, chairman and chief executive of the firm, reported that the losses are subject to further re-evaluation of the company's assets and operations and completion of the final audit. Also still to be considered is the effect to tax benefits associated with the losses.

Blame for the anticipated losses was placed on Filmway's book and magazine distribution operations and on a write-down of the company's inventory of motion-picture properties. Mr. Block said that after discussions with the firm's major lenders, an agreement was reached in principle to change the Filmways credit line as may be required by the losses.

These new losses would come on top of \$1,995,091 Filmways lost in fiscal 1971. In its most recent financial report, Filmways seemed to be slowly moving into the black, with a profit of \$268,000 on revenues of \$43,328,000 for the first nine months of the current fiscal year.

## Financial Briefs

**McCaffrey and McCall**, New York, reported increase in net income and slight drop in billings for six months ended June 30:

	1972	1971
Earned per share	\$ 0.37	\$ 0.29
Billings	22,744,000	23,157,000
Net income	216,000	167,000

**Gross Telecasting Inc.**, Lansing, Mich., reported increases in revenues and income for six months ended June 30.

	1972	1971
Earned per share	\$ 0.67	\$ 0.61
Revenues	2,728,927	2,457,609
Net income	542,178	494,843

**Sonderling Broadcasting Corp.**, New York, reported decrease in net income for first half of 1972.

	1972	1971
Earned per share	\$ 0.50	\$ 0.66
Revenues	11,418,000	11,394,000
Net income	506,000	701,000

**20th Century-Fox Film Corp.,** Los Angeles, reported declines in revenues and net income for six months ended June 24:

	1972	1971
Earned per share	\$ 0.62	\$ 0.70
Revenues	69,981,000	91,103,000
Net income	5,343,000	6,027,000

Note: Net income includes tax-loss carryforward, moving expenses and equity earnings.

**Visual Electronics Corp.,** New York, reported slight increase in net sales but continued loss in net income for three months ended June 30:

	1972	1971
Earned per share	\$ (0.08)	\$ (0.06)
Revenues	2,278,000	2,268,000
Net income	(112,000)	(78,000)

**Reeves Telecom Corp.,** New York, reported increase in revenues for first six months of 1972, with net income of \$1 million compared to a net loss last year. For six months ended June 30:

	1972	1971
Earned per share	\$ 0.40	\$ (0.23)
Revenues	4,291,202	3,253,705
Net income	1,050,782	(490,893)

**The Interpublic Group of Companies,** New York, reported increase of 48.3%

in net profits and 8.6% in agency billings. For six months ended June 30:

	1972	1971
Earned per share	\$ 2.06	\$ 0.78
Billings	373,925,000	344,218,000
Net income	2,260,000	1,524,000

**ASI Communications Inc.,** New York, reported 13% decrease in revenues and decline in net income for six months ended June 30:

	1972	1971
Earned per share	\$ 0.13	\$ 0.18
Revenues	3,812,925	4,381,733
Net income	275,270	316,740

**Metro-Goldwyn-Mayer Inc.,** Culver City, Calif., has filed a registration statement with the Securities and Exchange Commission for \$50 million of collateral trust bonds to be used for financing the construction of the MGM Grand hotel in Las Vegas. Blyth Eastman Dillon & Co. and Dominick & Dominick Inc. are the principal underwriters of the bonds, which are due 1992.

**Kerkorian wants more.** Financier Kirk Kerkorian, who already owns estimated 41.9% control of Metro-Goldwyn-

Mayer's common stock, has announced that he will soon make tender offer for 100,000 more MGM common shares at \$22.50 per share. New tender bid would be second Mr. Kerkorian has offered this year. As result of first offer, last January, he received tenders of about 110,000 shares at price of \$19 per share, far short of total of 240,000 shares he sought. If Mr. Kerkorian's new tender offer is completely successful his control of MGM could increase to 43.6%.

**Rollins salaries.** Proxy statement issued in connection with notice of annual stockholders meeting of Rollins Inc. in Atlanta on Aug. 22 lists O. Wayne Rollins, board chairman and president, as having received the highest total remuneration (\$180,000) in fiscal year ended last April 30. Mr. Rollins also will be entitled to annual benefits of \$35,849 on retirement at the age of 65. Other top-salaried officers for past fiscal year were R. Randall Rollins, senior executive vice president, \$71,000 and Earl F. Geiger, executive vice president, \$63,000.

## Broadcasting Stock Index

## Weekly market summary of 123 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Aug. 16	Closing Aug. 9	Net change in week	% change in week	High 1972	Low	Approx. shares outstanding (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	ABC	N	78 1/4	78 3/4	- 1/2	- .63	81 1/2	51 1/4	8,418	658,708
ASI COMMUNICATIONS	ASIC	O	1 7/8	1 5/8	+ 1/4	+ 15.38	5	1 5/8	1,815	3,403
CAPITAL CITIES	CCB	N	57 1/4	58 1/4	- 1	- 1.71	64 1/4	48	6,496	371,896
CBS	CBS	N	61 3/8	62 1/2	- 1 1/8	- 1.80	63	45 1/2	28,096	1,724,392
COX	COX	N	48 1/4	39	+ 9 1/4	+ 23.71	51	36 1/4	5,827	281,152
FEDERATED MEDIA	O		3 1/4	2 3/4	+ 1/2	+ 18.18	4 1/8	2 1/4	820	2,665
GROSS TELECASTING	GGG	A	16	17 1/4	- 1 1/4	- 7.24	23 7/8	12 1/4	800	12,800
LIN	LINB	O	13 7/8	14	- 1/8	- .89	22 3/8	12 7/8	2,341	32,481
MOONEY	MOON	O	10 1/8	9 5/8	+ 1/2	+ 5.19	11 5/8	4	250	2,531
PACIFIC & SOUTHERN	PSOU	D	9 1/4	10 5/8	- 1 3/8	- 12.94	18 1/4	9 1/4	2,010	18,592
RAHALL COMMUNICATIONS	RAHL	O	19 1/4	20	- 3/4	- 3.75	29	8	1,037	19,962
SCRIPPS-HOWARD	SCRP	O	23 1/4	23 1/2	- 1/4	- 1.06	27	18	2,589	60,194
STARR	SBG	M	29 1/4	29 1/2	- 1/4	- .84	30 1/2	15 1/2	1,042	30,478
TAFT	TFB	N	54 7/8	56	- 1 1/8	- 2.00	59 1/4	41 3/4	4,064	223,012
							<b>TOTAL</b>		<b>65,605</b>	<b>3,442,266</b>
<b>Broadcasting with other major interests</b>										
ADAMS-RUSSELL	AAR	A	6 1/4	6	+ 1/4	+ 4.16	8 3/4	4 1/2	1,250	7,812
AVCO	AV	N	17	17 1/8	- 1/8	- .72	20 7/8	13 7/8	11,497	195,449
BARTELL MEDIA	BMC	A	3 7/8	3 1/2	+ 3/8	+ 10.71	7 1/8	3 3/8	2,257	8,745
CHRIS-CRAFT	CCN	N	5 1/8	5 7/8	- 3/4	- 12.76	8 3/4	5 1/8	3,999	20,494
COMBINED COMMUNICATIONS	CCA	A	30 3/8	30 3/8	-	.00	42 1/2	28 1/2	3,264	99,144
COWLES COMMUNICATIONS	CWL	N	12 3/8	12 1/2	- 1/8	- 1.00	13 1/8	9 1/2	3,969	49,116
DUN & BRADSTREET	DNB	N	80 1/2	80	+ 1/2	+ .62	80 1/2	63	12,894	1,037,967
FUQUA	FQA	N	19 5/8	20	- 3/8	- 1.87	27 7/8	18 3/4	8,282	162,534
GABLE INDUSTRIES	GBI	N	27	27 1/2	- 1/2	- 1.81	32 1/4	23 1/2	2,220	59,940
GENERAL TIRE & RUBBER	GY	N	26 3/4	26 3/8	+ 3/8	+ 1.42	32 5/8	24 5/8	19,483	521,170
GLOBETROTTER COMMUNICATION INC	GLBTA	O	12 1/4	12 3/4	- 1/2	- 3.92	20 1/2	9 1/4	2,843	34,826
GRAY COMMUNICATIONS	O		11 1/4	11 1/4	-	.00	14	6 1/2	475	5,343
ISC INDUSTRIES	ISC	A	7 1/8	7	+ 1/8	+ 1.78	9 1/8	6	1,646	11,727
KAISER INDUSTRIES	KI	A	6 7/8	7	- 1/8	- 1.78	9 5/8	6 3/4	26,948	185,267
KANSAS STATE NETWORK	KSN	O	7 1/8	7 1/8	-	.00	7 7/8	6 1/2	1,621	11,549
KINGSTIP INC.	KTP	A	13 3/8	13 1/2	- 1/8	- .92	22	13 3/8	1,154	15,434
LAMB COMMUNICATIONS	D		3 1/2	3 1/2	-	.00	4 7/8	2	475	1,662
LEE ENTERPRISES	LNT	A	27 1/8	27 1/8	-	.00	30	17 1/2	3,357	91,058
LIBERTY CORP.	LC	N	20	19 1/8	+ 7/8	+ 4.57	21 5/8	17 1/2	6,753	135,060
MCGRAW HILL	MHP	N	15 1/4	15 1/2	- 1/4	- 1.61	20 7/8	14 7/8	23,327	355,736
MEREDITH CORP.	MDP	N	20 1/2	19 3/4	+ 3/4	+ 3.79	30 3/4	18 1/2	2,772	56,826
METROMEDIA	MET	N	37 5/8	36 1/8	+ 1 1/2	+ 4.15	39	27 1/4	5,959	224,207
MULTIMEDIA INC.	O		40 3/4	40 3/4	-	.00	44	14	2,408	98,126
OUTLET CO.	DTU	N	14 3/4	14 3/4	-	.00	19 3/8	13	1,335	19,691
PDST CORP.	PDST	O	21	20 1/2	+ 1/2	+ 2.43	30	9	942	19,782
PUBLISHERS BROADCASTING CORP.	PUBB	D	2 3/4	2 7/8	- 1/8	- 4.34	4 7/8	1 5/8	919	2,527
REEVES TELECOM	RBT	A	3	3	-	.00	4 1/4	2 3/8	2,292	6,876
RIODER PUBLICATIONS	RPI	N	27	29	- 2	- 6.89	34 1/2	26	8,324	224,748
ROLLINS	ROL	N	40 3/8	40 1/4	+ 1/8	+ .31	43 1/4	33	12,146	490,394
RUST CRAFT	RUS	A	39 1/8	35 3/4	+ 3 3/8	+ 9.44	39 3/8	24	2,318	90,691
SAN JUAN RACING	SJR	N	29	28 1/8	+ 7/8	+ 3.11	34 3/4	27 3/4	1,958	56,782
SCHERING-PLOUGH	SGP	N	132 1/4	130 1/4	+ 2	+ 1.53	135	82 5/8	25,471	3,368,539
SONDERLING	SDB	A	12 5/8	12 7/8	- 1/4	- 1.94	30 3/4	12 1/8	1,005	12,688
STORER	SBK	N	47	46 5/8	+ 3/8	+ .80	47 3/4	31	4,223	198,481
TURNER COMMUNICATIONS	O		5 7/8	6	- 1/8	- 2.08	7	2	1,328	7,802



# Fates & Fortunes®

## Broadcast Advertising

**Joseph Stuart**, director of TV programming, Ted Bates, New York, elected VP.

**James H. Cobb** and **John J. McNamara**, management supervisors, Young & Rubicam, New York, elected senior VP's, Y&R International.

**James B. Nickel**, VP and group creative director, Cunningham & Walsh, New York, joins Grey Advertising there as VP, creative director.

**Patti Mullen**, copy supervisor, Tinker, Dodge & Delano, New York, elected VP.

**John T. Brady**, executive VP and national sales manager, Metro Radio Sales, New York, joins RKO Radio Representatives there as VP and general manager. **Kathryn Leonard**, director of research, Metro Radio Sales and Metromedia Radio, joins RKO Radio Representatives as VP, research.

**Bernard G. Roer**, art supervisor, N. W. Ayer & Son, Chicago, named VP.

**Richard H. Pruitt**, copy group head, Ogilvy & Mather, Houston, elected VP and creative director. He succeeds **H. Donald Cowlbeck**, VP and creative director, transferred to Ogilvy & Mather, Toronto, as creative director.

**Rollo W. Hunter**, senior VP, director of broadcast, D'Arcy-MacManus Advertising, New York, joins Wilson, Haight & Welch Inc., Hartford, Conn., agency, in same capacity.

**Don Woolf**, VP-associate creative director, Tinker, Dodge & Delano, New York, joins Henderson Advertising, Greenville, S.C., as VP-creative director.

**William O'Donnell Miller**, VP and director of market planning, International Digisonics Corp., Chicago, joins WSNS-TV there as director, marketing and advertising.

**Richard Closky**, with KGO(AM) San Francisco, appointed sales manager.

**Richard Higgs**, with WFBM-AM-FM Indianapolis, appointed sales manager.

**George Stokes**, with WNEW(AM) New York, joins KPRC(AM) Houston as local sales manager.

**Bruce Seratti**, merchandising director, KLAC(AM) Los Angeles, joins KFAC-AM-FM there as merchandising manager.

**Gene A. Davis**, advertising and sales promotion manager, KYW(AM) Philadelphia, joins WNEW(AM) New York as director of creative services.

**Al Wilson**, media buyer, Young & Rubicam, Detroit, appointed senior media broadcast buyer, factory group, Chrysler-Plymouth division account. **Donna Bennett** and **Connie Bolam**, media service assistants there, appointed media buyers, Chrysler-Plymouth Dealer Association advertising group.

**Patricia S. Medintz**, media buyer, Adcom, in-house agency of Quaker Oats, Chicago, appointed media supervisor. **Mark E. Robbins**, assistant media buyer, appointed media buyer for Celeste, King Vitamin and new corporate test brands.

**Thomas J. Murray**, VP, Gaynor & Ducas, New York agency, named senior VP, account supervisor. **John H. Thomas**, VP, named senior VP, management supervisor.

**Bill Seaborg**, account executive, Avco Radio Sales, Chicago, appointed sales manager, San Francisco office. **Mark Stacey**, with WAAC(AM) Terre Haute, Ind., succeeds Mr. Seaborg.

**Gary A. Jones**, with Leo Burnett, Chicago, joins D'Arcy-MacManus International, New York, as media planner.

**Judy Vaughn**, media director, McCann-Erickson, Atlanta, joins Henderson Advertising there in same capacity.

**Michael W. Randazzo**, VP and art supervisor, Zebra Associates Inc., New York, joins Kenyon & Eckhardt, New York, as art director.

**Dale Thomsen**, art director, Larson-Bateman Advertising, Santa Barbara, Calif., joins Clinton E. Frank, San Francisco, in same capacity.

**Gregory Noonan**, writer-producer-art director, J. Walter Thompson, Chicago, joins Clinton E. Frank, Chicago, in similar capacity.

**C. Bert Wade**, VP, creative director, Aim Inc., Statesville, N.C., agency, joins Cargill, Wilson & Acree, Atlanta, as copywriter. **Charles Clark**, with Lawler-Battle-Little, Norfolk, Va., agency, joins CW&A as art director. **Barbara Doherty**, with Storm Advertising, Rochester, N.Y., joins CW&A as account executive.

**Tina E. Goldstein**, with Katz Agency, New York, joins Weiss & Geller Inc., New York, agency, as assistant media director.

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**Chosen one.** President Nixon has named Dr. Milton Eisenhower, president emeritus of Johns Hopkins University and, during World War II, deputy director of Office of War Information under Elmer Davis, to head newly created commission to study continued government financing for Radio Free Europe and Radio Liberty. President has directed Commission on International Radio Broadcasting to submit its recommendations by Feb. 28, 1973.

Interim funding (through fiscal year) of \$38.5 million for outlets has been approved by Congress while studies are completed by presidential commission, General Accounting Office and Library of Congress.

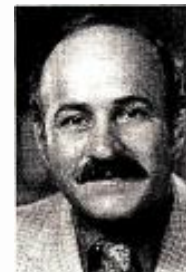
**David C. G. Butler**, associate publisher, *Rolling Stone* magazine, New York, joins Tinker, Dodge & Delano there as account executive.

**Steve Fentress**, executive producer, NBC News, West Coast, joins McHugh & Hoffman, station consultants, McLean, Va., as account executive, client services.

**Barbara H. Doherty**, account executive, Kincaid Agency, Charlotte, N.C., joins Cargill, Wilson & Acree, Atlanta, as account executive. **C. Bert Wade**, VP and creative director, Aim Inc., Statesville, N.C., joins CW&A, as copywriter.

**Charles Clark**, art director, Lawler-Battle-Little, Norfolk, Va., joins CW&A in similar capacity. **S. Jerold Sellers**, U.S. Air Force captain, named copywriter, CW&A.

## Media



Mr. Racco

**Alfred Racco**, general manager, ABC-owned KGO(AM) San Francisco, named VP, ABC.

**Joseph E. Bures**, commitment administrator, sales administration, NBC, named senior administrator, talent and programs.

**Terry G. Vavra**, assistant professor of marketing, Illinois State University, Normal, named to newly created post of director, news audience research, NBC.

**Peter R. Flynn**, manager, program operations, NBC Radio, New York, appointed mid-South regional manager, TV and radio station relations, NBC.

**William C. McReynolds**, VP and general manager, WNEM-TV Bay City-Saginaw-Flint, Mich., joins KPHO-TV Phoenix in same capacity. Both are Meredith Corp. radio station relations, NBC.

**John R. Gerhon Jr.**, program director, WCAU-FM Philadelphia, joins WCBS-FM New York as station manager.

**Bernard Ruttenberg**, principal in Graham-Ruttenberg Inc., New York, broadcast consulting firm, and in Graham Ruttenberg Public Relations there, joins WNEW(AM) there as director of operations.

**Lew Heilbronner**, manager, WJQS(AM) Jackson, Miss., joins WEEW(AM) Washington, N.C., as general manager. He succeeds **Stephen Springer**, who joins WHAP(AM) Hopewell, Va., in same capacity.

**Walter McDowell**, creative director, promotion department, WGY(AM)-WRGB(FM)-WGFM(TV) Schenectady, N.Y., appointed promotion manager. He is succeeded by **John McCarty**, creative director, WAAB(AM) Worcester, Mass.

**Lon G. Hurwitz**, promotion director, WXYZ(AM) Detroit, joins WABC(AM) New York as director of advertising and promotion.

**Lee C. Frischknecht**, director of network affairs, National Public Radio, named to newly created post of VP-administration and planning, as well as treasurer. **Charles C. Herbits**, director of legal and business affairs, named general counsel; **Wayne A. Gray**, manager of accounting, named director of new department of business affairs; **Elizabeth L. Young**, manager of station relations, named director of new department of station relations; and **George Geesey**, manager of operations, named director of new department of operations and engineering.

**Richard Gudal**, news director, noncommercial WGRE(FM) Greencastle, Ind., appointed general manager.

**Stu Bowers**, with KCMO(AM) Kansas City, Mo., appointed station operations director.

**Juanita Hall**, research-writer, public affairs, KREM-TV Spokane, Wash., appointed director, public-service department, KREM-AM-FM-TV.

**Marc Levitt**, publicity manager, defunct *David Frost Show*, joins Warner Communications, New York, as associate director, public relations.

**John E. Morrill**, former broadcast executive and presently management consultant, named first executive director of Colorado Broadcasters Association, Denver.

## Programing

**Jeffrey M. Kulliver**, producer-director, NBC Radio, New York, appointed manager, program operations, NBC Radio.

**Gus Zelnick**, VP, Buena Vista International, Walt Disney Productions' foreign distribution subsidiary, appointed managing director of Walt Disney Productions, London, while continuing to direct sales of Disney's television and motion-picture product throughout Europe. He succeeds **Cyril James**, who resigns for health reasons.

**Kenneth W. Heady**, VP and general manager, Meredith Corp.-owned KPHO-TV Phoenix, joins KCMO Audio/Video Systems, Kansas City, Mo., subsidiary of Meredith, as VP and general manager.

**Betty Jane Reed**, coordinator of program analysis, NBC information services department, New York, appointed manager, program analysis. She succeeds **Mimi Hoffmeir**, who retires.

**Jack London**, production manager, KPRC(AM) Houston, appointed program manager.

**Tom Bigsby**, assistant program director, WLS(AM) Chicago, joins KTLK(AM) Denver as program director.

**Jim Nettleton**, radio personality, CHUM(AM) Toronto, joins WCAU-FM Philadelphia as program director.

**Thomas R. Brown**, with WNEW(AM) New York, joins WPEN-AM-FM Philadelphia, as program director.

**John Midbo**, general manager, noncom-

**Scalia to move.** **Antonin Scalia**, general counsel, Office of Telecommunications Policy, Washington, has been appointed by President Nixon as chairman of the Administrative Conference of the United States. The appointment is subject to Senate confirmation. He would be succeeded by **Henry Goldberg**, with OPT's executive office.



Mr. Scalia

Mr. Goldberg

**Order, order.** NBC's director of government relations, in Washington, **Robert Hynes**, is back working among old colleagues at the Republican national convention in Miami Beach this week. Mr. Hynes, who joined NBC in January after seven years as minority counsel to the House Rules Committee, is serving as assistant parliamentarian, under Representative H. Allen Smith (R-Calif.), ranking member of the Rules Committee. While helping to advise on the conduct of the convention, Mr. Hynes will be on leave without pay from NBC.

WGRE(FM) Greencastle, Ind., joins WKCM(AM) Hawesville, Ky., as program director.

**Gary Weinstein**, with KCRA-TV Sacramento, Calif., appointed production manager.

**David Tribe**, director, operations, Lesney Products of Canada Ltd., Toronto, joins Hobel Leiterman Productions Ltd., there, as general manager, TV, feature film and commercial operations.

**Max Kimental**, with Viacom Enterprises, Germany, joins Screen Gems International as sales manager, Germany and Austria.

## Broadcast Journalism

**Charles F. Eldridge**, manager, radio news, NBC-owned WMAQ(AM) Chicago, joins NBC Radio news operations, New York, as manager. He is succeeded by **Frank Barnaro**, newsman, WMAQ.

**Irwin Margolis**, general manager, owned-station news, NBC News, named general manager of news specials, with executive responsibility for network programing in areas such as space coverage, elections and conventions. He is succeeded by **Lee Hanna**, VP and assistant to president, of now-defunct Boston Herald Traveler Corp. (now WHDH Corp.) and VP of WHDH-AM-FM Boston (BROADCASTING, Aug. 7).

**Ron Hunter**, anchorman, WWL-TV New Orleans, joins WGR-TV Buffalo, N.Y., as news director.

**Art Kent**, news manager, KSL-AM-FM-TV Salt Lake City, joins KCPX-TV there as news director.

**W. Ben Waters Jr.**, assistant news manager, WBTV(TV) Charlotte, N.C., joins WTOL-TV Toledo, Ohio, as news director. (Corrects previous item.)

**Bruce A. Weiner**, manager, sales promotion, CBS TV national sales, joins CBS-owned WCAU-TV Philadelphia as director, information services.

**Scott Harrington**, with WFBM-AM-FM Indianapolis, appointed news director.

**Karl R. King**, with WAVI(AM) Dayton, Ohio, joins WRTA(AM) Altoona, Pa., as news director.

**Dr. Michael Sommer**, editorial, community-relations and ombudsman service director, KABC(AM) Los Angeles, appointed director of news and public affairs.

**Paul Dallas**, associate editorial director at station, appointed editorial director.

**Alex Taylor**, with WOTV(TV) Grand Rapids, Mich., appointed managing editor, news. **Rick Stueber**, with station, appointed assignment editor.

**Ed Ziel**, news director, KLAC(AM) Los Angeles joins KBBQ(AM) Burbank, Calif., as assistant news director. **J. Paul Huddleston** and **Paul Oscar Anderson**, on-air newsmen, KHJ(AM) Los Angeles and KCBQ(AM) San Diego, respectively, also join KBBQ in similar capacities. **Bob Catron**, sports reporter, KBIG(AM) Avalon, Calif., appointed KBBQ sports director. **Inez Pedroza**, with KNBCATVQ Los Angeles, appointed KBBQ director of public affairs. **Cam Currier**, with KHJ(AM) Los Angeles, joins KBBQ as editor.

**Bob Simon**, producer-reporter, CBS News, Saigon, appointed correspondent. He will return to CBS News's London bureau this fall.

**Joel Siegel**, anchorman, KMET(FM) Los Angeles, joins WCBS-TV New York, as special correspondent, youth news.

**Geri Hamilton Abrams**, news reporter and editor, WFPG(AM) Atlantic City, joins KYW(AM) Philadelphia as anchorwoman.

**Dean Miller**, senior anchorman, WPLG-TV Miami, joins WWJ-TV Detroit as anchorman.

**Jim Rogers**, anchorman, WNEW(AM) New York, joins WQXI-TV Atlanta in same capacity.

**Rick Beckling**, newsman, WWDJ(AM) Hackensack, N.J., joins WPAT(AM) Paterson, N.J., as newsman.

**Tim Ryan**, TV play-by-play man, New York Rangers hockey team, joins WNBC-TV New York, as sports reporter and play-by-play commentator for National Hockey League games on NBC-TV.

## Cable

**Jeffrey A. Marcus**, president, Cablecraft Co., Los Angeles, and executive VP, Markit Communications, CATV firm there, joins Sammons Communications, Dallas, as VP, marketing.

**Gary W. Hagerich**, general manager, WLRO(AM) Lorain, Ohio, joins Covenant

Cable of Greensburg Inc., Greensburg, Pa., as VP and general manager.

**Billy R. Jones**, area operations manager, CATV operations, Burnup & Sims, New York, appointed divisional manager, eastern CATV operations, Atlanta. **Herman Lawrence**, manager, CATV operations, appointed CATV western divisional manager, Denver. **M. Dean Hill**, lineman, appointed operations manager, Eastern aerial division, CATV operations, Atlanta.

## Equipment & Engineering

**Robert B. Daines**, formerly with Gates Radio Co., Quincy, Ill., joins CBS Laboratories professional products department as regional manager with responsibility for new western region office with headquarters at KCBS-AM-FM San Francisco.

**Elliot Klein**, with KOOL-TV Phoenix, joins KNIX(FM) Phoenix and KTOF(AM) Tempe, Ariz., as director of engineering.

**Veldon Leverich**, with KRON-TV San Francisco, joins KGO(AM) there, as chief engineer.

## Allied Fields

**Merritt Willey**, VP and general manager, KWKW(AM) Pasadena, Calif., joins Los Angeles Dodgers baseball club, in newly created position of VP, marketing.

**Chester A. Higgins**, senior editor, *Jet* magazine, named special assistant to FCC Commissioner Benjamin L. Hooks ("Closed Circuit," Aug. 7).

## Deaths

**Betty Robertson**, 43, VP and account executive, with A. C. Nielsen Co.'s Nielsen Television Index New York, died Aug. 3 after long illness. Miss Robertson had been with Nielsen since 1953, VP since 1968. Survivors include a sister.

**William Walter Tison**, 73, founder and first manager of WSB(AM) Atlanta, died Aug. 15 in Asheville, N.C. He later was responsible for starting several radio stations in Florida, including WFLA(AM) Tampa. He is survived by wife Exa, a son and a daughter.

**Oscar Levant**, 65, pianist, composer and concert, radio, TV and motion picture performer, died of apparent heart attack Aug. 14 in Beverly Hills, Calif. Mr. Levant is survived by his wife, June Gale, and three daughters.

**William A. Berns**, 53, TV and movie producer who served as VP in charge of communications of New York World's Fair, 1964-65, died Aug. 9 in New York of pneumonia. His career included service with NBC, ABC and Mutual in period from 1945 to 60; later he became freelance TV and film consultant with brother Samuel, who survives.

**John W. Zischang**, 52, editor, WCBS-TV New York *Eleven O'Clock Report*, drowned in Yucatan, Mexico, on Aug. 9. He is survived by wife, Jane, two sons and stepson.

**Bernard Ruttenberg**, 36, who assumed post of director of operations, WNEW(AM) New York, on Aug. 14, died of apparent heart attack Aug. 17 in New York. Mr. Ruttenberg was partner in Graham-Ruttenberg Inc., broadcast consulting firm, and of Graham-Ruttenberg Public Relations, both New York. He is survived by his wife, Roberta, and a daughter.

**Helen E. Simpson**, 37, manager of advertising, promotion and publicity, WKYC-TV Cleveland, died Aug. 14 there, an apparent victim of murder. She was found in her wrecked automobile, a bullet wound in her chest. Police have no firm leads. Miss Simpson had worked for the station for 16 years. She is survived by her mother.

**Peter Housekeeper**, 65, founder of WLNA(AM) Peekskill, N.Y., died Aug. 9 in Mt. Kisco, N.Y. He was president of Highland Broadcasting Corp., licensee of WLNA. He is survived by his wife Dorothy, and a son and a daughter.

**Meurice Goldman**, wife of Simon Goldman, president of Goldman, died unexpectedly Aug. 16. Survivors include husband and three children.

# For the Record®

As compiled by BROADCASTING Aug. 9 through Aug. 15, 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

### Call letter action

■ Alpha Broadcasting Corp., Terre Haute, Ind.—Granted WIIL-TV.

## Existing TV stations

### Final actions

■ KFSN-TV Fresno, Calif.—Broadcast Bureau granted authority to operate trans. by remote control from 733 L Street, Fresno. Action Aug. 8.

■ KRNT-TV Des Moines, Iowa—FCC granted application by Cowles Communications Inc. for CP to change trans. site to one mile southwest of Alleman, Iowa, approximately 17 miles north of Des

Moines, and increase ant. height to 1,940 ft. Action Aug. 9.

■ WLKY-TV Louisville, Ky.—Broadcast Bureau granted request for authority to operate trans. by remote control from 1918 Mellwood Avenue, Louisville. Action Aug. 8.

■ WCCB-TV Charlotte, N.C.—Broadcast Bureau granted authority to operate trans. by remote control from 1 Television Place, Charlotte. Action Aug. 7.

■ WRDU-TV Durham, N.C.—Broadcast Bureau granted authority to operate trans. by remote control from 415 State Route 54, near Durham. Action Aug. 8.

■ WKBS-TV Burlington, N.J.—FCC waived rules and authorized Kaiser Broadcasting Corp., licensee, to present program of visual selections of art work accompanied by aural portion of classical music. Programming is not to exceed 17 minutes each week-day. Action Aug. 9.

■ WBBJ-TV Jackson, Tenn.—Broadcast Bureau granted CP to replace expired permit for changes. Action Aug. 10.

■ FCC waived prime-time access rule in case of TV's affiliated with NBC and CBS, permitting broadcast of scheduled evening sports events between Aug. 19 and Sept. 10, without any excess over three hours being counted against time permissible. FCC also permitted ABC-affiliated KTVK-TV Phoenix to carry to completion ABC football broadcast, Aug. 27. Action Aug. 9.

## Actions on motions

■ Chief, Broadcast Bureau, on request of Kingstip Communications Inc. (formerly Southwest Republic Corp.) extended through Aug. 23 time to submit oppositions to petition for reconsideration filed by United-Tecon in matter of amendment of TV table of assignments (Kerrville-Fredericksburg, Tex.) (Doc. 18979). Action Aug. 7.

■ Hearing Examiner Frederick W. Denniston in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV], TV proceeding, reopened record to indicate that FCC staff exhibit is received and that exhibit entitled table of agency replies is identified

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as Dubuque exhibit but is rejected; closed record again (Doc. 19339). Action Aug. 8.

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. (WGHP-TV) Furniture City Television Co.), TV proceeding, rescheduled further hearing date to Nov. 14 (Docs. 18906-7). Action Aug. 3.

■ Hearing Examiner Isadore A. Honig in matter of Alabama Educational Television Commission, for renewal of licenses for WAIQ (TV) Montgomery, Ala., et al., granted motion by Alabama Educational Television Commission and extended to Aug. 25 time to respond to petitioners motion to compel answers (Docs. 19422-30). Action Aug. 9.

■ Hearing Examiner Forest L. McClenning in Washington (United Television Co. (WFAN-TV), et al.), TV and AM proceeding, reopened record and admitted United Broadcasting Co.'s exhibit into evidence; closed record again (Docs. 18559, 18561-3). Action Aug. 8.

■ Hearing Examiner Chester F. Naumowicz Jr., in Las Vegas (Western Communications Inc. (KORK-TV)) for renewal of license, granted request by Western Communications for postponement of pre-hearing conference and continued conference to Sept. 15 (Doc. 19519). Action Aug. 7.

#### Other action

■ Review board in Charleston, S.C., TV proceeding, set oral argument for Sept. 21, before panel of review board, on exceptions and briefs to initial decision released April 23, 1971, denying applications of four Charleston VHF TV licensees for permission to move their trans. sites from separate locations to single 2,000-ft. tower northeast of Charleston, and to make other facilities changes (Docs. 18569-72). Action Aug. 10.

### New AM stations

#### Initial decision

■ Hearing Examiner Chester F. Naumowicz proposed in initial decision grant of application of Clayton Broadcasting Co. (Dr. John N. Denning and William R. Britt), for new daytime only AM on 1590 khz, with 5kw and DA, at Clayton, N.C. (Doc. 19365). Clayton's application, along with mutually exclusive applications of Curtis & Associates Inc. (WPXY), Greenville, The Farmville Broadcasting Co. (WFAG), Farmville, and Radio Washington Inc. (WEEW), Washington, all North Carolina, for changes in existing facilities to 1590 khz, were designated for hearing. Examiner dismissed all but Clayton's application. Action Aug. 9.

#### Actions on motions

■ Hearing Examiner Charles J. Frederick in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM proceeding, dismissed as moot motion to dismiss by B. F. J. Timm directed toward application of Talquin Broadcasting and opposition to motion to dismiss by Talquin (Docs. 19445-7). Action Aug. 3.

■ Hearing Examiner Millard F. French in Brunswick and Waycross, both Georgia, and Jacksonville, Fla. (Dowric Broadcasting Co., et al.), AM proceeding, granted petition by Dowric to amend application to reflect new survey in connection with ascertainment of community problems (Docs. 19448-50). Action Aug. 3.

■ Hearing Examiner Millard F. French in Brunswick and Waycross, both Georgia, and Jacksonville, Fla. (Dowric Broadcasting Co., et al.), AM proceeding, granted motion for continuance by Integrated Broadcasting Co. and rescheduled certain procedural dates including rescheduling hearing for Sept. 18; by separate action granted petition by Dowric Broadcasting and extended to Aug. 21 time to reply to motion of Integrated Broadcasting to dismiss Dowric application (Docs. 19448-50). Action Aug. 8.

■ Hearing Examiner Millard F. French in Amarillo, Lubbock and Plainview, all Texas (North Texas Enterprises Inc., et al.), AM proceedings, granted petition by Caprock Radio to amend application to supplement showings of financial qualifications and ascertainment of community needs (Docs. 19453, 19455, 19456). Action Aug. 3.

■ Hearing Examiner Jay A. Kyle in Springfield and Joplin, both Mo. (A-W Broadcasting Co., et al.) AM proceeding, on request of A-W Broadcasting, extended through Aug. 15 time for filing replies to Broadcast Bureau's comments on joint petition for approval of agreement (Docs. 19480-2). Action Aug. 3.

■ Hearing Examiner Jay A. Kyle in Springfield and Joplin, both Mo. (A-W Broadcasting Co., et al.), AM proceeding, extended date for exchanging preliminary engineering exhibits through Sept. 1. (Docs. 19480-2). Action Aug. 7.

■ Acting Chief, Office of Opinions and Review, in Jacksonville, Fla. (Belk Broadcasting Co. of Florida Inc.), AM proceeding, granted motion of Belk Broadcasting and extended through Aug. 22 time to file reply to exceptions and accompanying brief to initial decision filed by Broadcast Bureau (Doc. 19126). Action Aug. 9.

■ Hearing Examiner Ernest Nash in Fajardo, Puerto Rico, Frederiksted, St. Croix, Virgin Islands (Fa-

jardo Broadcasting Corp. Carlos A. Lopez-Lay), AM proceeding, denied request of Broadcast Bureau that publication should be required because withdrawal of Fajardo application would unduly impede achievement of fair distribution of radio services; granted joint request of Fajardo and Lopez-Lay and dismissed Fajardo application and retained Lopez-Lay application in hearing; approved agreement for reimbursement of expenses filed with joint request; by separate action, in view of above action, reconsidered order released May 4 which denied petition to amend filed by Lopez-Lay and set it aside; granted Lopez-Lay's petition to amend (Docs. 19386-7). Action Aug. 10.

#### Other actions

■ Review board in Georgia-Florida, AM proceeding, in response to petition by Integrated Broadcasting Co., has enlarged issues in proceeding involving applications of Dowric Broadcasting Co., James Harry Moye and Integrated for new AMs on 1530 khz in Brunswick and Waycross, both Georgia, and Jacksonville, Fla., to include overlap issue against Dowric (Docs. 19448-50). Action Aug. 7.

■ Review board in Jesup and Statesboro, both Georgia, AM proceeding, granted request by Morris' Inc., for extension of time through Aug. 25 to file exceptions to initial decision released July 6 (Docs. 17722, 18395). Initial decision proposed denial of applications of Morris' and Community Radio System for new AM's in Jesup and Statesboro. Action Aug. 11.

■ Review board in Bay St. Louis, Gulfport and McComb, all Miss., AM proceeding, granted Southwestern Broadcasting Co. extension of time through Aug. 11 to file reply to opposition by HWH Corp. to petition to enlarge issues. Proceeding involves applications for AM's by Michael D. Haas, Bay St. Louis, Robert Barber Jr., George Sliaman, and F. M. Smith (Gulf Broadcasting Co.), Gulfport, and HWH Corp., McComb (Docs. 19465-7). Action Aug. 8.

#### Call letter actions

■ Radioak Inc., Oak Ridge, Tenn.—Granted WOKI.

■ Dr. Stanley M. Boyd, Pulaski, Va.—Granted WBLB.

### Existing AM stations

#### Applications

■ WJAS Pittsburgh—Seeks CP to move trans. site to Onondaga Street and Ninemile Creek, Pittsburgh, change nighttime ant. system and add MEOV's to nighttime DA. Ann. Aug. 15.

■ WDOT Burlington, Vt.—Seeks CP to change the trans. site of Intervale Road, Burlington. Ann. Aug. 9.

#### Final actions

■ KKHI-AM-FM San Francisco—FCC granted request by Buckley Broadcasting Corp of California, licensee, for waiver of 50% AM-FM non-duplication rule so long as KKHI continues all classical music programming. Action Aug. 9.

■ WRSD Homestead, Fla.—Broadcast Bureau granted mod. of license covering change in corporate name to Radio South Dade Inc. Action Aug. 7.

■ WWOK Miami—Broadcast Bureau granted CP to make changes in DA system and change the trans. site to intersection of NW 137th Avenue, and NW 6th Street, two miles west of Sweetwater, Fla.: conditions. Action Aug. 7.

■ KORL Honolulu—Broadcast Bureau granted CP to modify existing trans. to improve operating efficiency. Action Aug. 7.

■ KVSF Santa Fe, N.M.—Broadcast Bureau granted CP to move ant. system 200 ft. north of present location. Action Aug. 7.

■ WBUY Lexington, N.C.—Broadcast Bureau granted remote control. Action July 21.

■ WIXY Cleveland—Broadcast Bureau granted CP to add MEOV's to existing nighttime pattern and to relax present MEOV's in minima. Action Aug. 7.

■ WMVO Mount Vernon, Ohio—Broadcast Bureau granted CP to increase height of south tower to 305 ft. and add null fill-in to presently authorized horizontal radiation pattern; condition. Action Aug. 7.

■ Wagoner, Okla.—Broadcast Bureau granted Neo Broadcasting Co. temporary authority, for 90 days, to operate facilities of KWLG (1530 khz, 250 w-D), Wagoner. In same action, "freeze" criteria of rules were waived, and Neo's application for regular authority to operate facilities was accepted for filing. Action Aug. 11.

■ KGW Portland, Ore.—Broadcast Bureau granted CP to change from DA-1 to DA-N; conditions. Action Aug. 7.

■ WMTN-AM-FM Morristown, Tenn.—FCC, in response to request by East Tennessee Broadcasting Corp., licensee, for declaratory ruling on continued employment of salesman with other broadcast interests, has approved arrangement. Don Crisp, salesman and sales manager for East Tennes-

see, also owns 50% of corporation which seeks assignment of license of WSMG Greenville, Tenn. Action Aug. 9.

#### Initial decision

■ KANI Wharton, Tex.—Hearing Examiner Ernest Nash, in initial decision, proposed renewal of license and imposition of forfeit of \$5,000 to be paid by licensee, Wharton Communications Inc. (Doc. 19288). Examiner found that KANI had disregarded official notices of violation for violations of rules regarding equipment, testing, safety, maintenance, and station logs. Action Aug. 11.

#### Action on motion

■ Hearing Examiner Ernest Nash in Puyallup, Wash., for renewal of license, KAYE, denied motion by KAYE to strike responsive pleading to petition for leave to amend filed by Broadcast Bureau; by separate action granted petition by KAYE for leave to amend application to meet standards in commission's Primer on Ascertainment of Community Problems (Doc. 18929). Action Aug. 8.

#### Other action

■ Acting Chief, Office of Opinions and Review, in Monroe, Ga. (Walton Broadcasting Co. (WMRE)) AM proceeding, granted request by Broadcast Bureau and extended through Aug. 25 time to file responsive pleadings to petition for extraordinary relief filed by Walton Broadcasting Co. (Doc. 19011). Action Aug. 7.

#### Fines

■ WRAB Arab, Ala.—FCC notified Marshall County Broadcasting Co., licensee, that it has incurred apparent liability of \$500 for violation of rules by failure to have properly licensed operator on duty. Action Aug. 9.

■ WAUC Wauchula, Fla.—FCC notified Wauchula Broadcasting Co., licensee, that it has incurred apparent liability of \$600 for violation of Communications Act and rules by operating station without properly licensed operator and by failing to make equipment performance measurements within 14 months after preceding measurements were made. Action Aug. 9.

■ WHWH Princeton, N.J.—FCC notified Nassau Broadcasting Co., licensee, that it has incurred apparent liability of \$1,000 for repeated violation of terms of license by failing to make weekly field intensity measurements from Oct. 1 to Nov. 8, 1971. Action Aug. 9.

■ KOTS Deming, N.M.—FCC notified Luna County Broadcasting Co., licensee, that it has incurred apparent liability of \$500 for violation of rules by failing to employ first-class radiotelephone operator and failing to keep maintenance log. Action Aug. 9.

■ WISP Kinston, N.C.—FCC notified Smiles of Kinston Inc., licensee, that it has incurred apparent liability of \$2,000 for willful or repeated violation of terms of license and of rules by operating with excessive power during nighttime hours. Action Aug. 9.

#### Call letter applications

■ WLTO Miami—Seeks WCMQ.

■ KKGf Great Falls, Mont.—Seeks KEIN.

■ KFLW Klamath Falls, Ore.—Seeks KFLS.

#### Call letter action

■ WAQY Birmingham, Ala.—Granted WBUL.

### Presunrise service authority

■ Broadcast Bureau granted following AM's PSA for operation between 6 a.m. and sunrise times specified in basic instrument of authorization, with daytime ant. system and with power as shown: KRSA Salinas, Calif., 19 w. Action March 9. WSLM Salem, Ind., 438 w. Action March 27. WQTW Latrobe, Pa., 300 w. Action March 29. KOHU Hermiston, Ore., 500 w. Action May 5. WBTX Broadway, Va., 500 w. Action May 17. WPUT Brewster, N.Y., 4.2 w. Action May 18. WACY Kissimmee, Fla., 65 w. Action May 19. WMOP Ocala, Fla., 82 w. Action May 22. WYFE Rockford, Ill., 500 w. Action May 24. WSSST Largo, Fla., 250 w. Action June 29. WHPA Honesdale, Pa. (power not indicated). Action July 11. KWTV Douglas, Wyo., 84 w. Action July 12. WGLX Galion, Ohio, 250 w. Action July 27. KANN Ogden, Utah, 22 w. Action March 10. KAJN Crowley, La., 194 w. Action March 20. KYMO East Prairie, Mo., 4.9 w. Action March 27. KBMR Bismarck, N.D., 32 w. Action May 4. KBUG Springfield, Mo., 63.3 w. Action July 7.

### New FM stations

#### Applications

■ Bloomington, Ind.—Bloomington Media Corp. Seeks 96.7 mhz, 3 kw. HAAT 300 ft. P.O. address 121 East Kirkwood, Box 1217, Bloomington 47401. Estimated construction cost \$68,700; first-year oper-

# Summary of broadcasting

Compiled by FCC July 31, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,352	4	18	4,374	49	4,423 <sup>1</sup>
Commercial FM	2,311	1	51	2,363 <sup>2</sup>	116	2,479
Commercial TV-VHF	504	1	6	513 <sup>3</sup>	13	524
Commercial TV-UHF	184	0	7	181 <sup>3</sup>	60	251 <sup>3</sup>
Total commercial TV	687	2	12	701	73	774
Educational FM	509	0	17	528	79	605
Educational TV-VHF	86	0	3	89	3	92
Educational TV-UHF	119	0	6	125	11	136
Total educational TV	203	3	10	214	13	227

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes 15 educational stations.

<sup>3</sup> Indicates four educational stations on nonreserved channels.

ating cost \$91,680. Principals: Frank A. Rogers (49%) and Jerold E. Hilgenberg (51%). Mr. Rogers is board chairman and managing officer of Brown County Federal Savings and Loan Association in Nashville, Ind. He also owns Nashville House Inc. restaurant and general store, and has other real estate and restaurant interests in Nashville. Mr. Hilgenberg, former announcer for WTTV-FM Bloomington, is salesman with Allied Radio Shack, Bloomington, and is assistant to president of Nashville House Inc. Ann. Aug. 9.

■ Bay City, Mich.—School District, City of Bay and City Counties of Bay and Saginaw. Seeks 91.3 mhz, 10 w. HAAT 124 ft. P.O. address 1800 Columbus, Avenue, Bay City 48706. Estimated construction cost \$11,000; first-year operating cost \$5,000; revenue none. Principals: Robert J. LaRoque is president, board of education. Ann. Aug. 9.

■ Fulton, Miss.—Itawamba County Broadcasting Co. Seeks 101.7 mhz, 3 kw. HAAT 194 ft. P.O. address Box 587, Fulton 38843. Estimated construction cost \$21,139; first-year operating cost \$7,847; revenue \$8,455. Principals: Olivie E. and Ivous T. Sisk (each 50%). Olivie and Ivous Sisk each own 25% of WVSA(AM) Vernon, Ala., and 50% of WFTO(AM) Fulton. Ann. Aug. 9.

## Actions on motions

■ Hearing Examiner Millard F. French in Pine Castle-Sky Lake, Fla. (Hymen Lake), FM proceeding, granted petitions by Hymen Lake to amend application to reflect business interests in various enterprises (Doc. 19432). Action Aug. 2.

■ Hearing Examiner Forest L. McClenning in Bloomsburg and Selingsgrove, both Pa. (Bloomsburg State College and the Susquehanna University of Evangelical Lutheran Church), educational FM proceeding, rescheduled certain procedural dates including rescheduling hearing for Oct. 24 (Docs. 19485-6). Action Aug. 8.

■ Hearing Examiner Herbert Sharfman in Southern Pines, N.C. (William R. Gaston The Sandhill Community Broadcasters Inc.), FM proceeding, granted motion by Mr. Gaston to produce documents for inspection and copying and his motion to compel answers to interrogatories to extent shown in transcript. (Docs. 19349-50). Action Aug. 9.

■ Hearing Examiner James F. Tierney in Searcy, Ark. (Horne Industries Inc., Tellum Broadcasting Company of Searcy Inc.), FM proceeding, scheduled hearing on remaining issue for Aug. 23 (Docs. 18989-90). Action Aug. 2.

## Other actions

■ Review board in Sacramento, Calif., FM proceeding, granted petition by California Stereo Inc. for extension of time through Sept. 7 to file reply to responsive pleadings filed to its petition to enlarge issues (Docs. 19515-16). Mutually exclusive applications of California Stereo and Interact Inc. for new commercial FM on ch. 293 at Sacramento were set for hearing on May 31. Action Aug. 11.

■ Review board in Live Oak, Fla., FM proceeding, granted Live Oak Broadcasting Co. extension of time through Aug. 14 to file responses to third motion by WNER Radio Inc. to enlarge issues. Proceeding involves applications by WNER Radio Inc. and Live Oak Broadcasting Co. for new FM on ch. 251 (98.1 mhz) at Live Oak (Docs. 18975-6). Action Aug. 8.

■ Review board in Dayton, Tenn., FM proceeding, denied petition by Erwin O'Conner (Erwin O'Conner Broadcasting Co.), to amend application for FM ch. 285A, Dayton, to show increase in liquid assets. Hearing Examiner Ernest Nash, in initial decision released Jan. 4, proposed denial of Mr. O'Conner's application for failure to establish financial qualifications, and proposed grant of application by Norman A. Thomas (Docs. 18547-8). Action Aug. 8.

■ Review board in Dayton, Tenn., FM proceeding,

denied motion by Norman A. Thomas that appeal from initial decision filed by Erwin O'Conner be dismissed. Mr. O'Conner's appeal is from initial decision released Jan. 4 which proposed grant of application of Norman A. Thomas for new FM at Dayton on ch. 285A, 104.9 mhz, and denial of Mr. O'Conner's competing application for same channel (Docs. 18547-8). In separate action, review board dismissed as moot O'Conner petition filed on Feb. 16 to expedite proceedings. Actions Aug. 8.

## Call letter applications

■ Trio Broadcasters Inc., Mobile, Ala.—Seeks WBLX(FM).

■ Little Rock School District, Little Rock, Ark.—Seeks \*KLR(FM).

■ Arcata Union High School District, Arcata, Calif.—Seeks \*KAHS(FM).

■ Mountain Broadcasting Co., Big Bear Lake, Calif.—Seeks KTOT-FM.

■ Big Sur Broadcasting Corp., Seaside, Calif.—Seeks KZEN(FM).

■ WWCW Radio, Brazil, Ind.—Seeks WWCW-FM.

■ St. Paul's School, Concord, N.H.—Seeks \*WSPS-FM.

■ Franklin Mountain Broadcasting Corp., Oneonta, N.Y.—Seeks WONT(FM).

■ Love Broadcasting, Elizabeth City, N.C.—Seeks WMYK(FM).

■ Texas Southern University, Houston—Seeks \*KTSU(FM).

■ Julie P. Miner, St. George, Utah—Seeks KDXU-FM.

## Call letter actions

■ Middle Georgia Broadcasting Co., Macon, Ga.—Granted WCRY-FM.

■ Lewis College, Lockport, Ill.—Granted \*WLRA-FM.

■ Isanti Broadcasting Co., Cambridge, Minn.—Granted KABG(FM).

■ KOWO Inc., Waseca, Minn.—Granted KQDE-FM.

■ Lindbergh School District, St. Louis—Granted \*KLSR(FM).

■ Salt-Tee Radio Inc., Ocean City, N.J.—Granted WSLT-FM.

■ Arbutle Broadcasters Inc., Ardmore, Okla.—Granted KKAJ(FM).

■ Public Broadcasting of Northwest Pennsylvania Inc., Erie, Pa.—Granted \*WQLN-FM.

■ Franklin & Marshall College, Lancaster, Pa.—Granted \*WFNM(FM).

■ South Carolina Educational TV Commission, Charleston, S.C.—Granted \*WSCI(FM).

■ Clarkston Broadcasters, Clarkston, Wash.—Granted KCLK-FM.

## Designated for hearing

■ Chief, Broadcast Bureau, set for hearing mutually exclusive applications of Lexington County Broadcasters Inc. and William D. Hunt for new noncommercial FM in Cayce, S.C. (Docs. 19568-9). Both applicants propose operation on ch. 244A with 3 kw and ant. height of 300 ft. Action Aug. 11.

## Existing FM stations

### Final actions

■ WFTL-FM Fort Lauderdale, Fla.—FCC waved mileage separation requirements of rules, and granted application of WFTL Broadcasting Co. to op-

erate WFTL-FM as aux. at new AM site. Action Aug. 9.

■ \*WETL(FM) South Bend, Ind.—Broadcast Bureau granted CP to change trans. exciter, frequency and modulation monitoring. Action Aug. 8.

■ WHFS(FM) Bethesda, Md.—Broadcast Bureau granted CP to install new alternate main trans. Action Aug. 8.

■ WOBB(FM) Toms River, N.J.—Broadcast Bureau granted CP to install new ant. Action Aug. 7.

■ FCC denied motion by Citizens Committee to Keep Progressive Rock for stay of effectiveness of commission's denial of reconsideration of grant of application for assignment of license of WGLN-FM (now WXEZ(FM)) Sylvania, Ohio, from Twin States Broadcasting Inc. to The Midwestern Broadcasting Co. By order released June 30, commission affirmed previous determination by Broadcast Bureau that grant of application would serve public interest, and denied Citizens petition for reconsideration. Citizens had questioned change in station's music format from youth oriented, progressive rock format to middle of road format, without public hearing; whether applicants misrepresented plans to change format; whether Midwestern's proposal to duplicate some of programming of WOHO(AM), its station in Toledo, Ohio, violates Communications Act, and whether Twin States made sufficient showing of unavailability of capital under the commission's three-year-holding rule. Action Aug. 8.

■ WCDL-FM Carbondale, Pa.—Broadcast Bureau granted CP to make changes in ant. system. Action Aug. 7.

## Action on motion

■ Chief Hearing Examiner Arthur R. Gladstone in Nashau, N.H. (Eastminster Broadcasting Corp.), for renewal of licenses for WOTW-FM, designated Hearing Examiner Millard F. French to serve as presiding officer and scheduled prehearing conference for Sept. 8 and hearing for Oct. 24 (Docs. 19564-5). Action Aug. 7.

## Call letter applications

■ KATY-FM San Luis Obispo, Calif.—Seeks KUNA(FM).

■ WWPF-FM Palatka, Fla.—Seeks WIYD-FM.

■ WEXL(FM) Arlington Heights, Ill.—Seeks WWMM(FM).

■ WHIL-FM Medford, Mass.—Seeks WWEL(FM).

■ KWOC-FM Poplar Bluff, Mo.—Seeks KPBM-FM.

■ KGBCFM Galveston, Tex.—Seeks KESY(FM).

## Call letter actions

■ KHIQ(FM) Sacramento, Calif.—Granted KEWT-FM.

■ KBKB(FM) San Diego—Granted KGB-FM.

■ WUHN(FM) Peoria, Ill.—Granted WSWT(FM).

■ KNIR-FM New Iberia, La.—Granted KDEA-FM.

■ WLYK-FM Milford, Ohio—Granted WLYK-FM.

■ WLSL-AM-FM Roanoke, Va.—Granted WSLC-AM-FM.

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, their co-pending auxiliaries and SCAs where appropriate: KFKA Greeley, Colo.; KNDU(TV) Richland, Wash.; KPLS Santa Rosa, Calif.; WADD Brockport, N.Y.; WEMP Milwaukee; WGET Gettysburg, Pa.; WHCU-AM-FM Ithaca, N.Y.; WHOM-FM and WNEW-FM, both New York; WSAR Fall River, Mass.; WUTV(FM) Buffalo, and WVIP-AM-FM Mount Kisco, both New York; WJPA-AM-FM Washington, WKBI St. Marys, WKEG Washington, WLBR-FM Lebanon, WMB5 Uniontown, WPIT-AM-FM Pittsburgh, WACB Kittanning, WAVT-FM Pottsville, \*WITF-TV Hershey, WJET Erie, WNAR Norris-town, WPPA Pottsville, and \*WVIA-TV Scranton, all Pennsylvania. Action Aug. 9.

## Modification of CP's, all stations

■ \*KTEH(TV) San Jose, Calif.—Broadcast Bureau granted mod. of CP to change ERP to vis. 295 kw; aural 58.9 kw; change type trans.; ant. height minus 30 ft. Aug. 7.

■ \*KANU(FM) Lawrence, Kan.—Broadcast Bureau granted mod. of CP to change ant. Action Aug. 8.

■ \*WMAO(TV) Greenwood, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 9, 1973. Action Aug. 9.

■ KFMQ(FM) Lincoln, Neb.—Broadcast Bureau



# Professional Cards

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<p><b>E. HAROLD MUNN, JR.</b> BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517—278-6733</p>	<p><b>ROSNER TELEVISION SYSTEMS</b> ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 (516) 694-1903</p>	<p><b>JOHN H. MULLANEY</b> CONSULTING RADIO ENGINEER 9616 Pinkney Court Potomac, Maryland 20854 (301) 299-8272 <i>Member AFCE</i></p>	<p><b>TERRELL W. KIRKSEY</b> Consulting Engineer 5210 Avenue F. Austin, Texas 78751 (512) 454-7014</p>

# Service Directory

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV Monitors Repaired &amp; Certified 103 S. Market St. Lee's Summit, Mo. 64063 Phone (816) 324-3777</p>	<p><b>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE</b> SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>SPOT YOUR FIRM'S NAME HERE</b> To Be Seen by 120,000* Readers— among them, the decision making sta- tion owners and managers, chief engi- neers and technicians—applicants for am fm tv and facsimile facilities. *1970 Readership Survey showing 3.2 readers per copy.</p>	<p><i>contact</i> <b>BROADCASTING MAGAZINE</b> 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>
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granted mod. of CP to change trans.; change ant.; make changes in ant. system; ERP 100 kw; ant. height 180 ft. Action Aug. 8.

■ \*KVNO(FM) Omaha—Broadcast Bureau granted mod. of CP to correct coordinates; change trans. and ant.; ERP 3 kw; ant. height 640 ft. Action Aug. 8.

■ KBMI Henderson, Nev.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 15, 1973. Action July 27.

■ KRWG-TV Las Cruces, N.M.—Broadcast Bureau granted mod. of CP to change vis. ERP to 1620 kw; aural ERP to 324 kw; change type trans. and type ant.; ant. height 450 ft.; conditions. Action Aug. 7.

■ WRNW(FM) Mt. Kisco, N.Y.—Broadcast Bureau granted mod. of CP to change trans. location to Peter Bont Hill, Irvington; operate studio location and remote control from 55 Woodside Avenue; Briarcliff Manor; change trans.; make changes in ant. system; change ant.; ERP 3 kw; ant. height 290 ft. Action Aug. 7.

■ \*WONH(TV) Syracuse, N.Y.—Broadcast Bureau granted mod. of CP to change ERP to vis. 200 kw and aural to 36.6 kw; change type ant.; make changes in ant. structure; ant. height 870 ft.; granted mod. of CP to extend completion date to Feb. 9, 1973. Action Aug. 9.

■ WOU-TV ch. 44, Cambridge, Ohio—Broadcast Bureau granted mod. of CP to change ERP to vis. 436 kw; aural 87.1 kw; change trans. location; change type trans. and type ant.; ant. height 1290 ft. Action Aug. 10.

■ Lima, Ohio, ch. 57, Ohio Educational Television Network—Broadcast Bureau granted mod. of CP to change vis. ERP to 479 kw; aural ERP to 95.5 kw; trans. location to Belmont Road, 4.7 miles south of Deshler, Ohio; change type trans. and type ant.; make changes in ant. structure; ant. height 1,060 ft.; condition. Action Aug. 10.

■ WPBO-TV Portsmouth, Ohio—Broadcast Bureau granted mod. of CP to change vis. ERP to 398 kw; aural ERP to 79.4 kw; change trans. location 300 ft. west northwest of present site; type trans.; type ant. and make changes in ant. structure; ant. height 1,240 ft.; condition. Action Aug. 10.

■ WHJ-36 Mount Carmel, Pa.—CATV Bureau granted mod. of CP to extend completion date to Nov. 31. Action June 8.

■ WTJX-TV Charlotte Amalie, Virgin Islands—Broadcast Bureau granted mod. of CP to change ERP to Vis. 16.6 kw; aural 3.31 kw; change type trans. and type ant.; make changes in ant. structure; ant. height 1,490 ft.; conditions. Action Aug. 4.

## Ownership changes

### Applications

■ WMRE(AM) Monroe, Ga.—Seeks assignment of license from Henry P. Austin Jr., receiver, to Charles M. Haasl, James N. Williamson and Raymond L. Dehler (each 33 1/3%) for \$151,000. Buyers: Mr. Haasl owns Deere Acres Inc., farming, cattle raising and leasing company in Monroe. Mr. Williamson owns Williamson Furniture Store in Monroe. Dr. Dehler is dentist in Monroe. Ann. Aug. 8.

■ WRVB-FM Madison, Wis.—Seeks assignment of license from Paul A. Stewart Enterprises Inc. to Northwestern College for \$154,000. Seller: Paul A. Stewart, president. Buyers: William B. Bernsten, president, board of trustees, et al. Ann. Aug. 8.

### Actions

■ WIXN-AM-FM Dixon, Ill.—Broadcast Bureau granted transfer of control of Farm Belt Radio from James Thomson (29.8% before, none after) to Harry Campbell (37% before, 66.8% after). Consideration: \$40,000. Principal: Mr. Campbell is president and general manager of WIXN. Action July 31.

■ KBMI(AM) Henderson, Nev.—Broadcast Bureau granted assignment of license from 1400 Corp. to Broadcast Associates Inc. for \$150,000. Seller: Estate of Maxwell E. Richmond (100%). Buyers: Steve Gold (51%), Len Howard (16 2/3%), Hank Thornley (16 2/3%), Louis Weiner Jr. (14 1/6%), and Richard Kanellis (21 1/6%). Mr. Gold, formerly program director of KLUC Las Vegas, is freelance program consultant. Mr. Howard is producer and director of Clark County School District television. Mr. Thornley, formerly news director of KLAS-TV Las Vegas, is Las Vegas City Commissioner. Mr. Kanellis owns Dick Kanellis Productions Ltd., theatrical production company in Las Vegas. Mr. Wiener has various restaurant, gambling casino and real estate interests in Las Vegas. Ann. July 27.

■ WARD-AM-TV Johnstown, Pa.—FCC waived multiple ownership rules and granted transfer of control of Cover Broadcasting Inc. from Ben C. Werk, Norman W. Sponsler and Dustin C. Lewis (each 16.73% before, none after) to John E. Gelormino (49.8% before, 100% after). Consideration: \$886,593. Principal: Mr. Gelormino owns Jonel Construction Co. in Johnstown. Ann. July 19.

■ WYFY-FM Columbia, Tenn.—Broadcast Bureau

granted assignment of license from Middle Tennessee Enterprises Inc. to Middle Tennessee Broadcasting Co. for \$135,000. Sellers: William J. Webster, president, et al. Sellers also own WDBL-AM-FM Springfield, Tenn. Buyers: R. M. McKay Jr., president, et al. Mr. McKay has interest in WVRV(FM) and WPHC(AM), both Waverly, Tenn. Buyers own WKRM(AM) Columbia. Ann. July 31.

■ WLRJ(FM) Roanoke, Va.—Broadcast Bureau granted assignment of license from Lee Hartman and Sons Inc. to CEBE Investments for \$125,000. Sellers: Lee C. Hartman, president, et al. Buyers: Aylett B. Coleman III (45.6%), Dr. Charles Crockett Jr. (20.8%), John J. Butler (20.8%) and Dr. John A. Martin (12.5%). Mr. Coleman owns (50%) of Coleman-Martin Realty Co., and (12 1/2%) of Parkside Plaza Shopping Center, both Roanoke. Dr. Crockett is assistant dean and director at Roanoke Memorial Hospital. Mr. Butler owns Andrews Pitzer Butler Fuel Oil Corp., Roanoke, and also has interest in Petroleum Marketers Inc., Richmond, Va. Dr. Martin is physician employed by Radio-logy Associates, Roanoke. Action July 31.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Aug. 9. (station in parentheses are TV signals proposed for carriage):

■ New Jersey Transmission Corp., borough of Avalon, Stone Harbor, Sea Isle City, township of Middle, and township of Upper, all New Jersey (WOR-TV, WPIX[TV] and WNEW-TV, all New York).

■ General Television of Maryland, Inc., Salisbury, Md. (for certification of existing operations).

■ Cypress Cable TV of Columbus Inc., Columbus, Upper Arlington, and Franklin county, all Ohio (WUAB[TV] Lorain, WKBF-TV Cleveland both Ohio; WKBD-TV, Detroit).

■ Georgetown Cable TV, Georgetown, Ky. (WLEX-TV, WKYT-TV, WBLG-TV and WKLE[TV] Lexington, WKON[TV] Owenton, all Kentucky; WCPO, WKRC-TV and WXIX-TV Cincinnati).

■ Southwestern Improvement and Investment Co., dba Nevada Cablevision Co., portion of Las Vegas and portion of Clark county Nev.; contiguous to Las Vegas (KLAS-TV, KORK-TV, KSHO-TV, KLVX[TV] and KHBV[TV] Las Vegas).

■ Storer Cable TV Inc., unincorporated areas of Ventura county, adjacent to city of Santa Paula, Calif. (KEYT[TV] Santa Barbara, Calif.).

■ Eastern Shore CATV, Berlin and Ocean City, both Maryland (WDCA-TV Washington).

■ Akron Telerama Inc., Akron, Tallmadge, Stow, Cuyahoga Falls and Barberton, all Ohio (CKLV Windsor, Ont.; WKBD-TV Detroit).

■ Atlantic Cablevision Systems Inc., Atlantic, Iowa (KETV[TV], KMTV[TV] and WQW-TV, Omaha, KDIN-TV, KENT-TV, WHO-TV, Des Moines, WOF-TV Ames, KCAU-TV, KMEG[TV] and KTV[TV] Sioux City, all Iowa, and KVON-TV Lincoln, Neb.).

■ Leesburg Cablevision Inc., Leesburg, Lake County, and Fruitland Park, all Florida (For certification of existing operations.).

■ Memphis CATV Inc., Memphis and Shelby county, both Tennessee, Athena Communications Corp., DeSoto county, Miss and West Memphis Cablevision Corp., West Memphis, Ark. (WHBQ-TV, WMC-TV, WREC-TV, WKNO-TV, Memphis; KPLR-TV, KDNL-TV, KETC[TV] St. Louis; WDXR-TV Paducah, Ky.).

■ Lake Telephone Co., Livingston, Tex. (KPRC-TV, KUHT[TV], KHOU-TV, KTRK-TV, KVRL[TV] and KHTV[TV] Houston; KTRF-TV Lufkin, Tex.).

■ Bishop Cablevision Company of Ashland limited partners, Ashland, Ky. (WLEX-TV, WKYT-TV and WBLG-TV, Lexington, Ky.).

■ Mount Kisco Communications Inc., town of Bedford and village of Mount Kisco, both New York (WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX[TV], WNET[TV], WNYE-TV, WNYC-TV, WXTV[TV] and WNUJ-TV, all New York).

■ Frontier Cablevision Inc., Stillwater, Okla. (KBMA-TV Kansas City, Mo.).

■ Cablevision of Marlow Inc., Marlow, Okla. (KDFX-TV and KAUZ-TV Wichita Falls, Tex.; KSWO-TV Lawton, Okla.; KTVT[TV] Fort Worth; KETA[TV] Oklahoma City).

■ Hernando Cable TV Inc., Hernando county and Brooksville, both Florida (WILC[TV] Leesburg, WEDU[TV], WFTS-TV, WTVT[TV] and WUSF-TV Tampa, WSUN-TV, WTOG[TV] and WFLA-TV St. Petersburg, WESH-TV Daytona Beach, WDBO-TV, WFTV[TV] and WMFE-TV Orlando, all Florida).

■ Washington Cable Co., Belvedere and Oxford, both New Jersey (WCBS-TV, WNEW-TV, WOR-TV, WNBC-TV, WABC-TV and WPIX[TV] New

York; WPHL-TV, KYW-TV, WFIL-TV, WCAU-TV and WFAT-TV Philadelphia and WLVT-TV Allentown, both Pennsylvania).

■ Fulton Community Antenna Television Systems Inc., Canton, Ill. (WEEK-TV, WIRL-TV, WMBD-TV Peoria, WILL-TV Urbana, WGN-TV, WFLD-TV Chicago, all Illinois).

■ Tele-Media Corp. of Ohio, city of Geneva, Ohio (WKYC-TV, WEWS[TV], WJW-TV, WUAB[TV], WKBF-TV and WVIZ-TV Cleveland and WAKR-TV Akron, both Ohio; WICU-TV, WSEE[TV], WJET-TV and WQLN[TV] Erie, Pa.; WFMJ-TV and WKBN-TV Youngstown, Ohio; WKBD-TV Detroit; CFPL-TV London, CKCO-TV Kitchener, CHCH-TV Hamilton, all Ontario).

■ Sherwood Cablevision Inc., Sherwood City, Pulaski County Cablevision Inc., Pulaski county, and North Little Rock Cablevision Inc., North Little Rock, all Arkansas (KETS[TV], KARK-TV, KATV[TV] and KTHV[TV] Little Rock, Ark.; KDNL-TV, KPLR-TV, KETC[TV] St. Louis; KTVT[TV] Dallas).

■ G-F Cable TV Inc., Grand Forks, N.D. and East Grand Forks, Minn. (WTCN-TV Minneapolis; WWTW[TV] Milwaukee).

■ Carthage CableVision Inc., Carthage, Tex. (KTBS-TV, KTAL-TV and KSLA-TV Shreveport, La.; KLTV[TV] Tyler, and KTRF-TV Lufkin, both Texas).

■ CATV of Elizabeth Inc., dba Elizabeth Cable TV, city of Elizabeth, N.J. (WCAU-TV, KYW-TV, WPHL-TV and WKBS-TV Philadelphia).

■ Community Telecommunications Inc., dba Anaconda Cable Television, Anaconda, Mont. (KWGN-TV Denver).

■ Mineral Area Cablevision Inc., Flat River, Desloge, Elvins, Bonne Terre, and Esther, all Missouri (KFVS-TV Cape Girardeau, KMOX-TV, KDNL-TV KPLR-TV, KSD-TV, KIVI[TV] and KETC-TV St. Louis, and KRCC[TV] Jefferson City, all Missouri; WSIL-TV Harrisburg and WSIU-TV Carbondale, both Illinois; WPSD-TV Paducah, Ky.).

■ Continental CATV of Virginia Inc., Dublin, Va. (WCYB-TV Bristol, Tenn.; WSLS-TV, WBRA-TV, WDBJ-TV and WRFT-TV Roanoke, Va.; WHIS-TV Bluefield, W. Va.; WSJS-TV Winston-Salem, N.C.; WTTG[TV] Washington).

■ Tri-County Cable Television Co., Wenona (WRAU-TV, WEEK-TV, WMBD-TV and WTVF-TV Peoria, and WGN-TV and WFLD-TV Chicago, both Illinois).

■ Rust Craft Cable Communications Inc., dba Martins Ferry TV Cable Co., Martins Ferry, Ohio (WKBF-TV and WUAB[TV] Cleveland).

■ Pampa Cable TV Inc., Pampa, Tex. (KERA-TV Dallas).

■ Willcox Cable TV, Willcox, Ariz. (KPHO-TV Phoenix).

■ Mahoning Valley Cablevision Inc., Austintown township and Coitsville township, both Ohio (WFMJ-TV, WKBN-TV and WYTV[TV] Youngstown and WKBF-TV, WUAB[TV] and WVIZ-TV Cleveland, both Ohio).

■ York Cable Corp., Sanford, Me. (WMTW-TV Poland Spring, WCSH-TV and WGAN-TV Portland, both Maine; WBZ-TV, WCVB[TV], WNAC-TV, WSBK-TV, WKBG-TV, WGBH-TV and WGBX-TV Boston; WCBS[TV] Augusta, Me.; WENH[TV] Durham, N.H.).

■ New Worlds Cable TV Inc., Rockdale, Tex. (KVRL-TV Houston).

■ Concordia Television Corp., Vidalia, La. (WAPT-TV Jackson, Miss.).

■ Laurel Cablevision Inc., Torrington, Litchfield, Watertown and Thomaston, all Connecticut (WWLP[TV] and WHYN-TV Springfield, Mass.; WTIC-TV, WHCT[TV], WHNB-TV and WEDH-TV Hartford, WTNH-TV New Haven, WATR-TV Waterbury, all Connecticut; WCBS-TV, WNBC-TV, WNEW-TV, WPIX[TV] and WOR-FM, New York; WSMW-TV Worcester, Mass.).

■ Tele-Media Corp. of Ohio, city of East Palestine, Ohio (KDA-TV, WTAE-TV, WHCT-TV, WOEX-TV and WQED[TV] Pittsburgh; WSTV-TV Steubenville, Ohio; WTRF-TV Wheeling, W. Va.; WFMJ-TV, WKBN-TV and WYTV[TV] Youngstown, and WEWS[TV], WJW-TV, WKYC-TV, WKBF-TV and WUAB[TV] Cleveland, both Ohio).

■ Melhar Corp., St. Louis (KBMA-TV Kansas City, Mo.; WITV[TV] Bloomington, Ind.; KSD-TV, KMOX-TV, KTVL[TV], KPLR-TV, KDNL-TV and KETC[TV] St. Louis).

### Actions on motion

■ Hearing Examiner Jay A. Kyle in Kalamazoo, Mich. (Fetzer Cable Vision, et al.), for authority to operate CATV systems in Grand Rapids-Kalamazoo and Lansing television markets, terminated proceeding and dismissed petitions with prejudice (Docs. 17200-2, 17207-3), Action Aug. 8.

■ Hearing Examiner Jay A. Kyle in Whitehall and

Circleville, both Ohio (Multi-Channel Cable Co.), CATV proceeding, rescheduled hearing conference for Aug. 21 (Docs. 18356-7). Action Aug. 3.

■ Hearing Examiner Jay A. Kyle in Texarkana, Jefferson, Atlanta, Edgewood, Mineola, Big Sandy, Ashland and Terrell, all Texas (Telecom Cable Co.), CATV proceeding rescheduled hearing conference for Aug. 21 (Docs. 18230, 18233). Action Aug. 30.

#### Other actions

■ Review board in Allentown and Bethlehem, both Pennsylvania, CATV proceeding, denied appeal by WBRE-TV Inc., licensee of WBRE-TV Wilkes-Barre, Pa., from hearing examiner's interlocutory rulings rejecting field intensity measurements in cease and desist proceeding against Service Electric Cable TV Inc., operator of CATV system at Allentown and Bethlehem (Doc. 19321). Action Aug. 8.

■ Review board terminated following CATV proceedings on Aug. 8: Hearings on petitions by Ultravision Broadcasting Co., Buffalo, N.Y., to

stay construction and prevent extension of CATV system operated in Buffalo (Doc. 16921); Kentucky Central Television Inc. (WKYT-TV) and WLEX-TV Inc., Lexington, Ky., to stay construction and prevent expansion of CATV systems in Lexington TV market area (Doc. 16990); and General Electric Cablevision Corp., Van Buren and Solvay, both New York, Newchannels Corp., East Syracuse and Camillus, both New York, for authority to operate CATV systems in Syracuse TV market and on applications of Eastern Microwave Inc., Van Buren, N.Y., for CP's for new point-to-point microwave radio stations to serve CATV systems in Syracuse (Docs. 17131-6, 17273-8). Hearings involved requests for relief from the provisions of rules in effect prior to March 31.

### Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Aug. 15. Reports in-

clude applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Orange county, Fla.*—American Television & Communications Corp., Denver, has been awarded franchise.

■ *Hutchinson, Minn.*—Communications Systems Inc., Hector, Minn., has been awarded franchise by city council.

■ *Plymouth, N.H.*—Continental Cablevision has been awarded 10-year franchise. Monthly rate will be \$5.25.

■ *Dayton, Ohio*—Continental Cablevision of Ohio Inc. has been awarded franchise.

■ *Arlington county, Va.*—Arlington Telecommunications Corp. has been granted conditional franchise. It will build county wide system at estimated cost of \$10 million.

# Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Replies should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted, 30¢ per word—\$2.00 minimum.
- Situations Wanted, 25¢ per word—\$2.00 minimum.
- All other classifications 35¢ per word—\$4.00 minimum.
- Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- 5" or over billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

## RADIO

### Help Wanted Management

An excellent facility in a beautiful Midwest city needs leadership. Can you take charge and turn a station around? If your resume and personal interview show you can, you will join a solid, growing broadcast company. Write Box H-3B, BROADCASTING.

Opportunity for sales oriented general manager. Must be good administrator with thorough knowledge of FCC rules. Ohio station. Equal opportunity employer. Box H-87, BROADCASTING.

General Manager AM in small Midwestern market. Must be heavy in sales, community minded, self starter and able to take full charge of profitable operation. Excellent opportunity and ideal community to live and raise family. Send resume to Box H-109, BROADCASTING.

Successful CW station needs experienced, sales conscious GM. \$15,000 plus. Write: Personnel Mgr., Box 1209, Mt. Vernon, Ill. 62864 or call 618-242-4023.

General Manager. Tremendous opportunity to manage WNAD, Norman, Oklahoma. One of the fastest growing markets in the nation. For details, call John Borders or Gene Ashcraft, (817) 737-6631. Only those with outstanding qualifications need apply.

### Sales

Top rated station in a major Western market with a great climate looking for a go-getter. Should have about 5 years radio sales experience, and a burning desire to make \$15,000 or more annually. No desk jockeys. Reply Box H-79, BROADCASTING.

### Sales Continued

Radio ad salesman, experienced or well trained, to sell and service accounts for good, small market radio station located in South. Good working conditions and fringe benefits. Salary plus commission and car allowance. Send complete details. Box H-147, BROADCASTING.

Salesman to train for sales manager opening in southeastern radio, TV, CATV chain. Excellent chance to qualify for future manager opening. Send resume, references and current photo. Box H-202, BROADCASTING.

Local sales manager. Aggressive salesman with 4 to 7 years' experience to take charge of local sales force for northeast AM-FM operation. Salary, commission and override. Fringes, including full paid retirement plan, are better than most. Send resume to Box H-206, BROADCASTING.

## NEW RATES

Effective with the September 4 issue, Regular Classified Advertising Rates will be adjusted as follows:

Situations Wanted . . . 30¢ per word\*

Help Wanted . . . . . 40¢ per word\*

All Others . . . . . 50¢ per word\*

\* \$5 Minimum

With more than 120,000 readers each week, BROADCASTING is by far your most effective classified buy. That's why you belong in BROADCASTING.

Opening to be chief salesman and head up department for 50 KW FM Stereo Class C far reaching, rural radio station (400 ft. tower on hill) about a year old. Experience valuable, but should be young and energetic. Liberal opportunities for top executive future with company; bonuses for doing good job, including equity in company. For details write "Voice of the Prairies," KCGM, Scobey, Mont. 59263.

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.

Outstanding opportunity for an aggressive sales pro with solid Midwestern group operation. Opportunity for growth into management slot. Rapidly growing corporation. Contact Jim Mudd, WCMY, Box 430, Ottawa, Ill. Phone 815-434-6050. Excellent growth potential with progressive group.

### Sales Continued

Salesman who can "Close The Sale", no order taker. Great opportunity with only AM-FM-TV group in market. Salary and commission. Send resume. WBRD, Bradenton, Florida.

Immediate opening—experienced salesman with the areas fastest growing radio station. WCCC AM-FM, Hartford. 203-549-3456.

Sales manager: We want a dynamic street salesman to head up our sales staff. As sales manager, he must be the top producer of his sales force. Five figure salary plus override, plus benefits. Contact Mr. Mike Blumberg, General Manager, Radio Station WEXT at 203-521-1550, Hartford, Conn.

Salesman needed for northern New Jersey suburban market, 20 miles from New York City. H. Michels, WKMB, 1390 Valley Rd., Stirling, New Jersey.

Looking for a good opportunity, willing to work hard, and dig up new business—then our station is for you—AM country music, FM progressive—free form. WNRN/WNRZ, Box 5, Ann Arbor or 663-0569 (313) W. Rutledge.

Salesman-announcer Northern Illinois AM with FM/CP. Salary plus commission. Excellent opportunity for dedicated man looking to leave a rat race for the good life. Small town close to Chicago and Wisconsin vacationland. You won't get rich, but you won't starve either. Resume-tape-photo: Jim Feather, WRHL-Rochelle, Illinois 61068.

New England Broadcasting Company has opening for a salesman at WRSO, Marlboro, Massachusetts, affluent suburban market, quality operation. Contact Tom McAuliffe, (617) 485-1470.

### Announcers

We have: A large chain of radio stations; new control and production rooms, fully equipped; a great climate (central Florida); super working conditions; all company benefits, including life-health insurance; a 40 hour week and a progressive MOR format. The job is yours . . . If you have: The ability to communicate to be able to talk to people, not at them. You must realize that to be good you must work hard at it. No prima donnas, please. Big voice not necessary but a human voice a must . . . let's talk . . . let's communicate! Write Box H-51, BROADCASTING.

Top 15 market: Major MOR personality station looking for a real communicator with something to say. We're an equal opportunity employer with a great facility in a great market. Super stable situation, we need you if you're great. Send resume and salary requirement to: Box H-67, BROADCASTING.

Immediate opening for versatile, experienced announcer for Mod/MOR format. TV work available. Mideastern states. Send plx, full resume, salary requirements and audition tape to Box H-68, BROADCASTING. An equal opportunity employer.

Morning man top 40 chain station in eastern N.C. new station equipment. Experienced in air work and production a necessity. Send tape and resume. Also need local newsmen experienced in news. Box H-136, BROADCASTING.

Immediate opening for afternoon personality in mid-west market of 50,000. Starting salary \$6,700. Additional earnings possible if you can sell or do sports. Upbeat MOR format. Write Box H-191, BROADCASTING.

## Announcers Continued

Morning drive DJ to double as music director for fast moving rocker. East. \$325 a week. Need tape, resume, references and latest picture. Box H-203, BROADCASTING.

Morning man—for small-medium market northern Jersey AM-FM station. Experience preferred. Tape-resume to Box H-184, BROADCASTING.

If you're not worth \$130 per week or more don't apply. Morning announcer or combo with sales or engineer. 5 KW ABC Affiliate. KOLY Radio, Moberg, S.D. 57601.

Need jock from tri-state area who is wizard in production room. Capable of putting some color on the air. Excellent music. Send resume, tape, letter first time to: WAHT, P.O. Box 15, Lebanon, Penna.

Staff announcer for automated daytimer. Good voice for newscast, production, professional but relaxed sound. Five day week, start \$6500 annually. Opening late September. Send complete details including non-returnable news/production tape to Richard Seifert, WASR, Wolfeboro, New Hampshire 03894.

Exceptional personality announcer wanted for number one station in fast growing Florida coastal area. We're looking for a man who wants to combine above average pay with delightful living, who is strong on M.O.R. pop standard format, news and production and yet has that gift of gab which will hold the lead in this three county market. If you think we can't afford you, at least try us. Shift 6-9 AM and 11-2-00 PM Mon thru Sat with balance on production. No floater. Prefer family man with steady work record who seeks Florida living by the sea. Send resume, salary needs, and tape including 3 minute news, 3 spots and 1 hour off air show to Hudson Millar, WIRA, Ft. Pierce, Florida, an Airmedia station, equal opportunity employer.

Immediate opening for top 40 announcer capable of doing top notch show. Many former announcers completed college here. Use us as a stepping stone for bigger professional career. Forward resume and tape to James E. Ballard, WMIK, Middlesboro, Kentucky 40965.

Country music daytimer needs to talk to experienced jocks for midday period opening in near future. WNR5, Box 5, Ann Arbor, 663-0569 (313) W. Rutledge.

Number One rated Beautiful Music Station wants beautiful voice for Midwest metro station. Tape, picture, resume. WSVL, 28 S. 4th, Pekin, Ill. 61554.

## Technical

Top SE AM-FM Stereo station needs skilled maintenance technician. Applicants must have solid state background; must be thoroughly familiar with stereo and must be broadcast oriented with emphasis on automation. An excellent opportunity with a progressive organization offering numerous benefits. Salary commensurate with ability. Box H-22, BROADCASTING.

Man with first ticket to take transmitter readings. WAMD, Aberdeen, Md. 21001.

Chief engineer for AM, automated stereo-FM. Complete experience required. Snd resume. WBRD, Brandon, Florida.

500 watt daytime station wants young first engineer. Some announcing and news. Write WLIS Radio, Old Saybrook, Connecticut 06475.

Immediate opening for chief engineer for AM-FM, some announcing. Forward training and experience record to James E. Ballard, WMIK, Middlesboro, Kentucky 40965.

North-central Ohio AM needs combination first phone engineer-announcer to help chief maintain non-directional transmitter and audio equipment plus production work. Send resume, tape and salary requirement to Box 461, Mansfield, Ohio 44901.

## News

Newsman: reporter/announcer; Louisiana radio station; state salary expected, qualifications, snapshot. Box H-145, BROADCASTING.

Immediate opening for experienced, digging newsman for 300,000 market 60 miles from NYC. If you've got good voice, journalistic ability, and love reporting local news, send tape, resume, refs . . . first letter. Box H-174, BROADCASTING.

Immediate opening. "Take charge" news director. Starting salary \$7,000 with additional earnings possible if you can do sales or sports. Write Box H-190, BROADCASTING.

24 hr. news op—mdm—market. Needs fifth on-air station reporter, experience preferred . . . growing company where initiative and dedication are regarded. Tapes to WIMA Radio, Lima, Ohio 45802.

## News Continued

Opening for dedicated newsman in small-medium market, north-west New Jersey. Ability to gather, write and read local news. No dj or production work involved. Send resume, tape and writing samples to WNNJ, Box 40, Newton, N.J. 07860.

## Programing, Production, Others

PD and PM drive jock. \$400 week. Fast-packed rock and soul sound. Southeast. Immediate opening. Send tape, resume, references and picture (now-type). Box H-204, BROADCASTING.

September opening for an announcer who is a wizard in the production room. WKCY is a 5KW formatted modern country station located in a clean college town in Virginia's beautiful Shenandoah Valley. Three station market. Good pay for the right man. Call collect to Don Miller or Ken Riggle, WKCY, Harrisonburg, Va. 703-434-1777.

## Situations Wanted, Management

Broadcast pro. Last ten years key management with large suburban stations. Seek major NY, Philadelphia or Washington position. Consider good suburban management position if ownership or option involved. Decision maker with program and sales savvy. Fine references. Box H-29, BROADCASTING.

GM desires change. Management and/or sales. Station currently number one in large market. Why change? For this and other details, inquire today. AM-FM. Large, medium, small. Box H-121, BROADCASTING.

Assistant program management. Want to learn from someone who has it together. Presently music director-air personality making \$11,000. Broad background includes public service and news. Great production, administrative-motivational skills. Hard worker. Young. You'll be impressed. Box H-141, BROADCASTING.

26 years broadcasting experience. Proficient manager with emphasis on sales. Programing background includes Top 40, MOR, and all news. Desire authoritative position with growing company. Currently employed. Box H-146, BROADCASTING.

Conservative, well organized manager for small or medium market. Not a duffer, strong in sales and in community involvement. I will invest substantial cash for part ownership. Box H-152, BROADCASTING.

Housecleaning? Combination GM/CE. Final advertisement. Box H-154, BROADCASTING.

Attention radio stations owners Maine, New Hampshire, Vermont, New York. Ten years experience all phases radio. Former sportscaster of the year, manager, sales manager. Presently VP & GM New York State. Looking for greener pastures and a future. Interested in part ownership. Outstanding local, regional and national sales record. RAB & NAB trained. Age 30. Excellent references—community-minded. Only dedicated, highly professional owners need answer. No fly-by-night operations please. \$15,000 minimum. I'd enjoy hearing from you. Thank you. Box H-183, BROADCASTING.

Sales manager, solid sales background, looking for station in medium-large market that wants a man who can produce. Broadcasting degree. Stable, family, age 31. Box H-193, BROADCASTING.

General Manager available now. Box 3312, Green Bay, Wisc. 54304.

Experience counts! 4 years radio experience in all phases from jock to GM. College grad with BS Management, 3rd endorsed. I know the meaning of work. Gene Laks, 4023 Terhune Place, Fairlawn, New Jersey 07410. 201-796-3896.

## Sales

Sales ability for sale: inquiry gets complete details. AM-FM. Large, medium, small. Box H-122, BROADCASTING.

Young, successful sales manager, four years major market experience, excellent track record, desires sales manager or G.M. position in New England area. Box H-156, BROADCASTING.

Experienced time salesman, direct sales, retail sales; plus announcer first-phone. Mature adult wishes to work into management. Prefer stable MOR station. Box H-171, BROADCASTING.

Jocking salesman - 29. Experienced. Proven sales and writing background. Mature - mellow voice. Available immediately. Box H-211, BROADCASTING.

## Announcers

DJ, tight board, good news, commercials, 3rd phone. Box G-212, BROADCASTING.

Professional. Finest background. Seventeen years. References. Veteran with college. Strong production and news gathering, air-work, third ticket endorsement. Box H-89, BROADCASTING.

## Announcers Continued

Soul jock, newscaster, salesman, 3rd endorsed, no tape, request personal interview, South preferred. Box H-90, BROADCASTING.

Disc-jockey, newscaster, young, creative, versatile, tight board, experience. Audition tape available. Box H-92, BROADCASTING.

"3-2-1". Third endorsed. Second to none in love of up-MOR and modern CW. First chance wanted in small market. College; dedicated beginner. Box H-137, BROADCASTING.

Attn: Vigorously enthusiastic organizations, that are dedicated, production minded and have a definite pride in their air sound: Experienced Top jock with much more than the above qualification is looking—available immediately—single, young, dependable, aggressive, pleasant personality; a real cooker. Will relocate anywhere. Box H-148, BROADCASTING.

DJ, tight board, 7 years closed circuit owner/operator, wit plus voice, dedicated-enthusiastic-cooperative/creative. Ready now. Tape, resume. Box H-149, BROADCASTING.

Jock with four years experience Rock, MOR, and Country desires to relocate. College, draft exempt, single, dependable, sincere. Box H-151, BROADCASTING.

Polished performer with solid academic and broadcast education announcer-DJ-newscaster-newswriter. 26 year old former school teacher. Box H-159, BROADCASTING.

Top 40 jock in large eastern market. First phone. Looking for a change. Tape, resume, will travel. Box H-160, BROADCASTING.

First phone, DJ. A creative and alert creature seeking start in radio. Box H-212, BROADCASTING.

First phone, authoritative news, top salesman, 1 1/2 years broadcasting school including TV news, college, happy seeking light rock or MOR. Box H-166, BROADCASTING.

Experienced announcer, DJ, 31, dropped out two years presently in major Boston, Mass. radio summer position, seeks MOR, FM, easy format in September. Will relocate. Box H-169, BROADCASTING.

Top rock jock personality in previous medium markets. Wants medium or major market station with modern thinking management. Box H-180, BROADCASTING.

4 years in major market FM, medium market AM, as personality, music director, traffic reporter, newsman. B.S. broadcasting, third endorsed, married, 24. Air check, resume, photo, available upon request. Box H-182, BROADCASTING.

First phone Yankee working in Dixie seeks to return to Northeast. Experienced and married. Box H-187, BROADCASTING.

Soul disc jockey, three years experience. Knowledgeable in music (soul, blues, jazz and gospel-and radio. 3rd phone. Box H-189, BROADCASTING.

Employed radio news anchorman major midwest seeks change. Other major preferred, but would consider news sports or jock in smaller market. Box H-197, BROADCASTING.

I will give anything I own, give up my life, heart and home for that first position, 3rd endorsed, good air check, solid references, available immediately. Consider any location, any format. Contact Robert Wolf, 4507 W. 3rd, Amarillo, Texas, 806-372-7234 or write Box H-201, BROADCASTING.

Every PD agrees I'm lively, intelligent, personable, topical, witty, and thoroughly professional. Some say I'm not uptempo enough for their Top 40. Well, it sure ain't MOR I'm doing. Interested large market Top 40's only. Super production, first phone. Box H-205, BROADCASTING.

Soul jock - 29. Experienced. Heavy sales and writing background. Out-of-sight voice quality. Available immediately. P.S. Dig gospel. Box H-210, BROADCASTING.

Experienced news director, public affairs, talk show personality with first phone, Masters Degree, strong on creative writing and production. 914-565-5569.

Need personable young combo man? First phone, college and broadcast school graduate looking for first job. Accepts instruction easily. Will relocate. Writer: 2334 Caracas, La Crescenta, Calif. 91214. 213-248-6762.

Experienced first ticket pd, dj newsman; available immediately. Seeking any on-air position with good future. Location unimportant. Prefer personal interview. Dedicated, hard worker. Larry Kay, 516-791-6557. 58 Fairview Ave., Valley Stream, New York 11581.

## Announcers Continued

Impressional . . . individualistic pro . . . Top market . . . no tape . . . 1800 Bluebird, Munster, Ind. 219-838-8783.

Jazz is my specialty, but can do well with MOR, beautiful format. 7 years experience, currently a teacher and faculty advisor to educational FM. I'd make a good dj, pd. Good production, news. Looking Chicago area, but will relocate if price is right. I'll work hard for you. 312-852-9104, evenings.

Phone 812-299-2471 if you immediately need a mature, capable worker with pleasant personality. Excellent anchorman or P.D. for smaller operation. 14 years various formats. 40, small family, no personal or financial problems. Want permanent job but could accept short trial period. Modest salary, 1st phone. Consider any area. Thank you, Smith.

Sports-sales. Play-by-play that will excite the sponsor. Phone 715-268-7882.

Experienced, outstanding sportscaster seeking play-by-play. Employed in medium market, 31, seven years radio, all sports and college play-by-play, sports director. Good ratings. 303-596-7146.

Young CW jock, versatile. Career Academy grad, 3rd phone. Small town boy prefers Southeast. Try me, you'll love me. Contact Dick Brooks, Bulls Gap, Tenn. 615-235-7843.

Seeking top 40 competitive, contemporary market. Seven years contemporary experience. Sunny Dodd, 204 14th Street, N.W., Fort Payne, Alabama 35967. (205) 845-4158.

A station owner has a man with a year and a half experience. Never a harder worker. Wants to move up. Glad to help him. Contact Kevin Doran, WLEA, Hornell, New York.

Eclat Columbia School of Broadcasting grad, 3rd endorsed, writer, will relocate. Phone Freddie 1-913-682-4961.

Experienced MOR jock, news, production, writing, deejay. Good references, good voice, good humor—Good! Available Sept. 7, seeks stable position. Dave Henrie, Mounted Route, Cold Springs Rd., Huntingdon, Penna. 16652. Phone 814-643-4310 (business hours) 643-3569 (evenings).

Experienced first phone announcer. Professional sound. Conscientious, dependable. Bill Hannen, Prior Lake, Minn. 55372. 612-447-2835.

First, 8 years, top 50 market experience, news, talk-show, top 40, MOR. #1 rated Sean McKay, 814-944-9209. P.O. 1523, Altoona, Pennsylvania 16603.

Fired! For looking for the job you're offering. John Raymond Meade, 2006 Karen Drive, Yeadon, Pennsylvania 19050.

Great potential! Good voice, college, personality, some fulltime experience, 3rd endorsed, love commercial production and air work, will go anywhere, available immediately. Fred Missman, Box 1041, Palos Verdes, California 90274. (213) 377-0039.

1st phone, bright, exciting sound. 18 mo. experience. 24, single. Sonny Stevens, 1-513-825-2430.

## Technical

Large market chief. Proven track record of boosting loudness and signal penetration. AM-FM directionals, proofs, construction. Age 27, married, BS. Currently employed NE at 12K salary. Box H-153, BROADCASTING.

Chief. Heavy design, maintenance, proofs, law. 8 years experience, AM, FM-Stereo. Technical school. Excellent references. Married, Viet Vet. Sober, Box H-158, BROADCASTING.

Chief engineer (announcer) experienced AM directional, FM Stereo/SCA. Wants challenge. Will relocate. Box H-167, BROADCASTING.

Radio chief engineer in E. Penna. Experienced all phases, including bench work, microwave, AM & FM. Power to 15 KW. Good sound. Sober. Decent. Interested in community affairs. Can do limited work in news. Or could consider 2-station situation. Box H-172, BROADCASTING.

Chief engineer, mature, experienced, AM-FM-DA. On east coast. Interested: East-S.E.-Florida. Box H-208, BROADCASTING.

Chief engineer (AM-FM). Good announcer, news. 17 years experience all phases. Relocate. 408-ME-7-3667.

Beginner looking for some small country station who will give me a break. I have 3rd permit. Will relocate anywhere. Vet. J. E. McKee, Box 91, Wedowee, Ala. 36278.

## Technical Continued

Have first class licenses, will travel. Will bring four years experience to your station. Have you a permanent spot for me? If so, call 713-422-3490. Harry Noel.

19 years with 50 KW, AM, all phases, 1st phone. Heavy on studio and production. Prefer Southwest. William E. Smith, 515 W. Cherry, Bluffton, Ind. 46714.

## News

Available: hard working, experienced, dedicated newsman with degree. Box H-95, BROADCASTING.

Employed 1st phone newsman seeks change. Experienced "inside/outside." Box H-107, BROADCASTING.

Young reporter with experience as news director, state capitol correspondent, city bureau chief. Will move anywhere. Box H-114, BROADCASTING.

6 years experience, news and sports, college graduate, strong play-by-play. Box H-119, BROADCASTING.

The time is now. 4 years experience in all facets of radio news—including national wire service. Presently at city's number one station. Seeking new horizons at facility where news is paramount. BA and first phone. Box H-142, BROADCASTING.

Director of news . . . 13 years radio-Television seeks opportunity in Western US. Opportunity outranks paycheck. Available for interview 8/28-9/1 at my expense. Box H-144, BROADCASTING.

Experienced sportscaster seeks PBP (home/away) 50 mile radius-Boston, Box H-150, BROADCASTING.

Former state legislative candidate and federal employee seeks news position. Degree in business and political science; 25. Prefer Missouri, Kansas, Arkansas or Oklahoma; however, will reply to all inquiries. Tape and resume on request. Box H-195, BROADCASTING.

Experienced radio-TV newsman wants major market writer/reporter post. Medium market all-round job. Competent work in return for professional leadership. Box H-196, BROADCASTING.

Radio Newsman. 24, single, draft-exempt, four years experience including on-street reporting, editing and anchorman for all news station. 3rd endorsed. College graduate-BA Speech. Want full-time employment with active news department. Tape, resume and references available. No particular area of preference. Mark Johnson, 485 South Moore, Denver Colorado 80226. 303-985-4635.

Farm director. Agricultural background. Degrees in broadcasting from University of Illinois. Experienced in broadcast news, television production, and farming. With the future of agriculture influencing the future of the world, let me interpret it for your audience. Stu Ellis, R.R.1, Taylorville, Illinois 62568.

Coverage of your local delegation from the Republican Convention. Connie Lawn, 202-338-5844.

Sports director, three years experience, all play-by-play news, disc jockey. Call (516) 621-3583.

## Programing, Production, Others

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Take a station from 4th to 1st in less than one year? With the same air personnel? How can it be done? Call on this P.D. with ten years radio experience. Not a drifter; looking for secure position with good pay and comparable challenges. Box H-168, 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.

Writer/producer/director desires position in small to medium market. Four years experience as continuity director, two years as production manager-newsblock director. Willing to relocate. Available immediately. Opportunity more important than salary. Box H-185, BROADCASTING.

Program-operations director available. Medium market experience. Major market jock experience. Box H-199, BROADCASTING.

Experienced news director, public affairs, talk show personality with first phone, Masters Degree, strong on creative writing and production. 914-565-5569.

Low budget high quality program available for prestige advertiser. Ballads-standards-religious. Exclusive each market. Tender and organ. Audition and details from Warren Barfield, 1940 Fairfield Dr., Raleigh, N.C. 27608. 919-833-8478.

## TELEVISION

### Help Wanted Management

**Financial Officer.** Large multi-station TV-Radio home office needs experienced-broadcast financial executive capable of providing top management with the information and tools to increase profitability. Must be thoroughly versed in accounting procedures, budgeting, forecasting, control. Salary commensurate with experience and ability to contribute. Box H-21, BROADCASTING.

Large Dixie System is still growing and needs experienced manager who wants a challenge. Must be self starter who can manage people. Some promotion experience helpful. Excellent opportunity in a fast growing southern community. Excellent working conditions and growth opportunity with a medium size MSO. Write stating salary requirements, experience, etc. Box H-30, BROADCASTING.

### Technical

**Chief Engineer.** Southeastern PTV station. "Take charge" man to head capable nine man staff. Requires experience in B&W, color, VTR, and remotes, plus proven administrative ability. Excellent working conditions and benefits. Send resume and salary requirements to Box G-320, BROADCASTING.

Two FCC licensed, qualified engineers for rapidly developing UHF station in the Midwest. Send resume to Box H-72, BROADCASTING.

Major West Coast independent cable TV engineering firm needs ambitious engineer who can handle people as well as hardware. Engineering degree highly desirable. Motivation essential. Send resume to Box H-81, BROADCASTING.

TV-Radio chief engineer for major broadcaster in large market of the Rocky Mountain West. Must be tops in fundamental engineering, personnel and business management. Send photo and complete resume to Box H-108, BROADCASTING.

Major market VHF in one of nation's fastest growing area needs Studio Technician. Requirements include—First-class radio telephone license; Minimum 3 years experience; Maintenance and operation ability; technical school graduate or equivalent technical education. Write: Lou Bell, Chief Engineer, KNTV, 645 Park Avenue, San Jose, California 95110. Equal Opportunity Employer.

Assistant chief engineer—strong maintenance. Contact or write Bill Taylor, WGNO-TV, ITM Bldg., New Orleans. 504-522-6211.

Special projects engineer to help install and maintain new TV color and new FM equipment. First phone and installation/maintenance experience required. WJCT (TV-FM), 2037 Main St., Jacksonville, Fla. 904-354-2806.

If you are interested in a position as a video switcher at WJTV call me collect at 601-372-6311.

Editel Chicago needs tech to maintain and operate mini mobile in Midwest. Equipment consists of Mark III portable camera, c.c.u. VR 3000. Phone Ed Henry collect a.c. 313-886-2079 or write Editel. 961 S. Brys, Grosse Pointe, Mich. 48236.

Caribbean Calling: West Indies Television Network is now accepting application for the position of chief engineer. You must be personally capable of the installation and maintenance of 3 VHF transmitters, STL, and studio equipment. This calls for a "working engineer", with little requirement for theoretical or administrative skills. The resort island of St. Maarten offers a combination of magnificent beaches and unsurpassed year-round climate. Submit full resume, references, recent photo, and your salary requirements, to Donald W. Husted, Manager, Netherlands Windward Television, Saunders-Cul de Sac, Sint Maarten, Netherlands Antilles.

Chief television engineer, UCLA has an immediate opening in our television division. Maintenance and operation of three studios and must have knowledge of two inch VTRS and remote truck. We are currently undergoing color conversion. Supervising, scheduling, planning and maintenance required of this individual. Call for interview 213-825-7741.

Broadcast equipment sales. Gravco Sales, Inc., a subsidiary of the Grass Valley Group, is expanding its New York office. A strong technical background in color television systems is essential. Sales experience desirable. Please send a resume to Robert Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, New York 11021.

Switcher, first phone, experienced. ABC affiliate, ideal community. Send resume, WXLTV, Box 940, Sarasota, Florida.

## Technical Continued

Fully equipped independent production house now building its new Chicago facility, needs a director of engineering. This is not a desk job, although there will be some paperwork. This is a hands on equipment position. You will be responsible for the performance and up-keep of our Ampex VTR's, RA-4000, HS-200, Norelco cameras, Grass Valley Terminal gear, etc. You will be greatly involved in R. and D. The day to day operational routine will not be in your responsibilities. If you have experience as a chief, senior maintenance, or related position and can lead and get along with people, this could be an excellent opportunity for you with a progressive company. This position will be in Chicago. Contact Howard Zuckerman, National Teleproductions, 5261 N. Tacoma Avenue, Indianapolis, Indiana 46220. Send complete resume and references in first letter. No phone.

## News

**Sports Anchorman** for large Southeastern market; must have solid sports background and several years air experience as TV sports anchorman. Absolute top salary will be paid to qualified individual. Please send resume and photographs with application; you will be contacted if we desire video tapes or other information. Box H-138, BROADCASTING.

**TV general assignment reporter-relief anchorman.** Major market, group-owned, southwest station needs experienced street reporter and relief anchor. Salary open. Box H-165, BROADCASTING.

**News anchorman—#1 news station, Upper Midwest, top 60 market.** Must be working newsmen. Send VTR or tape and resume to Box H-188, BROADCASTING.

**Southeastern experienced TV weatherman wanted . . .** schedule will require working with a progressive news team filming and reporting other local news stories . . . good working conditions and company benefits . . . send resume and salary requirement to Box H-194, BROADCASTING. An equal opportunity employer.

**Anchorman/reporter.** Immediate opening in top California market for experienced anchorman/reporter. Excellent working conditions and benefits at CBS affiliate if qualified, call Cal Bollwinkel, 916-441-4041.

## Programing, Production, Others

**Promotion manager** for community and politically minded station. Must have administrative abilities in all phases of television. Call collect, 512-854-4733, or write Gen. Mgr., KIII-TV, Box 6669, Corpus Christi, Texas 78411.

**Business manager, PTV station.** Supervise bookkeeping, preparation of statements, benefits administration and purchasing. Salary open. State salary requirements first letter. An Equal Opportunity Employer. Send resume to J. Michael Collins, WNED-TV, Hotel Lafayette, Buffalo 14203.

**Art director** for ETV station. Experienced in all forms of print and on-air art including scenic design. Salary open depending on qualifications. Equal opportunity employer. Send resume and portfolio to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, New York 14203.

**Three cameramen-reporters, one anchorman.** New Central Florida TV. Will consider training radio newsmen. Resume, photo, tape, salary requirements to News Director, WSWB-TV, 1080 Woodcock Rd., Suite 259, Orlando, Florida 32803. No phone calls.

**Film editor . . . leading independent station** has opening for an experienced re-editor. No news. Ultra-modern plant and excellent working conditions. Send resume and salary requirements to: Mr. Jim Hague, WJAB-TV, United Artists, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

## Situations Wanted, Management

**Top pro seeks position** as general or sales manager of a television station on the west coast. Under 40 with 16 years of radio and television experience. Currently employed as sales manager with a terrific track records. Box H-176, BROADCASTING.

**Attention CATV managers,** I have over 6 locally oriented weekly programs ready to be produced on low budget. Family man, college, prefer northeast. Box H-198, BROADCASTING.

## Sales

**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.

## Announcing

**Announcer/news 1st phone, 26 years old; married;** dependable, prefer Western states but all replies welcome. Jim Orate, 822 S. Harbor, Anaheim, Calif. 92805.

## Technical

**Seven years television final control operations,** Southeast. Box H-37, BROADCASTING.

**Engineer: first phone; Graduate RCA Institute;** experienced radio, TV transmitters, studio; maintenance; will relocate. Resume. Box H-143, BROADCASTING.

**Broadcast engineer seeks administrative opportunity** with educational or commercial facility. B.S. degree, first phone, former instructor and photographer. Box H-192, BROADCASTING.

**First phone. Graduate RCA Studio School, N.Y.C.** Familiar with all areas of studio operations. Wilbur Banks, 499 West 130th St., Apt. 2-D, New York, N.Y. 10027.

## News

**Reporter-news announcer, medium market, BS, 9 years** broadcast experience. Strong on interviews. Some film. Sports reporting-announcing, pro team. Box G-335, BROADCASTING.

**Mature TV newsmen. 4 1/2 years TV-R news. Degree.** Seeks reporting position. Will film too. Considering all offers. Box H-15, BROADCASTING.

**News director's position wanted.** Six years with consistently top rated, well known news operation. Network reporting-producing duties. Solid ideas for building a professional, top-rated department based on invaluable experience with key NBC affiliate. Am secure here, but seek the challenge of organizing and building. Knowledge, drive, imagination, practical. Box H-39, BROADCASTING.

**Television weatherman—personable, good appearance,** medium market experience—BA degree—newswriting and directing experience. Potential anchorman and creative talk show host. References. Box H-104, BROADCASTING.

**Experienced Black newscaster . . . presently working** market half-million. Seek TV position or. Box H-173, BROADCASTING.

**Newscaster.** Interested in anchor position. Qualifications include judgment, verbalizing skills plus a college degree and 3 years newscasting experience. Box H-175, BROADCASTING.

**Newscaster-reporter employed top fifty.** Broadcasting dozen years. Proficient all phases of news. Box H-177, BROADCASTING.

**Farm director.** Agricultural background. Degrees in broadcasting from University of Illinois. Experienced in broadcast news, television production, and farming. With the future of agriculture influencing the future of the world, let me interpret it for your audience. Stu Ellis, R.R.1, Taylorville, Illinois 62568.

## Programing, Production, Others

**Program production/public affairs manager.** In right market would consider directing/switching/camera. 8 years experience. Graduate Pasadena Playhouse College of Theatre Arts. Major west coast network and film experience. Program director for west coast station on 2nd largest cable system in country. Currently director of small east coast station. Desire to relocate South/Southeast/Southwest in top 50 markets. Position and salary open. Box H-147, BROADCASTING.

**Innovative young director** at medium Southwest market is ready to move. Experience in news, interview, commercial directing. Only 22, ready to work into bigger market. BA. Box H-74, BROADCASTING.

**Available now!** Young, professional, creative, enthusiastic producer/director with experience. College degree in TV production. News, commercials, children's shows. You name and I can do it. Will relocate. Box H-94, BROADCASTING.

**Successful small market pd/announcer** wants move up as either or both. Cable TV news and sports exp. 23 years old—contemp. MOR/Rock—7 years exp. Young pro can produce. Box H-112, BROADCASTING.

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# Profile

## Pennsylvania's Schweiker: a senator who listens and a senator who acts

"When you are talking to him, you get the feeling he is interested in what you have to say, not who you are," says a friend of the junior senator from Pennsylvania. That's apparent as the senator listens intently to questions about his past accomplishments and current thinking on broadcast legislation and gazes thoughtfully off into the distance for a moment. The wheels inside his head are turning at full speed, and he's enjoying the challenge of thinking the questions through and sifting his knowledge to come up with answers that reflect his Republican liberal-to-moderate point of view. More accurately, it is Richard Schweiker's point of view.

"The public expects a senator to be issue-oriented," he says, "and no party or administration pressure should dissuade him from the positions he takes."

In recent months Senator Schweiker's legislative efforts have been gratifying to broadcasters.

Last April he was the first to introduce in the Senate the National Association of Broadcasters' license-renewal bill, a measure first offered in the House by Representative James T. Broyhill (R-N.C.). The bill, which sets a five-year renewal term and provides that the incumbent licensee's past performance is to be a primary factor for the FCC to consider in renewal proceedings, is "a matter of urgent necessity," the senator says. He points out that broadcasters have "tremendous" investments in their facilities and yet their licenses can be challenged "on the flimsiest of grounds," leading to costly counter actions. He credits the Pennsylvania Association of Broadcasters with bringing the situation to his attention and says it's the most frequently mentioned item in the mail he receives from individual stations.

The license-renewal bill was followed in May by his legislation to exempt state-operated lotteries from federal antigambling laws, allowing TV and radio stations and newspapers to carry lottery advertising and information. The present prohibition is "an annoyance to broadcasters," Senator Schweiker says. "It is another obsolete law."

In June he used the military procurement bill as a vehicle for an amendment to allow the armed forces to advertise on TV and radio—a practice prohibited by a provision in the conference report on last year's Department of Defense appropriations bill. The procurement bill containing the amendment cleared the Armed Services Committee (of which he is a member) and the Senate and is now in conference with the House version. Ban-



Richard Schultz Schweiker, member, U.S. Senate (R-Pa.); b. June 1, 1926, Norristown, Pa.; service in U.S. Navy, 1944-46; BA in psychology, Pennsylvania State University, 1950; sales executive for Lancaster, Pa., tile-manufacturing firm, 1950-60; elected to House of Representatives from 13th district in 1960 and served until 1968; elected to Senate, 1968; member, Committee on Armed Services, Committee on Labor and Public Welfare, Select Committee on Nutrition and Human Needs, and Joint Committee on Congressional Organization; m. Claire Coleman of Springfield township, Pa., 1955; children—Malcolm C., 15; Lani Lynn, 11; Kyle Claire, 7; Richard S. Jr., 5, and Lara Kristi, 2. Hobbies—skiing, swimming and water skiing.

ning the broadcast of recruitment ads, the senator maintains, singles broadcasters out for unfair treatment and denies the armed forces the benefits of using TV and radio for recruitment advertising.

Pennsylvania broadcasters will attest to Senator Schweiker's receptiveness to their suggestions and views on key issues. (In person, says one, his enthusiastic attention is "almost unnerving.") Yet, they are well aware that the senator's vote is not automatically in their collective hip pockets because, as one points out, "he calls the issues as he sees them."

The senator incurred their wrath when he voted in favor of the political-spending law that provides a 10-cents-per-eligible-voter limit on spending, only six cents of which can be spent on TV and radio. And he went against them when he voted for the legislation that knocked cigarette advertising off the airwaves. "We view him with mixed emotions," said one broadcaster.

But Senator Schweiker stands by his

legislative decisions. On the campaign-reform issue, he says he felt it was "important to establish the principle of limitation," despite the imperfections in the bill. He says he would now support an over-all media spending limit of 10 cents—or 12 cents, including direct mail—without any restrictions on allocation.

The health issue was of prime concern in his vote for the broadcast cigarette advertising ban, the senator says. (He is ranking Republican on the Health Subcommittee.) Although the ban hurt broadcasters, it "is actually an indirect compliment" to the industry, he says, because it underscores the effectiveness and influence of TV and radio. And, as the link between cigarette smoking and health grows, he says, "we should review all our policies in this area."

The senator's position on other TV-radio matters, however, falls back into line with broadcasters': on counteradvertising (he sees no practical way to implement the plan), the fairness doctrine ("it should be updated to try to define it in a more clear-cut way"), the Communications Act's equal-time provision (he has voted consistently in favor of Section 315 repeal) and newsmen's privilege (he would advocate "as broad a protection as we can get").

It's been said that Senator Schweiker is a very conscientious legislator who pays a great deal of attention to detail. Evidence of that is the fact that he always has an assistant on the Senate floor or in the gallery to follow the debate on every issue. This system enables him to be kept constantly up to date on the intricate details of every bill that reaches the floor. He has missed only one vote out of some 340 taken this year.

The senator's interest in broadcasting may be dated with considerable precision: to 1955. One day, he says, his mother ("who had been after me to get married—I was 29") showed him a two-page Sunday-supplement article on Miss Claire of WFIL-TV Philadelphia's *Romper Room* program. He recalls she pointed to the picture of the attractive TV personality and said: "Now there is the kind of girl you ought to marry." Mr. Schweiker paid little attention, he says. "I put the paper in a desk drawer and forgot about it. Two weeks later I happened to pick it up again and noticed that I knew the reporter who wrote the article. I called him and asked him to fix me up with Miss Claire." Six weeks later the senator found himself engaged to Claire Coleman, who majored in radio at Temple University.

Most of the senator's free time is spent with his family in McLean, Va. When time permits, their outings include skiing trips ("I am past the novice stage") and beach vacations for some swimming and water skiing.

# Editorials

## No real change

According to reports from responsible White House correspondents, as presented here a week ago, the Republican high command has rejected a proposal to incorporate antimedia attacks in the Nixon re-election campaign. The reports acquire confirmation in Vice President Agnew's recent turn toward conciliation in commenting on the print and broadcast press.

The reason given for the Republicans' decision to lay off the media is their satisfaction with the coverage accorded the recent convulsions of the Democrats. It is hard, even for a Spiro T. Agnew, to detect that heavy hand of the Eastern liberal establishment at the editorial controls when Democratic vice-presidential candidates are being wrecked, culled and discarded in profusion right there on the tube.

No one should be surprised by this changeabout. To any politician, the news media operate at their highest level of responsibility when depicting an embarrassment of the opposing political camp. By the same standards of appraisal the media are at their irresponsible worst when depicting an embarrassment of the appraiser. The Democrats are still complaining about television recognition of the Chicago demonstrations of 1968. If external disturbances deflect the news media from the orchestrated adoration of Richard Nixon in Miami Beach this week, the Republican antimedia campaign just might be resurrected.

It only demonstrates again what experienced journalists have always known: Political approbation is at best a transitory reward in a craft that by fundamental purpose must deal in political discomfiture.

## Come out of hiding

Life for broadcasters seems to get more complicated.

One observer comments that broadcasters seem to be looking for places to hide from the politicians, the "public-interest" tax-free interlopers and the regulators.

When the FCC implored radio broadcasters to come forward with their oft-asserted complaints about over-regulation (as a prelude to possible de-regulation) they abstained in droves. Some confide they were told by Washington advisers, presumably attorneys, trade-association contacts and political factotums, to keep a low profile lest the bureaucrats let fly with investigations and threats of fines or other reprisals.

Many broadcasters will confess they're running scared, even intimidated. Some will admit they are in some measure to blame. Affiliates look to their networks, and the networks, even though not licensed directly, regard themselves as vulnerable. They try to keep out of the line of fire.

Before the big TV bonanza not too long ago, networks, groups and many independents in both TV and radio articulated their successes as advertising media. They proudly extolled their public-service achievements. Those were marks of good promotion and unparalleled public and government relations that paid off in good will and solid business.

Except for a cluster of enlightened group owners and individual stations, this kind of promotion and public relations has diminished sharply. In TV particularly, many operations are riding on momentum and still achieving new records. It seems that these broadcasters who thrive on the advertising dollar have all but abandoned promoting themselves as media, surfacing usually when they play the top-dog-in-the-ratings game. These promotion budgets apparently are absorbed by Washington commitments—FCC license renewals and filing fees, lawyers, trade associations, code authorities and political contribu-

tions—all realistically obligatory. The trouble lies in the imbalances and duplication, in make-work and overkill.

Old concepts that worked have been forsaken for new ones deemed more expedient.

There is merit in the suggestion that instead of cowering and knuckling under to the regulatory and other pressures, broadcasters should resume the initiative. They should shout about their public service and their sales successes.

If they stand their ground on the front line, the bottom line will take care of itself.

## The Zapple ruling should be zapped

The FCC has been given a new chance to correct a mistake it made two years ago in answering a letter written by Nicholas Zapple, the enterprising communications expert on the Senate Commerce Committee's staff. The answer has become known as the Zapple ruling, and it was invoked last week by Senator Bob Dole, Republican national chairman, in a request for time to plead the Republican cause in response to the political comments of Senator George McGovern on the night of Aug. 5 when he announced his selection of Sargent Shriver as the Democratic nominee to the Vice Presidency.

In petitioning the FCC to force networks to give him the time they have denied, Mr. Dole said the Zapple ruling was squarely in point. In the Zapple letter, the FCC established the principle that "quasi-equal opportunity" must be accorded supporters of rival candidates, thus extending the principle, articulated in Section 315 of the Communications Act, that candidates themselves are entitled to equal time.

A couple of months ago, in a policy statement on fairness in political broadcasting, the FCC devoted three pages to a discussion of the Zapple ruling, which was more attention than the subject deserved. It should have wiped out the ruling in a paragraph—as it can now do in declining Mr. Dole's request. If the McGovern speech were indeed a use by a candidate, other candidates may be entitled to time under 315—which itself is an abomination that needs repeal. But that is another and larger matter.



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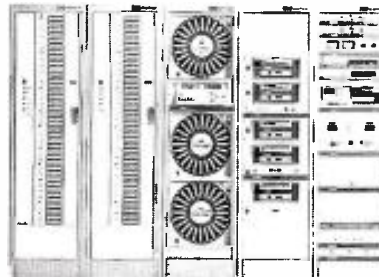
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