

Out of the egg: OTP's plan for 66 more V's  
The life and hard times of cable in Manhattan

# Broadcasting Oct 29

The newsweekly of broadcasting and allied arts

Our 43d Year 1973

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# The great love affair of Avco!



Nobody loves a fair like Avco Broadcasting. And for seven years, Avco stars have been sharing their love of the Ohio State Fair with millions of on-the-spot and arm-chair participants.

"Twelve sunny days, bell-ringer attractions, and Avco Broadcasting's magnificent television and radio support were the unbeatable combination that resulted in the most popular State Fair Ohio has ever had," said Ohio Governor, John Gilligan in commenting on the 1973 Fair which realized a record attendance of nearly 2¼ million people.

"Ohio's Avco Broadcasting stations have a long and proud history of originating live local programming, and by bringing "Bob Braun's 50-50 Club," "The Paul Dixon Show" and the nationally syndicated "Phil Donahue Show" to the Fair for a week of live telecasts, they have given this Ohio State Fair more exposure to more people than any other State

Fair has ever had," said Gilligan.

Yes, Avco loves the Fair. But it's even more. It's a great and exciting love affair between Avco personalities such as Bob Braun, Paul Dixon and Phil Donahue and the audience. And the audience responds. At the Fair. At home. Every weekday throughout the year. Avco stars move audiences and products.

## **AVCO BROADCASTING CORPORATION**

Television: **WLWT** Cincinnati / **WLWC** Columbus / **WLWD** Dayton / **WLWI** Indianapolis / **WOAI-TV** San Antonio. Radio: **WLW** Cincinnati / **WWDC AM & FM** Washington, D.C. / **KYA AM & FM** San Francisco / **WRTH** Wood River, Ill., serving the greater St. Louis area / **WOAI** San Antonio

## Closed Circuit

**Next generation.** Shortly to be announced by Norman E. (Pete) Cash, president of Television Bureau of Advertising, will be appointment of John M. Otter as executive vice president and chief operating officer. Mr. Otter is former sales vice president of NBC-TV.

Mr. Cash, 55, has been with TVB since its founding in 1955 and its president since 1957. Mr. Otter, 42, joined NBC in 1953. He resigned last March, after seven years as sales vice president, in reorganization of TV network.

**Breakdown?** Long-dormant clear-channel issue is heating up. FCC for several years has been faced with pleadings, some conflicting, affecting clear-channel policy. There are applications by broadcasters who want to operate on clear channels that are now exclusive occupancies and petitions and applications by clear-channel stations seeking boost in present 50-kw limit on their power. And on Friday, representatives of conflicting interests were called in for meeting by FCC staff. What emerged, reportedly, was indication that pressure being generated by conflicting forces will lead commission in next several months to seek to resolve issues — either through action on applications or through rulemaking, or both.

One new element of pressure is likely to be citizen groups. Frank Lloyd, director of Citizens Communications Center, Washington, feels that rationale for preserving clear channels for stations covering vast stretches of territory has long since passed, and that clears should be broken down to permit construction of community-oriented stations. And Office of Telecommunications Policy's study on VHF drop-ins (see page 17) has convinced him that long-established spectrum-management assumptions can be challenged.

**Director wanted.** FCC is having trouble figuring out how to manage two days of oral argument and one day of panel discussion on pay-cable issue — now that more than 100 acceptances have been received to its invitation to participate (see page 37). And, with only week left before Nov. 5-7 sessions, participants are in quandary about how to prepare for the unknown. Biggest question still unsettled is how or how many panelists will be picked. There was some talk that panel would be abandoned and third day turned back to arguments.

However scheduling and casting turn out, former FCC Commissioner Kenneth A. Cox will be among participants as representative of ABC-TV affiliates and perhaps of affiliate associations of other two TV networks as well. CBS-TV and NBC-TV representation is to be decided this week.

**Baking bonanza.** Vitt Media International, New York, will add more than \$18 million in business in early 1974 when it begins to handle all broadcast buying (network and spot) for ITT-Continental Baking Co., Rye, N. Y. Vitt replaces Grey Advertising and Ted Bates on buying assignment for ITT-Continental; new business raises amount placed by VMI to about \$60 million per year.

**Good behavior.** Things could be worse for Irving B. Kahn, former chairman of Teleprompter Corp., who was con-

victed of bribery two years ago in connection with cable franchise in Johnstown, Pa., and is now serving five-year federal prison term. Mr. Kahn's internment entails no ball and chain. After serving eight months at federal penitentiary at Allenwood, Pa., Mr. Kahn was transferred to model-prisoner program, now manages marina for government at Eglin Air Force Base, Fla.

**Reunion underwritten.** Report of Twentieth Century Fund on political access to TV (*Broadcasting*, Oct. 22) reunited team that labeled TV "vast wasteland." Label was used by Newton Minow, now Chicago lawyer, in speech delivered at 1961 National Association of Broadcasters convention in Washington, his maiden appearance following appointment as FCC chairman by President Kennedy. John Bartlow Martin, journalist and later to be ambassador to Dominican Republic, who had been ghostwriter in Kennedy campaign, authored Minow address. Third author of new political report, attorney Lee M. Mitchell, is son of Maurice B. Mitchell, chancellor of University of Denver, and one-time broadcaster. Messrs. Mitchell senior and Minow worked together at Chicago-based Encyclopaedia Britannica after Mr. Minow left FCC and before Mr. Mitchell joined university.

**Forgotten man.** Long wait since President's unconfirmed appointment of James H. Quello to replace FCC Commissioner Nicholas Johnson has produced some confusion within commission. Staff official who traffics government-paid magazine subscriptions for official use sent routine renewal notice to Mr. Johnson's office but addressed it to "office of Commissioner Quello." Back it went with memo requesting that subscription be renewed, on authority of "Nick Johnson, confidential assistant to Commissioner Quello." Subscription trafficker said future communications would be addressed to "occupant."

There was still no date set for Senate hearing on Quello appointment. Chairmen Warren G. Magnuson (D-Wash.) of Commerce Committee and John O. Pastore (D-R. I.) of Communications Subcommittee were both in home states last week. They're due back in Washington this week, when Quello-hearing question will be bucked up to them.

**State house.** Bill Daniels, pioneer CATV owner and developer, has political aspirations. He has eyes on GOP nomination for governor of Colorado year from now, and reportedly has cadre of experts operating alongside his main company, Bill Daniels & Associates, cable brokerage and development firm in Denver. Mr. Daniels, 53, is "Barry Goldwater Republican," was second president of National Cable Television Association, has distinguished World War II and Korean War record. As naval flier, Commander Daniels won Navy Cross, Air Medal with clusters, Distinguished Flying Cross with clusters and Bronze Star.

Mr. Daniels was elected GOP national committeeman from Colorado last year, beating out Robert Flanigan, brother of White House assistant, Peter Flanigan. Among other CATV pioneers who turned to politics is Pennsylvania's Governor Milton Shapp, Democrat, former head of Jerrold Electronics. He succeeded Governor Raymond P. Shafer, Republican, who is now vice chairman and chairman emeritus of Teleprompter.

## Top of the Week

**Vacancy sign.** That OTP study of VHF spectrum, originally intended for eyes of chosen few, is now matter of public knowledge — and controversy. Report, which asserts that 66 additional VHF channels could be accommodated among top-100 markets, was released last week after attracting widespread and unforeseen publicity. Now it's attracting skepticism, notably from competition-wary broadcasters. But FCC Chief Engineer Ray Spence also has doubts — albeit more political than technical. Page 17.

The revolution that isn't. It's been three years since FCC opened up multipoint distribution service for commercial use. If nothing else, it's become clear in interim that new service is not going to revolutionize communications world overnight. While hundreds of MDS applications lie dormant in commission's files pending additional rulemaking action, only three systems are now operational. Others foresee long wait before black ink starts flowing. Page 19.

### First ax falls on new season; cops-and-robbers falling from favor

Martin Starger, president of ABC Entertainment, reported Thursday (Oct. 25) that ABC-TV's new *Bob & Carol & Ted & Alice* (Wednesday, 8-8:30 p.m., NYT) would be canceled as of Nov. 7.

Disclosure came at monthly newsmaker luncheon of International Radio and Television Society in New York, where Mr. Starger answered audience questions along with Fred Silverman, program vice president of CBS-TV, and Lawrence R. White, program VP for NBC-TV.

"The sexual content was not a factor in the departure of *Bob & Carol*," Mr. Starger said. "The show just wasn't working, and, as lead-off, it was hurting our entire Wednesday evening." Replacement — *Dick Clark Presents the Rock 'n' Roll Years* — is committed only to five half-hours beginning Nov. 28. Movies will fill interim.

Mr. Silverman and Mr. White said it was too early for any cancellation announcements yet on CBS or NBC, although Mr. Silverman admitted he was "disappointed" with early ratings of *The New Perry Mason* (Sunday, 7:30-8:30 p.m.). Mr. Silverman stirred disagreement among fellow panelists when he said, "I think the biggest story of this

Says NBC's White:

"We've overextended ourselves  
in the active form."

season will be the collapse of the anthology form of programming. By next April, there won't be one single movie in the top 10. And for the 1974-75 season, there'll be fewer made-for-TV movie slots on the schedules."

That forecast is "inaccurate," countered Mr. Starger. He said that low early-season ratings for ABC's three 90-minute made-for-TV movie shows are due to heavy concentration of "blockbuster theatrical movies" and "all sorts of special programming."

Mr. White also disagreed with Mr. Silverman. "After a series has been on for a while," Mr. White said, "the characters and the story development begin to get more and more simplistic. I think audiences are growing up. *Police Story* [NBC anthology, Tuesday, 10-11 p.m.], for instance, treats policemen as human beings, not as cops on a violent case."

However, all three programming chiefs agreed that people are becoming fed up with cop shows and that there'll be no new shows of that type at mid-season in January and there'll be precious few, if any, new ones come next September.

**Undone.** FCC's efforts to bring about compromise over AT&T occasional rates have been rendered just about moot by New York appellate court decision that agency had no right to impede tariff filing in first place. Page 21.

Senator Pastore has another surprise in store for broadcasters when renewal legislation comes before him. Relief, he indicates, might be predicated on removal of violence from children's programming. Macdonald, in meantime, isn't budging. Page 22.

According to report issued last week by Commerce Department, there's room aplenty for growth by broadcast industry, and twice as much for cable. Page 24.

**Slow going in Gotham.** Cable has come a long way since its humble origins in mountains of Pennsylvania. Nobody knows that better than Teleprompter and Sterling Manhattan Cable, operators of New York's two systems. They've also learned that industry, at least in New York, has long way to go still. Inherent problems of wiring nation's largest city are providing them with continuous reminder. Page 28.

Pay-cable front is alive and well, as evidenced by several developments last week. Walbridge tells Foster NCTA will get no help from broadcasters in effort to monitor airwaves. Page 36. New York cable commission releases decision strongly indicating it has designs on regulating subscription activity. Page 36. And FCC, not to be outdone, announces more than 100 interests have lined up to be heard at next month's oral argument on pay issue. Page 37.

### One man's mad at cable

CATV industry is "in a state of turmoil from which it may never recover," according to San Diego city attorney John W. Witt. Mr. Witt told National Institute of Municipal Law Officers annual conference in Dallas last week that cable "has found it almost impossible to get going" in major urban areas, severely criticized FCC and NCTA. Mr. Witt, who served as member of FCC advisory steering committee on cable, and whose city has one of largest operating systems, termed Cable Bureau staffers who administered committee's activity "evil geniuses," scored industry representatives on panel for "ignoring" views of municipalities. He contended NCTA has resorted to "political strongarm tactics" to sway FCC due to realization that cable "is in serious trouble in this country, particularly in the big cities." He called meeting this month between NCTA board and six FCC commissioners (*Broadcasting*, Oct. 8) "shocking attempt by a regulated industry to influence an agency which regulates it." Mr. Witt also cited problems of New York's two cable systems (see also page 28), claiming that Teleprompter's current problems are "heavily influenced by the massive failure of its New York system." Such developments, he said, should serve as warning to local franchising authorities, where decisions on cable "should be made by officials who clearly understand the potential for failure."

Hour of reckoning on prime time access may (or may not) be near at FCC. Commission is scheduled to tackle four alternative proposals this week — although, by last week's end, there were growing indications action could go over until mid-November. Whenever it happens, repeal of rule is unlikely, as is retention in present form. Page 38.

There's place in television for realistic adult topics, but medium should proceed cautiously in bringing them home, warns ABC's James Duffy. Page 39.



Richardson



Cox



Kissinger

## News takes charge in TV's week

Watergate and war provided rush of news breaks that kept network newsmen on jump last week with news bulletins inserted in regular programming and special programs replacing regular. In week that started Friday (Oct. 19), NBC-TV provided 4 hours 37 minutes of bulletins, inserts, interviews and special programs outside regular newscasts; CBS-TV provided 4 hours 11 minutes, ABC-TV 2 hours 37 minutes. It started with word of President Nixon's offer of compromise on disputed tapes, continued to, through, and beyond his news conference last Friday (Oct. 26). In between: Special prosecutor Archibald Cox's news conference Oct. 20, in which he made clear compromise was not satisfactory, and then, in rapid order, his firing, resignation of Attorney General Elliot Richardson, firing of Deputy Attorney General William Ruckelshaus, rising chorus of calls for President Nixon's impeachment and finally President's decision to release controversial tapes and then on-again-off-again plans for, first, nationwide TV address last Wednesday night and then TV news conference Thursday, also postponed. But that was only part of week's news, as partial cease-fire was achieved in Mideast, then abrogated, reinstated and left in balance.

Week's events prompted Public Broadcasting Service to pre-empt some 2½ hours of regular programming to make way for special reports from National Public Affairs Center for Television. NPACT got opportunity to test news pilot entitled *Washington*, whose format was utilized in half-hour specials Monday through Friday.

## FCC wants to know about leapfrogging

Two Albany, N. Y., area cable systems are expected to be granted waiver this week of FCC's antileapfrogging rules to permit them to import two New York independents. At same time, commission will probably indicate interest in holding rule-making on subject of leapfrogging.

Commission order, tentatively adopted last week, reportedly stresses community of interest between Albany and New York City in waiving rule that would have required systems to import signals of independents in Boston and Hartford, Conn. However, commission wants to clarify issues raised in rulemaking, rather than resolve them case by case.

Commission in January had denied request of systems, owned by Capitol District Better T. V. Inc., for permission to import WOR-TV and WPIX (TV) on ground Boston and Hartford independents were closer and that sufficient case for waiver had not been made. Order produced outpouring

**First blood.** First official FCC comment on Office of Telecommunications Policy's study purporting to show that 66 VHF channels could be dropped into 43 of top 100 markets (story page 17) could come from VHF champion Commissioner Robert E. Lee, who is expected to comment in speech Nov. 12 to National Association of Educational Broadcasters in New Orleans. Broadcast Bureau staffers greeted study with skepticism, but are withholding criticism pending computer-aided analysis of report. If errors turn up — as they think will — Mr. Lee will certainly use them against OTP.

of critical mail from Albany and New York state officials, and petition from New York state's Commission on Cable Television urging commission to permit systems to carry New York City signals.

*Mayo Thompson, new man on block at FTC, has lost no time in jumping on agency's proof-in-advertising bandwagon. He states disclosure and 'restitution' are two areas worth exploring. Page 43.*

*All-news format at KMEX-TV Los Angeles was nice idea while it lasted, but it didn't last long. Station drops program after three months of economic bad news. Page 45.*

*A classical perspective and corporate expertise work hand in hand for Tom Miller, head of CBS's TV stations division. A Broadcasting profile tells how. Page 65.*

## In Brief

**Staying put.** Six Chicago television stations have notified Sears, Roebuck & Co. that they will not move antennas to top of new Sears Tower building. Sears had offered to partially finance migration with \$5 million but stations — WBBM-TV, WGN-TV, WMAQ-TV, WCIA-TV, WFLD-TV and WSNS (TV) — said costs to them and other problems make effort unworthy. They'd each have to come up with \$700,000, Sears spokesman said. Most stations now transmit from John Hancock building, about 700 feet lower than Sears structure, world's tallest. WLS-TV and noncommercial WTTW-TV, already signed with Sears, will be transmitting by December and January, respectively. Others, still curious about Sears venture, have until Jan. 2 to change minds.

**Tight space at the inns.** Equipment manufacturers' hassle with NAB over space at next spring's convention in Houston was resolved last week in Atlanta. Hardware representatives traded their own bed space for hospitality rooms in three downtown hotels in Houston, plus another three close by. NAB officials had not allocated space at hotels nearest exhibition center for suites for manufacturers in original plans ("Closed Circuit," Oct. 15) and some hardware people were threatening to boycott. Even without manufacturers' squeeze, almost half of delegates will be staying in rooms outside downtown hotels, says NAB.

**First round to FCC.** Dr. Carl McIntire has lost first round in effort to free himself of government order barring him from operating pirate radio ship off Atlantic coast. U.S. District Court Judge Mitchell Cohen, in Camden, N.J., on Thursday denied Dr. McIntire's request for motion to dismiss temporary restraining order he had issued at government's request after Dr. McIntire began broadcasting over his Radio Free America (*Broadcasting*, Sept. 10). With restraining order remaining in effect, it will now be up to Dr. McIntire's lawyer to respond to government's complaint. Still to be scheduled is hearing on government's request for permanent injunction.

**Steady beat for NBC Radio.** Hourly news around clock will be provided by NBC Radio to its affiliates, starting Jan. 1. Network officials told stations at their annual convention early this month that around-clock news would be made available — if they wanted it. Response, NBC sources say, has been overwhelmingly favorable. Network now provides news on hour 20 times daily and is cutting length from 5½ to five minutes, effective today (Oct. 29), in what was described as further-response to affiliates' wishes (*Broadcasting*, Oct. 8). In case of major news breaks, NBC will have

anchormen on hand in four-hour shifts. CBS Radio launched around-clock news feeds several months ago.

**Bright prospect.** Promise of new "electronic revolution" that will lead to age of sophisticated, pollution-free devices in both professional world and personal life styles was predicted by RCA Board Chairman Robert W. Sarnoff in address accepting honorary fellowship (first to American) of Imperial College of Science and Technology, in London, last Thursday (Oct. 25). It would be, in his view, successor to "industrial revolution." In contrast to predecessor, "it will be silent," he said. Cited: desk-top computer terminals to simplify decision making; home information systems linking households in two-way communications; interactive systems giving students instant access to stored knowledge anywhere. Solid state devices, requiring little power, will be key, he said.

**Latest batch.** Nine-months financial results from broadcasting and broadcasting-related companies are in full flower (see also page 48). Here's rundown on latest last week (all for period ended Sept. 30): Metromedia Inc. had net income of \$5,681,791 (88 cents per share) on revenues of \$140,552,799, compared to net of \$6,865,362 (\$1.12) on \$125,479,828 for 1972 period. Capital Cities Communications had net of \$14,092,000 (\$1.83 per share) on \$93,080,000 vs. 1972's net of \$11,923,000 (\$1.62) on \$86,032,000. Warner Communications was \$39,867,000 (\$1.73 a share) on \$401,321,000, compared to \$37,820,000 (\$1.56) on \$355,394,000. Cox Broadcasting had \$7,731,272 (\$1.32) on \$65,277,605, compared to \$7,091,219 (\$1.21) on \$56,075,444. Cox's 56.2%-owned affiliate, Cox Cable Communications, posted \$1,391,997 (39 cents) on \$13,343,996, compared to \$1,262,538 (36 cents) on \$11,670,795.

**104 years later.** N. W. Ayer & Son, which was founded in 1869 as Philadelphia-based agency, has consolidated operating functions of its Philadelphia regional office into New York headquarters. Only clerical functions of billing and accounting will remain in Philadelphia. Ayer, with billings of about \$175 million, also has office in Chicago and subsidiaries in Los Angeles, San Francisco and Seattle.

**Public access.** NBC-TV's *Today* was interrupted briefly Friday morning (Oct. 26) while producer Douglas Sinsel and unit manager Bill Cosmas hustled off protester who was trying to object, he said later, that Oct. 19 episode of NBC-TV's *Sanford and Son* had been unfair to homosexuals. NBC sources identified him as Mark Segal of Philadelphia. Program went to black for "less than a minute" when he started his protest during Frank Blair newscast shortly after 7 a.m. NYT. No charges were preferred.

**Nick petitions to deny.** FCC Commissioner Nicholas Johnson, frequent critic of Nixon administration, says enough questions regarding President's fitness have been raised for House of Representatives to impeach. He has, personally, so petitioned House. Commissioner says he has so far reserved judgment as to whether evidence is sufficient to warrant removal after Senate trial.

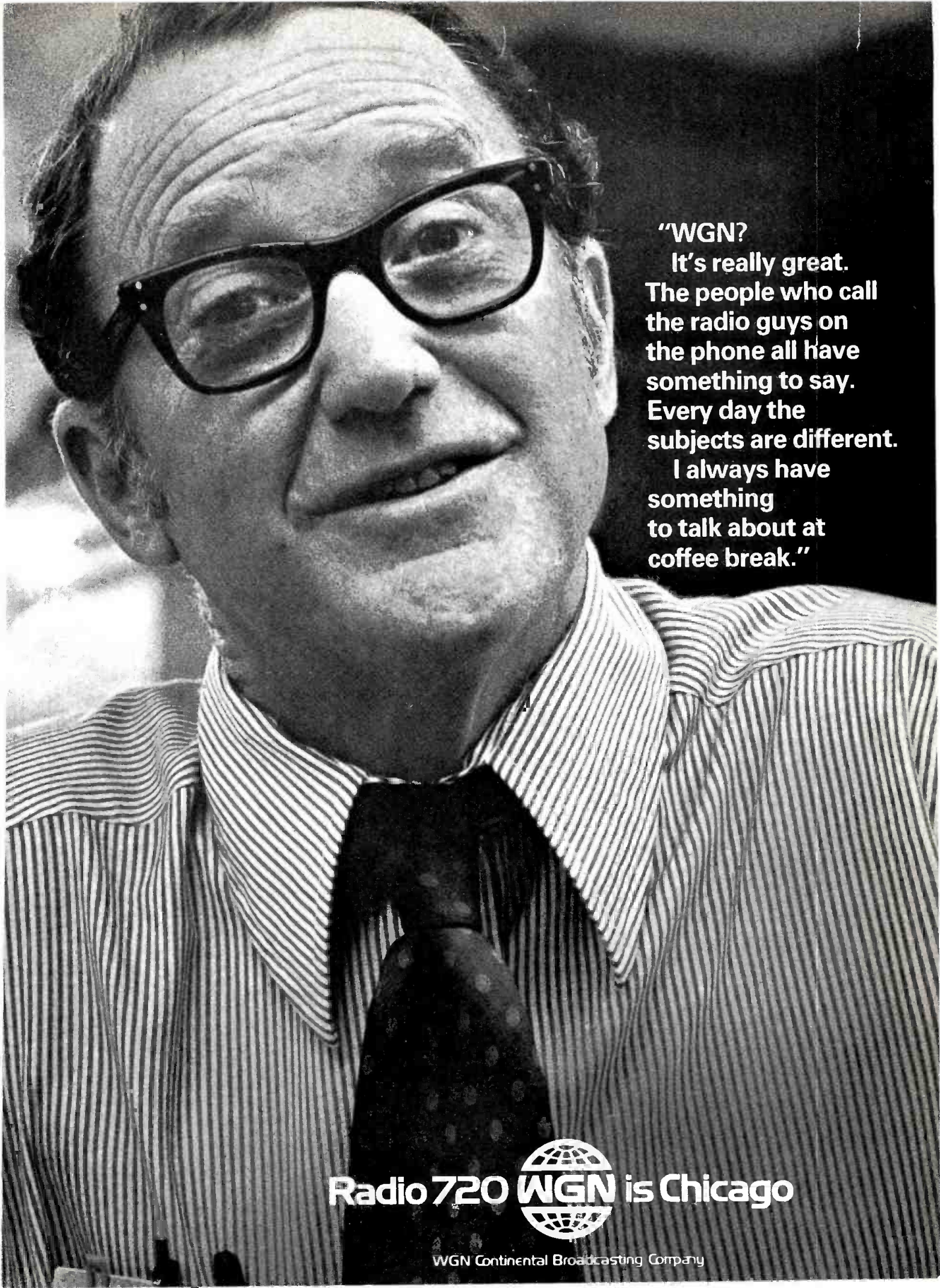
**For tougher fights.** Storer Broadcasting Co. has urged FCC, in chapter it labels "Limits of Rhetoric," to impress on citizen groups and others who use its processes need to adhere to "higher standard of pleading" than Storer says two groups observed in petitions they filed to deny its application for renewal of WJBK-TV Detroit. Storer says petitions, by Inter-Faith Centers for Racial Justice Inc. and Detroit Media Coalition, are riddled with factual errors that imposed heavy burden on Storer to refute. Failure to enforce higher standards, Storer says, works against public interest, in forcing both commission and licensees involved to spend inordinate amount of time and money to deal with "irresponsible allegations," as well as in discrediting much that is said by all citizen groups. Storer made comment in 15-page introduction to two-volume response to two petitions to deny.

**Standstill.** Securities and Exchange Commission has again extended suspension in trading of Teleprompter, this time until Nov. 5. Stock has been off market since Sept. 7.

**Pressure play.** Rene Anselmo, president of UHF WXTV (TV) Paterson, N. J., last week called on Governor Nelson Rockefeller of New York and Governor William Cahill of New Jersey to use their "strongest influence" in getting Port Authority to relocate all New York-area TV-station transmission facilities to new World Trade Center. Mr. Anselmo had earlier (*Broadcasting*, Oct. 8) urged FCC Commissioner Robert E. Lee to put similar pressure on Port Authority. In letter to governors, Mr. Anselmo said that, in direct response to full-page ads in *New York Times* and *New York Daily News*, 4,800 VHF-TV viewers in greater New York area complained about bad reception. In addition, he continued, with "no ads or publicity in New Jersey, Connecticut or suburban New York papers, WXTV received: 700 letters from 201 different cities and towns in New Jersey; 530 letters from 70 different cities and towns in Westchester County and New York State; 66 letters from 19 cities and towns in Connecticut; and 245 complaints from 81 different cities and towns in Long Island."

**Late Fates.** John B. Mulderrig, VP and general sales manager, Petry Television, named general manager of Avco Radio Television Sales, New York, replacing Thomas Comerford, who has resigned. Mr. Mulderrig formerly was VP and group sales manager for WNEW-TV New York. *Don Francisco*, 82, one-time president of Lord & Thomas (now Foote, Cone & Belding) and VP of J. Walter Thompson, died Thursday (Oct. 25) at his home in Amagansett, N.Y. He served Lord & Thomas for 20 years, leaving as president in 1940 to join Office of Inter-American Affairs, heading broadcasting division in western hemisphere. In 1945 he returned to advertising at JWT, retiring in 1956. *Stanley H. Rosenfeld*, VP-media director, John Rockwell & Associates, New York, named VP-director of media services, Grey Advertising, Detroit. He will work primarily on Ford corporate account. Earlier, he was media executive with BBDO and Benton & Bowles, New York.

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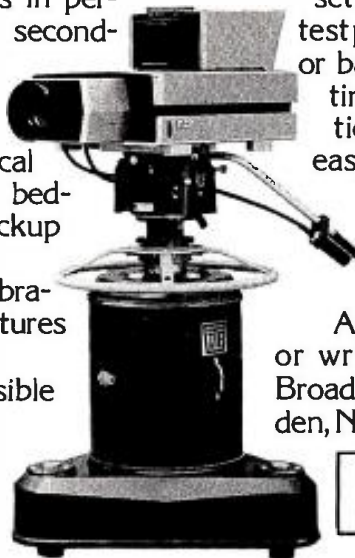
And the TK-630 is made for portability —with a plug-in detachable viewfinder and carrying handle that make it easy for one man to carry.

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# RCA

## New TK-630 color camera.





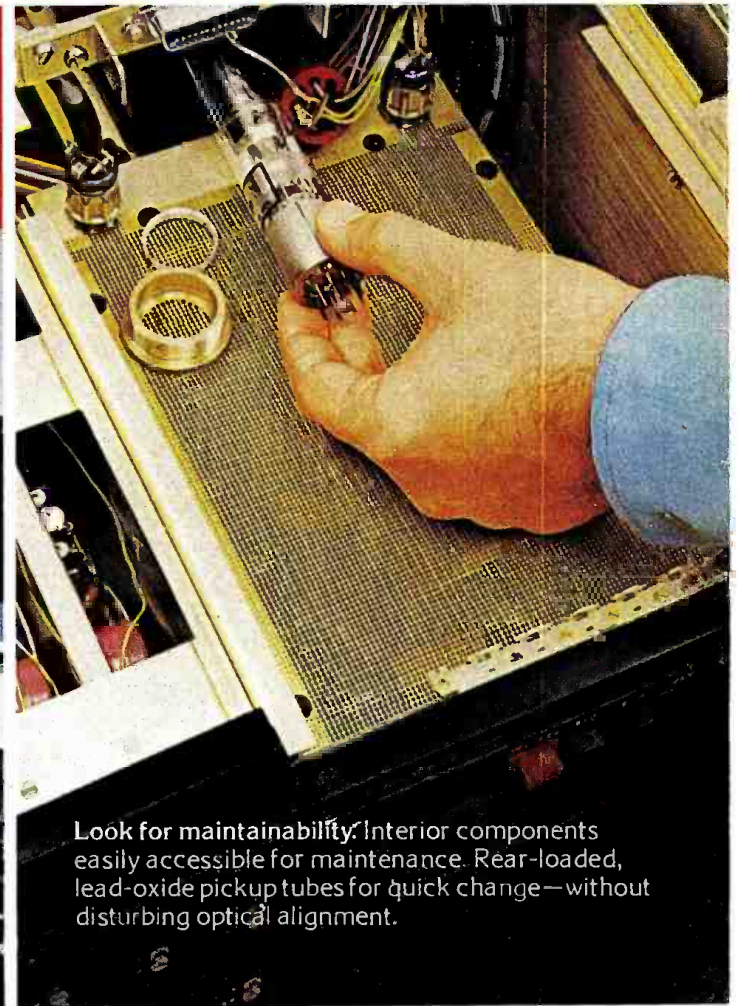
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### Befitting

EDITOR: I generally read a couple of dozen business publications. Yours is the best organized and best paced format in the business press. I think it is appropriate for a business with the dynamics of broadcasting to have a vehicle for its own news that is equally up to the second. Congratulations on the new look.—*Miles David, president, Radio Advertising Bureau, New York.*

### United they stand

EDITOR: Quite often in the articles that appear in BROADCASTING reference is made to the United Church of Christ. As you well know, this is a social-action-oriented church and is a combination of several denominations, brought about in recent years by a church amalgamation.

There is another organization known as the Church of Christ which has no connection and really very little in common with the United Church of Christ. I have been a minister in the Church of Christ for some 40 years and serve as

chairman of one of our college Bible departments, and I know that the general thrust of our group is quite different from that of the group quoted in your magazine. In fact, we do not share their views at all.

From time to time, in your articles the word "United" is dropped and reference is made to "the Church of Christ." If this could be avoided, we would appreciate it.—*Batsell Barrett Baxter, chairman, Department of Bible, David Lipscomb College, Nashville.*

### Credit

EDITOR: Recently spoke to my friend, Amos Arbel, correspondent for the Israel Broadcasting Authority. It's no picnic there. Small television staff knocking itself senseless while reporting to Israeli citizens on the country's struggle for survival. Little sleep, less rest. Give 'em credit.—*Harvey K. Ganot, producer/director, Television Center, Brooklyn College, Brooklyn, N.Y.*

## Datebook®

■ Indicates new or revised listing.

### This week

Oct. 29-31—Annual meeting, *Association of National Advertisers*. The Homestead, Hot Springs, Va.

Oct. 29-30—Fall conference, *National Association of Broadcasters*. Brown Palace hotel, Denver.

Oct. 29-Nov. 1—North central regional expo, *National Cable Television Association*. Arlington Park Towers, Arlington Heights, Ill.

Oct. 30—Lester Telsler, professor of economics, University of Chicago, speaks at sixth in series of eight public lectures on advertising and society. Midway campus, *University of Chicago*.

Oct. 30-31—Beginning television production seminar, sponsored by *Telemation Inc.* Seattle.

Oct. 31—*Pulse Inc.* Man of the Year award to be presented to J. Leonard Reinsch of Cox Broadcasting and Cox Cable at Atlanta Broadcast Executives Club luncheon, Marriott hotel, Atlanta.

Oct. 31-Nov. 1—Fall conference, *National Association of Broadcasters*. Stanford Court hotel, San Francisco.

Oct. 31-Nov. 1—Central region annual meeting, *American Association of Advertising Agencies*. Ambassador hotel, Chicago.

Nov. 1—Deadline for filling comments with FCC in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between commonly-owned stations in separate markets.

Nov. 1-3—Advanced television production seminar, sponsored by *Telemation Inc.* Seattle.

Nov. 2-4—*Maryland-D.C.-Delaware Broadcasters Association* annual fall convention: "The Economics of Broadcasting—Phase IV." Washingtonian motel and country club, Galthersburg, Md.

Nov. 2-5—Annual meeting, *Texas Association of Broadcasters*. San Antonio.

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

### Also in November

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

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

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

Nov. 8-9—Advanced television production seminar, sponsored by *Telemation Inc.* Portland, Ore.

Nov. 9-11—Meeting, board of trustees, *Educational Foundation of American Women in Radio and Television Inc.* Minneapolis.

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

Nov. 11-15—Annual conference, *Public Relations Society of America*. Sheraton-Waikiki hotel, Honolulu.

Nov. 12-14—Annual conference, *National Friends of Public Broadcasting*. Marriott hotel, New Orleans.

Nov. 12-16—Media Fair '73, sponsored by department of radio-TV-film, *University of Wisconsin*, Oshkosh.

Nov. 13-14—*American Association of Advertising Agencies* eastern conference. Biltmore hotel, New York.

Nov. 13-14—Beginning television production seminar, sponsored by *Telemation Inc.* Glenview, Ill.

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

Nov. 14-16—International Film & TV Festival of New York. Americana hotel, New York. Contact: International Film & TV Festival, 251 West 57th Street, New York 10019.

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

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

Nov. 15-16—Advanced television production seminar, sponsored by *Telemation Inc.* Glenview, Ill.

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

Nov. 15-17—Mid-American regional expo, *National Cable Television Association*. Crown Center hotel, Kansas City, Mo.

Nov. 16-18—Meeting, board of *American Women in Radio and Television*. New York Hilton hotel, New York.

Nov. 19—*International Council of National Academy of Television Arts and Sciences'* first directorate award to European Broadcasting Union. Awards also to be announced for best documentary and best dramatic show among foreign TV programs not yet seen in U.S. Charles Curran, BBC, to accept for EBU and make keynote speech. Plaza hotel, New York.

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

Nov. 26-27—*National Cable Television Association* board meeting. Las Vegas Hilton, Las Vegas.

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

Nov. 27-28—Beginning television production seminar, sponsored by *Telemation Inc.* Los Angeles.

Nov. 29-30—Advanced television production seminar, sponsored by *Telemation Inc.* Los Angeles.

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

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

Nov. 29-30—Course on "Legal and Business Problems of Television and Radio," sponsored by *Practising Law Institute*. St. Regis Sheraton hotel, New York.

## December

Dec. 3—Deadline for filing reply comments with FCC in matter of inquiry and proposed rulemaking on combination advertising rates and other joint sales practices between cable TV systems and broadcast stations and between commonly owned stations in separate markets.

Dec. 4—Phillip Kotler, professor of marketing, Northwestern University, speaks at last of series of eight public lectures on advertising and society. Midway campus, *University of Chicago*.

Dec. 5—Deadline for entries in *Retail Advertising Conference* awards contest. Categories include radio and TV spots and campaigns. Contact RAC, 32 West Randolph Street, Chicago 60601.

Dec. 6-7—Course on "Legal and Business Problems of Television and Radio," sponsored by *Practising Law Institute*. Sir Francis Drake hotel, San Francisco.

Dec. 9—Annual Academy Ball, Hollywood chapter, *National Academy of Television Arts and Sciences*. Honored will be Bud Yorkin and Norman Lear and their associates. Beverly Hilton hotel, Beverly Hills, Calif.

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

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

Dec. 13-14—Advanced television production seminar, sponsored by *Telemation Inc.* Salt Lake City.

Dec. 31—Deadline for entries in *Brand Names Foundation* retailers-of-the-year awards competition. Contact BNF, 477 Madison Avenue, New York 10022.

## January 1974

Jan. 9—One-day conference, "Electronic Distributor '79," five-year outlook into electronic market sponsored by *Electronic Industries Association's distributor products division*. Chicago.

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

Jan. 10-13—*Winter Consumer Electronics Show*. Conrad Hilton hotel, Chicago.

Jan. 14-18—Winter meeting, *joint board of direc-*

*tors, National Association of Broadcasters*. Mullet Bay Beach hotel, St. Maarten, Netherlands Antilles.

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

Jan. 16—*Publicable* meeting. Location to be announced, Washington.

Jan. 20-22—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.

Jan. 26-27—Midwinter conference, *Florida Association of Broadcasters*. Lakeland, Fla.

Jan. 27-30—*National Religious Broadcasters* 31st annual convention. Washington Hilton, Washington.

## February 1974

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

Feb. 3-5—*National Cable Television Association*, regional legislative conference. Quality Inn, Washington.

Feb. 3-5—*South Carolina Broadcasters Association* annual winter convention. Holiday Inn, Rock Hill.

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

Feb. 6-8—*Texas Cable TV Association* convention. Marriott Motor hotel, Dallas.

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

Feb. 15-18—*Arkansas Broadcasters Association* convention. Nassau, Bahamas.

Feb. 17-20—1974 conference, *National Association of Television Program Executives*. Century Plaza hotel, Los Angeles.

Feb. 18-20—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.

## March 1974

March 13—Annual spring conference, *Electronic Industries Association*. Shoreham hotel, Washington.

March 17-19—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.

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

March 26-28—*National Cable Television Association* regional legislative conference. Quality Inn, Washington.

## April 1974

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

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

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

### Major meeting dates in 1973-74

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

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

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

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

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

Feb. 17-20, 1974—1974 conference, *National Association of Television Program Executives*. Century Plaza hotel, Los Angeles.

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

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

May 8-12, 1974—Annual convention, *American Women in Radio and Television*. New York Hilton, New York.

Balance of NAB fall conference schedule: Oct. 29-30, Brown Palace hotel, Denver; Oct. 31-Nov. 1, Stanford Court hotel, San Francisco.

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# Broadcasting

The newsweek of broadcasting and allied arts

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Executive and publication headquarters  
BROADCASTING-TELECASTING building,  
1735 DeSales Street, N.W., Washington,  
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BROADCASTING\* magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932, Broadcast Reporter in 1933, Telecast\* in 1953 and Television in 1961. Broadcasting-Teletesting\* was introduced in 1946.



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# **KGTV**

San Diego  
NBC Channel 10  
announces the  
appointment of  
Harrington, Righter  
and Parsons, Inc.  
as national  
representative.

# WRTV

Indianapolis  
NBC Channel 6  
announces the  
appointment of  
Harrington, Righter  
and Parsons, Inc.  
as national  
representative.

hrp

# Monday Memo®

A broadcast advertising commentary from Alan Baldrige, vice president, Gardner, Stein & Frank, Chicago

## I remember Mama: a look at the concept of 'intrusive advertising'

The nostalgia bandwagon has arrived. Print jumped on it first, with art nouveau and art deco swirling around advertising and editorial pages. Then broadcast climbed aboard. The Crazy Kats bounced merrily about the tube while Superman did radio fly-bys again and again in a heroic effort to sell.

More often than not, nostalgia worked for advertising. Nostalgia seemed to work magic in getting a potential customer to sit up and say: "Hey, I remember hearing about that product."

And so, as always, the ballast of the advertising business—those who do little or no thinking for themselves—jostled aboard the nostalgia juggernaut. The bandwagon began to look like a San Francisco cable car at the height of the tourist season.

Is nostalgia really the key to getting attention these days? The answer is no—no more than it has ever been. The real key to grabbing the attention of the consumer is the same as it has always been—difference. (I know, I know. Anybody can be different. But I'm talking about that difference with a purpose we all read about back in Advertising 101, back in those ivory-towered days in college.)

In the last few years, the idea of being different has become crucially important in broadcast advertising. The glut of commercial and promotional competition is increasing.

A broadcast-advertising assignment approached with the idea of "doing something nostalgic" may or may not be successful. And, if it fails, all the copywriter can say to himself is: "Well, here's one case where nostalgia just didn't work."

But if the idea had been approached with the determination to create a difference with a purpose, then it would have had a better chance of succeeding in the first place. And if it didn't succeed, there would be benchmarks that would allow the copywriter to check back and do an effective repair job.

As an example, let's look at a recent campaign Gardner, Stein & Frank did for the chain of Dutch Family restaurants, which are owned by the Cleveland-based Hospitality motor inns.

Dutch Family restaurants are located adjacent to interstate highways throughout the mid-Atlantic states. Their food is hot, good, fast and inexpensive. Adults and children love the genuine Pennsylvania Dutch cooking.

The obvious audience for Dutch Family advertising, then, is the young family traveling on the road. And the obvious

medium is big radio—the middle-of-the-road top-wattted AM stations.

But wait. Nobody is allowed to touch a typewriter. Not yet.

First we listened: WLW Cincinnati, WSPD Toledo, Ohio; WONE Dayton, Ohio; WGAR and WJW Cleveland, some others.

So how about a jingle? No, that would blend right in. Good straight voice? Blah.

How do we jar, how do we interrupt the flow, how do we intrude? Maybe a foreign accent? Of course—Pennsylvania Dutch. Make it a woman with those inflections and mannerisms in her voice—the exact and intentional opposite of usual station programming.

So, enter stage left: the Dutch Pantry Mama.

But Mama nearly didn't make it. If you give almost any good actress in the country a script such as the one we came up with, she will come back sounding Jewish. We went through New York and Chicago casting ad nauseam until we found Chicago actress Geraldine Kay sitting right on our doorstep.

Geraldine Kay knows Pennsylvania Dutch so well that she even coached our copy staff in the idiom. Announcer Ron McAdam added the perfect complement with a syrupy, Don-Wilson-looking-at-the-food voice that reaches out and massages the salivary glands.

The recording session went like a breeze, because everybody was working toward the same purpose. Fortunately, Gardner, Stein & Frank doesn't put up with all those nine approval levels neces-

sary to make a script into something sacred. So it went something like this: "Does that feel right, Geraldine? Try turning it around. There, that's better. That phrase is pushing the time. Take it out." Final OK for the Dutch Pantry commercials was done in context—listening to them against air tapes of a typical MOR station's format. And they did indeed stand out. And yes, they already are working for our client.

The result is a set of nostalgia commercials. But the important part of the creativity involved is that it didn't start out as a nostalgic commercial. No words are wasted asking the consumer to "remember back when." No time has to be spent establishing a borrowed-interest gimmick. The genuineness is genuine. And that's what it takes these days to make an effective broadcast commercial—with or without nostalgia.

That, of course, has always been true, whether or not any current advertising fad happened to fit the product. The guy we are talking to out there is neither a boob nor a hayseed. He learned his graphics, whether he knows it or not, from Sal Bass and Lou Dorfman by watching their stuff on television. His musical taste is at least up to the level of the Fifth Dimension by now. And so many people have tried to sell him so many different things that he has become the world's top expert at spotting a phony.

But first, you have got to get his attention.



Alan Baldrige worked his way through college in the mid-1950's with announcer and program-director jobs at several small Midwest radio stations. He served as a corporate advertising manager for several years and moved to the agency side in creative capacities at Bozell & Jacobs and at Griswold/Eshleman. He joined Gardner, Stein & Frank in 1968, in Chicago, and was elected a vice president three years ago. His main job in advertising, as he sees it, is "to keep a gut awareness of what the people out there will believe or disbelieve, buy or not buy." He is also an accomplished classical pianist, a private pilot, a photographer and an administrator of a Montessori school.

# If you're looking for a show that's going places, you're on the right page.

The Mike Douglas Show is going places. Not just in ratings. But going to such exciting places as Lake Tahoe, San Francisco, Miami Beach. And if we're on your schedule, you could be going right along with us. With top co-hosts, at home and on the road, like Bill Cosby, Wayne Newton, Billie Jean King, Dyan Cannon, Ralph Nader, and 7-year-old Mason Reese. And top guests as varied as Kirk Douglas, Harry Belafonte, Dawn, Lily Tomlin, Gilbert O'Sullivan, Karl Malden, Sammy Davis Jr.

So, if you're itching for *the* show that's really going places, and going in style, write us at 90 Park Avenue, New York, N.Y. 10016. Or call (212) 983-5081.

**GROUP**  
**W PRODUCTIONS INC**  
WESTINGHOUSE BROADCASTING COMPANY



# In Boston: RKO Television's WNAC-TV reaches out to the public by helping WGBH-TV.



David O. Ives, President, WGBH Educational Foundation, and S. James Coppersmith, Vice President and General Manager, WNAC-TV.

Most educational stations have trouble making ends meet. WGBH-TV, Boston's educational channel, is no exception. They needed cash to keep up the good work. So each year they telecast their Annual Fund Raising Auction.

This year it was a bit different since WNAC-TV agreed to lend a helping hand by simulcasting four hours of the auction. For the first time in Boston, a commercial channel used its facilities and coverage to help a public television channel. The result? A substantial boost in the

viewing audience and donations for WGBH-TV.

We wish we could do more for good causes like fund raising for WGBH-TV. We will. *Responsibility, commitment, involvement. At RKO television stations that's more than a slogan. It's a reality.*

**RKO**  
TELEVISION  
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TIME



## Equipment & Engineering

### A reluctant OTP turns loose its plan to drop in 66 new V channels

**Spectrum-management study says that FCC is operating by outdated criteria, suggests its outline is only one way to more efficient allocations; commission reaction is less than enthusiastic; AMST first to demur**

The Office of Telecommunications Policy last week released a study of frequency-assignment criteria that asserts a substantial number of new VHF stations could— from a technical standpoint, at least—be established in many of the nation's top-100 markets (BROADCASTING, Sept. 24, et seq.).

And OTP, both through spokesmen and the report, urged the FCC to take a hard look at its television-assignment standards with a view to updating them so that, as the report says, "assignments can be made "on a more rigorous engineering basis." It said the commission's present separation criteria "are conservative."

"After 21 years of the existing criteria"—ever since the commission's sixth report and order establishing the basic TV allocations scheme—"we feel enough changes in technology have been made to warrant a new look at those allocations criteria," one official said.

And while an OTP spokesman said that implementation of the report was up to the FCC—which was given a copy—he also said the report did point the way to providing more "diversity" in television service—long an expressed goal of the OTP.

Thus the report, released only after publicity about it prompted inquiries from Congress and the FCC, seemed to contain the stuff for controversy. Indeed, one reason OTP originally did not intend to make the report public was knowledge it would find itself in battle with hostile broadcasters not disposed to finding additional VHF competition in their markets.

And the initial reaction to the report indicated OTP was not unduly concerned. The Association of Maximum Service Telecasters, which regularly opposes pro-

### Mr. Whitehead's VHF gifts to 43 TV markets

*These are the markets (and the TV channels in each) into which OTP would have the FCC drop an additional 66 VHF channels. The added channels are in bold face. Asterisks indicate educational reservations. Market rankings are listed before city names.*

7. San Francisco/Oakland: 2, 4, 5, 7, 9\*, 12, 20, 26, 32\*, 38, 44, 60.
9. Cleveland: 3, 5, 8, 10, 19, 25\*, 61.
11. Dallas-Fort Worth: 2, 4, 5, 8, 9, 11, 13\*, 21, 27, 31\*, 33, 39.
15. Seattle-Tacoma: 3, 4, 5, 7, 9\*, 11, 13, 20, 22, 28\*, 56\*, 62\*.
18. Miami: 2\*, 3, 4, 6, 7, 9, 10, 13, 17\*, 23, 33, 39, 45.
19. Atlanta: 2, 4, 5, 11, 17, 30\*, 36, 46, 57\*.
22. Houston: 2, 5, 8\*, 11, 13, 14\*, 20, 26, 39.
23. Kansas City, Mo.: 4, 5, 8, 9, 12, 19\*, 41, 50, 62, 68\*.
25. Milwaukee: 4, 6, 8, 10\*, 12, 18, 24, 30, 36\*.
28. Dayton, Ohio: 2, 7, 11, 16, 22, 45\*.
30. Portland, Ore.: 2, 4, 6, 8, 10\*, 12, 24, 30\*.
32. Memphis: 3, 5, 10\*, 12, 13, 14\*, 24, 30.
33. Nashville: 2\*, 4, 5, 8, 10, 17, 30, 42\*.
34. Johnstown-Altoona, Pa.: 3, 5, 6, 10, 12, 19, 28\*, 38, 47, 57\*.
35. Birmingham, Ala.: 3, 6, 8, 10\*, 13, 21, 42, 62\*, 68.
36. Greenville-Spartanburg, S.C.: 2, 4, 7, 16, 29\*, 49.
43. Albany-Schneectady-Troy, N.Y.: 4, 6, 10, 13, 17\*, 23, 29\*, 45.
47. Louisville, Ky.: 3, 6, 11, 15\*, 21, 32, 41, 68\*.
48. Charleston-Huntington, W. Va.: 2, 3, 8, 11, 13, 23, 29, 33\*, 49\*.
53. Salt Lake City: 2, 4, 5, 7\*, 10, 13, 14, 20, 26\*.
61. Salinas-Monterey, Calif.: 8, 10, 46, 56\*, 67.
62. Wichita-Hutchinson, Kan.: 3, 5, 8, 10, 12, 15\*, 24, 33, 36, 42\*.
66. Shreveport, La.: 3, 11, 12, 24\*, 33.
68. Little Rock, Ark.: 2\*, 4, 7, 9, 11, 13, 16, 29\*.
69. Mobile, Ala.-Pensacola, Fla.: 3, 5, 8, 10, 12, 15, 21, 23\*, 31\*, 33, 42\*, 44.
70. Green Bay, Wis.: 2, 5, 8, 11, 26, 38\*.
71. Davenport, Iowa-Rock Island, Ill.: 4, 6, 8, 11, 18, 30, 36\*.
73. Knoxville, Tenn.: 6, 8, 10, 15\*, 26, 43.
74. Champaign-Decatur-Urbana-Springfield, Ill.: 3, 6, 12\*, 13, 15, 17, 20, 23, 49, 55, 65\*.
75. Portsmouth, N.H.-Portland, Me.: 3, 6, 13, 26\*, 51.
77. Jackson, Miss.: 3, 10, 12, 16, 29\*, 40.
78. Youngstown, Ohio: 10, 21, 27, 33, 58\*.
79. Spokane, Wash.: 2, 4, 6, 7\*, 9, 13, 22, 28.
82. Columbia, S.C.: 8, 10, 19, 25, 35\*, 52.
84. Fresno, Calif.: 2, 4, 7, 9, 13, 18\*, 24, 30, 47, 53.
85. Elkhart-South Bend, Ind.: 4, 12, 16, 22, 28, 34\*, 46.
87. Des Moines, Iowa: 4, 8, 11\*, 13, 17, 43\*, 63, 69.
90. Paducah, Ky.: 6, 10, 13, 29.
91. Evansville, Ind.: 5, 7, 9\*, 12, 14, 25, 44.
92. Sioux Falls, S.D.: 6, 7, 11, 13, 17, 23\*, 36.
94. Binghamton, N.Y.: 4, 7, 12, 34, 40, 46\*.
95. Wilmington, N.C.: 3, 6, 8, 10, 29, 39\*.
100. Monroe, La.: 4, 8, 13\*, 14, 39.

posals it regards as likely to degrade existing television service, promptly issued a statement critical of the report. It said "preliminary analysis" indicates that the report is based on far more drastic assumptions than were indicated by previously published reports and that "numerous of the specially listed allocations of short-spaced VHF drop-ins are wholly unrealistic." AMST promised a more detailed analysis after further study.

An official of a company that is a major force in UHF television also was critical. Richard Block, of Kaiser Broadcasting, said the study was "a step backward," coming at a time when UHF broadcasters, like Kaiser, have spent substantial amounts of money on improving their service. He feels that if VHF channels are to be parceled out at this time, "all UHF broadcasters should be accommodated" on them. The prospect of un-

dergoing a comparative hearing to obtain a dropped-in VHF channel seemed to fill him with dread. He foresaw multiple-UHF operators who had worked hard to establish stations in markets losing out to "some local guys." The fight, he added, "would sap our strength."

And Mr. Block seemed to feel that developments have passed VHF drop-ins by as a solution to the diversity problem. "In a few years, you won't know the difference between VHF and UHF service," he said. He noted the new UHF detent tuning being built into TV sets, and said, "The study is a 1950 solution for a 1980 problem."

However, the report may find its supporters among the citizen and minority groups interested in access to the media. OTP officials said a number of such groups have requested copies of the report. Frank Lloyd, director of the Citizens Communications Center, said that "anything that maximizes frequencies maximizes diversity." That, he feels, is a plus. The problem with broadcasting, he said, is that the "whole structure was set in concrete years ago." He thought the study was a wise exercise of OTP's responsibility—the kind of "think-tank" project OTP should do.

And the report may generate interest on Capitol Hill. Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee and its Investigations Subcommittee, whose request for a copy helped persuade OTP to release the report, said that although he would not want to disrupt existing operations, "we ought to make the best use we can of a scarce commodity—the spectrum. If we're letting something go to waste, that's bad."

Representative Staggers said he had not yet had an opportunity to read the report or to confer with his staff on it, and did not know what his next step would be. But he said the report "could very well lead to hearings" by his committee.

The study was not expected to raise any eyebrows at the FCC. OTP officials said the report did not represent "a major breakthrough in technology." And FCC Chief Engineer Raymond Spence, although he had not yet read the report, indicated he would be surprised if it did represent a breakthrough. He indicated that OTP's suggestion that the commission review its television-assignment criteria was not particularly helpful.

For like OTP officials, he said the problems involved in revising the allocations table are not so much technical as they are political and economic. An OTP spokesman said that, although conditions may change, "chances are slim of getting a single drop-in." And Mr. Spence said there would be serious concern at the commission for the viability of a UHF station if a VHF channel were added to its market.

Mr. Spence said the Chief Engineer's Office has been aware of techniques for building new channels into the allocations structure since the 1950's. Lawrence C. Middlekamp, a member of the staff, wrote an article in 1958 on one of the techniques mentioned in the OTP report. And Mr. Spence said that allocations review

is an ongoing, "daily" function of the engineer's staff.

He conceded that his office lacks the resources to do as much long-range research and planning as it would like. But the commission is engaged in projects that would parallel or complement OTP's study. The commission's laboratory at Laurel, Md., is investigating the technical characteristics of a variety of television sets—their sensitivity and adjacent-channel selectivity, among them—as a starting point in a study of the question of whether various mileage separation standards might be reduced. (But again, he said the results, expected in March, would be "one input" to answering the question of how allocations can be modified.) And he said his office is reviewing various studies on modifying the allocations structure—like OTP's—"to determine what could be done about getting more stations in an area."

The OTP report outlined a number of techniques that might be used to drop VHF channels into markets without, it says, adversely affecting the service of stations already in being and operating in accordance with current commission rules.

Choosing one of the techniques—"a conservative one," according to an OTP spokesman—OTP engineers constructed an allocations table which included 66 new VHF channels in 43 of the top-100

*Says Kaiser's Block:*

**"The [OTP] study  
is a 1950 solution  
for a 1980 problem."**

markets. (In their original discussion of the study, before a final "polishing," OTP officials said it showed 85 new channels. And the table does not include a new channel 12 in Washington. Noncommercial WETA-TV Washington, which operates on channel 26, has urged the commission to drop channel 12 into Washington on an experimental basis; and OTP officials had said their studies indicated channel 12 could be accommodated. Last week, OTP officials said it could not, under the engineering assumptions they were making; however, they said that "more fine-grain engineering" might show how the channel could be fitted in.)

The technique that the OTP engineers assumed in suggesting the new drop-ins involved two steps. The first would be to relax co-channel mileage separations by no more than 10% (that is, 153 miles in the Northeast; 171 miles in the West, and 198 miles in the South). Where the 10% relaxation could not be applied uniformly, the study suggests employing directional antennas to reduce mileage separations further, but by no more than 5%, and only in the direction of the station having the greatest interference potential. The report notes that use of directional antennas in those cases has the collateral effect of reducing adjacent-channel separation requirements. This situation, which permits mileage reductions of up to 15%, plus the fact that many existing transmitters are sited at substantial distances from

the cities they serve permitted OTP engineers to produce an allocations table featuring a large number of adjacent channels in the same markets. For instance, the study says channels 3, 9 and 13 could be dropped into Miami, which is already assigned channels 2, 4 and 10, as well as 6 and 7 (which are not as close together in the spectrum as the dial on the television set indicates).

OTP officials pointed out that the commission itself has used both techniques in permitting short-spacing in a number of cases—at least 25, perhaps more than 50. The report cites as examples of distance derogations the assignments of channel 13 to Albany, N.Y., and Newark, N.J., 142 miles apart (a 16.5% derogation); of channel 3 to Jackson, Miss., and Mobile, Ala., 175 miles apart (20% derogation), and of channel 9 to Minneapolis, Minn., and Wausau, Wis., 169 miles apart (an 11% derogation). It also cites the case of WTEV(TV) Providence, R.I., and WCSH-TV Portland, Me., in which directional antennas were used to permit the channel-6 stations to operate at a distance of 155 miles, compared to the standard requirement of 170 miles.

The report also lists a number of other techniques that might be used, either singly or in combination, to provide for more VHF drop-ins: more extensive use of directional antennas, taking maximum advantage of terrain-shielding and increased use of precise off-set frequency control.

Nor is that all. The report also says a number of other areas might be investigated—the possible use of vertical polarization in combination with the present use of horizontal polarization (a technique used in Europe), the possible use of sharing criteria based on interference-limited rather than noise-limited considerations, and the possible revision of existing commission policy which assures stations they can use maximum power and antenna height.

The report is certain to be criticized for ignoring commission policy and suggesting VHF drop-ins in some all-UHF markets. AMST, in its statement, already made that point in relation to Fresno, Calif., and South Bend, Ind. OTP engineers found space for five VHF channels in Fresno and two in South Bend.

And one OTP official was ready to concede in advance that some of the calculations underlying the report may be in error—that all of the proposed drop-ins "might not hold up" under close inspection. "But," he said, "we think that there are others that will, and that there is enough engineering proof contained in the study to warrant a review of allocations criteria."

The OTP study was done in accord with the agency's responsibility, along with the FCC for developing a comprehensive, long-range plan for improved spectrum management. "The challenges of the future in this area loom large," the report says. And there is a need, it concludes, for an updating of the "technical criteria currently applied in determining VHF television broadcasting frequency assignments."

# A slow start for multipoint distribution

Five systems are operational, but only two have customers; 360 applications wait at FCC

More than three years since the FCC liberalized the spectrum allocation to make commercial ventures within the multipoint distribution service (MDS) feasible, the industry's growth can literally be measured on the fingers of one hand. As of last week, only five firms, representing an equal number of systems, had applied for licenses at the commission. Of that number, only two are producing revenue. MDS cannot be said to be suffering from growing pains.

This is not to suggest an absence of interest in the new medium. Some 360 applications for construction permits covering proposed MDS systems are now on file at the FCC. Another 23 have been granted since the spectrum was opened. In a current rulemaking the commission, at the outset, decreed that no competing MDS applications would be processed until the proceeding is concluded. Obviously, the bulk of the applicants have fallen victim to that ruling.

Lying fallow in the commission's files pending the rulemaking's outcome are 314 MDS applications. While many of those bids may never be prosecuted by the applicants, it is apparent that the commission is faced with a substantial backlog. As for the remaining 46 applications, a commission spokesman said no action could be taken until amendments—bringing the proposals in compliance with the anticipated new rules—are submitted.

The rulemaking, which was initiated in 1970, eight years after the commission carved MDS out of the microwave bandwidth and just a few months after it had increased the band from 3.5 mhz to 10 mhz (2150-2160 mhz), contemplates widening the allocation to 12 mhz. The significance of that proposal is that the current MDS technology calls for a per-channel allocation of 6 mhz. Under the present rules, therefore, only one MDS system could operate in a given market. With 12 mhz, two systems could be accommodated.

This invites a further question. If the service is enlarged, will the new availabilities go to interests that have already acquired authorizations for the initial channel in the market (many observers of MDS say two-channel operation is necessary if stability is to be achieved), or will the new space be given to a second party? Indications at the FCC are that the latter procedure will be followed. A further problem can be expected in markets where more than two applications are pending. The commission will be forced to choose among the rivals, thus apparently necessitating a number of unprecedented comparative

hearings. Does the commission have adequate resources to carry that regulatory burden? Nobody appears to be dealing with that question.

The final drafting of a commission order on the rulemaking is reported to be near.

The 23 initial grants have fallen upon seven firms. More than half of them have been given to one company—Microband Corp. of America, New York. Microband, which now has an operational (and revenue-producing) system in Washington—apparently the first in this category—is emerging as an industry leader.

In addition to Washington, Microband has been granted CP's for New York; Minneapolis; Miami; St. Louis; Pittsburgh; Palo Alto, Calif.; Phoenix; New Orleans; Milwaukee; Hartford, Conn., and Akron, Ohio. The company says it has two other applications pending and nearly ready for FCC action and an additional 19 that will have to await the outcome of the rulemaking.

In addition to the Microband operation in Washington, four other firms have requested licenses for individual systems—the next step after the acquisition of a construction permit. They are Taft Broadcasting Co. (no affiliation with the Taft station group based in Cincinnati), which has an operational system in Houston that it says will be bringing in money by the end of the month; Multipoint Broadcasting Corp., a subsidiary of Chicago Communications Services Inc., which is now operating an MDS enterprise in Chicago; American Communications & Electronics, Washington, which has asked for a license to cover a CP for Baltimore, and Micro TV Inc., which has done the same in Philadelphia.

Other CP applications that have been granted include Taft's bid for Dallas; Dayton Communications Corp. for Dayton, Columbus and Cincinnati, all Ohio; Century Cablevision for Tucson, Ariz., and American Communications & Electronics for Allentown, Pa., and Richmond, Va.

Several major cable TV firms have filed CP applications for MDS service, although none of those bids, other than the Century Cablevision request, has yet been acted upon. Two multiple-system operators that have been active in the field are American Television & Commu-

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**What MDS is.** The multipoint distribution service provides common-carrier video transmissions in the 2150-2160 mhz microwave band. MDS operators cannot originate programming. Nor can they censor the content of their clients' transmissions except to guard against obscenity or otherwise objectionable materials. The distribution process involves the transmission of a single signal from a central location to reception points located in buildings equipped with dish antennas supplied by the MDS operator. Within the buildings, the signal is transmitted by cable to receiving sets. Transmissions are relatively low powered and have a radius not exceeding 25 miles.

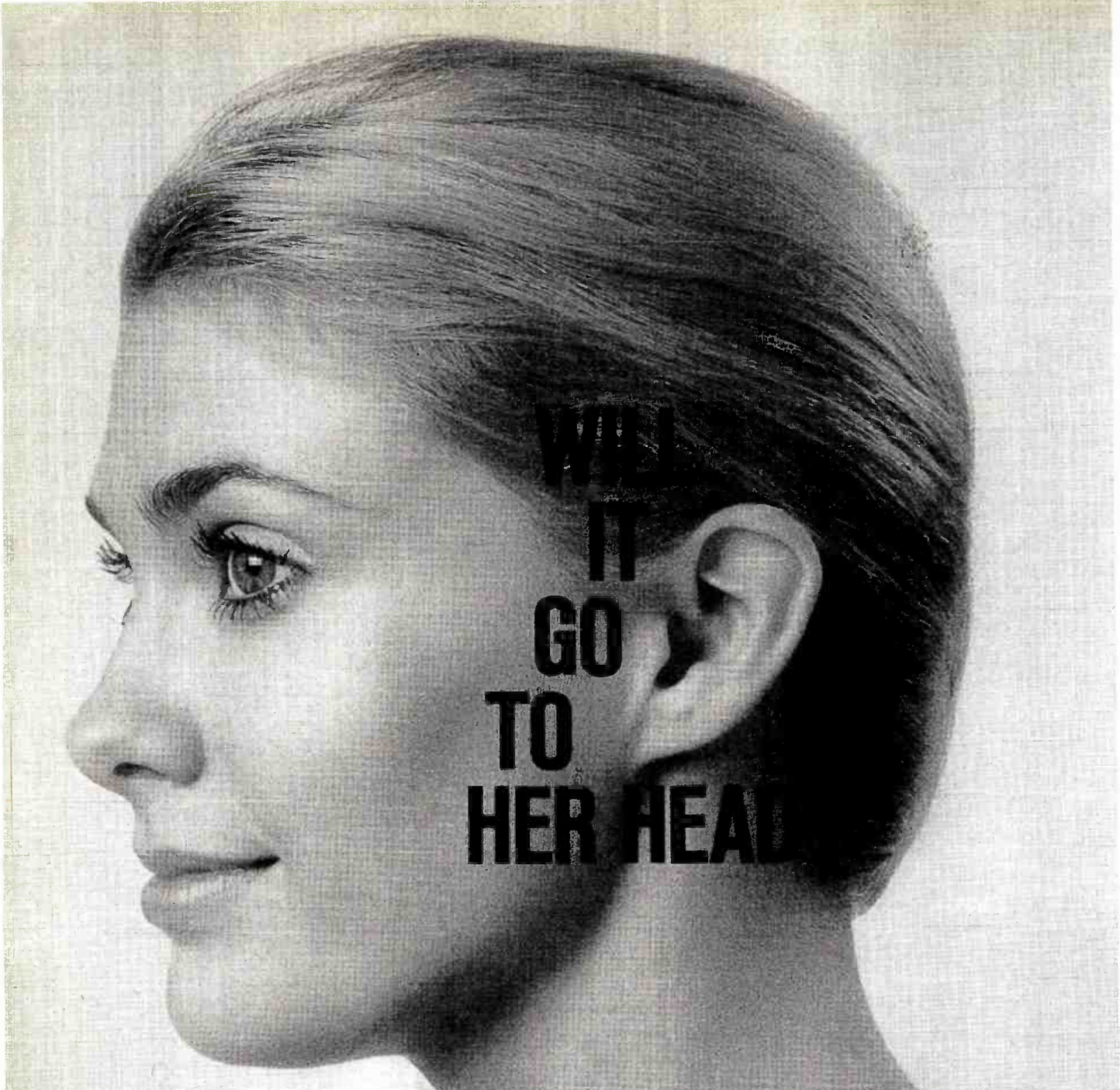
nications, Denver, and Cox Cable Communications, Atlanta. ATC has applications pending for Reading, Pa.; Charleston, W. Va.; Jackson, Miss.; Melbourne, Fla.; Orlando, Fla.; Savannah, Ga.; Fayetteville, N.C.; Raleigh, N.C.; Greensboro, N.C.; Shreveport, La.; Wichita, Kan.; Monroe, La.; Fort Wayne, Ind.; Lynchburg, Va.; Champaign-Urbana, Ill., and Sioux Falls, S.D. Cox Cable has designs on Davenport, Iowa; Lubbock, Tex.; Bakersfield, Calif., and Santa Barbara, Calif.

Despite its neophyte status, there appears to be a trend in the making on how MDS will be put to use. Potential customers fall within two categories. First are the entrepreneurs that have begun to operate hotel pay-TV systems. MDS there is seen as a viable vehicle for distribution of an STV system from a central transmitting point to several receiver locations within large hotels, where the signal is subsequently fed to individual rooms via cable. Several firms have expressed interest in MDS for this purpose, and Motorola Corp., which is now on two of the five license-seeking systems, has displayed activity in the area. The second category includes a plethora of potential institutional users of MDS for point-to-multipoint transmissions during daytime business hours (most observers see pay TV as MDS's principal revenue-producing source in the evening). Potential uses include hospital instruction and out-patient care; distribution of sales and other data among chain stores, bank and other corporate entities, and instructional transmissions by learning institutions. Of the last, at least one concrete plan has surfaced. Chicago's Multipoint Broadcasting Corp. reports that it is negotiating with the University of Illinois at Urbana for service to a planned campuswide communications system.

Microband's Washington system became operational on a field-test basis last January. But, according to President Donald Franco, its first revenue-producing customer wasn't serviced until Sept. 1. That customer was Motorola's pay system, which is now in operation at seven Washington hotels. The operation charges \$3 to hotel guests for a viewing of such films as "Deliverance," "What's Up Doc?" "Shamus" and "Camelot." Microband says it has been authorized 30 distribution points in the city and that 11 are now in the field. The pay transmissions are limited to the evening in Washington and will remain so.

"Daytime is our prime time," says Mr. Franco. "That's where we can make most of our money." Though he said there are many variables governing the determination of fees, Mr. Franco was able to give one example. If a customer wishes to connect with 20 distribution points three times a week with each transmission lasting 30 minutes, he said the cost would be \$8 per point per use (including a facilities rental), which computes to \$480.

Microband's future plans include a national network of MDS systems—not all necessarily owned by itself—interconnected, presumably by AT&T. Mr. Franco reports that the first phase of that



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TO  
HER HEAD

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MARKET RADIO INC.

BY W. R. SIMMONS AND ASSOCIATES RESEARCH, INC.

network, which would embody the Boston-to-Richmond corridor, is "close to being in place." The next phase, he says, would involve an expansion toward Chicago with branches running to such Midwestern cities as St. Louis and Minneapolis. Mr. Franco also anticipates that Microband's New York system will be fully operational before the end of 1973 and that the company will be in Miami "no later" than February.

Mr. Franco, as did all other MDS officials canvassed by BROADCASTING, asserted that the new medium will pose no competitive threat to either broadcast or cable TV. "There's no way that we can get our costs down to a broadcast level," he says. And he adds that "we don't see ourselves as being competitive with cable. We're going to do something for cable which they need right now. They'd be part of the interconnection. They would be our customers." By utilizing an MDS interconnection, Mr. Franco noted, cable-originated programming could be sent from one central location to systems in other cities. MDS could also be used within a single market to deliver a signal to a finite number of reception points, from which it could be carried to subscribers by the cable system's own facilities.

In Chicago, Multipoint Broadcasting Corp. began providing its first commercial service last weekend. Again, Motorola's hotel pay system was the first client. According to the MBC Chicago manager, E. Walter Thompson, three hotels were on the hookup initially, with another 12 expected to be added soon. The total roster would represent about 5,000 rooms, Mr. Thompson said.

In Houston, Taft Broadcasting Corp. Vice President Paul E. Milling reported that his firm, which has had an operational system since last February, is on the verge of seeing its first revenue dollar. The client will be the American Dental Association, which is expecting 20,000 delegates to its convention in Houston later this month. "We're going after the convention business," Mr. Milling said. "We don't want to get into the pay movie bit," Mr. Milling said. "We see no future in that whatsoever."

At the moment, Taft has reception capability in 10 major Houston hotels with a total of about 8,000 rooms. It sees a revenue source within the convention market in two areas—from the organization sponsoring the event, which would purchase blocks of time to transmit news and information about the day's activities, and from companies that are trying to sell something at the meeting, which would purchase commercial time. Mr. Milling said his firm had approached the National Association of Broadcasters with a proposal to supply this kind of service when NAB meets in Houston next March, but he said the bid was met with "not much interest." The service would cost the association about \$180 an hour.

MDS is still some months away in Philadelphia, where Micro TV Inc. was granted a construction permit last spring. "We haven't gotten off the ground," said President Leon Gross.

American Communications & Elec-

tronics, which has a license pending for Baltimore, is also thinking of MDS in terms of long-run possibilities. In the short run, President Dr. Peter M. Kelly reports, the returns have thus far been disappointing. "We're finding selling a tough, uphill job," Dr. Kelly lamented.

Dr. Kelly is also patient. "I'm watching my money very carefully," he said. "We never believed any of those Santa Claus stories. I expect that when the market develops, we'll be there."

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## Court puts AT&T rates back in FCC's lap

**Incentive for compromise is lessened as commission is told it acted illegally in requiring that permission be sought to file new tariffs for occasional users**

Ever since August, the FCC has been attempting to arrange a compromise settlement of the dispute over the new—and higher—rates AT&T proposes to charge occasional users of its television transmission service. Now, a decision of the U.S. Court of Appeals for the Second Circuit, in New York, seems likely to wipe out chances of a compromise or, at a minimum, to put AT&T into a stronger bargaining position.

The decision, issued late on Friday, Oct. 9, held that the commission lacked the authority it had exercised to require AT&T to obtain commission permission before filing the proposed rates, and said the commission should accept the new tariffs and allow the company to put them into effect immediately.

The commission had imposed the requirement because of an ongoing rate-making case bearing on charges for private-line services, such as television transmission. The commission said further tariff revisions would "unduly disrupt or delay the conclusion" of that case.

The commission last May permitted AT&T to file tariffs that reduced the rates for monthly contract users—the television networks—by \$18 million annually, but refused to permit it to file tariffs for occasional users of television service that would increase their bill a total of \$10 million.

However, the commission promised to permit the filing of the tariff by Sept. 12 if the issues in the basic case were unresolved by then. The new tariff was filed by the deadline, and, under the law, was to become effective by Nov. 13. But a day before the court decision, AT&T agreed to a one-month postponement.

AT&T agreed to the postponement in view of the effort that is being made to compromise the dispute over the company's proposal to increase hourly rates for occasional users from 55 cents per mile to \$1. The commission staff has suggested a two-year trial period in which occasional users would be charged 65 cents per mile per hour the first year and

75 cents the second. The compromise would also allow the customers to take 10 hours of service each day for a monthly charge of \$40 per mile, with sharing permitted.

An AT&T spokesman last week said the company had not yet decided whether to adhere to its agreement to postpone the effective date of the \$1 rate until Dec. 13. The question troubling FCC officials, however, was the effect the court decision would have on the chances of obtaining a settlement.

One commission official expressed the view that AT&T negotiations would be "harder nosed" as a result of the court decision. He was "pessimistic" over the chances of a settlement and expects the \$1 rate to go into effect.

If that should happen, and if the commission decides against seeking Supreme Court review of the lower court's order and a stay of the order's effectiveness, the commission would be faced with the necessity of writing a formal order disposing of the dispute. The appeals court decision left it to the commission to decide the lawfulness of the tariffs.

And the order, which would be based on the record thus far in the case or on new hearings as well, would not be limited to the occasional-user rates. It would include the lawfulness of the new tariff for network users, which reduced their costs from \$82.50 per month per mile to \$55; it also eliminated a contract permitting customers to take one or two hours of service each day at a monthly rate of \$12.10 per hour per mile. UPITN is the one customer trying—vainly, thus far—to restore such a contract.

Since the appeals court decision directed the commission to permit the rates to go into effect immediately—the court said the effectiveness of the rates had been delayed too long already—the commission could not suspend the effective date for 90 days as the law ordinarily allows. However, the commission would be free to enter an accounting order, under which AT&T would be required to keep track of the revenues it receives under the new rate and, if they are subsequently found to be unlawful, to make refunds to its customers.

The chances of a settlement being reached should be known at least by Nov. 2, the date for a previously arranged meeting of representatives of the company, the commission staff and the customers. The purpose of the meeting is to resolve differences that have arisen over AT&T's desire to write "escape clauses" into the proposed settlement.

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## Rockwell-Admiral merger proposed

Rockwell International, Pittsburgh, which is completing its acquisition of Collins Radio Corp. has now agreed in principle to absorb the Admiral Corp., Chicago, through a merger valued at \$102 million.

An agreement announced jointly last week by Rockwell Chairman and Chief Executive Officer W. S. Rockwell and Ross D. Siragusa Jr., holder of the same title at Admiral, contemplates a merger

## Pastore states his conditions on renewal relief

**Whatever goes to him from House will be only the beginning—and subduing of violence on TV may be price he'll demand**

whereby each share of Admiral outstanding common stock would be exchanged for a .56 share of Rockwell common. The agreement, both firms emphasized, is tentative and subject to a number of corporate decisions. The companies stated that the merger proposal would be presented to their respective boards of directors at separate meetings Nov. 9. If the transaction receives joint approval, a definitive merger pact would be negotiated. The two boards would have to vote on that agreement as well, with the pact subject to approval by the Admiral stockholders.

At present, Rockwell has issued and outstanding 27,250,000 common shares. Admiral has 5.9 million outstanding shares.

The merger, if effected, would place Admiral in control of divisions which manufacture both broadcast transmitting and receiving equipment. Rockwell's transmission hardware would come from the Collins shop. Rockwell is now in the process of acquiring Collins through merger; it purchased over two million Collins shares subsequent to a tender offer it made last August (BROADCASTING, Aug. 20, Oct. 8). With the acquisition of Admiral, a leading producer of television receivers and other consumer-electronics appliances, Rockwell would be in both sides of the market, a status shared by few other companies—notably RCA.

Commenting on the development last week, Mr. Rockwell stated that the proposed Admiral transaction affords his company the chance to enter "in a significant way the consumer goods market, which we believe will continue to experience the strong growth it has enjoyed in the past."

### Technical Briefs

**AT&T bucks.** AT&T is appealing FCC decision in domestic communications-satellite proceeding that permits GTE Satellite Corp. to build domestic-satellite system that would compete with AT&T in providing interstate telephone service (BROADCASTING, Sept. 17). AT&T's appeal, filed in U.S. Court of Appeals in Washington, said commission's decision is inconsistent with existing legal requirements in that it is "arbitrary and capricious in its analysis and its failure to discuss adequately numerous issues. . . ." GTE Satellite proposes to use space on satellite of Hughes Aircraft Corp. subsidiary, which plans to use remaining capacity to provide program-distribution service for cable-television industry.

**Six from Cooke.** Cooke Engineering Co. has developed new series of broadcast-quality audio, video, and pulse distribution modules to be marketed as DynaMites. Six units are video-distribution amplifier, video-equalization amplifier, pulse distribution amplifier, audio-monitor amplifier, audio preamplifier, and audio-distribution amplifier. Each unit features plug-in construction with self-contained power supplies and measures 1 3/4" high, 4 1/2" wide, and 6" deep. 900 Slaters Lane, Alexandria, Va. 22314. (703) 548-3889.

The broadcasters' eventual trade-off for license-renewal relief may lie in expunging violence from children's programming. That was the quid pro quo held out by Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) last week in a speech before the Massachusetts-Rhode Island Broadcasters Association. At that same meeting, House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) expressed his satisfaction that a renewal bill reported out of his subcommittee three weeks ago was "equitable and fair," a message he repeated with more embellishment three days later (Oct. 23) for the National Association of Broadcasters fall conference in New Orleans (BROADCASTING, Oct. 22).

Speaking in Newport, R.I., Senator Pastore told the annual meeting of the Massachusetts-Rhode Island broadcasters that his subcommittee was not going to rubber stamp a House-approved renewal measure. Though avoiding judgment on the Macdonald bill, he said, "I intend to hold extensive hearings on the issue.

"While . . . the renewal process must be resolved if we are ever to have stability," the senator said, "there are other aspects of the same problem which are just as necessary and just as vital if you are to have the assurance you seek . . . I am, of course, referring to the quality of your programming."

Citing several studies of the effect of televised violence on children, including the surgeon general's report of 1971, he said, "The agencies of government are attempting to assist you to meet your responsibilities in this most sensitive and crucial area." And he added: "To the extent children's television programming is vulnerable to criticism, the renewal process will always have a climate of uncertainty about it. I hasten to add, this is not a threat on my part. It is merely a recognition that a voice more powerful than the FCC—your audience—will demand an accounting of your stewardship. At a time when you are asking for assurances that your efforts to serve the public interest be recognized by stabilizing the renewal process, is it unreasonable for the same public to require some concrete manifestation that you truly have their interests in mind?"

"I am against granting broadcast licenses in perpetuity," Mr. Macdonald flatly told the New Orleans meeting last Tuesday. He said there were points of his bill broadcasters should favor. "Everyone seems to have overlooked the provision which should lay to rest forever the spec-

tre of another WHDH," he said. "Eighty-seven percent of all television licensees in the country would be subject to challenge under the WHDH precedent. My bill removes that uncertainty.

"But while I have strong convictions that this inequity should be removed," he continued, "I have equally strong convictions against letting a man operate a public trust without being called upon at the end of a reasonable period to demonstrate that he had acted as a responsible trustee."

Mr. Macdonald rested his defense of the bill that now carries his name by saying, "If broadcasters think my bill does them harm I would be willing to withdraw it and the industry can live with the present situation."

In his talk, Mr. Macdonald also attempted to draw the focus of attention away from renewal relief and onto "the many other problems that beset you during the last year" and that Congress helped remove. As examples, he cited the taming of the White House Office of Telecommunications Policy (cutting the OTP budget almost in half "should be a fairly good indication to that agency of how the winds are blowing"), the lifting of sports blackouts ("I introduced that bill, but I hope my obituary won't record that as the main achievement of my career") and his investigation into the use of taped-recorded "spotmaster reports in the guise of news" by federal agencies seeking "favorable treatment" from the media.

The series of six NAB regional conferences went through the second of its three weeks in a different tone from its opening sessions. In its first two meetings, Senator Richard Schweiker (R-Pa.) and Representative Clarence Brown (R-Ohio) spoke against presently worded renewal measures offering broadcasters hope of excising the Van Deerlin



Reprise. Doing something about violence in children's programming has always been high among Senator Pastore's priorities. That concern surfaced again when he told broadcasters that their actions on that score may be the key to renewal relief.

BROADCAST HOUSE / WASHINGTON, D.C. 20016 / 202-686-6015

POST-NEWSWEEK STATIONS, INC.

JAMES SNYDER  
Vice President—News

October 12, 1973

Mr. Burt Reinhardt  
UPITN Corporation  
321 W 44th Street  
New York, N. Y. 10036

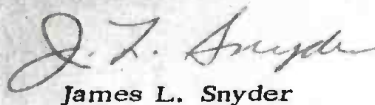
Dear Burt:

Congratulations are in order to you and the rest of the staff of UPITN for the excellent service you have provided us in the past week on the Middle East war and the Agnew resignation story. Since our 5:30 p. m. is Washington's first early evening newscast, we feel you have helped us perform an important public service because you have daily provided us with some of the best coverage of the Middle East war that I have seen.

On Wednesday, October 10, when WTOP-TV broadcast five hours of continuous news coverage of the Agnew resignation, we received a valuable assist from UPITN, especially from its exclusive film of John Connally reacting to the news of the resignation.

Regards.

Cordially,



James L. Snyder

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amendment in the legislative processes to come.

In New Orleans also, FCC Broadcast Bureau Chief Wallace E. Johnson answered questions on the recently revised renewal procedures for radio stations. He also said the FCC was planning a series of regional "shirt-sleeve sessions" to explain new re-regulation procedures. The re-regulation sessions will go into "great detail" and could possibly take place by this spring, Mr. Johnson said.

## Commerce Dept. forecasts healthy future for cable and broadcasting

**But CATV's growth in revenues will be twice that of television, says 'Industrial Outlook'; 'substantial' part of that income will be from pay operations**

Television, radio and particularly cable television should enjoy continued financial health through 1980, according to "U.S. Industrial Outlook 1974," a report compiled by the U.S. Department of Commerce and released last week.

The volume, which analyzes over 200 industries in 10 general categories, devotes one chapter to broadcasting and cable. Through 1980, it says, the compound annual growth rate in terms of revenues should be 16.7% to 21.7% for cable; 6.5% to 8% for radio and 7.5% to 10% for television.

Here is an industry-by-industry summary of some of the chapter's highlights:

■ **Television.** Net revenues to TV stations and the networks should be \$3.7 billion for 1973, up 16% from 1972. That figure is expected to increase to \$4.1 billion in 1974.

Pretax income should rise 24% to \$700-million in 1973, reaching \$750 million the following year.

TV broadcast revenues should increase about 8.4% a year in the 1970's, reaching \$6.5 billion in 1980. Pretax income should increase by about 5.3% annually, reaching \$1 billion in 1980.

■ **Radio.** Net revenues of all stations and the four networks are expected to reach \$1.47 billion in 1973—a 9% gain over 1972. Another 9% increase, to \$1.6 billion, is seen for 1974. Revenues of FM stations reporting independently to the FCC should reach \$200 million in 1973, up 33% from 1972. Another increase, of 25%, is forecast for 1974.

"Continued healthy growth" is what the 1970's hold in store for radio, the report says, adding that revenues are projected to reach \$2.4 billion by 1980 and pretax income should increase to about \$230 million.

The 385-page report is available from the Superintendent of Documents, U.S. Government Printing Office, Washington 20402. Price is \$3.40. Stock number is 0325-00004.



And that makes . . . Stanley L. Spero (l), vice president and general manager of KMPC(AM) Los Angeles, ups the accounts of the Permanent Charities Committee of the Entertainment Industries by \$33,874 as he hands a check for that amount to Billy H. Hunt, chief executive of the Association of Motion Picture and Television Producers and 1974 campaign chairman for the committee. The money was raised at a benefit rock concert sponsored by KMPC. The station already had given over \$16,000 from that benefit to the committee, making the total \$50,000. The Permanent Charities Committee is an organization of people in the TV, radio, motion-picture, recording and advertising industries which has given more than \$40 million to Los Angeles charities in its 30 years of existence.

■ **Cable television.** Indications are that cable systems will add 1.3 million subscribers in 1974, bringing the total households served to 9.5 million. Subscribers will continue to increase at an annual rate of 16%, numbering 23.5 million by 1980. Subscriber fees, now averaging \$5 a month, are expected to rise 4% a year.

Basic subscriber revenues are forecast to increase about 20% per year, reaching \$1.7 billion by 1980. The report says charges for motion pictures and sports events, coupled with advertising and special services, should "substantially" increase the revenue picture by 1980.

"The outlook for cable television is bright," the report says, "provided that the very substantial capital required is available on reasonable terms and that undue delays are not encountered in the issuance of franchises and FCC certificates of compliance."

## Pompidou settles squabble

A public dispute over political interference in the news operations of France's state-owned radio and television networks led to the ouster last week of National Broadcasting Network Director Arthur Conte and demotion of Information Minister Philippe Malaud.

Earlier this month Mr. Conte had complained of "intolerable" political interference in the journalistic efforts of his

This ad was run in Washington newspapers to inform official Washington and the public of the dangers of the proposals before the FCC that would allow the siphoning of programs from free TV to pay TV. The ad is available to broadcasters for local use from NAB. It is a part of an informational campaign that needs the support of all broadcasters. We will be in touch with you shortly to solicit your support for this vital effort to preserve free television.

—NAB Special Committee on Pay Television

Willard E. Walbridge, Chmn.  
Capital Cities Communications, Inc.  
Houston, Texas

Richard W. Chapin  
Stuart Broadcasting Company  
Lincoln, Nebraska

Eugene S. Cowen  
American Broadcasting Company  
Washington, D.C.

Robert W. Ferguson  
WTRF-TV  
Wheeling, West Virginia

George J. Gray  
Avco Broadcasting Corporation  
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Peter B. Kenney  
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Edwin Pfeiffer  
WPRI-TV  
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Ward L. Quaal  
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Now pay-TV operators are trying to persuade the Federal Communications Commission to change its rules to allow pay-TV to lock up movies like these in order to present them on television at box office prices. If pay-TV operators are permitted to do that, those movies will no longer be available to you on free TV until many years later. If you want to see them before that you will have to pay to see them on your own television set.

The pay-TV operators want to do the same thing with sports events—college and professional football, baseball, basketball, etc., and popular entertainment shows.

That could cost the average family a lot of money every month... \$40 or \$50 seems to be a reasonable estimate.

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already. In our opinion, in the not-too-distant future, you will be paying for the type of programs you now receive without charge if the FCC changes its rules.

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- If you want to receive sports, movies and entertainment shows without charge...
- If you oppose allowing pay-TV operators to lock up those programs for the exclusive use of those who can afford to pay... then—
- Write to the FCC or to your Senators and Congressmen and tell them that you are against loosening the FCC rules on pay-TV. A bill to prevent pay-TV from siphoning movies, sports and entertainment programs from free TV has been introduced in the Senate—S. 2283. Ask your Senators to support it.



National Association of Broadcasters  
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staff, reportedly in coverage of the Middle East war and a number of domestic issues.

Mr. Malaud countered with a charge of leftist bias in television news programming and Communist influence in radio operations. He also accused Mr. Conte of contributing to the network's rising deficit.

President Pompidou dismissed both officials last Tuesday (Oct. 23), transferring Mr. Malaud to the post of minister for public service. Mr. Conte, who had served a little more than a year of his three-year term, was replaced by Marc-André Long the following day. Mr. Long had been secretary general for administration at the defense ministry. Mr. Malaud was replaced by Jean Philippe Lecat, secretary of state for economics and finance.

## Beall sounds alarm

**Sponsor of antisiphoning bill warns NAB Atlanta delegates that FCC rules are not enough**

Senator J. Glenn Beall Jr. (R-Md.) is determined to protect the public from siphoning of sports events and other programming from free television to pay cable, he told a regional National Association of Broadcasters conference in Atlanta last Thursday (Oct. 25). And he has his own bill (S. 2283) to prove it (BROADCASTING, Aug. 6).

"Commission rules are not tight enough



**Newcomer.** Eugene D. Jackson, president of the National Black Network, will represent that network on the National Association of Broadcasters radio board. Mr. Jackson is the first black to assume a board position with the NAB ("Closed Circuit," Oct. 1). Newly organized NBN joined the association in September and is the fifth radio network in membership.

to prevent transfer of these programs to pay cable," the senator said in a luncheon address. "I am firmly committed to giving the public the best television programming and service at the lowest possible cost."

Senator Beall's bill, introduced last summer, is a directive to the FCC to regulate pay cable with an objective to increase outlets for local expression and develop "services innovative and complementary to free, over-the-air broadcasting, rather than transmit programs on pay television that have been diverted from or otherwise would be

available over free . . . broadcast stations."

Noting that court decisions have brought cable under the jurisdiction of the FCC, Senator Beall said that "the highest court in the land has allowed the commission to go just about as far as possible in the pay-cable area without some new policy directives from Congress. Our bill will provide some of that direction."

The Maryland senator believes that present regulations against siphoning "may be inadequate" when pay-cable systems become financially able to outbid commercial over-the-air TV for events such as sports. "Regular broadcast television and pay-cable television can both exist together and prosper together under proper regulation. Pay cable can develop new programming for the viewers who can afford to pay for it. Free, commercial television can continue to provide its great service for all who can receive a signal," he concluded.

Senator Beall also expressed opposition to the Macdonald bill on license-renewal revision. The four-year licensing period as provided in that bill, now on its way to the House Commerce Committee, is not enough, he said. Instead, he favors a five-year term. And he termed the Van Deerlin amendment to the renewal bill "grossly unfair. I can only hope that some redrafting will take place before the measure is finally considered on the House floor," he said.

## Changing Hands

### Announced

Following sale of broadcast station was reported last week, subject to FCC approval:

▪ **WCKM(AM)** Winnsboro, S.C.: Sold by B. L. Williamson to Leroy A. Hamilton, Ben H. Davis and others for \$70,000. Seller has interest in **WLOV-AM-FM** Washington, **WJGA-AM-FM** Jackson and **wsgc(AM)** Elberton, all Georgia. Messrs. Hamilton and Davis have interest in **WFIS(AM)** Fountain Inn, S.C. **WCKM** is daytimer on 1250 khz with 500 w. Broker: Chapman Associates.

### Approved

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

▪ **WNYW(AM)** Scituate, Mass.: Sold by Bonneville International Corp. to Family Stations Inc. for \$950,000. Bonneville is group broadcaster. Harold Camping is president of Family Stations, nonprofit corporation based in Oakland, Calif., which owns **KEAR-FM** San Francisco, **KEBR-FM** Sacramento, **KECR-FM** El Cajon, all California; **WFME(FM)** Newark and **WKDN-FM** Camden, both New Jersey, and **WFSI-FM** Annapolis, Md. It is also buying **WCAS(AM)** Cambridge, Mass. **WNYW** is international shortwave station beaming programming to Europe, Africa and Latin America. Family Stations will change format from middle-of-road music to



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73-56

gospel and change call letters to WYFR. WNYW facility consists of four short-wave transmitters (with fifth to be added) and nine directional antennas.

▪ **WTOO(AM)** Toledo, Ohio: Sold by Herbert Weber and others to George F. and Marian Gardner for \$580,000. Sellers own **WLAV-AM-FM** Grand Rapids, Mich., and **WLYV(AM)** Fort Wayne, Ind., and have interest in **KITT-FM** San Diego. Buyers own **WEEO(AM)** Waynesboro, Pa. **WTOO** is full time on 1520 khz with 1 kw.

▪ **WDMV(AM)** Pocomoke City, Md.: Sold by Ernest Tannen and associates to Joseph F. McInerney, Paul C. Stokes Jr. and others for \$250,000. Mr. Tannen has interest in **WHEX(AM)** Columbia, Pa.; **WEEZ(AM)** Chester, Pa., and **WYRE(AM)** Annapolis, Md. Mr. McInerney is former partner in Washington public-relations firm and Mr. Stokes has real-estate interests in Rehoboth Beach, Del., and Ocean City, Md. **WDMV** is daytimer on 540 khz with 500 w.

## Cannon moves up to NATAS chairman

**N.Y. meeting elects other officers, plans Emmy telecasts, advocates involvement in broadcasting issues**

John Cannon, New York TV and radio personality, was elected chairman of the National Academy of Television Arts and Sciences for a two-year term beginning June 15, 1974, at a three-day NATAS trustee fall meeting in New York Oct. 19-21.

Mr. Cannon, who is vice chairman of NATAS, will succeed Thomas W. Sarnoff, staff executive vice president, NBC, West Coast.

Other new officers elected at the meeting: Richard Rector, San Francisco producer-director (Bi-Cultural Children's TV), vice chairman; David Lawrence, Hollywood producer, senior vice president; True Boardman, Hollywood writer, treasurer, and David Braun, New York attorney, secretary. They also take office June 15, 1974.

Trustees authorized negotiations with the three TV networks to establish a special, separate, one-year Emmy telecast for daytime programs for this 1973-74 season; announced the annual Emmy entertainment telecast on NBC scheduled for May 28 (9-11 p.m., EST); unanimously approved a resolution urging NATAS to continue to speak out on critical issues facing broadcasting (in the last year it has taken positions on license renewal and criticism of the news media), and named an editorial committee to oversee this area. That committee consists of Hank Rieger, NBC, Burbank, Calif., chairman; Frank Kavanaugh, Washington producer (Airlie Productions, Airlie, Va.); Lee Polk, ABC, New York; Ralph Hodges, **KFMB-TV** San Diego, and Dan Schuffman, producer-writer-composer, Chicago.

The trustees approved Atlanta as a new chapter, on a two-year provisional

basis as called for by the NATAS constitution.

Ralph Lewine, NATAS' paid president, reported that the academy's income in the 1972-73 fiscal year was more than \$500,000 for the first time in the academy's history. He cautioned against too rapid expansion and suggested that the trustees examine the Emmy-award structure to guard against further proliferation of awards.

## Media Briefs

**Back in ring.** Committee for Open Media has notified U.S. Court of Appeals in Washington that it will appeal FCC's rejection last May of committee's petition

to deny license-renewal application of **KRON-TV** San Francisco (BROADCASTING, May 28). Committee had charged violation of fairness doctrine, deficiencies in public-affairs programming, failure to maintain public files and improper assignment of programing control to NBC, with which **KRON-TV** is affiliated.

**ACNO for all-channel.** Advisory Committee of National Organizations to the Corporation of Public Broadcasting (ACNO), at annual meeting in Washington Oct. 19, passed resolution urging Congress to pass all-channel radio legislation as soon as possible. Noting that 98% of all public-radio stations are FM, ACNO delegates resolved that legislation, now pending in both houses of Congress, is essential for

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development of public radio as service available to entire public.

**Gets Cleveland** U. Zingale Broadcasting Co., which is willing to pay \$180,976.06 for UHF construction permit to Cleveland's ch. 19, now held by Community Telecasters of Cleveland Inc., has been granted privilege by FCC. Action overruled objections of WUAB Inc., licensee of UHF in Lorain, Ohio, which had cited commission's rules prohibiting radio and TV holdings in same market (Joseph T. Zingale, principal in acquiring company, holds 2.36% interest in Globetrotter Communications, licensee of WIXY(AM) and WQOK(FM) Cleveland. FCC held that Zingale's ability to get UHF on air overrode technical disqualification, and waived rule. Community has held permit since 1968 on channel that has been available since 1952. Acquisition price amounts to compensation to Community for out-of-pocket expenses over years.

**Roadblocking.** WAMM Inc., licensee of WAMM(AM) Flint, Mich., requested that FCC hold hearing on pending sale of WWWW(FM) Saginaw, Mich., by Clark Broadcasting Co. to Frank Perry Lloyd & Associates. WAMM charged that buyer failed to properly ascertain community needs and failed to demonstrate adequate financial ability to acquire and operate station. WAMM also claimed that buyer misrepresented its intention to serve Saginaw community and that real intention of prospective owners is to operate in Flint market some 40 miles away.

**Slowdown.** There were 467 fewer complaints from public to FCC in September than in August, but there were still 3,854 complaints—as well as 3,968 other comments and inquiries. FCC letter writers answered 1,010.

**Theatrical deal.** Agreement in principle for sale of ABC's northern group of 123 motion-picture theaters to Plitt Theaters Inc., new group headed by Henry G. Plitt, for \$25 million cash, was announced two weeks ago. Mr. Plitt is president of ABC-Great States Inc., ABC group encompassing theaters in Illinois, Indiana, Michigan, Minnesota, Wisconsin, North Dakota, South Dakota, Idaho, Nevada, Utah, Arizona and California.

**NBC-TV's newest.** WHFV-TV Fredericksburg, Va., joins NBC-TV as full-time affiliate. WHFV-TV operates on channel 69 with 220.3 kw ERP visual. Antenna height: 540 feet above average terrain. Owner: Television Fredericksburg Inc.

**Move.** Don Martin School of Communications (formerly Don Martin School of Radio and Television), has moved to new quarters containing six radio studios, color TV studio and complete transmitter system. School, 37 years old, also announced association of Russ Barnett, formerly program director of KMPC(AM) Los Angeles, in station relations, special projects, and new course development. *Muir Building, 7080 Hollywood Boulevard, Hollywood, Calif. 90028.*

**ABC in Philadelphia.** WIBG(AM) Philadelphia joins ABC's American Contemporary Network. WIBG broadcasts 50 kw day and 10 kw night on 990 khz. Owner: Buckley Broadcasting Corp. of California.

## Tough test in New York: Can wired city be made to pay?

**Biggest lesson learned by Teleprompter and Time, each with half of Manhattan, is that it takes a lot of money for cable in urban center—much more than they are taking in; problems include greedy landlords, subways, high-rises, underground conduits and local programs**

As the song has it, New York's a hell of a town. The two major cable operators that are making their Manhattan franchises a test of big-city cable can testify to that.

"Hell of a" can be taken two ways—great or grim. And in Manhattan the prospects for cable remain great, but the outlook for quick financial returns has proved grim indeed. If there is a pot of gold at the end of all those miles of trunk lines under the city streets, it is a lot farther away than anyone guessed at the start.

But as Barry Zorthian, executive at Time Inc., said: "How long did it take to build up the telephone system—60 years?"

Mr. Zorthian, former president of Time-Life Cable Communications, is now responsible at Time for government and industry relations, particularly in the broadcast and cable fields. Time owns Manhattan Cable Television, one of the two big franchise holders in New York. The other is Teleprompter Cable TV Manhattan, under Teleprompter group ownership. Both have money behind them and have spent a lot of it on their Manhattan operations—some \$45 million for Manhattan Cable and \$30 million for Teleprompter Manhattan. And "without the stockholders getting a dime of profit," said Joseph Groth Jr., president of Teleprompter Manhattan.

Teleprompter and Manhattan Cable officials refused to disclose the gross-revenue figures for their systems in 1972, but New York's franchise commissioner, Morris Tarshis, said the city collected \$120,000 from Teleprompter Manhattan in 1972 as payment for its 5% levy on subscriber revenue, plus another \$30,000, which constitutes the 10% city tax on the company's advertising revenues. Extrapolations from those figures show that Teleprompter toted up \$2.7 million in revenues for 1972. Similarly, Mr. Tarshis said that Manhattan Cable paid the city \$100,000 on subscriber revenues and \$25,000 on advertising revenues—which would give the company a gross-revenue figure for 1972 of \$2.25 million.

It doesn't take a financial wizard to guess that this sort of situation can lead to restive stockholders and disenchant-

parent companies. And it can also lead to the search for a savior. Many expect it to lead to pay TV.

But pay TV is not yet the story in Manhattan. The present reality is that two functioning—if troubled—cable systems have been set up on the most densely crowded island in the world and lessons have been learned from this unique experience—lessons that may be helpful when such cities as Detroit and Chicago get down to cable in earnest.

The test of big-city cable really got under way in August 1970, when New York City's Board of Estimates granted long-term franchises in north and south Manhattan. The line between the two big cable companies was fixed at East 86th Street and West 79th Street. Both streets run into the large cable-free rectangle of Central Park, which takes a bite out of the two franchises.

Teleprompter was given the north and the Time operation, then called Sterling Manhattan Cable Television, was given the south. Which was the luckier?

Teleprompter's area is more solidly residential, farther away from the TV signals emanating from the Empire State building (at 34th Street), and largely inhabited by the poor and middle class. It includes Harlem, in some ways a city within a city.

Sterling's franchise is a crazy quilt: the rich, the poor, the middle class, such specialized enclaves as Chinatown and Greenwich Village, and dense outcroppings of office towers in Wall Street and Midtown. Teleprompter has put down all the cable trunk lines in its area, but a sizable number of streets in Manhattan Cable's franchise are still unwired. Both operations, to live up to the terms of the franchise, must be fully wired by next August.

According to Mr. Groth of Teleprompter, it was a mistake from the marketing and operations point of view to divide a natural market area such as Manhattan into two parts. He said one company serving the entire borough "would have realized a great number of economies." As it is, "practically everything is duplicated." Future urban franchises, he believes, should be awarded to a thoroughly identified district or entity.

Any suggestion that cable in Manhattan should have been given to one company is anathema to Morris Tarshis, a man who comes across as an urban populist. "Maybe we should have divided it among four companies," he said. "Then it might have all been wired by now." He also said the dual franchise gives the city a way of checking up on the companies that it would not have if there were only one in the field.

Off-air reception is mixed, at best, all over Manhattan. Where rural communities may suffer interference from mountains, Manhattan has steel-ribbed high-rises to contend with. There's another reason for poor reception in the central city, according to Herbert P. Michels, a broadcast engineer at Time Inc. The New York TV signals are designed to blanket the suburbs, reaching out some 70 or 80

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miles around New York and providing good coverage within a 30-mile radius. He said this calls for an angle of radiation that precludes really good reception near the transmitter.

Time's Mr. Zorthian estimated that better reception is the strongest single inducement as of now for subscribers to cable in Manhattan. And the better picture becomes even more of a drawing card as the number of color sets increases.

This would suggest that big-city cable TV is not so different from small-town cable TV: Both attract the bulk of their subscribers by improving the off-air picture. And the small-town cable operators also deliver something that is not worth doing in New York: providing more signals than are sent out locally. New York already has seven VHF signals and five UHF, an apparent sufficiency.

Mr. Zorthian said the experience of Manhattan shows that only about 30% of potential subscribers (those living in buildings into which cable has gained entry) will sign for the services. And he believes that as long as better reception remains the principal attraction, that proportion will not rise substantially.

Manhattan Cable says it has signed up

59,000 subscribers to date, and has passed 185,000. Teleprompter's claimed penetration rate is 28%—55,000 subscribers out of 253,000 passed.

An added attraction on both systems is the Madison Square Garden feed of the New York Knicks basketball and New York Rangers hockey home games. Each system pays \$2,000 a game for the feed (which is produced by technicians on the Garden payroll). Manhattan Cable charges sponsors from \$250 to \$300 a minute for advertising during the games, depending on the volume of the buy, and Teleprompter's price tag ranges from \$190 to \$225 a minute. Key sponsors of the games on Manhattan Cable are Schaefer beer, Mercedes-Benz, E. F. Hutton, Manufacturers Hanover, Eastern Airlines and the *New York Times*. Teleprompter's advertisers that have signed on for the entire year-round Garden package are Schaefer beer (two minutes), Manufacturers Hanover (two minutes) and the *New York Times* (one minute).

Manhattan Cable has two sponsor-attracting nonsports programs. One is *The Allison Steele Show* (Friday, 7:30-8 p.m., repeated Saturday at 7:30 p.m.), which features Ms. Steele, a New York disk jockey, interviewing a recording artist

each week (that artist's record company picks up the \$600 tab for the half-hour, and gets three one-minute spots); the other is *New York: Live*, a twice-a-week (two hours in all) program done in association with *New York* magazine, prices for which run from \$100 a minute (for a specified position) down to as low as \$50 a minute (for a nonfixed, pre-emptible position).

Teleprompter's main nonsports attraction is *Wide World News*, a daily, 45-minute news show that has attracted the *New York Times*, Schaefer beer and M. D. Card, a microfilm company, as sponsors at rates ranging from \$100 (for a pre-emptible minute) to \$130 (for a nonpre-emptible minute).

Whether or not they bring in throngs of customers, local program efforts are an obvious source of pride at the Manhattan cable companies. Henry Bovin, vice president for operations at Manhattan Cable, speaks lovingly of the equipment his company uses for program origination—"as good as anything you'll find at the TV stations."

Teleprompter's Mr. Groth says the philosophy of his company is to program "to the wants and needs of every Teleprompter subscriber." Among the company's programing efforts have been an off-Broadway play series and a great deal of programing for the black community.

The idea for one of the most unexpected programing innovations at Teleprompter came to Mr. Groth while he was stretched out on the beach at St. Croix last January. He recalled how newspapers used to make a good thing out of serializing popular novels. Why not the same approach on cable?

So now the best seller in print form has come to television. With the use of computer technology, the book is reduced to the contents of several video cassettes, and the lines of type appear on the home screens at speeds with which Teleprompter is still experimenting. Print on television is a whole new field. Attorneys were kept busy negotiating for rights that were neither publishing rights nor motion-picture rights. "We found both authors and publishers very receptive to the idea," Mr. Groth said.

Teleprompter also sends out three hours a day of Spanish programing (actually six hours, since the three hours are repeated daily). From 15% to 20% of the Teleprompter franchise is Spanish-speaking. In addition, the company programs a couple of hours each day in Chinese, for the concentration of Chinese families near Columbia University. According to Gene Shaw, Teleprompter's director of marketing, the Chinese viewers have proved a draw for advertisers. For some reason, schools teaching computer programing are particularly anxious to reach Chinese prospects.

Program origination costs money, and providing the sort of shows and services that would win the masses of viewers already entertained by the on-air channels will take huge sums. Yet, according to Mr. Zorthian, it is only by providing something extra—something more than a

## What New York has learned about public-access channels in two years

**Study cites problems of financing, public lack of familiarity and some fears of censorship**

It's "much like spending an evening in Times Square. It is exhilarating, frustrating, shocking and boring—above all, it is simply amazing." The reference in this statement is to New York's two public-access cable channels, as contemplated in a study released last week by the Fund for the City of New York. The study concludes that the predictions of some critics that public-access channels would neither be used nor watched are, based on the New York experience, "unfounded." But it stipulates that the medium has a long way to go.

Based on an extensive research project, the report, entitled "The Wired Island: The First Two Years of Public Access to Cable Television in Manhattan," tracks the medium's history in New York.

One of the major problems in Manhattan, the report asserts, is the current shortage of financing. It estimates that a half-hour of production could cost the originator between nothing and \$1,600. And, while it recommended that the costs of providing these services be borne jointly by the city (through a grant of 1% of the franchise fee), federal and state governments, the cable operator, foundations and the public, it maintained that New York's two franchisees, Teleprompter and Sterling Manhattan Cable, should be compelled to honor their franchise commitments to provide 20 local-live origination points.

Another problem is the public's gen-

eral lack of familiarity with the medium. A survey of New York cable subscribers, the report stated, revealed that only 30% know what public access is, 20% watch occasionally and 5% tune in often. The addition of more production centers in such visible locations as storefronts, police stations and coffee shops would help to awaken public awareness, the report states.

Censorship, or the threat of it, also poses a major dilemma, the report asserts. Rectification here could come with an FCC ruling redesignating public-access channels as common carriers, which would remove the CATV operator from liability for anything that is said or done.

Nevertheless, the report continued, use of the two access channels has been extensive throughout their two years of existence. By June 1973 the number of hours of original programing shown over the Teleprompter facility averaged more than 330 per month. On the Sterling system, the monthly total averaged 170 hours. Those utilizing the facilities fall within three categories: groups established solely for the purpose of producing programing to fill the channels, existing organizations wishing to enhance their positions on a given issue and, occasionally, individual citizens. However, the report acknowledged that the last group has not achieved a desired level of parity. The establishment of new production centers and increased public awareness should help, it said, but for public access to thrive, "it must be fed a varied diet—the product of many unrelated cooks working in many kitchens."

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- Chris Craft Stations
- Combined Communications
- Cowles Communications
- Cox Broadcasting
- Evening Star Stations
- Fuqua Communications
- General Electric Stations
- Gilmore Broadcasting
- Golden West Stations
- Hearst Corporation
- Jefferson Pilot Stations
- Kaiser Broadcasting
- McGraw-Hill Stations
- Meredith Stations
- Metromedia Stations
- NBC Owned Stations & Networks
- Nationwide Communications
- Palmer Broadcasting
- Plough Broadcasting
- Poole Broadcasting
- Pulitzer Stations
- RKO Stations, RTVR, RRR
- Scripps-Howard Stations
- Springfield TV Stations
- Storer Broadcasting
- Westinghouse, TVAR, RAR
- WGN Continental
- Wometco Stations
- WPIX Stations
- TeleRep
- ABC Spot Sales
- WGN Continental Sales
- NBC Spot Sales
- Peters, Griffin, Woodward
- CBS Spot Sales
- Blair
- Harrington, Righter & Parsons
- Petry
- KDNL-TV, KEYT-TV, KPLC-TV, WBRÉ-TV, WDBJ-TV, WHNB-TV, WSNS-TV, KPLR-TV, WAST-TV, WHDH-AM; WCOX-FM, WFTV-TV, WHAS-AM/FM/TV, WPTF-AM; WQDR-FM, WOKR-TV, CKLW-AM/FM/TV, WDRB-TV, WCKT-TV, WSJV-TV, WDRB-TV, WGN0-TV, WTIC-AM/FM/TV, XETV-TV, KSTP-AM/FM/TV, KUTV-TV, KALL-AM, WSPA-AM/FM/TV, WOTV-TV, KWTW-TV, KJEO-TV, WBAY-AM/FM/TV, WDAY-AM/FM/TV, KJR-AM, KISW-FM, KFMB-AM/FM/TV, WHIS-AM/FM/TV, WBTW-TV, KSLA-TV, KTVI-TV, WCCO-AM/FM/TV, WCEE-TV, KPRC-TV.

## ANNUAL DUES SCHEDULE

TELEVISION	
(Also includes AM and/or FM sister stations in same market)	
CITY	BASIC RATE
NEW YORK	\$1,330.
LOS ANGELES	785.
CHICAGO	635.
PHILADELPHIA	540.
BOSTON	430.
SAN FRANCISCO	405.
DETROIT	405.
CLEVELAND	360.
WASHINGTON, D.C.	335.
PITTSBURGH	315.
DALLAS/FT. WORTH	300.
ST. LOUIS	285.
MINNEAPOLIS/ST. PAUL	265.
HOUSTON	255.

CITY	BASIC RATE
SEATTLE/TACOMA	\$ 250.
ATLANTA	250.
INDIANAPOLIS	250.
MIAMI	245.
BALTIMORE	240.
(All other markets)	240.

Above fees subject to a 10% group discount PROVIDED every station of the group is a BCA member.

Additional 10% discount is given to UHF stations.

RADIO	
(Also includes FM sister station in the same market)	
CITY	BASIC RATE
NEW YORK	\$ 250.

CITY	BASIC RATE
LOS ANGELES	\$ 150.
CHICAGO	140.
PHILADELPHIA	130.
BOSTON	120.
(All other markets)	120.

Above fees subject to a 10% group discount PROVIDED every station of the group is a BCA member.

## TV/RADIO NETWORKS AND REPS

TV NETWORKS	\$1,197.
RADIO NETWORKS	250.
TV STATION REPS	600.
RADIO STATION REPS	400.
TV & RADIO STATION REPS	1,000.

(No discounts available).



Three views of cable in Manhattan: On the roof of its 178th Street headend (upper left), Teleprompter Manhattan is installing a Theta Com AML 12 GC microwave system, which will transmit cable-TV programming to two locations: 711 Amsterdam on the West Side, and 86th Street and York Avenue on the East Side. The installation will shorten the amplifier-cascade length of Teleprompter's cable. Upper right: cable-TV technicians laying cable in the Upper Manhattan ducts of the Empire City Subway Co. Bottom: Mobile vans, hooked into Teleprompter's system, try to sell New Yorkers on the advantages of cable.

better picture—that cable television will come into its own in the top-50 markets. In these big cities, he said, cable television is going to take shape as a whole new communications system.

The dilemma is this: To finance expensive fare a system needs many more subscribers than the 110,000 or so both companies have been able to sign up in Manhattan to date. And to attract a substantial number of additional subscribers the costly attractions are necessary. This which-comes-first puzzle must be solved before the Manhattan cable companies can breathe easier.

Even before the question of extra programming became critical, the march of cable in Manhattan proved to be slower and more expensive than anticipated. The franchise requires that the subscriber pay no more than \$5 a month for his service and another \$1 a month for the converter that changes his off-air set to cable and shields it from off-air interference. There has been rapid technological obsolescence in the converter field, and the expensive piece of equipment has been changed more than once, at no extra cost to the customer. The companies also have to answer service calls free of charge, even though the problem is often in the set

and not in the installation. But the customer knows he has to pay for a service call on his set, so he may take the opportunity to have the cable serviceman drop by on the off chance that he will get the picture going again without charge.

Meanwhile, wages of servicemen have gone up since the subscriber-fee ceiling was established. And, according to Manhattan Cable's Bovin, service trucks have a tough time parking on the city's tightly packed streets. "Our traffic-ticket problem is phenomenal," he said. Beyond that, night service calls have become a problem in a fearful city like New York where a cableman on a roof outlined against a moonlit sky may be mistaken for a prowler.

Another problem is the underground cable the city franchise requires. The main trunk lines of the cable companies share already existing under-the-street conduits with other utilities. One of the utilities carries live steam in lines about six feet from the TV cable. The heat from the steam sometimes gets high enough to melt the cable, blanking out service for hundreds of subscribers. Also, New York is a city that is constantly being dug up and done over. Excavations for buildings may cut the cables. A duct

under the street may collapse. Water may seep in and damage the lines. In Manhattan Cable's franchise, New York will be building a Second Avenue subway for the next 11 years. It happens that one of the cable trunk lines runs down Second Avenue and will have to be suspending in air during the subway construction.

The biggest and most expensive problem of all, however, has proved to be the New York landlord, no man to forgo a financial opportunity when he finds it on his doorstep. Among the detached houses of the suburbs, the cable companies simply hook up an individual subscriber if he wants the service. But in vertical New York, right of entry must be gained into an apartment building before individual households can be given the service. In addition, entry into a block must be obtained through someone's property before the various apartment buildings can be wired. A few recalcitrant landlords can keep a whole block from getting service by refusing entry from the trunk line in cases where there are no reasonable alternate entry points.

There is also a problem with absentee landlords, particularly in Harlem, Mr. Groth said. They had to be located at no little expense before the cable could get to its customers. He said the system would have been built long ago if the landlord problem had not come up. The blank spaces that cable-loathing landlords left on the franchise map also posed a construction and engineering puzzle. In Mr. Groth's words, "It was like trying to build a sophisticated electronic system at random."

At the beginning of 1968, when Teleprompter started to string cable in Manhattan, the company hoped to begin in buildings contiguous to its own plant in upper Manhattan and spread from there in an orderly fashion. But hold-out landlords in the path soon forced Teleprompter to take a more erratic route.

Why did landlords hold out? For one thing, cable was unfamiliar, and the unknown always works at a disadvantage. For another, rent control had locked landlords and tenants in a bitter struggle in the early days of the franchise. The landlord was allowed to raise the rent only if a tenant moved, so anything that made an apartment more desirable was to the landlord's disadvantage. If the tenant wanted cable, the landlord didn't, and Teleprompter was caught in the middle. As time passes and tenants die or move on, rent control dwindles as an anticable factor.

Still casting a shadow across the Manhattan franchises is the desire of landlords to be cut in on a piece of the action. Some have asked for a surprisingly large percentage of the yearly gross, plus a lifetime's free service for themselves and perhaps a color television set thrown in for good measure.

Landlords of buildings that Manhattan Cable is particularly eager to get into have successfully held out for as much as 5% of the monthly subscription fees paid by those buildings' tenants, according to Jack Banning, Manhattan Cable's execu-



tive vice president. For example, Mr. Banning says, if 50 apartment dwellers in a building with 100 apartments decide to hook up to the cable for the \$6 monthly fee, that would give the landlord 5% of \$300, or \$15 a month, a kickback that both Mr. Banning and Mr. Groth of Teleprompter indicate they've paid more often than they would care to think about.

This problem, too, may be on its way to being solved. The New York state legislature has passed a law forbidding landlords from barring cable entry to their tenants as long as the cable company pays the building owner a reasonable fee for the right. Both sides, the landlords and the cable companies, are now trying to agree to a figure. But it is rather late in the game. It would have saved the cable companies a great number of delays and headaches if the entry problem had been settled at the start.

The seriousness of the situation is illustrated by a list Mr. Groth produced to show responses to one of the company's advertising campaigns. Teleprompter received 292 replies asking for service, but could sign up only 83. Among the respondents, 81 lived in buildings not on the cable and another 44 lived in city housing projects which until recently could not be hooked up (after a long campaign Teleprompter has gained permission to put cable into public housing, which accounts for about 12% of the dwelling units in its area). The remainder of respondents who could not be signed either lived out of the Teleprompter area (61 replies) or in dwellings where cable was still under construction (3) or filled the familiar category, "other" (20).

It is noteworthy that 61 of the people who answered the campaign lived out of the franchise area and were therefore a waste of advertising money. Teleprompter does not put its message in too far-ranging media because it wants to pinpoint a limited area. At first it marketed door-to-door in buildings in which it could provide immediate service. Then it began to expand to radio, subway posters, direct mail and the like. Now, according to Gene Shaw, director of marketing for the company, Teleprompter is trying out a system of "block captains" similar to those used in big-city political life to keep the voters happy in the neighborhoods.

The system uses subscribers as part-time employes to sign up new customers on the block and keep on top of the problems and complaints of their Teleprompter neighbors. "This gives us the opportunity," Mr. Shaw said, "to cover our franchise area on a day-to-day basis in a very direct way."

The best marketing hours have been found to be from 6 p.m. to 9 p.m. when for most people the work day has ended. According to Mr. Shaw the block captains include truck drivers, bus drivers, a couple of New York City detectives—"50 people from 35 walks of life as of this morning." Women as well as men fill the post.

Shaw said one of the major marketing problems in upper Manhattan is the fact

that a third of the people move at least once every two years. The national average is substantially less. "In the average franchise outside New York the retention factor is high," he said. "The cable service is almost like a telephone, people have it forever."

But in restless upper Manhattan the selling job has to be done again and again as the moving vans arrive and depart.

This brings up the problem of "drains," or illegal taps into the cable. It is not always easy to get into the apartments of nonsubscribers and take away the cable equipment after a subscriber has moved out. As Mr. Banning at Manhattan Cable said, the cableman is sometimes met with an eye staring at him through the peephole and a blank refusal to let him in.

Sometimes an illegal tap in a building can ruin the service of all subscribers who live in apartments beneath the clumsily pirated service. This is because the cable is strung from the roof of the building down, and if it is damaged along the way, the subscribers below are out of luck. The problem is compounded when the tenant in the apartment where the trouble is located refuses entry to the cable serviceman.

In places where transients dwell, such as apartment hotels or housing for interns and nurses, Manhattan Cable will not sign up individual subscribers. Short-term customers are too costly. The com-

pany will only provide its service in these places if the landlord—at a discount—takes it for all his tenants and collects the fees himself. This gives Manhattan Cable a guaranteed return and the landlord the opportunity to make a little extra money.

Manhattan Cable also requires a 100% sign-up before it will provide its TV surveillance system to a building. In this service, a camera focuses on the lobby. The tenant, when his bell rings, can switch to one of the 29 cable channels and see who is at the door before he presses the release button. Teleprompter has a similar lobby-monitoring service, which it will provide only if the majority of the tenants in the building are subscribers and there are at least 20 of them.

Unlike Teleprompter, Manhattan Cable has ceased all marketing efforts. According to Mr. Banning, the rate of new installations has remained about the same even after the sales drive was abandoned.

Talks with officials at Teleprompter and Manhattan Cable suggest that both are active in searching for ancillary services that will bring in fresh revenues.

Mr. Michels at Time is keeping busy these days looking for a "black box" that will make pay cable economically viable. He wants a home terminal that will deliver per-program pay TV (that is, will allow for a charge for each program selected)—and it has to be built for no more than \$50 when it goes into assem-

### The Colonel's quote...

"It seems to me to be a basic, indeed elementary concept that the primary purpose of advertising is to sell—to move goods and services. To do so, it may attract attention, create interest, provide information—it may alert, amuse, beguile, stimulate, tempt, and, heaven forbid, even persuade."

Commissioner Richard E. Wiley  
Federal Communications  
Commission before the  
Broadcasters Promotion  
Association, Boston.

# PGW

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# You can buy player" for \$ But our ACR- cost you less \$200,000.

ACR-25 is a better investment now and in the future because it's a superior spot player, a sophisticated production machine, and the only cassette VTR with true computer interface.

Unmatched efficiency and flexibility—for your needs today and tomorrow—make it the only logical investment choice. Compare:

## 1. Immediate benefits from your investment

The higher your spot and production volume, the faster the ACR-25 will pay for itself.

You'll cut headwheel cost up to 80%. You'll cut hours of man-effort; free your VTR staff for production chores. Eliminate the daily spot reel which saves you headwheel and manpower cost.

And if your library numbers only 2000 segments, our reloadable cassettes can save you \$20,000 right there.

## 2. Exclusive time-saving spot flexibility

The headaches and costly mistakes of multiple spotting are over.

ACR-25's fast, shuffle-free sequential or random access makes spot playback equally easy to program.

Cassettes are reloadable. Your inventory cost is lower.

Cassettes are up to 6 minutes long, not 3. Use them not only for spots, but for news, sports inserts, editorials, promos, even complete program segments.

Multiple stop/start cues let you put more than one segment on one cassette, if you like.

Every tape can be verified visually with our positive Identification Data Accessory (IDA), and the identification can be printed out or fed into a computer for logging or billing purposes.

Play 10-second spots back to back. Go instantly from production to on-air operation.

You can record or dub on both transports.

And more.

**3. A Complete Production Tool**  
ACR-25 will free up 3 to 5 reel-to-reel recorders, giving you more options, more flexibility when producing short segments.

Add dealer tags to commercials easily. No need to juggle film, slide, or audio machines.

Use ACR-25 as the master when you make cassettes or reel-to-reel dubs.

Record network news segments for later broadcast. Or other clips, like slides with audio. Promos. ID breaks. Hitchhikers. Open and close billboards for live, one-camera shows. And more.

You can even produce prerecorded, pushbutton shows that mix live shots, film, and tape footage to any length.

No other machine offers so much to the imaginative producer. Create quicker, simpler, better—and get effects you couldn't even try before.

# a "spot 150,000. 25 will even at

#### 4. Computer Compatible

Imagine a day like this.

Just load all your short segments—taped commercials, promos, off-the-air clips, news inserts, editorials, everything—at random into your computer-controlled, automated ACR-25 system.

The system can memorize each segment, program it in the order you command, and execute it all reliably with split-second timing. All you do is replace cassettes with new ones (reloading at random), push a button to reset the sequence, and you are free for other duties for another half day or more.

Amazing? Not at all. This futuristic concept is here now. Best of all, this command and control capability comes completely built into your ACR-25.

#### A new dimension in broadcasting and production

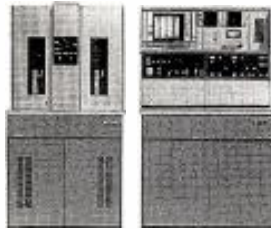
ACR-25 is the most complete broadcast/production unit even conceived. No

matter how you use it, it saves money, manpower, and mistakes, making it the only logical choice as a short- or long-term investment.

For details, contact your local Ampex Broadcast Video Sales Engineer, or write for full information.

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## Our ACR-25

## Users worldwide who have discovered ACR-25 is the better investment

#### United States

WWLP, Agawam, MA  
WJZ, Baltimore, MD  
WBZ, Boston, MA  
WIS, Columbia, SC  
KDFW, Dallas, TX  
WKEF, Dayton, OH  
KTVT, Fort Worth, TX (2)  
WFBC, Greenville, SC  
WTIC, Hartford, CT  
ABC, Hollywood, CA (2)  
KHVH-TV, Honolulu, HI  
KCMO, Kansas City, MO  
KHJ, Los Angeles, CA  
KTTV, Los Angeles, CA  
WTVJ, Miami, FL  
WDSU, New Orleans, LA  
CBS, New York, NY (2)  
WNEW, New York, NY  
KTVU, Oakland, CA  
WKY, Oklahoma City, OK (2)  
KYW-TV, Philadelphia, PA  
KDKA, Pittsburgh, PA  
KSL-TV, Salt Lake City, UT  
KTVI-TV, St. Louis, MO  
KENS, San Antonio, TX  
KCST, San Diego, CA  
KGTV, San Diego, CA  
KGO-TV, San Francisco, CA  
KPIX, San Francisco, CA  
WSYR, Syracuse, NY  
WTVT, Tampa, FL (2)  
KTEW, Tulsa, OK  
WTTG, Washington, DC  
WXII, Winston-Salem, NC

#### Great Britain

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

#### Canada

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

#### Australia

ATN7, Epping  
ABN, Sydney

#### Hong Kong

TV Broadcast Ltd.  
RTV, Hong Kong

#### New Zealand

NZBC, New Zealand

#### Mexico

XETV, Tijuana

bly-line production. He said the \$50 figure was arrived at by the assumption that subscribers on average would be willing to pay an additional \$8 a month for premium programs on top of the \$6 a month they already pay for the cable service and the converter. With that expected income from pay cable, a black box more costly than \$50 doesn't make economic sense.

Mr. Michels has yet to find a converter at that price that has the requirements he seeks. One of the less expensive pay terminals does not offer two-way service and therefore precludes impulse buying of programs. The subscriber has to telephone to a pay-TV center if he wants to watch a certain program, and if that is a last-minute decision right after the evening meal, the switchboard, in Mr. Michels's opinion, is going to be jammed with incoming calls. The box he wants has to be able to let the customer make up his mind on the spot, and must record his decision or in some way make certain the subscriber will pay for what he watches.

Meanwhile Time is pouring money into its Home Box Office, a movie and sports cable-networking company. Home Box Office provides its service, not on a per-program basis but through a monthly fee from cable subscribers. Beginning its operations in eastern Pennsylvania, it is moving closer to Manhattan. Early this month it initiated its service for Teleprompter subscribers in the New York suburb of Mt. Vernon. The fee there is \$7 a month. (That, of course, is in addition to the regular cable fee.) It offers, among other fare, the Knicks and Rangers games that are now shown to regular cable subscribers at no extra cost in Manhattan. How long before Home Box Office will move into Manhattan in some combination of services with the cable companies is a matter for speculation.

Mr. Zorthian said that before cable TV is financially viable in Manhattan the terms of the franchise will have to be changed so that the customer can be charged more. He also said illegal drains that are adding millions of dollars to the cost of doing business in Manhattan will have to be stopped. But perhaps most of all, he said, ancillary cable revenues will have to be obtained for additional service. Pay cable is the most likely prospect. But also—particularly in Manhattan Cable's franchise with its office towers—there may be money gained by offering data transmission over cable or providing information retrieval services.

Mr. Tarshis, New York's franchise chief, would like to see cable television offering the Bell Telephone system some competition that would help to bring down rates and boost service. He suggested that cable could furnish the city with an internal telephone service.

He suggested the cable operators in Manhattan should take the long view. "It's unfortunate that this industry has not really forged ahead," he said. "The profit will be here, but not today. It will be in the future."

## NCTA told to pull its own chestnuts from the fire

**NAB's Walbridge rejects Foster proposal that broadcasters monitor themselves on pay-cable comments, says stations' stands are matter of their own judgment**

The National Cable Television Association has been turned down in its request that the broadcast industry police itself for comments on the pay-cable controversy that could involve the fairness doctrine. That was made clear last week by Willard E. Walbridge (Capital Cities Communications), chairman of National Association of Broadcasters' special committee on pay television, in a letter to NCTA President David Foster. The NCTA, however, is continuing its own monitoring, but has come up with only one fairness trophy thus far.

Mr. Foster, in an Oct. 10 letter, had asked NAB—through Mr. Walbridge—to advise NCTA when broadcasts concerning the NAB-NCTA dispute over pay cable come to its attention. Such assistance, Mr. Foster said, would assume that "the concept of fairness would be met most appropriately" (BROADCASTING, Oct. 22). That suggestion, Mr. Walbridge replied last week, "is, as you doubtless anticipated, unacceptable to us.

"Even if we had the monitoring capability you ascribe to us," Mr. Walbridge wrote, "we would regard it inappropriate to intrude upon the judgment of the local broadcaster as he meets his fairness-doctrine obligation."

Mr. Walbridge also denied Mr. Foster's claim that NAB—which has previously acknowledged that pay-cable-oriented broadcasts would incur a fairness obligation—is encouraging its members to editorialize in favor of NAB's antipay campaign. While "we welcome such editorial support," he stated, "you must recognize that such activity is a spontaneous response to the pay-cable issue, and the decision to editorialize about it remains where it should—at the local level." He further suggested that NCTA might not be the only appropriate party to respond to any forthcoming editorials, noting that local cable operators also have a stake in the issue. "Of course," he told Mr. Foster, "I realize that a great many of your members do not agree on the current NCTA 'party line' on the pay-cable issue—but that's your problem, David, not mine."

To date, only one broadcaster is known to have espoused the NAB position over his facilities. He's James D. Johnson, manager of the Nebraska Television Network (KHOL-TV Kearney and satellites KHLQ-TV Albion, KHPL-TV Hayes Center and KHTL-TV Superior). Mr. Johnson presented his remarks on the four stations' evening newscasts on Sept. 17 and again at noon Sept. 18, and immediately sought out cable interests to respond. But, according to Mr. Johnson, no local group came forward.

NCTA did. Mr. Foster taped a response early last week and it was reported to have been broadcast a few days later.

In his remarks, Mr. Johnson embraced the position publicized by NAB in the first of two ads it placed in Washington's daily newspapers last month. He claimed that the siphoning of free-TV programming by pay-cable entrepreneurs could cost the consumer extra money each month. He claimed that pay interests are now trying to persuade the federal government to give them permission "to buy the exclusive rights to the things you enjoy every week on TV: NCAA football, the World Series, the Super Bowl." He asked, "What will happen to free TV? Well, you can still watch it—as long as it exists—but the things you enjoy most will not be there to see, because pay-TV operators will buy it up and either force you to pay for it or go without."

Mr. Johnson explained that his decision to take the pay issue to the airwaves was predicated, in part, on a particular problem that could result in the rural area his stations serve if siphoning became a fact of life. Noting that pay-cable probably won't come to sparsely populated Nebraska, he claimed that "if they [pay-cable operators] took over, people in my area would be completely deprived. My viewers simply wouldn't get to see anything."

Mr. Johnson expressed dismay that more broadcasters haven't followed his example, attributing it to a "general hesitancy on the part of any network or broadcaster to toot their own horn."

But Mr. Johnson's viewers were given an entirely different perspective on the issue last week when Mr. Foster appeared over the NTN facilities. "You the television viewer and the consumer should have the chance to decide what you want to see on television," Mr. Foster proclaimed. "Don't let the broadcast industry distort the picture for you . . . The cable industry has always been committed to consumer choice." He denied Mr. Johnson's claims that pay operators have designs on standard television offerings, claiming that Congress and the FCC would never permit this. He said pay cable could, however, bring greater choice in programming in addition to standard TV fare without commercials.

## An inch toward state regulation of pay cable

**New York commission, in action that implies assertion of authority, okays HBO service in Mount Vernon**

The New York State Commission on Cable Television has moved cautiously into the regulation of pay cablecasting in what could become a jurisdictional dispute between state and federal authorities. The development marks the first time that a state regulatory agency has passed judgment on a pay-cable issue.

In a carefully worded order, the com-

mission said it was permitting Teleprompter Corp. to file amendments to the cable franchise it holds for Mount Vernon, N.Y., to add data concerning the fees charged subscribers for pay-cable service. The service, which offers feature films and other entertainment at a monthly charge, \$7, is provided on a channel leased from Teleprompter by Home Box Office Inc. It was implemented Oct. 1 (BROADCASTING, Oct. 1).

Under New York state law, any proposed change in subscriber fees must be submitted for the cable commission's approval as an amendment to the original franchise. The issue was clouded in the Mount Vernon case, however, because the new fee was not designed to cover charges for conventional cable service but rather a new service on the subscription channel. There lay the dispute. The National Association of Theater Owners, which is contesting pay cable on both the state and federal level, had argued that the New York commission has the authority to regulate pay-cable fees and operations. Cable interests, including Teleprompter and HBO, maintained that such authority rests solely with the FCC.

In its ruling the state commission did not clearly state that it is asserting jurisdiction over pay cable. But it strongly indicated that this may be a future course of action, and it put cable operators in the state on notice that any pay service they initiate in the interim could eventually be subject to its regulation.

The commission's action came at the request of NATO, which last month petitioned the agency to withhold action on the Teleprompter amendment until it acts on another NATO motion. The latter, also filed last month, contended that the commission should ban the common franchising of pay and conventional cable operations to the same interest within New York. Subsequently, Teleprompter notified the commission that it was withdrawing its amendment in the belief that only the FCC has authority to rule on pay-cable fees. The state commission, however, obtained an order from the New York Supreme Court banning Teleprompter from imposing any pay-cable fees in Mount Vernon until the commission ruled on the amendment.

In the long run, however, the commission had no choice but to approve the Teleprompter amendment. In its order, the commission noted that state law requires that it approve all franchise adjustments unless it can be shown that the new terms conflict with existing law—a determination it said it could not make in this case. But in giving Teleprompter a green light, the commission stated that it recognizes "the possibility that we could eventually adopt rules along the lines suggested by NATO" and that such rules "could justify a refusal" to approve the Teleprompter amendment. It added that the issues raised by NATO "demand our most careful and thorough attention" and that final disposition of the matter "may well require a substantial period of time." Accordingly, while it permitted Teleprompter to begin charging for the Mount Vernon pay service, it advised the company that the operation will be "fully

subject" to any new rules it might impose. It also ruled that Teleprompter may impose no retroactive charge on Mount Vernon subscribers for services they have already received. (Teleprompter and HBO had previously agreed not to charge for the first month's service on the pay channel.)

A NATO spokesman last week expressed pleasure with the ruling and said the association does not intend to press the Mount Vernon case any further. "NATO has gotten what it intended to get," he said. "We feel that the decision, while letting them go ahead, clearly indicates that if CATV operators in New York proceed [with pay service] without going to the commission first, they do so at their own risk."

The NATO spokesman added that the association will vigorously press its general rulemaking case in New York. The state commission has given cable operators until Nov. 15 to file oppositions.

## Talk about everybody wanting into the act . . .

### Invitation to pay-cable argument gluts FCC with acceptances

More than 100 broadcasting, cable, pay-TV and program producers and distributors notified the FCC last week that they want to participate in the commission's oral argument and panel discussion next month on the pay-cable issue. The commission has set Nov. 5 and 6 for oral argument and Nov. 7 for the panel (BROADCASTING, Oct. 15).

The list includes ABC, CBS, NBC and the television-affiliate associations of all three networks. The National Association of Broadcasters and the National Cable Television Association asked to enter the ring.

Also: The Association of Maximum Services Telecasters, Corinthian Broadcasting Corp., WWLP-TV Springfield, Mass., KPRC-TV Houston, Multimedia Inc., the Joint Council on Educational Telecommunications, Viacom International Inc., Rand Corp., Theatrevision Inc., Cablecom-General Inc., Trans World Communications (division of Columbia Pictures Industries), Warner Cable Corp. and Warner Cable of Pottsville (Pa.).

Also the New York State Cable Television Association, Teleglobe Pay-TV System Inc., Time Inc., the U.S. Conference of Mayors, Digital Communications Inc., the Illinois Agricultural Association and, as a group, the licensees of 20 television stations.

Also notifying the commission of their plans to appear were the 72 members of the Association of Motion Picture Television Producers, 10 major production-distribution interests including the Motion Picture Association of America, Allied Artists, Avco Embassy Pictures, Columbia Pictures, MCA, MGM, Paramount, Twentieth Century-Fox United Artists and Warner Bros.

In a related matter, major broadcast

interests, including the NAB, have asked the commission to release a staff report on options the FCC may take in pay-cable policy-making (BROADCASTING, Oct. 1.). NAB, AMST, ABC and CBS said they needed the staff report to prepare for the pay-cable arguments.

## CLC will rule whether cable is or isn't a public utility free of price ceilings

The Cost of Living Council plans to issue a ruling soon on whether it considers cable television a public utility and thus exempt from Phase IV price controls.

That news came to light in a letter from Ellen S. Agress of the Citizens Communications Center to John T. Dunlop, director of the CLC. In the letter, Ms. Agress referred to the fact that a Citizens client, the Alabama Civil Liberties Union, had challenged the CLC's determination that CATV systems serving three Alabama cities were public utilities and exempt from price controls. In making inquiries for the CLC, Ms. Agress said, "I learned that you were on the verge of reaching a national ruling on the status of CATV as a public utility vis-a-vis Phase IV."

A CLC spokesman last week confirmed that the agency has the CATV issue under consideration and said it would issue a ruling in the near future.

In her letter, Ms. Agress went on to urge the CLC to solicit public comment on the issues involved before it issues a ruling on cable. "A decision by CLC to consider cable franchises as public utilities," she said, runs counter to the FCC's national policy of delegating regulatory authority over cable television to the states, and may lead to inconsistent treatment of CATV by different agencies of the federal government.

She also pointed out that the current CLC definition of a public utility "is so broad and so vague that conceivably any firm which provides the public with a service of 'public consequence' can qualify."

## Birmingham council has second thoughts

### It talks now of grant to Warner after all but picking Teleprompter

A tentative grant of a Birmingham, Ala., cable franchise to a Teleprompter-controlled applicant has been withdrawn and is expected to be given to a rival applicant controlled by Warner Cable Corp. A 110,000-subscriber potential is at stake.

The Birmingham city council changed its mind after Teleprompter announced a retrenchment in its national construction program and the Securities and Exchange Commission suspended trading in Teleprompter stock. Teleprompter owned 80% of the Birmingham applicant. The other 20% was held by a local group, Telecable of Alabama. The council also

was responding to protests by blacks, who represent half of the city's population and who wanted the franchise to go to the applicant in which Warner owned 80% and Freedom Cable Corp., 20%. Freedom is composed entirely of local blacks. Teleprompter's original associate, Telecable, has two blacks among its 12 participants.

Dr. Richard Arrington, chairman of the city council's cable committee, said last week that members who had originally supported Teleprompter against rising opposition were "embarrassed" when news of the company's reversals became known. But sticking by the Teleprompter choice "would have been a hassle, no matter what," he added.

The city council has scheduled public hearings on the cable issue for Nov. 13. Dr. Arrington speculated that the Warner-controlled firm (in which the 20% interest will, under a three-week-old agreement, be split between Telecable and Freedom Cable) would be formally chosen on the same day. The only other applicant is Birmingham Cable Corp., controlled by American Television & Communications Corp.

Under the proposed franchise ordinance, Birmingham subscribers would be charged \$6 monthly. A proposed tax on the system would require a payment to the city of 5% of all revenues—not just those derived from subscriber fees—which would require an exception from the FCC. The system will cost an estimated \$15 million to build.

## Franchise hopeful fails to get foot in Houston door as referendum stays as is

The Houston city council has denied an unsuccessful cable-franchise seeker's bid to expand the issues of a public referendum scheduled for Nov. 6 on the future of CATV in that city.

The council rejected a request by Robert L. Burns, counsel for Cablevision of Houston Inc., to have two "straw votes" added to the November ballot, the major issue on which is whether an ordinance granting a 15-year citywide franchise to Greater Houston CATV should be put in effect. The referendum was ordered in response to three petitions from Mr. Burns and several citizen groups seeking the authorization of additional franchises (BROADCASTING, Oct. 1).

Mr. Burns told the council that Greater Houston has attempted to distort the Houston cable issue by promoting its contention that if the pending ordinance is defeated at the polls there will be no CATV in the city for years to come. He said that Cablevision and another unsuccessful applicant, Gulf Coast Cable Television, are prepared to do business in Houston.

The "straw votes," as proposed by Mr. Burns, would have asked voters whether they would approve franchises for Cablevision of Houston and Gulf Coast, individually.

## Cable Briefs

**Planted.** Gulf-Coast-Bellaire Cable Television, Bellaire, Tex., has announced that it expects to start service on its cable system under construction at Bellaire and which will have 6,000-subscriber potential. Project will cost \$500,000. Ninety-foot tower, being erected by Fort Worth Tower Co., Fort Worth, will include microwave receiving dish for transmission supplied by Communications Properties Inc., Austin, Tex.

**LVO funded.** LVO Cable Inc., Tulsa, Okla., announced that it has reached agreement with three lenders calling for financing package worth \$7.84 million. Transaction was closed with Pittsburgh National Bank, John Hancock Life Insurance Co. and CC Leasing Corp., latter subsidiary of Commercial Credit Corp. LVO said funds will be used to finance construction of systems in San Leandro and Hayward, both California; East Lansing, Mich., and Port Arthur, Tex. Collectively, they have 80,000-subscriber potential. LVO has announced plans to merge into Cox Cable Communications, Atlanta (BROADCASTING, Sept. 17).

**Exploration.** Society of Cable Television Engineers will sponsor what it says is first conference on programable calculators for cable-system design. Society calls emergence of calculators as aid to architecture of cable system "quiet technological revolution" which has "progressed almost unnoticed" in industry. Conference, scheduled for Philadelphia's Sheraton hotel on Nov. 10, is designed to fill that need.

**Selected.** Scientific-Atlanta Inc., Atlanta, has been chosen by Hawkeye Cablevision to supply distribution amplifiers and head-end electronics for latter's cable system now under construction in Des Moines, Iowa. Contract is valued at more than \$1 million.

**Resolved in Granville.** Village of Granville, N.Y., has withdrawn request that New York State Commission on Cable Television terminate franchise of Granville Cablevision Inc. Action came after 470-subscriber, seven-year-old system demonstrated improved technical service following investigation and submission of corrective recommendations from state commission.

**Underwriting in Offing.** Cable-oriented Burnup & Sims Inc., West Palm Beach, Fla., whose stock is now traded over counter, has authorized issue of additional million shares, approximately 700,000 to be sold by existing stockholders, and most previously issued in connection with acquisitions. Rest would be sold by company to reduce bank borrowings and supplement working capital.

**How to.** *CATV Operator's Handbook* has been published by TAB Books Inc., Blue Ridge Summit, Pa. Handbook runs 352 pages with 43 chapters ranging from how to obtain franchise to "Eliminating Sparions Segrials in Converters." Price is \$9.95 hardbound including index. (TAB book No. 73).

## Programing

## Moment of truth arrives for prime time

**Climax to lengthy haggling over controversial rule nears as commission this week considers four proposed revisions**

The FCC this week is expected to come to grips, finally, with the prime-time-access rule and related phenomena—inquiries into network domination over programing and into networks' use of reruns.

The commission was to have considered these matters last week. However, it put them off at the insistence of Commissioner H. Rex Lee, who said the commission should not consider them in the absence of Commissioner Robert E. Lee, who has been attending an International Telecommunication Union Conference in Torremolinos, Spain. He is due back Tuesday (Oct. 30).

In considering what to do about the controversial prime-time-access rule, which prohibits top-50 market affiliates from taking more than three hours of prime-time programing from a network, the commission will have before it four suggested modifications, drafted by the staff. (Repeal is unlikely; so is retention of the rule in its present form.)

Three of the versions are based on previous commission discussions of the issues. The fourth was drafted at the suggestion of Commissioner Benjamin L. Hooks, and would repeal the rule except for one and a half hours each week, during part of which time the station would be expected to program locally produced material.

Version I would permit the networks to fill up to two half-hours each week with children's programs, minority-interest or public-affairs documentary material.

Version II would let the networks fill two half-hours of access time weekly without restriction.

Both versions would permit stations to carry one hour of off-network material weekly, as well as three and one-half hours of network or off-network material on another night if the stations made a corresponding reduction in network programing on another night.

Version III would leave the rule intact, except that it would permit stations to carry one off-network program per week and up to three and one-half hours of network or off-network programing on two week nights if they made corresponding reductions in network programing on two other nights.

In addition, versions I, II and III have been drafted to take account of news, public-affairs documentaries, sports runovers (including events, like the Olympics that fill more than three hours of prime time) and time-zone problems, which have been the cause of most rule-waiver requests. The feature-film restriction—a two-year limit on both off-net-



Hear it now. WGBH-TV Boston, which for the past year has been providing the Public Broadcasting Service with captioned programming for the hearing-impaired, adds news to the line-up on Dec. 3. That's when it will begin taping the *ABC Evening News* at 6 p.m., inserting captions and rebroadcasting the program at 11. The complex captioning process developed by WGBH-TV uses a Vidfont character generator, a computer, typewriter keyboard, time code system and video-tape recorders. Captions are written, entered into the computer's memory, then called back one at a time and proofread. Finally, they are added to the original program. The captioned news programs will be made available to the Eastern Educational Television Network.

work and other feature film—would remain unchanged. And the various versions are written in a manner that would permit the commission to exempt UHF affiliates from the rule, but the staff notes that there has been no great demand for such relief—and that it could work to the disadvantage of independent VHF's.

The inquiry into network domination principally grows out of the study that Dr. Alan Pearce, economic consultant to the FCC, did on the prime-time rule's economic impact on broadcasting and related industries (*BROADCASTING*, Oct. 1). The inquiry, drafted by Dr. Pearce, would seek comments mainly on several proposals that the study made for reducing network domination of programming—forcing them to sell one or more of their owned-and-operated stations and prohibiting them from renting tape and film facilities to producers who sell them programs, among them. The inquiry may touch on other elements of domination in broadcasting—by multiple owners, for instance. Some staff members are known to favor an approach that would permit examination of a variety of cases of domination ("Closed Circuit," Oct. 8).

The rerun inquiry would seek to answer questions raised as a result of the petition that Bernard A. Balmuth, a Hollywood film editor, filed with the commission in May 1972. Mr. Balmuth, a bitter foe of reruns, urged the commission to limit prime-time reruns on the network stations to 25% of the total prime-time hours allotted during a given year.

The inquiry, as drafted by the staff, does not propose any rules, and makes it clear that the commission is uncertain as to whether it would be appropriate to act on the question of reruns. Basically, it seeks information on the present facts and trends regarding the use of reruns, and their public-interest consequences.

## Duffy tells how television must toe the line

**ABC-TV executive spells out areas of programing, advertising, research that require utmost care in handling**

James E. Duffy, president of the ABC-TV network, was on record last week with a warning that, although television must deal realistically with "adult and often controversial topics" in contemporary society, it must also exercise extreme care in doing so.

"An overemphasis on sex and violence—sensationalism pure and simple and without redeeming social or artistic values," he said, "could signal an outcry unmatched by any we have known before. . . . If we do not use every means of self-regulation at our command—both separately and collectively—as individuals and as an industry, then government is going to take an increasingly larger role in our affairs—and once government becomes involved, or attempts to become involved, in programing content, programing direction, then the crossroads—any crossroads—will have been passed in dishonor, and the right direction perhaps lost to us forever."

Mr. Duffy was speaking on a "Crossroads of Values" confronting advertisers and media during an Oct. 19 keynote address at the 10th district convention of the American Advertising Federation in Tulsa, Okla. No less vigilance, he said, is required of advertisers in maintaining truth in their advertising claims or they, too, will risk even greater government intrusion in their affairs.

Another "crossroads" for TV and TV advertisers, he said, is in children's programing. "All of us—together—have faced up to the responsibility of the extraordinary influence we enjoy," he said, "but at the same time I think all of us realize, in the innermost reaches of our consciences, that we have not gone nearly far enough."

"I don't think, quite candidly, that any

**Louder than words.** Gary Gilbert, who goes on the air as Gary Dee on talk-formatted WERE(AM) Cleveland, put a lawsuit where his mouth was and forced the upcoming mayoral election there to be, at least on paper, a two-man race instead of a one-man walkaway. Two weeks ago, the Democratic challenger to the Republican incumbent dropped out of the race, but a local election law prevented the substitution of another candidate on the ballot. Mr. Gilbert, who does the morning shift, was discussing the situation and condemning it when he decided to call his attorney—on the air—and instigate a lawsuit. The result: Mr. Gilbert won and the court ordered a special committee to come up with an opposition candidate for the Nov. 6 election.

of the three major networks is very satisfied with the Saturday-morning situation. I know that we at ABC are in the throes of not only soul-searching but show-searching—seeking kinds and varieties of programs that will uplift our children at the same time we entertain them. And we not only welcome, we absolutely expect, our advertisers to be full partners in this endeavor."

Mr. Duffy also called for more comprehensive audience research. "Until we dig deeper and still deeper into genuine psychographics, until we realize—advertiser and medium together—that better, not faster, ratings are the key to our door, until we accept, as an industry, the realization that pure home ratings are about as meaningful in today's sophisticated market-place as a horse and buggy in downtown Tulsa—that homes do not watch television, that homes do not buy products; that people watch television, people buy products—then we are serving ill not only ourselves, our management, our stockholders, but the viewing and buying public itself."

## TV producers group expands its name as well as its focus

**NAITP, now NAITPD, continues push for access-rule retention, but moves into labor disputes and government relations areas**

National Association of Independent Television Producers, formed last year to fight for retention of the prime-time access rule, has been reorganized and expanded to include program distributors.

The new organization will be known as the National Association of Independent Television Producers and Distributors (NAITPD) and will have its headquarters in Hollywood. Giraud Chester of Goodson-Todman Productions, chairman of the new executive committee, said last week the organization's initial effort will be directed toward the retention of the access rule, but it also hopes to become involved with labor negotiations and government relations affecting independent producers and distributors.

The members of the NAITPD are Don Federson Productions, Viacom Enterprises, Worldvision Enterprises, Goodson-Todman Productions, Chuck Barris Productions, Firestone Program Syndication, Jim Victory Television Sales, Yongestreet Program Services, Filmways Inc. and its Heater-Quigley subsidiary, Greg Garrison Productions, Joe Cates Productions, Burt Sugarman Inc. and Ralph Edwards Productions.

The NAITPD has retained the Washington law firm of Renouf, McKenna & Polivy to represent it before the FCC and in any legal proceeding the association may begin. The executive committee of NAITPD consists of Mr. Chester and Don Federson, Don Federson Productions; Greg Garrison, Greg Garrison Productions; Nick Vanoff, Yongestreet; Walter Schier, Filmways, and Henry Gillespie, Viacom.

## NBC bats five for seven in ratings

In week when it carried three prime-time Series games, it takes all but Monday and Saturday

The giant audiences delivered by three prime-time World Series games pushed NBC-TV to its biggest ratings week of the season in the Nielsen national over-nights for the period Oct. 15-21. NBC ended up winning five nights in all: Tuesday, Wednesday and Thursday (the World Series nights), and Friday and Sunday.

On Tuesday (Oct. 16), the Series overshadowed two of the four top-rated shows on the air, *Maude* (CBS, 8-8:30 p.m., NYT) and *Hawaii Five-O* (CBS, 8:30-9:30 p.m.), and crushed another popular show, *Marcus Welby* (ABC, 10-11 p.m.), by more than 20 share points.

ABC's *Wednesday Movie of the Week* (8:30-10 p.m.) staggered to its lowest rating of the year—11.7—under the onslaught of the fourth World Series game. But on Thursday, CBS's *The Waltons* (8-9 p.m.), which has solidified its standing as a top-10 show this year, scored an upset over its Series competition and wound up as the only prime-time show to accomplish that feat over the course of the three nights. However, the *CBS Thursday Movie* showing of "Joy in the Morning" was swamped by the ball game, again by more than 20 share points.

NBC's Friday win was fashioned out of another high-40's share for *Sanford and Son* (8-8:30 p.m.) and a solid mid-30's time-period win for *The Dean Martin Show* (10-11 p.m.), although the CBS competition at 10 was a predictably low-rated documentary, "The Israelis".

A 24 rating for *Wonderful World of Disney* (NBC, Sunday, 7:30-8:30 p.m.) a 23.4 rating for the "McMillan and Wife" segment of the *NBC Sunday Mystery Movie* (8:30-10 p.m.) rounded out a happy week for NBC.

Monday night (Oct. 15) fell into ABC's column, thanks to strong mid-30's share for the pro-football game between Miami and Cleveland (9-11:45 p.m.).

On Saturday, CBS's traditionally impregnable comedy line-up—*All in the Family*, *M\*A\*S\*H*, *The Mary Tyler Moore Show*, *The Bob Newhart Show*, and *The Carol Burnett Show*—gave that network a 23.0 rating for the night, compared to NBC's 18.1 and ABC's 13.9.

## Critical comment: the new season, cont.

The critics' cross fire continued as two of the fall season's latest starters got underway last week. BROADCASTING'S canvass of reviewer comment follows:

**The \$6-Million Man** (ABC, every fourth Saturday, 8:30-10 p.m.)

"... He isn't perfect. He's addicted to



\$6-Million Man

some rather arch wisecracks. And as portrayed by chunky Lee Majors he can't show much emotion. . . . There are some inconsistencies amid all the kooky camp. For instance, how come walls crumble under his mighty fist but human jaws and bellies remain unpulverized?" Harry Harris, *Philadelphia Inquirer*.

"The most you can say about the premiere episode is that it was silly." Bob Brock, *Dallas Times-Herald*.

"**Kojak** (CBS, Wednesday, 10-11 p.m.)

"... the typical cops-and-robbers scenario on television has become tired unto death. And tonight's *Kojak* is very typical. . . ." John J. O'Connor, *New York Times*.

"... a gripping, realistic production that's bound to find its way to the top of the rating charts. . . ." Kay Gardella, *New York Daily News*.

"The premiere offered good, solid entertainment. Edge of the chair, knuckle-biting stuff. But to what end? It seems to me it is hardly necessary to devote an-



Kojak

other TV series to glorifying the police. . . ." Norman Mark, *Chicago Daily News*.

"... *Kojak* never rises above the typical TV cop show." Barbara Holsopple, *Pittsburgh Press*.

"*Kojak* is too good to miss. Don't." Bob Brock, *Dallas Times-Herald*.

"Telly Savalas . . . is a superb actor whose mere presence on television serves to upgrade the medium. But *Kojak*'s debut is just another semi-exciting cop show loaded with plot holes and trite dialogue. Savalas deserves better. . . ." Gary Deeb, *Chicago Tribune*.

## Figures of past gather to celebrate return of radio drama

Digges says two sponsors signed for nightly series to start Jan. 6

Nostalgia filled the grand ballroom of the Beverly Hills hotel, Beverly Hills, Calif., last week as Sam Cooke Digges, president of the CBS Radio Network, told 400-odd members and guests of the Hollywood Radio-Television Society about his network's plans for radio drama ("Closed Circuit," Aug. 20 et seq.).

The reason for the dose of sentimentality: the emotion-laden remarks by Himan Brown, veteran radio producer-director of the 1930's and 1940's (*Grand Central Station*, *Thin Man*, *Inner Sanctum*, *John's Other Wife*, *Joyce Jordan, M.D.*) who is the producer of the forthcoming *CBS Radio Mystery Theater*, and several tables peopled by stars of radio's past (Jim Jordan [*Fibber McGee & Molly*], Les Tremayne [*Mr. First Nighter*], James Jostyn [*Mr. District Attorney*], Bret Morrison [*The Shadow*]).

Mr. Digges said that the new CBS radio drama, scheduled to begin Jan. 6, seven nights a week (10:07-11 p.m.), could mark the expansion of radio drama to a *CBS Playhouse*-type two-hour Sunday-night program; a series for children, and possibly a weekly, daytime strip. He reported two signed advertisers for the *CBS Mystery Theater*, that will consist of 195 new and 175 repeats for the year: Budweiser beer, through D'Arcy-McManus-Intermarco; and Kellogg Cereals, through Leo Burnett. He said 158 stations have cleared for the program; 18 in the top-25 and 33 in the top-50 markets.

But it was Mr. Brown's emotion-charged remarks that swept the predominantly middle-aged audience. Again and again, Mr. Brown stressed the imaginative impact of radio drama. And he told his audience that the initiation of the *CBS Mystery Theater* heralded "a new era in radio broadcasting." He announced that E. G. Marshall, TV actor, would be the host for the program.

He also explained later that the American Federation of Television and Radio Artists had authorized one repeat of each program without the necessity of paying the artists for the second time.

## Program Briefs

**USC honors.** Mike Wallace, CBS News commentator-editor, and Jim Karayn, president of National Public Affairs Center for Television, are being cited for journalistic achievements by the Journalism Alumni Association of the University of Southern California. They will be honored at awards dinner Nov. 6 at Beverly Hilton hotel, Beverly Hills, Calif.

**Hands off.** FCC has denied petition by Diocesan Union of Holy Name Societies of Rockville Centre and Long Island Coalition for Life for review of June



## **New Year's Day in Broadcasting comes on December 31**

That's the date for our annual double issue, devoted this year to a study of the broadcast advertising agency in today's economy.

It will profile the men and women who are now the dominant influences in broadcast media planning, creative direction, copy, art and—regardless of professional discipline—in *impact*.

It will dissect the best television and radio advertising campaigns—as judged by the broadcast advertiser.

It will report *Broadcasting's* exclusive ranking of the top 50 agencies in broadcast billing—and describe the accounts that put them there.

It will present a retrospective on high moments in broadcast commercials—from Coca-Cola's "Country Sunshine" to Sears's Die-Hard batteries to Sunbeam's Billie Jean King.

It will describe the impact of the independent buying service. And of barter. It will tell how it is to buy television in a seller's market, and how it is to sell radio in a buyer's market.

It will, in general and in particular, report the state of the broadcast-advertising art.

The editors intend it to be a first-of-the-year issue readers will still be consulting at year's end.

And the advertising it contains will still be delivering its message a year later.

Deadline: December 17.

## **You belong in Broadcasting Dec 31**

12 Broadcast Bureau decision rejecting fairness-doctrine and personal-attack complaints against two-part abortion episode of CBS-TV's *Maude*, as broadcast on WCBS-TV New York.

**Ten hours with Shakespeare.** ABC-TV, in association with Associated Television Corp. Ltd. of London and Radiotelevisione Italiana (RAI) of Rome, plans 10 60-minute programs on *The Life and Times of William Shakespeare*, for start in fall of 1975. Each episode will be made up of dramatized elements of Shakespeare's life, as well as scenes from his most important plays. Programs will be written by Anthony Burgess ("A Clockwork Orange"). Executive producer is Cecil Clarke.

**Honored overseas.** *Carrascolendas*, bilingual children's series on Public Broadcasting Service, has been awarded UNICEF Prize at Japan prize international program contest at Tokyo. Show, produced by noncommercial KRLN-TV Austin-San Antonio, Tex., was first nationally distributed American offering to receive honor since award was established in 1967. Producers received golden statuette from United Nations International Children's Emergency Fund and \$1,000 award from Japan Broadcasting Corp. (NHK).

**Full house.** Group W Productions Center in Pittsburgh is expanding its functions to include post-production services, with emphasis on computer editing, as supplement to tape duplication and distribution. Center does all duplicating for Group W's *Mike Douglas Show*, as well as outside jobs including MGM Family Network features and such syndicated series as *Jimmy Dean Show*, *Wild Wild World of Animals*, *This Is the Life* and *Insight*.

**Suggestions for kiddies.** NBC-TV began carrying within its children's programing this past weekend series of 30-second child-oriented public-service announcements on variety of subjects, including nutrition, care of personal possessions, importance of counting change in store and saving money. Announcements, which feature Ritts Puppets, were developed in cooperation with Council of Better Business Bureaus. NBC financed initial development of the spots and will have exclusive rights to their use for one year.

**Dr. Peale on TV.** Syndicast Services Inc., New York, reports that eight TV stations have signed for half-hour series spotlighting Dr. Norman Vincent Peale as host. Series, offered for January 1974 start, has been acquired by WOR-TV New York, KHJ-TV Los Angeles, WFLD-TV Chicago, WKGB-TV Boston, WKBF-TV Cleveland, WKBD-TV Detroit, KBHK-TV San Francisco and WKBS-TV Philadelphia.

**Pro rights through '77.** KSDO(AM) San Diego has acquired four-year exclusive radio rights from San Diego Chargers beginning with 1974 National Football League season. Rights, at estimated \$100,000 annually, include all preseason

and regular season. Chargers' games this season are being carried third year by KDEO(AM) San Diego.

**Producing in Gotham.** Big Apple Productions has been formed to produce television specials, motion pictures for TV and situation comedies in New York. Principals are Marshall Brickman, who has been producer-writer for *Johnny Carson Show* and *Dick Cavett Show*, and Stanton Corey, producer of TV commercials. *Temporary headquarters: Two Tudor City Place, New York 10019.*

**Eight more.** Program Syndication Services, New York, subsidiary of Dancer-Fitzgerald-Sample, New York, has added eight TV stations to line-up carrying half-hour *Inner Space*, undersea-adventure documentaries starring Ron and Val Taylor. New stations are WBAL-TV Baltimore; WLCY-TV Tampa, Fla.; WUTV(TV) Buffalo, N.Y.; WESH-TV Orlando, Fla.; KORK-TV Las Vegas; KOLO-TV Reno, Nev.; WCTV(TV) Tallahassee, Fla., and WSEA-TV Montgomery, Ala. Program total is 21 markets.

**Golden TV.** Western Publishing Co., New York, publishers of popular Golden Books for children, has arranged with Sandler Institutional Films, Hollywood, to produce series of 100 six-minute entertainment-educational films for TV. Initially, six pilots are being made ("Shy Little Kitten," "Tawny Scrawny Lion," "Tootle the Train," "Pokey Little Puppy," "Saggy Baggy Elephant," "Neatos"), but plans are to produce 130 segments in next three years. TV distribution is through Western.

**Christmas time.** More than 50 radio stations have signed for *Your Christmas Dream*, series of 60-second programettes featuring Rich Little, Lenny Weinrib and Fred Travalena. Series, scheduled for play 30 days prior to Christmas, is produced and distributed by Dick Clark Radio Shows Inc., Hollywood.

**Outdoor features to 52.** Gold Key Entertainment Co., Los Angeles and New York, has sold "The Rainbow Outdoor Adventure Package," 10 outdoor-adventure feature films in 52 markets. American National Enterprises, is producer-distributor of features. Among station purchasers: KTLA(TV) Los Angeles, WGN-TV Chicago, KBT(TV) Denver, WDCA-TV Washington, WTMJ-TV Milwaukee and WQXI-TV Atlanta.

**Giving 'em the needle.** National Association of Progressive Radio Announcers, Los Angeles, is distributing "Get Off," antidrug album of 30- and 60-second radio and TV announcements by Alice Cooper, Papa John Creach, late Jim Croce, Stevie Wonder, Frank Zappa. NAPRA is two years old; Jim Ladd, disk jockey at KLOS-FM Los Angeles, is president.

**San Diego move.** Peters Productions, Inc., San Diego-based radio programing syndication firm has moved into expanded new studios and offices at 8228 Mercury Court, San Diego 92111. Telephone (714) 565-8511.

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## O'Sullivan calls war council over KTTV program deal

**Worldvision chief sees dangers to program suppliers in agreement that embargoes whole list of services**

Eleven major television production and distribution firms have been invited to a meeting by Worldwide Enterprises Inc. to consider action regarding the recent agreement with a citizen group by KTTV(TV) Los Angeles to blacklist or graylist a number of television series (BROADCASTING, Oct. 8).

Kevin O'Sullivan, Worldvision president, who asked production and distribution officials to gather at Worldvision's office in New York this Wednesday (Oct. 31), said: "We are appalled at the decision by the management of KTTV in Los Angeles to bow to the pressure exerted by the National Association for Better Broadcasting to ban 42 television series and to caution parents in regard to the telecasting of 81 additional series."

He said the management of KTTV has "abrogated its right and responsibility for programing that station . . . [and] has probably acted in a manner which may be viewed as being more prejudicial to their license renewal than the original pressures mounted by the NABB."

He warned that if producers and distributors do not respond vigorously to "this coercion," it will "continue to grow to a point where it will threaten the very freedom of the television medium."

The organizations invited to the meeting by Worldvision are Viacom International, 20th Century-Fox Television, Screen Gems Inc., Paramount Television, Four Star International, Metro-Goldwyn-Mayer Television, Filmways Inc., United Artists Television, Warner Bros. Television, National Telefilm Associates and MCA TV.

A spokesman for Worldvision said it handles three series that are on the KTTV "blacklist"—*The Fabulous Four*, *Milton the Monster* and *The Reluctant Dragon and Mr. Toad*, all cartoons, and one, *The Range Rider*, an action-adventure series, that is on the so-called "graylist."

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## 'America' waiver protested

An FCC action waiving the off-network restriction of the prime-time-access rule is being appealed to the courts. The National Association of Independent Television Producers has petitioned the U.S. Court of Appeals in Washington for review of the waiver that was granted Hughes Television Network and Xerox Corp. to permit presentation of the *America* series. The restriction waived by the commission prohibits stations from using off-network syndicated programing in time denied to the network by the prime-time rule. *America* was presented on NBC last season.

## FTC's new man shows colors on disclosure and 'restitution'

Commissioner Mayo Thompson sees them as effective tactics in war on deceptive ads; at same time, he says he is 'pro-business'

Information disclosures and "restitution" are two approaches worth exploring in the Federal Trade Commission's efforts to combat deceptive advertising, according to the agency's newest commissioner, Mayo J. Thompson.

Mr. Thompson told the Western region conference of the American Advertising Federation in an address scheduled for last Saturday (Oct. 27) that he had "grave doubts" about the effectiveness of the FTC's traditional cease-and-desist procedure in halting misleading claims as long as there is a potential profit to be realized from the practice. He proposed restitution—compensating consumers for products or services sold under false pretenses—as a deterrent to deceptive advertising. "I don't really understand how you can expect to stop rustling if you don't at least make the rustler give the cows back," the former Texas attorney said.

He did note difficulties with the restitution approach—it would lend itself to a case-by-case approach rather than a rule-making or other industrywide application, and it would not be feasible for certain types of products or services.

One other alternative to the cease-and-desist order, an option which Mr. Thompson termed "particularly promising," is the use of affirmative disclosure of major performance characteristics of products. If the problem of misleading advertising is indeed the absence of sufficient consumer information, he said, "then I don't see why the FTC staff can't sit down with the sellers involved and agree on what material facts the consumer needs, how these facts should be developed, and how they should be disclosed." Required information is within the FTC's legal authority, he said.

This is the second time within a month that an FTC official has indicated that expanded use of information disclosure is in the offing. In remarks made to the Food and Drug Institute last month, Ronald Dietrich, former general counsel, called information disclosure an "important area" for the commission and indicated the FTC would exercise its rule-making authority in that area (BROADCASTING, Oct. 1).

In reviewing the commission's other remedies for false ad claims, Mr. Thompson said he agreed with the basic theory of advertising substantiation ("A man who makes a claim for his product that he can't back up is being pretty reckless, it seems to me, with his branding iron," he said.) He said he also could envision

## BAR reports television-network sales as of Oct. 14

CBS \$523,090,200 (35.0%); NBC \$513,269,800 (34.3%), ABC \$459,017,500 (30.7%)

Day parts	Total minutes week ended Oct. 14	Total dollars week ended Oct. 14	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	88	\$ 553,400	2,984	\$ 19,278,900	\$ 18,013,300
Monday-Friday 10 a.m.-6 p.m.	965	8,975,200	38,004	302,455,200	278,513,900
Saturday-Sunday Sign-on-6 p.m.	318	8,190,700	11,376	154,970,900	157,079,400
Monday-Saturday 6 p.m.-7:30 p.m.	107	2,820,500	3,887	75,924,200	69,361,300
Sunday 6 p.m.-7:30 p.m.	16	930,400	558	12,934,700	11,963,300
Monday-Sunday 7:30 p.m.-11 p.m.	374	24,956,400	16,045	828,393,100	730,326,900
Monday-Sunday 11 p.m.-Sign-off	160	2,923,800	6,643	101,420,500	78,081,900
<b>Total</b>	<b>2,028</b>	<b>\$49,350,400</b>	<b>79,497</b>	<b>\$1,495,377,500</b>	<b>\$1,343,340,000</b>

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

circumstances in which corrective advertising would be appropriate, but said he was not persuaded that "counteradvertising" was either "workable or fair."

Mr. Thompson's comments on advertising were prefaced by a "look at himself." As a relative newcomer to the FTC—he's held the post a little over three months—he told the advertisers he was "a conservative man" and "profoundly pro-business in my general philosophical out-

look." But, he added, "It is precisely because I think well of businessmen that I expect an especially high standard of ethical behavior from them."

## Kluge protests ad attacks

John W. Kluge, president and chairman of Metromedia Inc., warned that "government over-regulation" of advertising

## Why Are These Station Managers Laughing!?

Jackson	WZZQ-FM	Phoenix	KDKB
Natchez	WQNZ-FM	Little Rock	KLAZ-FM
Kansas City	KUDL-FM	Fresno	KFIG-FM
St. Louis	KADI-FM	Mammoth Lakes	KMMT-FM
Eimira	WXXY	San Diego	KGB-FM
Rochester	WCMF-FM	San Jose	KOME-FM
Charlotte	WRPL	Anaham	KYMS-FM
Raleigh	WDBS-FM	Stockton	KSRT-FM
Cincinnati	WBN-FM	Colorado Springs	KKFM-FM
Cleveland	WMMS-FM	Bridgeport	WPKN-AM
Findlay	WFIN-FM	Hartford	WHCN-FM
Toledo	WIOT-FM	Jacksonville	WIVY-FM
Oklahoma City	KWHP-FM	Miami	WMYQ-FM
Tulsa	KTBA-FM	Orlando	WORJ-FM
Altoona	WFBG-FM	Indianapolis	WNAP-FM
Philadelphia	WIOQ-FM	Dubuque	WDBQ-FM
Providence	WBRU-FM	Baton Rouge	WJBO-FM
Kingstree	WKSP-AM	Houma	KHOM
Knoxville	WROL-AM	Baltimore	WBAL-FM
Austin	KRMH-FM	Boston	WBCN-FM
Beaumont	KWIC-FM	Pittsfield	WGRQ-AM
Corpus Christi	KZFM-FM	Springfield	WHVY-FM
Dallas	KAFM-FM	Detroit	WABX-FM
San Antonio	KEXL-FM	Lansing	WVIC-FM
Norfolk	WOWI-FM	Minneapolis	KQRS & KQRS-FM
Washington, D.C.	WMAL-FM	Willmar	KQIC-FM

Because they'll be airing "The National Lampoon Radio Hour" weekly, starting November 17! And because nearly all of them have already sold their four local spots and adjacencies.

If you'd like to get in on the joke call:

The National Lampoon Radio Hour  
Leonard (Chuckles) Mogel  
635 Madison Avenue  
New York, New York 10022  
(212) 688-4070

Non-Commercial College Stations, Call Us To See How You Can Participate

**Still climbing.** Advertiser investments in network-TV advertising in September reached \$173.9 million for an 8.3% increase over the September 1972 total, the Television Bureau of Advertising reported last week on the basis of estimates compiled by Broadcast Advertisers Reports. The September figures brought the nine-month totals for 1973 to almost \$1.4 billion, up 12.2% from 1972's \$1.2-billion. During September, weekday and weekend TV investments dipped 2%. The drop was attributed to a combination of high advertiser investments in coverage of the Olympics in early September 1972 and network pre-emptions for coverage of the Senate Watergate hearings in late September this year. For the first nine months, weekday daytime was up 9.1% and weekend daytime up 0.1%, while nighttime was up 15.3%.

**Network TV time and program billing estimates by day parts and by network (add 000)**

	September			January-September		
	1972	1973	% Chg.	1972	1973	% Chg.
Daytime	\$ 55,875.6	\$ 54,711.7	- 2.1	\$ 417,050.6	\$ 442,353.9	+ 6.1
Mon.-Fri.	30,664.7	30,011.2	- 2.1	277,708.6	302,871.9	+ 9.1
Sat.-Sun.	25,210.9	24,700.5	- 2.0	139,342.0	139,482.0	+ 0.1
Nighttime	104,643.0	119,151.5	+13.9	827,825.8	954,437.4	+15.3
Total	\$160,518.6	\$173,863.2	+ 8.3	\$1,244,876.4	\$1,396,791.3	+12.2

	ABC	CBS	NBC	TOTAL
January	\$ 52,617.2	\$ 57,918.5	\$ 62,578.2	\$ 173,113.9
February	52,915.7	56,089.3	53,684.9	162,689.9
March	55,028.2	64,284.5	62,887.0	182,199.7
April	50,830.8	59,482.6	59,412.8	169,726.2
May	47,487.8	56,430.7	50,807.1	154,725.6
June	42,529.5	47,740.4	45,870.6	136,140.5
July	36,471.5	41,929.4	41,864.0	120,264.9
*August	39,036.6	42,945.1	42,085.7	124,067.4
September	53,273.5	61,597.3	58,992.4	173,863.2
Year-to-date	\$430,190.8	\$488,417.8	\$478,182.7	\$1,396,791.3

\*Revised

could "cripple the efficiency of our American marketing system and, therefore, our economy."

"Honest advertising is vital to business and industry," he continued. "We need strong self-regulation. In those cases where self-regulation cannot control the unprincipled few, we need government regulation."

Mr. Kluge made his remarks as guest of honor at a national dinner of the Newcomen Society in North America in New York Friday (Oct. 19). The dinner was given in honor of Metromedia's "achievements in marketing communications."

Mr. Kluge said: "I am concerned that

many of the moves being made against advertising today are simply skirmishes in the bigger battle over whether America has a free economy or a totally dictated economy."

He referred to the attacks on advertising as "excessive and exaggerated" and continued, "The truth is the consumer was discovered many years ago by the marketing professionals in American business. No other economic system in world history has sought so diligently to learn the consumer's desires and needs, to find new products and to make them known through advertising."

Mr. Kluge concluded: "We must admit that the consumer movement has

stimulated some needed action, but today it also poses the problem of overreaction. The time has come to get the consumer movement in balance—to recognize the good ideas which it has developed, to responsibly act upon them, and sensibly enlarge on them."

## There'll be hot time in Hot Springs today

**ANA opens convention with agenda that includes FTC's Engman, ABC's Schneider and Dr. Goldmark on topics such as self-regulation, TV code and advertising to children**

Some 620 members and guests of the Association of National Advertisers are expected to meet at the Homestead, Hot Springs, Va., this week for a three-day ANA convention that will explore ways to produce both better advertising and a better climate for advertising.

Chairman Lewis Engman of the Federal Trade Commission; Alfred R. Schneider, ABC Inc. vice president and member of the National Association of Broadcasters TV code review board, and Dr. Peter C. Goldmark, president of Goldmark Communications and former head of CBS Labs, are among those slated to join key advertiser and advertising agency figures in speeches and reports during the sessions, which open this morning (Oct. 29).

The initial session, on "Better Ads and How to Get Them," will feature three agency heads: William Bernbach of Doyle Dane Bernbach, Alfred J. Seaman of SSC&B and Tom Dillon of BBDO. They will be followed by what is billed as a major speech by FTC Chairman Engman.

ABC's Mr. Schneider will talk about the "expression of corporate viewpoints within the confines of the fairness doctrine" in one of four informal sessions set for this afternoon. Other sessions will deal with sales-promotion programs, industrial marketing and trends in advertising-agency relationships.

Election of ANA officers and directors will open Tuesday's sessions. This will be followed by presentations by three educators and economic leaders on "The Environment for Advertising and Marketing," which will set the stage for a Tuesday-afternoon meeting on "Collective Action to Improve the Climate for Advertising and Marketing."

In the afternoon session members of the ANA executive committee and other leaders will explore such areas as advertising directed to children, the programs of ANA, the American Association of Advertising Agencies and the American Advertising Federation to tell advertising's story to opinion leaders and the public and the status and future of advertising self-regulation.

In the final session Wednesday morning Dr. Goldmark will be joined by Stephens Dietz, management consultant, in reporting on "New Developments in Media and Marketing Management."

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# Broadcasting

The newswEEKLY of broadcasting and allied arts

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## Simmons's claims for MOR-personality format under fire

Torbet, Katz reject finding of commercial-recall superiority

One radio rep firm's study, purporting to show that MOR-personality radio-station formats score highest of all formats in commercial recall, came under the fire of two other radio rep firms last week. But the fire was returned as readily as it was set.

The study was conducted by W. R. Simmons & Associates, New York, for Major Market Radio, which used it as the basis for dropping six radio-station clients that are not on the MOR-personality format (BROADCASTING, Sept. 24).

But the study didn't really prove that any format in itself produces high recall scores, according to answering analyses by researchers at Katz Radio and Alan Torbet Associates. If the study proved anything, they contended, it was that the more commercials a station carries, regardless of its program format, the more commercials its listeners remember—at least in Los Angeles where the study was conducted.

Both the Katz and the Torbet analyses offered station-by-station breakdowns from the Simmons report to justify their claims that commercial recall was related more to commercial load than to program format.

"The assumption that commercial recall is dependent on format," wrote William Schrank of Katz Radio Research, "is thoroughly destroyed since recall varies widely even among stations with the same format." "There are great stations and miserable stations in all formats," Torbet researcher Peter Moore concluded.

Both analyses claimed the number of respondents used in the study was far fewer than the report implied, contended the report itself contained qualifications indicating that some of its conclusions were statistically unreliable and said the Advertising Research Foundation's so-called endorsement of the study used language that virtually negated the study's results. Most emphatically they asserted that the findings were at most representative of the Los Angeles stations involved but not applicable on a national basis.

Major Market Radio countered quickly, quoting the Simmons organization as saying its results "are an accurate and impartial presentation of the survey findings." In addition, MMR said the ARF statement, included in the report, called the results "informative and useful."

MMR's reply also offered comparisons that it said "show no apparent correlation of recall score with commercial load," and contended that since the study found that in Los Angeles "all stations within a basic format-type category" produced basically similar results in commercial recall, "logic and common sense suggest that a station of a given type would, at least in a general way, perform in a similar manner to a similar station in another market."

## Business Briefs

**Spread it out.** Radio Advertising Bureau intends to launch major effort in 1974 to persuade national advertisers to lengthen "buy list" of spot radio campaigns. Miles David, president of RAB, told annual convention of North Carolina Association of Broadcasters in Charlotte last week that RAB's campaign will try to convince advertisers to extend their radio efforts in markets beyond large population centers. He said RAB will enlist support of national representatives and local radio stations in its campaign. Mr. David told broadcasting group that "if we're all telling the same story at the same time, it has to have a strong cumulative sales impact."

**Rep appointments.** WCUE-AM-FM Akron, Ohio, and KFGO(AM) Fargo, N.D.: Avery-Knodel, New York.

**New medium.** Trans World Airlines, New York starts including advertising in its in-flight audio programming Nov. 1, with first advertisers BankAmericard, *Newsweek* and Marriott hotels—first airline to do so. Sales are being handled initially by Alto Fonic Programming, Hollywood, which recently renewed \$300,000 26-week contract with TWA to supply eight channels of audio programming for TWA's 180 planes. Programs are changed every 60 days. If successful, idea is expected to spread to other airlines.

## Broadcast Journalism

### KMEX-TV abandons experiment in all-news television

Advertisers didn't support eight daily hours of news

The daytime news format inaugurated by KMEX-TV (ch. 34) Los Angeles a little more than three months ago is now gone, the victim of poor advertiser response and tight money.

Announcement of the cancellation of the eight-and-a-half-hour, English-language daily-news service that bowed July 9 was made last week by Rene V. Anselmo, president of the Spanish International Network, owner of the Spanish-language TV station in Los Angeles. The program ceased Friday (Oct. 26) and 25 people on the news staff were dropped.

The "Newstelevision 34" service ran from 6.30 a.m. until 3 p.m. daily and emphasized national and local news, finance, and business. The operation was in a leased building across the street from KMEX-TV's quarters.

KMEX-TV normally begins its all-Spanish programming day at 3 p.m., running generally to midnight.

Ascribing the failure of the news operation to the lack of "faster" response



**Four toasting five.** The fifth anniversary of Post-Newsweek Stations' *Agronsky & Co.*, weekly news-analysis series moderated by Martin Agronsky and featuring such regulars as Peter Lisagor of the *Chicago Daily News* and syndicated columnists Carl Rowan and James Kilpatrick, was marked at a news-celebrity-laden reception in Washington's Federal City Club Oct. 18. In conversation (l to r): U.S. District Judge John Sirica, P-N Stations President Joel Chasemen, Mr. Agronsky and James L. Snyder, vice president for news for the station group.



At the end. Ralph Carattini spent seven of his 24 years in prison. Once out, he took the hard way to avoid going back. David Miller, a reporter with WRVA (AM) Richmond, Va., was the last person to talk with Carattini before the latter took his own life Oct. 17 while under police siege in a Richmond hotel room. Carattini had escaped from the state reformatory at nearby Petersburg, Va., four days earlier. He was discovered at the Hotel John Marshall after he apparently began firing on the street below from a seventh-floor room. While police surrounded the building, reporter Miller (pictured above) entered the hotel lobby and reached the fugitive on a house phone. During three conversations, the reporter attempted vainly to persuade Carattini, who had been serving a seven-year term for armed robbery, to surrender. But the besieged man was adamant. "I was just tired of being in jail," he told Mr. Miller. "I guess I just wanted to see the street once more." After four hours, Richmond police entered Carattini's room and found him dead, with a bullet from his own rifle in his stomach.

that was anticipated, Mr. Anselmo said it was obvious that financial backing was needed to sustain the operation for a year. But, he added, "We were unsuccessful in obtaining bank financing due to the tight money situation."

### Bringing it all back home

Arthur R. Taylor, president of CBS, told the Los Angeles World Affair Council last week that communications developments in this century have brought informed public opinion into the foreign-policy arena, "with considerable impact on both the manner in which such policy can and should be formulated and on

the success with which it is implemented."

"It was largely because of our free press," Mr. Taylor asserted, "that the American public became aware of the inconsistency of repeatedly optimistic statements [about the Vietnam war]." And, he added, with the advent of the communications satellite, TV is doing more than serving as a channel for information; it is helping create a national unity, as it did when it covered President Nixon's visits to Peking and Moscow.

"I think the reporting of those trips was as important as the trips themselves in developing the broad, national mandate that has developed in the last year for improving our relations with both those nations," he said.

## Louisiana newsmen find no help in high court

First Amendment test is avoided as court rules on procedural question

Two Baton Rouge reporters have failed in their attempt to win Supreme Court review of a U.S. District Court order holding them in contempt for ignoring a court order and writing stories about a hearing in open court.

The order—by Judge Gordon West—involved a hearing on a request by a civil-rights worker for an injunction barring the state government from prosecuting him on a murder charge. The civil-rights worker claimed the state was simply attempting to harass him. And the news-blackout order was imposed to prevent publicity that might prejudice the outcome of a subsequent trial.

But the reporters—Larry Dickinson, of the *Baton Rouge Star-Times*, and Gibbs Adams, of the *Baton Rouge Morning Advocate*—contending that the order violated the First Amendment, wrote their stories and were fined \$300 each by Judge West.

However, the issue before the high court was not the validity of Judge West's order but whether the reporters should have ignored it on the strength of their convictions that it was illegal. The U.S. Circuit Court of Appeals in New Orleans held that the order was unconstitutional, but said the reporters should have appealed it before attempting to report on the hearing.

The reporters' lawyers, in urging the Supreme Court to review the case, said that if the contempt convictions were allowed to stand, the courts would be armed with authority to impose "impermissible prior restraints on the exercise of First Amendment rights through the use of the 'contempt' power."

The Supreme Court, with Justice William O. Douglas the lone dissenter, refused to hear the appeal.

## Broadcasting's index of 139 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Oct. 24	Closing Wed. Oct. 17	Net change in week	% change in week	High 1973	Low	P/E ratio	Approx. Shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	N	31 3/4	33	- 1 1/4	- 3.78	34 1/4	21	13	17,029	540,670	
CAPITAL CITIES COMM.	CCB	N	44 1/2	46 1/4	- 1 3/4	- 3.78	62 1/2	35	7,074	314,793	
CBS	N	35 3/4	36 1/4	- 1/2	- 1.37	52	28 5/8	11	28,315	1,012,261	
CONCERT NETWORK**	O	3/8	3/8		.00	5/8	1/4		2,200	825	
COX	N	23 1/4	27	- 3 3/4	- 13.88	40 1/4	21 1/4	13	5,828	135,501	
FEDERATED MEDIA*	O	5	5 1/2	- 1/2	- 9.09	5 1/2	2	16	820	4,100	
GROSS TELECASTING	GGG	A	14 1/4	13 1/4	+ 1	+ 7.54	18 3/8	12 1/4	9	800	11,400
LIN	LINB	O	7 3/4	8 5/8	- 7/8	- 10.14	14 3/4	5 3/8	8	2,296	17,794
MOONEY	MOON	O	4 5/8	5 7/8	- 1 1/4	- 21.27	10 1/4	4 5/8	12	385	1,780
PACIFIC & SOUTHERN	PSOU	O	12 1/4	13 1/4	- 1	- 7.54	13 3/4	7	136	1,767	21,645
RAHALL	RAHL	O	4	4 1/2	- 1/2	- 11.11	12 1/4	4	5	1,297	5,188
SCRIPPS-HOWARD	SCRP	O	18	18 1/4	- 1/4	- 1.36	21 1/4	17 1/2	8	2,589	46,602
STARR	S8G	M		11 1/8		.00	24 1/2	9	9	1,200	13,350
STORER	S8K	N	17 3/4	18	- 1/4	- 1.38	44	15 7/8	8	4,751	84,330
TAFT	TFB	N	25 3/4	31 1/8	- 5 3/8	- 17.26	58 5/8	22	10	4,219	108,639
WHDD CORP.**	O	27 1/2	24 1/2	+ 3	+ 12.24	27 1/2	14		589	16,197	
WOODS COMM.	O	3/4	3/4		.00	1 5/8	3/4	6	292	219	
<b>Broadcasting with other major interests</b>									<b>TOTAL</b>	<b>81,451</b>	<b>2,335,294</b>
ADAMS-RUSSELL	AAR	A	3 3/8	3 1/2	- 1/8	- 3.57	5 3/8	2 3/8	9	1,259	4,249

Stock symbol	Exch.	Closing Wed. Oct. 24	Closing Wed. Oct. 17	Net change In week	% change In week	High 1973	Low	P/E ratio	Approx. Shares out (000)	Total market capitalization (000)	
AVCO	AV	N	10 1/2	10 3/4	- 1/4	- 2.32	16	8	4	11,478	120,519
BARTELL MEDIA	BMC	A	1 3/8	1 3/8	-	.00	3 1/2	1 1/4	9	2,257	3,103
CAMPTOWN INDUSTRIES	O		1/2	1 3/4	- 1 1/4	- 71.42	2	1 1/2	6	1,138	569
CHRIS-CRAFT	CCN	N	5	5 1/8	- 1/8	- 2.43	6 5/8	3 5/8	63	4,161	20,805
COMBINED COMM.	CCA	A	23 1/2	25 1/8	- 1 5/8	- 6.46	44	15	16	3,470	81,545
COWLES	CWL	N	8 3/4	8 3/4	-	.00	9 5/8	4 3/4	20	3,969	34,728
DUN & BRADSTREET	DNB	N	38 3/4	39 3/8	- 5/8	- 1.58	42	32 3/4	28	26,042	1,009,127
FAIRCHILD INDUSTRIES	FEN	N	6	6	-	.00	13 3/8	5 1/4	75	4,550	27,300
FUQUA	FOA	N	11 1/8	12 1/2	- 1 3/8	- 11.00	20 3/8	9 1/2	6	9,741	108,368
GENERAL TIRE	GY	N	18 5/8	19 1/2	- 7/8	- 4.48	28 3/4	17 3/8	5	20,668	384,941
GLOBETROTTER	GLBTA	D	4 7/8	5	- 1/8	- 2.50	8 1/8	4 3/4	6	2,820	13,747
GRAY COMMUNICATIONS	O		9	9	-	.00	12 7/8	9	6	4,275	
HARTE-HANKS	HHN	N	11 5/8	12	- 3/8	- 3.12	29 1/4	8	10	4,335	50,394
JEFFERSON-PILOT	JP	N	39 1/4	40 7/8	- 1 5/8	- 3.97	40 7/8	27	18	24,075	944,943
KAISER INDUSTRIES	KI	A	8 3/8	8 3/4	- 3/8	- 4.28	9 3/8	4	7	27,487	230,203
KANSAS STATE NETWORK	KSN	O	4 3/8	4 1/2	- 1/8	- 2.77	6 1/8	4 3/8	8	1,741	7,616
KINGSTIP	KTP	A	7 1/4	8	- 3/4	- 9.37	14 1/4	6 3/8	7	1,155	8,373
LAMB COMMUNICATIONS	P					.00	2 5/8	1 3/4	35	475	831
LEE ENTERPRISES	LNT	A	14 3/8	14 1/2	- 1/8	- .86	25	12 1/2	10	3,366	48,386
LIBERTY	LC	N	17 1/4	18 1/4	- 1	- 5.47	23 7/8	15 3/4	8	6,760	116,610
MCGRAW-HILL	MHP	N	9	9 3/8	- 3/8	- 4.00	16 7/8	7 1/2	9	23,525	211,725
MEDIA GENERAL	MEG	A	34 7/8	36	- 1 1/8	- 3.12	43 1/2	31 3/4	14	3,546	123,666
MEREDITH	MDP	N	12 1/2	12 1/2	-	.00	20 1/2	11 3/8	7	2,840	35,500
METROMEDIA	MET	N	10 1/4	11 3/4	- 1 1/2	- 12.76	32 1/4	10	5	6,517	66,799
MULTIMEDIA	O		19 1/2	20	- 1/2	- 2.50	30 1/4	18	13	4,388	85,566
OUTLET CO.	OTU	N	10 3/4	11 5/8	- 7/8	- 7.52	17 5/8	10 1/4	6	1,379	14,824
POST CORP.	POST	O	11 3/4	12 3/4	- 1	- 7.84	17	10	6	893	10,492
PSA	PSA	N	10 7/8	10 5/8	+ 1/4	+ 2.35	21 7/8	10 3/8	10	3,768	40,977
REEVES TELECOM	RBT	A	2 1/8	2	+ 1/8	+ 6.25	3 1/4	1 1/2	12	2,376	5,049
RIODER PUBLICATIONS	RPI	N	19 1/2	19 1/4	+ 1/4	+ 1.29	29 7/8	12 1/2	14	8,312	162,084
ROLLINS	ROL	N	25 3/4	26	- 1/4	- .96	36 1/2	14 1/4	23	13,305	342,603
RUST CRAFT	RUS	A	12 1/2	13 1/2	- 1	- 7.40	33 3/4	11 5/8	7	2,366	29,575
SAN JUAN RACING	SJR	N	17 3/8	18 1/4	- 7/8	- 4.79	23 3/4	14	14	2,152	37,391
SCHERING-PLOUGH	SGP	N	80 1/2	80	+ 1/2	+ .62	87 5/8	69 3/8	45	52,590	4,233,495
SONDERLING	SDB	A	12	12	-	.00	16 3/8	7 5/8	8	816	9,792
TECHNICAL OPERATIONS	TD	A	7 5/8	8 1/4	- 5/8	- 7.57	13 1/2	5 1/8	10	1,376	10,492
TIMES MIRROR CO.	TMC	N	23 1/4	23 3/4	- 1/2	- 2.10	25 7/8	16 1/2	15	31,145	724,121
TURNER COMM.	O		3 7/8	3 3/4	+ 1/8	+ 3.33	6	3 3/4	6	1,486	5,758
WASHINGTON POST CO.	WPD	A	23 3/8	22 1/2	+ 7/8	+ 3.88	37	18 5/8	10	4,749	111,007
WOMETCO	WPM	N	12 5/8	13 1/4	- 5/8	- 4.71	19 3/8	10 5/8	10	6,295	79,474
<b>Cablecasting</b>									TOTAL	335,246	9,561,022
AMECO**	ACO	D	1/8	1/8	-	.00	3	1/8		1,200	150
AMER. ELECT. LABS**	AELBA	O	2	2 1/8	- 1/8	- 5.88	3 5/8	1 3/8		1,673	3,346
AMERICAN TV & COMM.	AMTV	O	16 1/2	18 3/4	- 2 1/4	- 12.00	39	16 1/2	28	2,879	47,503
ATHENA COMM.**	O			1	-	.00	5 1/2	7/8		2,126	2,126
BURNUP & SIMS	BSIM	O	31	28 3/8	+ 2 5/8	+ 9.25	31 3/4	20 3/8	43	7,692	238,452
CABLECOM-GENERAL**	CCG	A	3 7/8	3 7/8	-	.00	8 7/8	3 1/4		2,498	9,679
CABLE FUNOING CORP.+	CFUN	O	7 1/4	7	+ 1/4	+ 3.57	9 3/4	4 1/2		1,233	8,939
CABLE INFORMATION**	O		3/4		- 1/4	- 25.00	2 1/2	3/4		663	497
CITIZENS FINANCIAL	CPN	A	4 1/8	4 1/8	-	.00	9 1/2	3 7/8	8	2,685	11,075
COMCAST	O		2 3/4	3 1/2	- 3/4	- 21.42	5 3/8	2 3/4	14	1,493	4,105
COMMUNICATIONS PROP.	COMU	O	3 7/8	3 7/8	-	.00	9 3/4	3 5/8	20	4,435	17,185
COX CABLE	CXC	A	12 7/8	14 5/8	- 1 3/4	- 11.96	31 3/4	12 7/8	25	3,560	45,835
ENTRON	ENT	O	1	7/8	+ 1/8	+ 14.28	9 1/4	1 1/4	7	1,358	1,358
GENERAL INSTRUMENT	GRL	N	21	22 7/8	- 1 7/8	- 8.19	29 1/2	13 1/4	14	6,790	142,590
GENERAL TELEVISION*	O		3	3	-	.00	4 1/2	2 1/2	150	1,000	3,000
HERITAGE COMM.**	O		5	5	-	.00	17 1/2	5		345	1,725
LVO CABLE	LVOCD	D	4 7/8	5 1/2	- 5/8	- 11.36	11 1/4	4	21	1,656	8,073
SCIENTIFIC-ATLANTA	SFA	A	11	11 7/8	- 7/8	- 7.36	15 3/8	6 1/4	15	917	10,087
TELE-COMMUNICATIONS	TCOM	D	7 1/8	7 1/2	- 3/8	- 5.00	21	7 1/8	17	4,617	32,896
TELEPRDMPTR	TP	N				.00	34 1/2	8 3/4	13	16,482	158,639
TIME INC.	TL	N	42 1/4	41 3/4	+ 1/2	+ 1.19	63 1/4	29 1/2	10	10,380	438,555
TOCDM	TOCDM	O	4 1/2	4 7/8	- 3/8	- 7.69	12 1/8	4 1/2	9	596	2,682
UA-COLUMBIA CABLE	UACC	O	6 3/8	6 3/4	- 3/8	- 5.55	15	6 3/8	11	1,794	11,436
VIACOM	VIA	N	8	8 1/4	- 1/4	- 3.03	20	7 5/8	14	3,851	30,808
VIKOA	VIK	A	3 5/8	3 5/8	-	.00	9 1/8	3 3/8	52	2,591	9,392
<b>Programing</b>									TOTAL	84,514	1,240,133
COLUMBIA PICTURES**	CPS	N	5 3/8	4 1/2	+ 7/8	+ 19.44	9 7/8	4 1/4		6,335	34,050
DISNEY	DIS	N	71 5/8	71 3/4	- 1/8	- .17	123 7/8	70 1/8	44	28,552	2,045,037
FILMWAYS**	FWY	A	4 3/8	4 1/2	- 1/8	- 2.77	5 3/8	2 1/8		1,832	8,015
GULF + WESTERN	GW	N	30 1/4	30 7/8	- 5/8	- 2.02	35 3/4	21 3/8	7	14,054	425,133
MCA	MCA	N	28	27	+ 1	+ 3.70	34 1/4	18 1/2	10	8,380	234,640
MGM	MGM	N	17 7/8	17	+ 7/8	+ 5.14	24	13 5/8	19	5,958	106,499
MUSIC MAKERS**	MUSC	O				.00	2 5/8	1 5/8		534	1,401
TELE-TAPE**	O		3/4	3/4	-	.00	1 3/4	3/8		2,190	1,642
TELETRONICS INTL.	O		4 1/2	4 3/4	- 1/4	- 5.26	10 1/2	3 3/4	9	943	4,243
TRANSAMERICA	TA	N	11 7/8	12 7/8	- 1	- 7.76	17 5/8	10 3/4	9	66,449	789,081
20TH CENTURY-FOX	TF	N	7 5/8	7 3/4	- 1/8	- 1.61	12 3/8	6 1/2	8	8,562	65,285
WALTER REAGE**	WALT	O	1/2		- 1/8	- 20.00	1 3/8	1/2		2,203	1,101
WARNER	WCI	N	12 1/8	13 1/8	- 1	- 7.61	39 1/8	10 3/4	5	17,064	206,901
WRATHER	WCO	A	7	7 1/2	- 1/2	- 6.66	16 5/8	6 3/4	58	2,229	15,603
<b>Service</b>									TOTAL	165,285	3,938,631
JOHN BLAIR	BJ	N	7 1/2	8	- 1/2	- 6.25	13	6 3/8	6	2,411	18,082
COMSAT	CO	N	53 1/2	53 5/8	- 1/8	- .23	64 1/2	42 1/4	19	10,000	535,000
CREATIVE MANAGEMENT	CHA	A	5 5/8	6 1/8	- 1/2	- 8.16	9 1/2	4	6	1,016	5,715
DOYLE DANE BERNBACH	DOYL	O	13 1/4	13 1/2	- 1/4	- 1.85	23 1/2	12	6	1,910	25,307

Stock symbol	Exch.	Closing Wed. Oct. 24	Closing Wed. Oct. 17	Net change in week	% change in week	High 1973	Low	P/E ratio	Approx. Shares out (000)	Total market capitalization (000)	
ELKINS INSTITUTE**	ELKN	O	1 1/2	1 1/2		.00	1 1/4	1 1/2	1,664	832	
FOOTE CONE & BELDING	FCB	N	10 1/2	11	- 1/2	- 4.54	13 3/8	8 1/8	11	2,129	22,354
CLINTON E. FRANK	O					.00	11 1/2	5	10	720	7,470
GREY ADVERTISING	GREY	O	10 1/2	10 3/4	- 1/4	- 2.32	17 1/4	8 1/4	5	1,263	13,261
INTERPUBLIC GROUP	IPG	N	15 1/4	16 1/2	- 1 1/4	- 7.57	25 3/8	12 1/8	5	2,464	37,576
MARVIN JOSEPHSON	MRVN	O	13 1/2	12 1/2	+ 1	+ 8.00	18 1/2	8	10	1,085	14,647
MCCAFFREY & MCCALL	O		7 1/2	7 3/4	- 1/4	- 3.22	10 3/4	6 3/4	4	585	4,387
MCI COMMUNICATIONS+	MCIC	O	7 5/8	7 1/2	+ 1/8	+ 1.66	8 7/8	4 5/8		12,825	97,790
MOVIELAB**	MOV	A	1 1/4	1 3/8	- 1/8	- 9.09	1 7/8	1 1/8		1,407	1,758
MPO VIDEOTRONICS**	MPO	A	2 3/4	2 3/8	+ 3/8	+ 15.78	4 7/8	2		540	1,485
NEEHDAM, HARPER	NDHMA	O	8 3/4	9 1/4	- 1/2	- 5.40	26 1/4	8 1/2	4	916	8,015
A. C. NIELSEN	NIELB	O	34 1/2	35 1/4	- 3/4	- 2.12	40 1/2	29 1/2	32	10,598	365,631
OGILVY & MATHER	OGIL	O	24 1/4	25 1/2	- 1 1/4	- 4.90	32 1/2	14 1/2	9	1,777	43,092
PKL CO.	PKL	O		1 1/4		.00	2 5/8	3/4	2	818	1,022
J. WALTER THOMPSON	JWT	N	13 3/4	14 1/2	- 3/4	- 5.17	24 3/4	12 3/4	7	2,635	36,231
UNIVERSAL COMM.**	O		2 3/4	2 3/4		.00	12 1/4	2	5	715	1,966
WELLS, RICH, GREENE	WRG	N	12 1/4	11 1/8	+ 1 1/8	+ 10.11	21 1/8	9 1/2	6	1,568	19,208
<b>Electronics</b>											
									TOTAL	59,046	1,260,829
ADMIRAL	ADL	N	14 1/8	12 1/8	+ 2	+ 16.49	18	7 1/4	7	5,817	82,165
AMPEX	APX	N	4 7/8	5 1/2	- 5/8	- 11.36	6 7/8	3 1/4	12	10,878	53,030
CCA ELECTRONICS	CCAE	O	1	1		.00	3	1	2	881	881
COLLINS RADIO	CRI	N	24 3/4	24 3/4		.00	25 7/8	15 1/4	17	2,968	73,458
COMPUTER EQUIPMENT	CEC	A	2	2 3/8	- 3/8	- 15.78	2 7/8	1 7/8	13	2,366	4,732
CONRAC	CAX	N	20 1/4	20 3/4	- 1/2	- 2.40	31 7/8	14 1/4	11	1,261	25,535
GENERAL ELECTRIC	GE	N	67 1/2	65 1/2	+ 2	+ 3.05	75 7/8	55	22	182,348	12,308,490
HARRIS-INTERTYPE	HI	N	39 1/2	40 3/4	- 1 1/4	- 3.06	49 1/4	24 1/2	15	6,227	245,966
INTERNATIONAL VIDEO	IVCP	D	7 1/4	6	+ 1 1/4	+ 20.83	14 3/4	5 3/4	13	2,745	19,901
MAGNAVOX	MAG	N	9 3/4	10	- 1/4	- 2.50	29 5/8	8 5/8	14	17,806	173,608
3M	MMM	N	88 7/8	89 1/2	- 5/8	- .69	90 1/2	76 1/4	37	113,051	10,047,407
MOTOROLA	MOT	N	62 3/4	63 7/8	- 1 1/8	- 1.76	67 3/8	41 1/4	25	27,740	1,740,685
OAK INDUSTRIES	OEN	N	16	16		.00	20 1/2	10 3/4	8	1,639	26,224
RCA	RCA	N	25 5/8	26 1/2	- 7/8	- 3.30	39 1/8	22 1/8	12	74,531	1,909,856
RSC INDUSTRIES	RSC	A	2 1/4	2 1/8	+ 1/8	+ 5.88	2 1/4	1 3/8	16	3,458	7,780
SONY CORP	SNE	N	38 1/4	44 1/4	- 6	- 13.55	57 1/4	38 1/4	34	66,250	2,534,062
TEKTRONIX	TEK	N	51 1/4	52 1/4	- 1	- 1.91	53 7/8	29 7/8	24	8,185	419,481
TELEIMATION**	TIMT	O	2 1/2	2 1/2		.00	4 3/4	2 3/8		1,050	2,625
TELEPRO INDUSTRIES	D		3/4	3/4		.00	2 1/2	3/4	5	1,717	1,287
WESTINGHOUSE	WX	N	31 7/8	33	- 1 1/8	- 3.40	47 3/8	31 1/8	14	88,595	2,823,965
ZENITH	ZE	N	36 1/4	37	- 3/4	- 2.02	56	32 1/8	12	19,043	690,308
									TOTAL	638,556	33,191,446
									GRAND TOTAL	1,364,098	51,527,355

Standard & Poor's Industrial Average 124.06 123.65 + .41

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-Over the counter (bid price shown)  
P-Pacific Coast Stock Exchange

Over-the-counter bid prices supplied by  
Hornblower & Weeks, Hemphill-Noyes Inc.,  
Washington.  
A blank in closing price columns  
indicates no trading in stock.

P/E ratios are based on earnings-per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through Broadcasting's own research. Earn-  
ings figures are exclusive of extraordinary  
gains/losses.

\* P/E ratio computed with  
earnings figures of company's  
last published fiscal year.  
† No annual earnings figures  
are available.  
\*\* No P/E ratio is computed;  
company registers net losses.

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

Company	Period	CURRENT AND CHANGE			YEAR EARLIER				
		Revenues	Change	Net Income	Revenues	Net Income	Per Share		
ABC Inc.	9 mo. 9/30	661,119,000	+ 6.8%	35,160,000	+44.7%	2.05	619,010,000	24,293,000	1.43
Ameco Inc.	year 6/30	3,106,180	+ 42.4%	(1,455,309)	*	(1.21)	2,180,799	(526,000)	(.44)
Communications Satellite Corp.	9 mo. 9/30	86,649,000	+ 11.4%	25,055,000	+31.6%	2.51	77,765,000	19,035,000	1.90
Dun & Bradstreet Companies, Inc.	9 mo. 9/30	333,928,000	+ 14.7%	27,717,000	+15.0%	1.06	291,124,000	24,109,000	.93
Harte-Hanks Newspapers, Inc. <sup>1</sup>	9 mo. 9/30	61,319,000	+ 27.6%	3,666,000	+15.0%	.85	48,050,000	3,187,000	.82
Heritage Communications Inc.	9 mo. 9/30	361,211	+291.3%	(190,533)	*	(.55)	124,004	(57,978)	(.24)
Kansas State Network Inc. <sup>2</sup>	year 8/31	8,103,064	+ 2.0%	1,003,804	+ 9.5%	.58	7,947,500	917,494	.55
Media General Inc.	9 mo. 9/30	95,250,581	+ 9.5%	6,841,579	+31.8%	1.90	86,997,980	5,190,850	1.44
3M Co.	9 mo. 9/30	1,883,000,000	+ 20.1%	218,600,000	+22.6%	1.94	1,568,000,000	178,300,000	1.58
Multimedia Inc.	9 mo. 9/30	36,711,156	+ 22.9%	4,317,361	+13.0%	.98	29,877,777	3,820,131	.87
Post Corp.	9 mo. 9/30	12,950,098	+ 5.5%	1,263,651	+18.8%	1.40	12,273,694	1,063,664	1.13
Taft Broadcasting Co.	6 mo. 9/30	48,502,670	+ 19.1%	6,989,181	+ 8.0%	1.68	40,733,802	6,471,799 <sup>3</sup>	1.61
Viacom International Inc.	9 mo. 9/30	26,020,000	+ 42.6%	1,652,000	+15.2%	.43	18,247,000	1,434,000	.37
Visual Electronics Corp.	3 mo. 6/30	2,914,000	+ 27.9%	25,000	*	.02	2,278,000	(112,000)	(.08)
Wometco Enterprises Inc.	9 mo. 9/8	92,189,000	+ 20.0%	5,583,000	+22.1%	.927	76,811,000	4,574,000	.762
Zenith Radio Corp.	9 mo. 9/30	691,655,000	+ 28.0%	37,478,000	+37.4%	1.98	540,501,000	27,281,000	1.43

\* Percentage change is too great to provide a meaningful figure.

<sup>1</sup> Television revenues were \$3,001,000 for 1973 period; \$2,461,000 for 1972 period.

<sup>2</sup> Broadcasting contributed \$4,446,378 to revenues and \$657,438 to net income in fiscal 1973; \$3,948,728 to revenues and \$549,003 to net income in fiscal 1972.

<sup>3</sup> Before extraordinary credit resulting from gain on sale of WBRC-AM-FM Birmingham, Ala., on Sept. 1, 1972. Net income for 1972 period including extraordinary credit was \$7,558,254 or \$1.87 per share.



# The Broadcasting Playlist **Oct 29**

These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the reporting station on which it is played and for the part of the day in which it appears. Bullet (\*) indicates an upward movement of 10 or more chart positions over the previous week.

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
2	1		<b>Angie (4:30)</b> Rolling Stones—Rolling Stones	1	1	1	1
1	2		<b>Half-Breed (2:42)</b> Cher—MCA	2	2	2	2
3	3		<b>Ramblin' Man (3:36)</b> Allman Brothers—Capricorn	4	3	3	3
4	4		<b>Higher Ground (3:10)</b> Stevie Wonder—Tamia	5	5	4	6
6	5		<b>Keep on Truckin' (3:21)</b> Eddie Kendricks—Tamia	3	6	5	7
14	6		<b>Midnight Train to Georgia (3:55)</b> Glady's Knight & the Pips—Buddah	7	4	6	4
5	7		<b>Heartbeat, It's a Love Beat (2:59)</b> DeFranco Family—20th Century	8	7	7	5
7	8		<b>All I Know (3:48)</b> Art Garfunkel—Columbia	6	9	8	13
8	9		<b>That Lady (3:09)</b> Isley Brothers—T-Neck	9	10	10	11
20	10		<b>Paper Roses (2:39)</b> Marie Osmond—MGM	10	11	9	10
10	11		<b>Photograph (3:59)</b> Ringo Starr—Apple	13	8	12	8
29	12		<b>Let's Get It On (3:58)</b> Marvin Gaye—Tamia	11	12	11	16
21	13		<b>Just You 'n' Me (3:44)</b> Chicago—Columbia	12	13	13	14
9	14		<b>Loves Me Like a Rock (3:32)</b> Paul Simon—Columbia	14	16	14	18
16	15		<b>Yes We Can Can (3:55)</b> Pointer Sisters—Blue Thumb	16	15	18	15
13	16		<b>We're an American Band (3:25)</b> Grand Funk—Capitol	21	18	15	9
17	17		<b>Top of the World (2:56)</b> Carpenters—A & M	15	19	17	19
30	18		<b>Space Race (3:21)</b> Billy Preston—A & M	19	14	19	12
15	19		<b>My Maria (2:32)</b> B. W. Stevenson—RCA	17	17	20	17
32	20		<b>I Got a Name (3:09)</b> Jim Croce—ABC/Dunhill	18	20	16	20
23	21		<b>Knockin' on Heaven's Door (2:28)</b> Bob Dylan—Columbia	20	21	21	21
25	22		<b>My Sweet Gypsy Rose (2:51)</b> Dawn—Bell	22	22	23	22
26	23		<b>Summer (The First Time) (4:37)</b> Bobby Goldsboro—United Artists	24	23	22	24
22	24		<b>We May Never Pass This Way Again (3:50)</b> Seals & Crofts—Warner Brothers	23	24	25	27
24	25		<b>You're a Special Part of Me (3:15)</b> Diana Ross & Marvin Gaye—Motown	25	26	24	23
39	26		<b>Hello It's Me (3:27)</b> Todd Rundgren—Bearsville	28	25	26	28
12	27		<b>China Grove (3:14)</b> Doobie Brothers—Warner Brothers	31	27	28	26
38	28		<b>Jesse (4:00)</b> Roberta Flack—Atlantic	27	29	29	31
18	29		<b>Let Me In (3:38)</b> Osmonds—MGM	26	28	31	30
19	30		<b>Delta Dawn (3:08)</b> Helen Reddy—Capitol	29	30	32	32
11	31		<b>Free Ride (3:05)</b> Edgar Winter Group—Epic	30	31	30	29
28	32		<b>Rocky Mountain Way (3:39)</b> Joe Walsh—ABC/Dunhill	39	38	27	25
35	33		<b>Ooh Baby (3:14)</b> Gilbert O'Sullivan—Mam	33	33	33	33
34	34		<b>In the Midnight Hour (3:14)</b> Cross Country—Alco	32	32	35	37
33	35		<b>You Got Me Anyway (2:53)</b> Sutherland Brothers and Quiver—Capitol	35	34	41	34
58	36		<b>The Most Beautiful Girl (2:42)</b> Charlie Rich—Epic	34	35	39	42
36	37		<b>The Love I Lost (3:39)</b> Harold Melvin & the Bluenotes—Philadelphia Intl.	42	36	36	35
28	38		<b>Brother Louie (3:55)</b> Stories—Kama Sutra	38	41	34	46
54	39		<b>Goodbye Yellow Brick Road</b> Elton John—MCA	36	39	37	38
—	40		<b>Let Me Serenade You</b> Three Dog Night—ABC/Dunhill	37	40	38	36
31	41		<b>Jimmy Loves Maryann (3:25)</b> Looking Glass—Epic	41	37	45	49

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
41	42		<b>Show and Tell (3:28)</b> Al Wilson—Rocky Road	45	43	43	41
44	43		<b>Dream On (3:25)</b> Aerosmith—Columbia	40	45	46	43
—	44		<b>D'yer Mak'er</b> Led Zeppelin—Atlantic	47	52	44	40
37	45		<b>Basketball Jones (4:04)</b> Cheech & Chong—Ode	51	63	40	39
—	46		<b>Be (3:52)</b> Neil Diamond—Columbia	43	42	52	50
73	47		<b>Painted Ladies (3:30)</b> Ian Thomas—Janus	58	46	48	45
40	48		<b>Touch Me in the Morning (3:51)</b> Diana Ross—Motown	61	44	48	47
43	49		<b>Saturday Night's Alright for Fighting (4:55)</b> Elton John—MCA	62	56	49	44
49	50		<b>Bad Bad Leroy Brown (3:02)</b> Jim Croce—ABC/Dunhill	44	67	42	89
62	51		<b>Nitbush City Limits (2:57)</b> Ike and Tina Turner—United Artists	59	63	50	48
61	52		<b>Rockin' Roll Baby (3:16)</b> Stylistics—Avco	46	47	54	58
—	53		<b>Sister James (2:53)</b> Nino Tempo & The Fifth Avenue Sax—A&M	52	50	61	51
60	54		<b>Sweet Understanding Love (2:59)</b> Four Tops—ABC/Dunhill	49	51	57	54
—	55		<b>Corazon</b> Carole King—Ode	50	54	56	57
70	56		<b>I Won't Last a Day (3:19)</b> Maureen McGovern—20th Century	60	53	51	65
53	57		<b>Check It Out (3:25)</b> Tavares—Capitol	48	62	59	59
—	58		<b>Rock and Roll (4:20)</b> Kevin Johnson—Mainstream	66	48	58	55
45	59		<b>Such a Night (2:55)</b> Dr. John—Alco	65	61	55	53
—	60		<b>My Music</b> Loggins & Messina—Columbia	55	57	62	62
68	61		<b>Ashes to Ashes (3:30)</b> Fifth Dimension—Bell	54	55	67	63
—	62		<b>Pretty Lady</b> Lighthouse—Polydor	57	64	60	60
—	63		<b>There Ain't No Way</b> Lobo—Big Tree	53	66	64	61
63	64		<b>Sail Around the World (3:14)</b> David Gates—Elektra	64	49	69	66
67	65		<b>Why Me (3:25)</b> Kris Kristofferson—Monument	67	58	65	64
71	66		<b>Loving Arms (2:50)</b> Dobie Gray—MCA	63	59	70	67
52	67		<b>Woman from Tokyo (2:56)</b> Deep Purple—Warner Brothers	*	*	53	52
57	68		<b>You've Never Been This Far Before (2:56)</b> Conway Twitty—MCA	56	*	68	75
—	69		<b>Spiders &amp; Snakes (3:03)</b> Jim Stafford—MGM	73	65	63	70
55	70		<b>Friends (2:69)</b> Bettye Midler—Atlantic	69	72	68	68
—	71		<b>I'm Coming Home (3:15)</b> Johnny Mathis—Columbia	70	59	74	*
59	72		<b>Freedom for the Stallion (3:45)</b> Hues Corp.—RCA	71	68	72	*
—	73		<b>Roll in My Sweet Baby's Arms (2:55)</b> Leon Russell—Shelter	74	71	*	*
—	74		<b>Mammy Blue (3:41)</b> Stories—Kama Sutra	75	*	*	73
—	75		<b>Time in a Bottle</b> Jim Croce—ABC/Dunhill	*	75	71	*

Alphabetical list (with this week's over-all rank):

All I know (8), Angie (1), Ashes to Ashes (61), Bad Bad Leroy Brown (50), Basketball Jones (45), Be (46), Brother Louie (38), Check It Out (57), China Grove (27), Corazon (55), Delta Dawn (30), Dream On (43), D'yer Mak'er (44), Free Ride (31), Freedom for the Stallion (72), Friends (70), Goodbye Yellow Brick Road (39), Half-Breed (2), Heartbeat, It's a Love Beat (7), Hello It's Me (26), Higher Ground (4), I Got a Name (20), I Won't Last a Day (56), I'm Coming Home (71), In the Midnight Hour (34), Jesse (28), Jimmy Loves Maryann (41), Just You 'n' Me (13), Keep on Truckin' (5), Knockin' on Heaven's Door (21), Let Me In (29), Let Me Serenade You (40), Let's Get It On (12), The Love I Lost (37), Loves Me Like a Rock (14), Loving Arms (66), Mammy Blue (74), Midnight Train to Georgia (6), The Most Beautiful Girl (36), My Maria (19), My Music (60), My Sweet Gypsy Rose (22), Nitbush City Limits (51), Ooh Baby (33), Painted Ladies (47), Paper Roses (10), Photograph (11), Pretty Lady (62), Ramblin' Man (3), Rock and Roll (58), Rockin' Roll Baby (52), Rocky Mountain Way (32), Roll in My Sweet Baby's Arms (73), Sail Around the World (64), Saturday Night's Alright for Fighting (49), Show and Tell (42), Sister James (53), Space Race (18), Spiders & Snakes (69), Such a Night (59), Summer (The First Time) (23), Sweet Understanding Love (54), That Lady (9), There Ain't No Way (63), Time in a Bottle (75), Top of the World (17), Touch Me in the Morning (48), We May Never Pass This Way Again (24), We're an American Band (16), Why Me (65), Woman from Tokyo (67), Yes We Can Can (15), You Got Me Anyway (35), You're a Special Part of Me (25), You've Never Been This Far Before (68).

## Music

**Tracking the 'Playlist.'** The Rolling Stones' plaintive ballad "Angie" is the new number one record this week, replacing Cher's "Half-Breed" (now two). And two new songs pop into the top 10 for the first time, Gladys Knight and the Pips' "Midnight Train to Georgia" (six) and Marie Osmond's "Paper Roses" (10), which is bulletted. Despite the flurry of new records on the "Playlist"—14 new ones this week—only three songs break into the top-40 positions: Charlie Rich's "Most Beautiful Girl in the World" (36), Elton John's "Goodbye Yellow Brick Road" (39) and, in its first week, Three Dog Night's "Let Me Serenade You" (40) (see "Breaking In," this page). Nine of those new records are bulletted this week, promising increased movement in the top-40 in the following few weeks. Among those new and bulletted songs are Led Zeppelin's trimmed-down "D' Yer Maker" (44), Neil Diamond's "Be" (46) from the soundtrack of the film "Jonathon Livingston Seagull," Nino Tempo's almost-instrumental "Sister James" (53), Carole King's second track from *Fantasy*, "Corazon" (55), and Loggins & Messina's "My Music" (60). Also new are Jim ("Swamp Witch") Stafford's "Spiders and Snakes" (69), Johnny Mathis's "I'm Coming Home" (71), Leon Russell's "Roll in My Baby's Arms" (73), Stories' "Mammy Blue" (74) and cut from the late Jim Croce's last album called "Time in a Bottle" (75), which will be released soon as a single due to programmer demand.

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

- CALICO, Tommy James (Roulette).
- CHEAPER TO KEEP HER, Johnnie Taylor (Stax).
- COUNTRY SUNSHINE, Dottie West (RCA).
- FUNKY STUFF, Kool & the Gang (De-lite).
- IF YOU'RE READY (COME GO WITH ME), Staple Singers (Stax).
- THE JOKER, Steve Miller Band (Capitol).
- LET ME BE THERE, Olivia Newton-John (MCA).
- LITTLE GIRL GONE, Donna Fargo (Dot).
- OH NO NOT MY BABY, Rod Stewart (Mercury).
- OOH WHAT A FEELIN', Johnny Nash (Epic).
- REASON TO FEEL, Scuffy Schew (Metro-media).
- REDNECK FRIEND, Jackson Browne (Asylum).
- SMOKIN' IN THE BOYS ROOM, Brownsville Station (Big Tree).
- A SONG I'D LIKE TO SING, Kris Kristofferson & Rita Coolidge (A&M).
- STEALIN', Uriah Heep (Warner Brothers).
- TOGETHER (BODY AND SOULIN'), Mission (Paramount).
- WALKING IN THE GEORGIA RAIN, Sonny Geraci and Climax (Rocky Road).

## Breaking In



**Ol' Blue Eyes Is Back—Frank Sinatra (Reprise)** ■ Thirty years after his work with the Tommy Dorsey and Harry James bands, 20 years after the greatest body of his film-acting work, it is easy to say that Frank Sinatra is not the same. But there is a force still at work here, something in the voice that strikes a chord of familiarity—a pre-conditioned response that filters out everything but the warmth. Never mind that he doesn't always hit that last note on pitch any more, or that the long notes trail off instead of being clipped, or that there isn't that effortless punch in his phrasing. The response is still there—produced, it seems, as much by the listener as the singer.

All the songs included on *Ol' Blue Eyes Is Back* are ballads. Most of the songs are new: a selection from Broadway's "Little Night Music," a song from the film, "The Man Who Loved Cat Dancing," and an obscure Kris Kristofferson tune among them. The tempos are moderate and vary little from phrase to phrase. In fact, Gordon Jenkins's and Don Costa's arrangements seem purposely designed to keep any stumbling blocks from under the Sinatra feet.

The album, released 10 days ago, will be marketed in conjunction with an NBC-TV special on Nov. 18 marking Mr. Sinatra's comeback from a two-year retirement. Warner Bros. Records considers this album, his first in more than four years, so important that it has sent its president, Joe Smith, on the road to promote it. Among the stations that had been wooed and won last week were WMAL-AM-FM Washington, WIP(AM) Philadelphia, WIXY(AM) Cleveland, WTAE(AM) Pittsburgh, WBEN(AM) Buffalo, N.Y., and WSB-AM-FM Atlanta.

**"Let Me Serenade You"—Three Dog Night (ABC/Dunhill)** ■ Three Dog Night rode into view about five years ago on the strength of a song by Harry Nilsson called "One." Then they convinced programmers that they were a factor to be reckoned with on the power of Randy Newman's "Mama Told Me Not to Come." And they cemented themselves into prominence with a Laura Nyro tune, "Eli's Coming."

ABC/Dunhill spokesmen insist over and over again that this group is "not a cover band." Be that as it may, their talent has been in their ability to choose



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material, if not in the manner in which they deliver it.

They proved that maxim once again with a song by up-and-coming songwriter Richard Moore (who also penned B. W. Stevenson's "My Maria"). From the album that includes "Shambala" comes "Let Me Serenade You." A pat, pop song, it is not one of Three Dog Night's stronger offerings. Despite the rather undistinguished quality of it, "Let Me Serenade You" is making it onto many playlists with haste.

Those playing this song last week in-

cluded: KILT(AM) Houston, WIIN(AM) Atlanta and KOIL(AM) Omaha.

**"For Your Love"**—Gwen McCrae (Cat) Watchers of R&B playlists would do well to note a single by Gwen McCrae on Cat Records entitled "For Your Love." This slow, soul ballad was a hit about 10 years ago by Ed Townsend. Most major-market, black-oriented stations had it on their playlists by last week. It is climbing into the top 20 on the R&B charts and may cross over to pop soon.

Gwen McCrae renders this standard in

a deliberate, halting style. Her delivery is nothing new to soul, but this style is tricky. The artist either soars with the emotion he or she brings to it or the artist wallows in the excess. "For Your Love," luckily, flies.

Those black-oriented stations playing it last week included: WOL(AM) Washington, KDIA(AM) San Francisco, WJLB(AM) Detroit, KGFJ(AM) Los Angeles, WBLB(FM) New York, WLAC(AM) Nashville, WABQ(AM) Cincinnati, WWIN(AM) Baltimore, KCOH(AM) Houston, WDIA(AM) Memphis and WVON(AM) Chicago.

## Fates & Fortunes®

### Media

**Harry Trenner**, president, KCKC(AM) San Bernardino, Calif., elected board chairman. He is succeeded as president by **Douglas Trenner**, executive VP. **Walter Dettweiler**, general manager, KCKC, elected VP.

**William Quigg**, WBIW(AM) Bedford, elected president, Indiana Broadcasters Association; **Don N. Nelson**, WIRE(AM) Indianapolis, elected president-elect; **James Hilliard**, WIBC(AM) Indianapolis, elected VP-AM; **Roy Whitton**, WSMJ(FM) Greenfield, elected VP-FM; **Kelly Atherton**, WFIE-TV Evansville, elected VP-TV; **Paul King**, WAWK-AM-FM Kendallville, elected secretary-treasurer, and **Earl Metzger**, WITZ-AM-FM Jasper, elected assistant secretary-treasurer.

**Lynn Adair**, KSL-AM-TV Salt Lake City, elected president of National Association of Farm Broadcasters, succeeding **Russell Pierson**, WKY(AM) Oklahoma City. Others elected at NAFB 30th annual convention in Kansas City: **Bill Mason**, WGN-AM-TV Chicago, president-elect; **Royce Bodiford**, KGNC-AM-TV, Amarillo, Tex., VP. **Bob Buice**, KARN(AM) Little Rock, Ark., re-elected historian and **George Logan**, WIBW-AM-TV Topeka, Kan. appointed secretary-treasurer. **Ben Ludy**, who retired this year as president and general manager of KWFT(AM) Wichita Falls, Tex., was presented NAFB's meritorious service award for continuous support of farm broadcasting.

**Ray Gladfelter**, former director of programming, National Instructional Television Center, Bloomington, Ind., appointed director, instructional television development, noncommercial WETA-TV Washington.

**Lillian Fortier**, director of public information, Hunters Point-Bayview Community Health Service, San Francisco, named director of community relations, KRON-TV San Francisco.

**Robert W. Sarnoff**, RCA Corp. board chairman, received honorary fellowship from Royal Television Society of Britain, marking first time American-born executive to be so honored.

### Broadcast Advertising



Mirolli

**Lon Mirolli**, with WKEF(TV) Dayton, Ohio, appointed general sales manager.

**John Barbera**, local sales manager, WNAC-TV Boston, named national sales manager. He is succeeded by **John D. Quinlan**, with sales staff, WBZ-TV there.

**Patsy Stone**, with WBDH(TV) Dothan, Ala., named national sales manager.

**William Wayland**, with RKO Radio, New York, appointed sales manager, WWEL-AM-FM Medford, Mass.

**Charles Piccirillo** and **Jack Piccolo**, creative management supervisors, Doyle Dane Bernbach, New York, elected senior VP's.

**Louis M. Serrille**, creative supervisor, J. Walter Thompson Co., New York, elected senior VP.

**Ronald G. Hoff**, senior VP-creative director, Ogilvy & Mather, New York, and **William S. Baker**, senior VP-creative director, Foote, Cone & Belding, appointed executive creative directors, FC&B, Chicago. **Richard E. Masilotti**, director of network relations, FCB, Chicago, elected VP.

**Theodore S. Burnett**, senior VP-manager, West Coast operations, McCann-Erickson, joins Benton & Bowles as senior VP-general manager, Los Angeles office.

**Richard Weinstein**, associate media director, Dancer-Fitzgerald-Sample, New York, named senior associate media director. **Edward S. Luneburg**, media supervisor, D-F-S, San Francisco, appointed media director.

**Herb Gordon**, director of media and marketing, Ketchum, MacLeod & Grove, Houston, elected VP.

**Joe Rogers**, account executive, Blair Television, Philadelphia, appointed to newly created position, eastern regional sales manager, MMT Sales, New York rep.

**William F. Sowder**, art supervisor/producer, Needham, Harper & Steers, Chicago, appointed creative supervisor. **Tom Tawa**, art director, NH&S, Los Angeles, appointed art supervisor, Chicago office.

**Jesse Caesar**, VP-associate creative director, McCann-Erickson, Houston, named creative director.

**Donald H. Foshier**, formerly with Vanguard Communications division, Gardner Advertising Co., St. Louis, joins Whitehead and Scholin agency there as president.

**V. William Montuori**, former assistant treasurer at Young & Rubicam, New York, named assistant treasurer at Harrington, Righter & Parsons there.

**William Brady**, assistant media director, SSC&B, New York, joins Botsford Ketchum, San Francisco, as media supervisor.

**John T. Kelly**, formerly with Compton Advertising, joins Draper Daniels, Chicago, as VP-manager of creative services.

**Lee Cirillo**, VP-group creative director, N.W. Ayer & Son, Chicago, joins Sperry-Boom there as associate creative director.

**David E. Scott**, media director, Handley & Miller agency, Indianapolis, elected VP.

**Emmett McNamara Jr.**, with Wells, Rich, Greene, Detroit, named account executive, Burton Sohigian agency there.

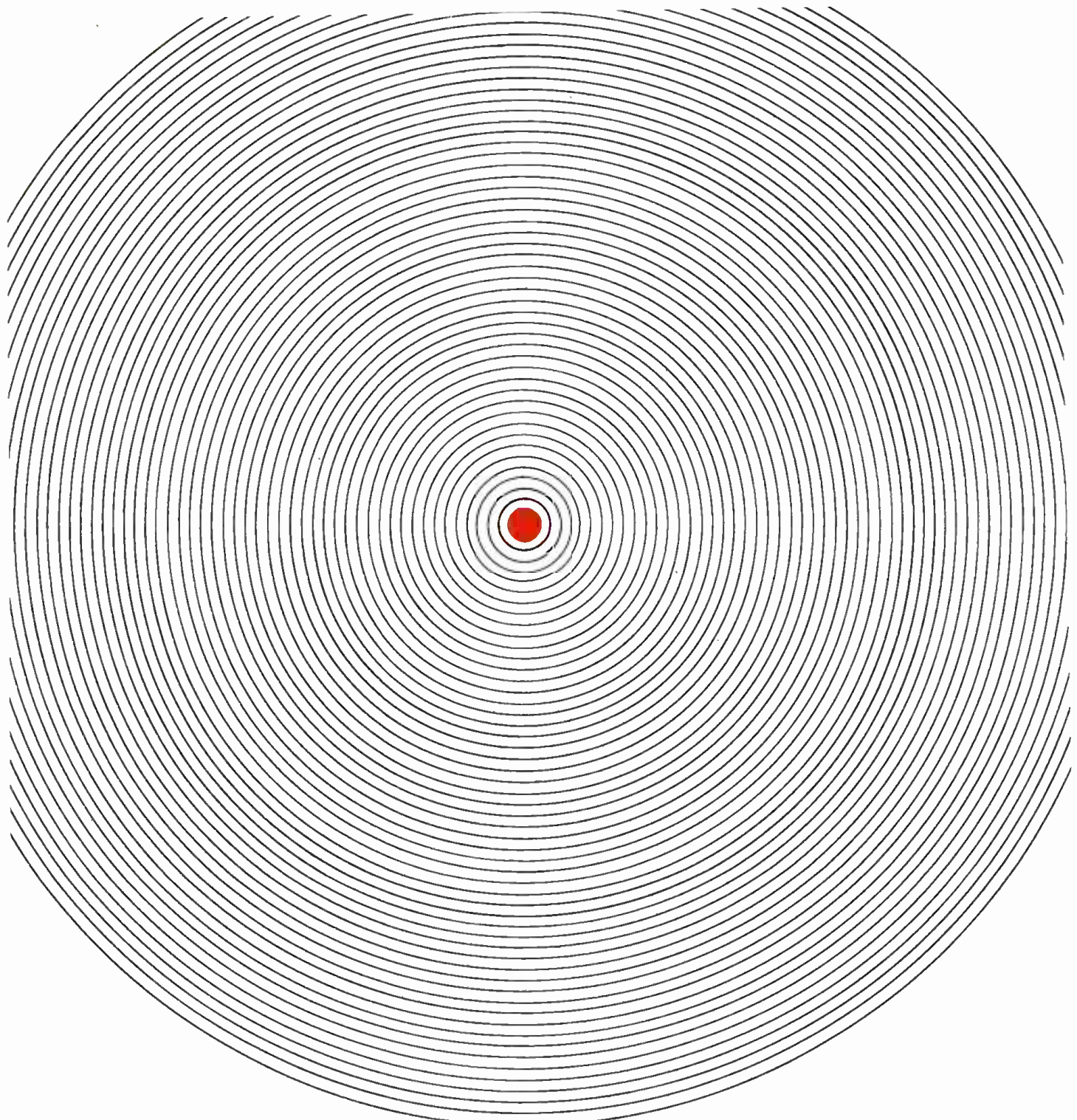
### Programming

**Peter Andrews**, freelance magazine and screen writer, named manager, film programs, West Coast, NBC-TV.

**Steven S. Greene**, former director, project development, East Coast, Tomorrow Entertainment Inc., named manager of network relations, Warner Bros. Television, New York.

**William Koblenzer**, sales executive, ABC-TV, New York, elected VP-sales, Syndicast Services Inc., New York, program-syndication company.

**Michael Donohew**, formerly director of business affairs, CBS-TV in New York and Hollywood and recently producer of



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**B**—The Facilities of AM-FM Radio  
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 FM Educational Call Letters  
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**C**—Equipment and Products  
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 FCC Rules & Regulations  
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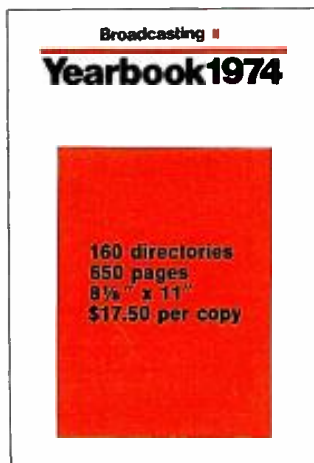
**D**—Radio and TV Program Producers and Distributors  
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 C&W Stations  
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**E**—Agencies, Reps, Networks, Brokers, Schools, Misc.  
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**George TV series**, named VP and general manager, Carson/Paramount Productions, Hollywood, firm recently formed by Johnny Carson and Paramount Pictures Corp. for development of TV projects and theatrical motion-picture production.

**Linda Finson**, program development coordinator, prime-time, late-night and children's programs, named program supervisor, *ABC Wide World of Entertainment*.

**Cliff Barrett**, VP-general manager, WCBM(AM) Baltimore, joins WMCA(AM) New York as program director.

**John Cannon**, New York television and radio personality, elected chairman of National Academy of Television Arts and Sciences, succeeding **Thomas W. Sarnoff**, staff executive VP, NBC, West Coast. Other new officers chosen for two-year period are **Richard R. Rector**, San Francisco, vice chairman; **David Lawrence**, Hollywood senior VP; **True Boardman**, Hollywood, treasurer, and **David A. Braun**, New York, secretary.

**James R. Callow**, formerly VP-sales, Mutual Broadcasting System, joins Golf Network Inc., Darien, Conn., as executive VP.

**Merrill Dimick**, production manager, KSL-TV Salt Lake City, joins Bonneville Broadcast Relations there as director, national marketing. **BBR**, division of Bonneville International Corp., is marketing and distribution firm for radio and television program materials.

**Burt M. Harris**, formerly with EUE/Screen Gems, New York, joins MPO Videotronics, TV commercial film producer, as head of Hollywood office.

**S. Bryan Hickox**, with Image Transform, North Hollywood, Calif., named president, Milestone Productions Inc., Video Text Productions Inc., and Production Services Inc., with joint offices in North Hollywood.

**Leah Laiman**, industrial-films and commercials producer, The Great American Moving Picture Co., New York, appointed assistant to production VP, Directors Circle, New York.

**Leondele LaMiaux**, director, KWGN-TV Denver, named production manager.

**Charles W. McConnell**, producer-director, noncommercial WHYY-TV Philadelphia, joins noncommercial WXXT(TV) Rochester, N.Y., in similar post.

**Jim Forest**, sports director, WBT-AM-FM Charlotte, N.C., joins WIS-TV Columbia, S.C., in similar capacity.

## Broadcast Journalism

**John M. Rohrbach Jr.**, director of sales and marketing; **Ed Turner**, director of news, and **Maurice Schonfeld**, assistant general manager and director of special projects, named VPs, United Press International Television News, New York.

**Peter G. Jacobus**, assistant news director, ABC's KGO-TV San Francisco, appointed to similar post for WABC-TV New York's *Eyewitness News*.

**Bill Goodman**, weekend news editor, WLAC-TV Nashville, appointed assignment editor.

**Sandra Dose**, with WOTV(TV) Grand Rapids, Mich., joins WBAL-TV Baltimore as director of news assignment desk.

**Gerald Casbolt**, assistant news director, WELM(AM) Elmira, N.Y., appointed news director, WFMD(AM)-WFRE(FM) Frederick, Md.

**Jeff Beauchamp**, news director, WITH-AM-FM Baltimore, joins noncommercial WBJC(FM) there as news and public affairs director.

**John W. Chalfant**, reporter, noncommercial WOUB-AM-FM-TV Athens, Ohio, appointed news director.

**Gordon Melson**, formerly with WION(AM) Ionia, Mich., joins WAAM(AM) Ann Arbor, Mich., as assistant news director.

**Jim Thibeau**, with KSD-TV St. Louis, joins KTRK-TV Houston as producer, 6 p.m. *Eyewitness News*.

**Bob Sirkin**, with news staff, KDFW-TV Dallas, joins WFAA-TV there as reporter.

**Alan Burke**, with own production company in Florida and formerly host of *Alan Burke Show* on WNEW-TV New York, joins WPIX(TV) there as feature reporter.

**Bill Wagman**, with news staff, WAVI(AM) Dayton, Ohio, joins WZZM-TV Grand Rapids, Mich., in same capacity.

**Allan Harris**, news director, WONT(FM) Oneonta, N.Y., joins WUTR(TV) Utica, N.Y., as reporter.

**Michael Rasnick**, with WGH(AM) Newport News, Va., joins WTAR(AM) Norfolk, Va., as newscaster.

**John Rich** appointed senior Asian correspondent and **Jack Reynolds** manager, news, Tokyo, for NBC News. Mr. Rich, formerly chief, NBC News, Far East, will continue to be based in Tokyo. Mr. Reynolds had been manager, operations, Asia.

**Bill Taylor**, WREX-TV Rockford, elected president, Illinois News Broadcasters Association; **Jack Margraves**, WCIA-TV Champaign, elected VP; **Roger Carroll**, University of Illinois, elected secretary, and **Bill Rawson**, WMAV(AM) Springfield, elected treasurer.

**Mario Obledo**, chief administrative and legal officer, Mexican-American Legal Defense and Educational Fund, San Francisco, and **Eleanor Holmes Norton**, chairman, New York City Commission on Human Rights, appointed advisers to National News Council, New York.

## Cablecasting

**Theodore Baum**, formerly president, Vikoa Inc., New York-based cable system operator and equipment manufacturer, joins Cable Information Systems Inc. there as VP-corporate development. CIS is cable system operator.

**Curtis Cannington**, formerly with Jerrold Electronics, joins C-Cor Electronics Inc., State College, Pa., as southeastern regional sales manager, cable products. He will be based in Toccoa, Ga.

**James H. Peters**, chief engineer, Time-Life's Levittown, Pa., system, which was recently sold by Time, joins Vetro Cable TV, Scranton, Pa. and Universal

Cable Systems Inc., serving 16 additional Pennsylvania communities, as chief engineer.

**Robert Hinkley**, General Television, Minneapolis-based MSO, elected president, Minnesota Cable Communications Association, and **Chuck Trautner**, K&M Electronics' Red Wing System, elected VP.

## Equipment and Engineering

**Thomas L. Leming**, VP, MCI Telecommunications Corp., Washington, named senior VP.

**James O. Palmer**, senior broadcast applications engineer, Cohu Electronics, San Diego, assumes direct sales responsibilities for firm in Texas, Oklahoma, Arkansas and Louisiana.

**Robert Holman**, marketing manager, cable communications division, Scientific-Atlanta, Atlanta-based cable and telecommunications equipment manufacturer, appointed regional manager, newly-formed Rocky Mountain region, with offices in Denver.

**Joel Reece**, general manager, Superior Continental Corp. cable division, appointed director of manufacturing, wire and cable. He is succeeded by **Edward E. Schott**, formerly with Union Carbide, New York.

**Robert I. Webb**, formerly president, World Video, joins Grass Valley Group, Grass Valley, Calif.-based equipment manufacturer, as sales manager, Northeast region. **Bill Culbertson**, Northeastern manager, Grass Valley Group, appointed regional sales manager, Chicago office.

**William Follett**, treasurer of Teletronics International Inc., New York, production service firm, named general manager of S/TV Videocassette Duplicating Corp., Leonia, N.J., video duplicating laboratory.

**Norman R. Bodine**, engineering manager, Independent Cable Inc., Scottsbluff, Neb., subsidiary of Eltra Corp., appointed VP-engineering. **A. W. Herman**, sales manager, ICI, named VP-marketing and sales. ICI manufacturers cable equipment among other products.

## Deaths

**Norman Chandler**, 74, formerly chairman and chief executive officer of Times-Mirror Co., Los Angeles, and publisher, *Los Angeles Times*, died Oct. 20 of cancer at Good Samaritan hospital in Los Angeles. Mr. Chandler was the third generation of Chandler family to publish *Times*. At the time of his death, he was chairman of the Times-Mirror Co.'s executive committee. Times Mirror, in addition to newspaper holdings owns KDFW-TV Dallas-Fort Worth and KTBC-TV Austin, Tex. Mr. Chandler is survived by his wife, son, Otis, now publisher of *Times*, and one daughter.

**Ralph Evans**, 77, former executive VP, Palmer Broadcasting Co., died Oct. 23 at his home in Davenport, Iowa. Mr. Evans had served in management of WHO-AM-FM Des Moines and WOC-AM-TV Davenport before retirement in 1961. He had been active in Republican politics and at one time served as executive assistant to Senator Burt Hickenlooper of Iowa.

# For the Record®

As compiled by BROADCASTING Oct. 16 through Oct. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CARS—community antenna relay station. CH—critical hours. CP—construction permit. D-day. DA—directional antenna. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz.—kilohertz. kw.—kilowatts. LS—local sunset. mhz.—megahertz. mod.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w.—watts. \*—educational.

## Existing TV stations

### Final actions

■ **WCBS-TV New York**—FCC denied application by Diocesan Union of Holy Names Societies of Rockville Centre and Long Island Coalition for Life for review of June 12 ruling by Broadcast Bureau denying fairness doctrine and personal attack complaints against WCBS-TV. Complaint was about two-part abortion episode of *Maude* aired by WCBS-TV on Nov. 14 and 21, 1972. Action Oct. 11.

■ **WNBC-TV New York**—FCC informed Club Ralmach Rifle and Pistol Club that WNBC-TV was not unreasonable in concluding that issue of carrying weapons as protection against crime was not controversial issue of public importance. Group made complaint in connection with *Not for Women Only* program broadcast by WNBC-TV on April 27. Action Oct. 18.

■ **WNET-TV New York**—FCC denied John Cervase review of Aug. 24 ruling by Broadcast Bureau that no further action was warranted on his complaint that WNET-TV had broadcast personal attack on him and had declined to afford reasonably opportunity to respond. Mr. Cervase made charge in connection with April 17 *Black Journal* broadcast on WNET-TV. Action Oct. 18.

### Actions on motions

■ Chief, Office of Opinions and Review in Charlotte, N.C. (Jefferson-Pilot Broadcasting Co. [WBT-TV]). TV proceeding, granted request by Jefferson-Pilot and extended through Oct. 29 time to file application for review of decision of review board released Sept. 19 (Doc. 18880). Action Oct. 16.

■ Chief, Office of Opinions and Review, in Washington (United Television Co., [WFAN-TV], et al.), TV proceeding, granted motion by the United Television Co., and United Broadcasting Co., and extended to Nov. 2 time to file reply to pleadings filed by Washington Community Broadcasting and Broadcast Bureau, as oppositions to petition to reopen record and to enlarge issues (Docs: 18559, 18561-3). Action Oct. 19.

■ Administrative Law Judge Frederick W. Denniston in High Point, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, granted petition by Southern to amend application to reflect certain changes with respect to Kenneth F. Mountcastle Jr., one of stockholders, and with respect to certain antitrust suits of another firm of which he is stockholder; data concerning sale of certain Southern stations and of purchase of other stations which affect broadcast interests of certain Southern officers; of business interests of certain stockholders; of resignation of general manager and his replacement; and revision of ownership report (Docs. 18906-7). Action Oct. 15.

■ Chief Administrative Law Judge Arthur A. Gladstone in Panama City, Fla. (Panhandle Broadcasting Co. [WDTB-TV]), TV proceeding, designated Administrative Law Judge Lenore G. Ehrig to serve as presiding judge and scheduled hearing for Jan. 3, 1974 and prehearing conference for Nov. 7 (Doc. 19836). Action Oct. 4.

■ Administrative Law Judge Chester F. Naumowicz in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted petition by Las Vegas Valley Broadcasting Co. to amend application, together with supplement to show that it will have \$100,000 available for proposed trans. site (Docs. 19519, 19581). Action Oct. 10.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX-TV]) and Forum Communications Inc.), TV proceeding, granted motion by Forum to amend application to show new employment of one of principals (Docs. 18711-2). Action Oct. 15.

### Other action

■ Review board in Las Vegas, renewal proceeding (KORK-TV), denied motion by Western Communications Inc., for addition of availability of credit, misrepresentation, lack of candor, and failure to disclose issues against Las Vegas Valley Broadcasting Co., in proceeding involving Western's renewal application for KORK-TV and Valley's mutually exclusive application for new VHF (Docs. 19519, 19581). Action Oct. 17.

## New AM stations

### Final actions

■ Mount Dora, Fla.—Administrative Law Judge Herbert Sharfman granted application of Lake Radio Inc. for 1580 khz, 5 kw-D. P.O. address Old Eustis Road, Mount Dora 32757. Principals: Houston L. Pearce (50%), Voncile R. Pearce (20%) and C. Jerry Glaze (30%). Mr. and Mrs. Pearce have interest in WDAL-AM-FM Meridian. Miss. Mr. Pearce also has 50% interest in WARF(AM) Jasper, Ala. Mr. Glaze is account executive with WVCB(AM)-WWQS(FM) Orlando, Fla. In same action Judge Sharfman approved payment by Lake Radio of \$6,000 to Golden Triangle Broadcasting Inc. competing applicant, and terminated proceeding (Docs. 19701-2). Action Sept. 21.

■ Wagoner, Okla.—Initial decision released Aug. 15 became effective Oct. 3 granting NEO Broadcasting Co. 1530 khz, 250 w-D. P.O. address Route 3, Box 277, Pittsburg, Kan. 66762. Estimated construction cost \$15,000; first-year operating cost \$35,580; revenue \$60,000. Principals: Charles R. Ingram (51%) and Robert R. Toon (49%). Mr. Ingram is general manager of KSEK(AM) Pittsburg, Kan. Mr. Toon is sales representative for Kansas City, Kan. chemical firm (Doc. 19713). Competing application by William Haydon Payne (Doc. 19714) was dismissed by mutual agreement. Ann. Oct. 10.

### Actions on motions

■ Administrative Law Judge John H. Conlin in Banning and Yucaipi, both California (Bud's Broadcasting Co., et al.), AM proceeding, set certain procedural dates and scheduled oral hearing for Nov. 27 (Docs. 19778-81). Action Oct. 12.

■ Administrative Law Judge Frederick W. Denniston in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, granted petition by Braverman to amend application to clarify ant. site coordinates and closed record (Docs. 19596-7). Action Oct. 11.

■ Administrative Law Judge Forest L. McClenning in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM proceeding, granted request by Talquin Broadcasting Co. and accepted affidavit of publication filed Oct. 1; granted petition of B. F. J. Timm to amend application to show filing by WDMG Inc. for new FM at Douglas, Ga.; and on own motion changed further hearing scheduled for Oct. 17 to further hearing conference for purpose of determining position of parties with reference to pending petition for approval of agreement and future procedural course of proceeding (Docs. 19445-7). Action Oct. 10.

### Call letter application

■ Glen S. Gardner, Delta, Utah—Seeks KDLT.

### Call letter action

■ Robert Cowan Wagner, Pineville, La.—Granted KPAL.

## Existing AM stations

### Applications

■ KPHX Phoenix—Seeks CP to increase power to 1 kw and correct coordinates as 33° 28' 05", 112° 07' 03". Ann. Oct. 17.

■ KEZY Anaheim, Calif.—Seeks CP to change trans. site to 500 ft. southeast of intersection of Orangethorpe and Lakeview Avenue, Anaheim. Ann. Oct. 17.

■ WSRF Fort Lauderdale, Fla.—Seeks CP to make changes in daytime DA MEOV's. Ann. Oct. 17.

■ WTTI Dalton, Ga.—Seeks CP to change to three tower instead of two to eliminate CH pattern and change to DA-D. Ann. Oct. 17.

■ WNOP Newport, Ky.—Seeks mod. of CP (BP-19,384) to make changes in the ground elevations. Ann. Oct. 17.

■ WBCH Hastings, Mich.—Seeks CP to increase tower height to 355 ft. by replacement with new tower. Ann. Oct. 18.

■ WQTE Monroe, Mich.—Seeks CP to increase ant. height and add top-loading. Ann. Oct. 17.

■ WGMF Watkins Glen, N.Y.—Seeks CP to increase tower height to 390 ft. Ann. Oct. 17.

■ KOTA Rapid City, S.D.—Seeks CP to change MEOV's of nighttime DA pattern. Ann. Oct. 17.

■ WAMB Donelson, Tenn.—Seeks mod. of CP (BP-19,160) to decrease ant. height to 195 ft., change trans. to CCA, AM-500D and change trans. output power to 360 w. Ann. Oct. 17.

■ WZAM Norfolk, Va.—Seeks mod. of CP (BP-17,268) to change ant.-trans. to State Road 662, 0.3 mile northeast of Highway 17, Carrollton, Va. Ann. Oct. 17.

■ WEET Richmond, Va.—Seeks CP to increase power to 5 kw with DA-D and change trans. site to adjacent to abandoned Parnell Airport, 1,000 ft. south of Transport Street, Richmond. Ann. Oct. 17.

■ WLEE Richmond, Va.—Seeks CP to specify MEOV's on nighttime pattern. Ann. Oct. 17.

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■ KOMW Omak, Wash.—Seeks CP to increase power to 5 kw. Ann. Oct. 17.

### Final actions

■ WVSA Vernon, Ala.—Broadcast Bureau granted CP to change ant.-trans. site and main studio location to 0.6 mile north on State Highway 17, Vernon; condition (BP-19509). Action Oct. 16.

■ KRDS Tolleson, Ariz.—Broadcast Bureau granted license covering permit for new aux. trans. (BL-13460). Action Oct. 11.

■ WMAL Washington—Chief, complaints and compliance division, informed M. Patton Echols Jr., Republican candidate for attorney general of Virginia, that no further action appears appropriate on his complaint that WMAL rejected 30-second advertisement supporting his candidacy because of political pressures. Ann. Oct. 16.

■ WQYK Tampa, Fla.—Broadcast Bureau granted CP to change ant.-trans. site to 11300 Morgan Street, St. Petersburg, Fla.; conditions (BP-19501). Action Oct. 11.

■ WSB Chicago—Broadcast Bureau granted CP to remove series limiting resistor in tower to increase radiation level; condition deleted on field intensity measurement (BP-19308). Action Oct. 16.

■ WWCW Brazil, Ind.—Broadcast Bureau granted CP to install new tower to support FM ant.; condition (BP-19503). Action Oct. 16.

■ KVBR Brainerd, Minn.—Broadcast Bureau granted license covering permit for new aux. trans. (BL-13511). Action Oct. 9.

■ WSWG Greenwood, Miss.—Broadcast Bureau granted CP to change ant.-trans. site to 1.5 miles east of city limits on Browning Road, Greenwood; condition (BP-19504). Action Oct. 16.

■ KBOA Kennett, Mo.—Broadcast Bureau granted license covering studio and trans. location Highway VV and Y, Dunklin, Mo. (BL-13521). Action Oct. 16.

■ WCKL Catskill, N.Y.—Broadcast Bureau granted CP to install new aux. trans. (BP-19500). Action Oct. 11.

■ WHN New York—Broadcast Bureau granted license covering alt. trans., 1050 khz, 50 kw DA-1 (BL-13523). Action Oct. 16.

■ WTVN Cincinnati—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only (BL-13486). Action Oct. 11.

■ WSUM Parma, Ohio—Broadcast Bureau granted license covering new station; trans. (BL-13453). Action Oct. 16.

■ KBYE Oklahoma City, Okla.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to 900 ft. east of intersection of Eastern Avenue and Britton Road, Oklahoma City; condition (BP-19502). Action Oct. 16.

■ WPIC Sharon, Pa.—Broadcast Bureau granted license covering use of former main trans. for aux. trans. only, 790 khz, 1 kw-D; studio and trans. location 2030 Pine Hollow Boulevard, Sharon (BL-13493). Action Oct. 16.

■ WMQM Memphis—Broadcast Bureau granted CP to install aux. trans. to be operated by remote control from main studio (BP-19514). Action Oct. 11.

■ KFRO Longview, Tex.—Broadcast Bureau granted license covering use of former main trans. as aux. trans. only (BL-13494). Action Oct. 5.

■ WMIA Arecibo, Puerto Rico—Broadcast Bureau granted license covering aux. trans. (BL-13262). Action Oct. 11.

### Actions on motions

■ Chief Administrative Law Judge Arthur A. Gladstone in Apple Valley, Calif. (BHA Enterprises Inc.), in matter of revocation of licenses of KAVR-AM-FM, designated Administrative Law Judge Reuben Lozner to serve as presiding judge; scheduled prehearing conference for Nov. 16 and hearing for Jan. 14, 1974, in San Bernardino, Calif. (Doc. 19844). Action Oct. 15.

■ Chief Administrative Law Judge Arthur A. Gladstone in Milton, Fla. (Radio Milton Inc.), in matter of renewal of license of WSR-AM, having under consideration motion by chief, Broadcast Bureau, ordered that Radio Milton shall produce requested documents for inspection and copying within 10 days from date of issuance of order at commissioner's offices; provided, however, that time and place of such production may be altered at mutual convenience of counsel for parties (Doc. 19788). Action Oct. 16.

■ Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc. [WHLN(AM)]), AM proceeding, granted request by Broadcast Bureau, and extended time for filing proposed findings from Oct. 15 to Oct. 25, and time for filing replies from Oct. 29 to Nov. 8 (Docs. 19614-5). Action Oct. 12.

### Other action

■ Review board in Carrollton, Ga., AM proceeding, in response to petition by Faulkner Radio Inc.

[WLBB(AM) Carrollton], added ownership and lack of candor issues against Radio Carrollton. Proceeding involves applications of Faulkner Radio Inc. for renewal of license for WLBB(AM) and William P. and Hollis B. Johnson for new AM there. Action Oct. 18.

### Fines

■ WSSO Starkville, Miss.—FCC notified Starkville Broadcasting Co., licensee, that it has incurred apparent liability of \$2,000 for violation of rules by failing to include proper sponsorship identification in 36 paid political announcements broadcast between April 4 and April 20. Action Oct. 17.

■ WWYO Pineville, W. Va.—FCC notified Wyoming Broadcasting Co., licensee, that it has incurred an apparent liability of \$700 for violation of rules by having operator in charge whose license had expired, by failing to log required trans. indications and by failing to make required entries in log for operation by indirect method of power determination. Action Oct. 17.

### Call letter actions

■ WAYM Smithfield, Va.—Granted WE00.  
■ WWDA Wisconsin Dells, Wis.—Granted WN00.

## New FM stations

### Applications

■ \*Gadsden, Ala.—Gadsden State Junior College. Seeks 89.9 mhz, 3.5 kw. HAAT 75.5 ft. P.O. address 100 Wallace Drive, Gadsden 35903. Estimated construction cost \$10,691; first-year operating cost \$12,500; revenue none. Principals: Dr. A. D. Naylor is president of Gadsden State Junior College. Ann. Oct. 9.

■ Mesilla Park, N.M.—Las Cruces Broadcasting Co. Seeks 104.9 mhz, 3 kw. HAAT —32 ft. P.O. address 1832 West Amador, Drawer X, Las Cruces, N.M. 88001. Estimated construction cost \$36,177; first-year operating cost \$18,971; revenue \$60,000. Principals: Walter Rubens, president, et al. Las Cruces Broadcasting also operates KOBE(AM) Las Cruces. Ann. Oct. 9.

■ Aberdeen, S.D.—Aberdeen News Co. Seeks 94.1 mhz, 100 kw. HAAT 195 ft. P.O. address Highway 281 South, Aberdeen 57401. Estimated construction cost \$52,273; first-year operating cost \$11,500; revenue \$12,000. Principals: Henry J. Schmitt (17%), Peter O. Schmitt (3%) and Ridder Publications (80%). Bernard J. Ridder is board chairman of Ridder Publications which has interest in KSSS(AM) Colorado Springs, WDSM-AM-TV Superior, Wis. and WCCO-AM-FM-TV Minneapolis. Aberdeen News Co. is licensee of KSDN(AM) Aberdeen. Ann. Oct. 9.

■ \*Dallas—Criswell Bible Institute. Seeks 89.3 mhz, 1.33 kw. HAAT 428 ft. P.O. address 1707 San Jacinto, Dallas 75201. Estimated construction cost \$15,015; first-year operating cost \$14,960; revenue none. Principals: Dr. H. Leo Eddleman is president of Criswell Bible Institute. Ann. Oct. 9.

### Final actions

■ La Junta, Colo.—La Junta Broadcasters Inc. Broadcast Bureau granted 92.1 mhz, 3 kw. HAAT 285 ft. P.O. address Box 485, La Junta 81050. Estimated construction cost \$25,752; first-year operating cost \$20,400; revenue \$40,000. La Junta Broadcasters is licensee of KBZZ(AM) La Junta. Principals: Grady F. Maples, president (80%), et al. Mr. Maples has interests in car sales firm in Englewood, Colo., and ski shop at Denver University (BPH-8324). Action Oct. 10.

■ Iowa City—Communicators Inc. FCC granted 93.5 mhz, 3 kw. HAAT 300 ft. P.O. address 615 Iowa State Bank Building, Iowa City 52240. Estimated construction cost \$120,653; first-year operating cost \$59,192; revenue \$107,640. Principals: Elliot A. Keller (19.6%), David P. Hoehne (29.4%) et al. Mr. Keller is student and former newsmen at WOC-AM-FM-TV Davenport. Mr. Hoehne is former announcer with WHMC Gaithersburg Md. Commission made grant subject to outcome of reconsideration in Doc. 19161 rulemaking which substituted ch. 228A for ch. 230 in FM table of assignments. Action Oct. 3.

■ \*Shreveport, La.—Centenary College of Louisiana. Broadcast Bureau granted 91.3 mhz, 10 w. HAAT 100 ft. P.O. address Centenary Boulevard & Kings Highway, Shreveport 71104. Estimated construction cost \$3,868; first-year operating cost \$600; revenue none. Principals: John H. Allen, president, et al. (BPED-1583). Action Oct. 12.

■ Westfield, Mass.—President and Trustees of Westfield State College. Broadcast Bureau granted 91.5 mhz, 10 kw. HAAT 130 ft. P.O. address Western Avenue, Westfield 01085. Estimated construction cost \$3,945; first-year operating cost \$6,188; revenue none. Principals: Robert L. Randolph is president of Westfield State College (BPED-1657). Action Oct. 12.

■ La Grande, Ore.—Struck and Associates. Broadcast Bureau granted 98.3 mhz, 1.4 kw. HAAT minus

704 ft. P.O. address 1801 Cedar Street, Box 627, La Grande 97850. Estimated construction cost \$22,861; first-year operating cost \$35,621; revenue \$52,272. Principals: Grant and Monte Struck (each 50%). Grant Struck was formerly employed with Boise Cascade Corp., La Grande. He owns La Grande motel there. Monte Struck owns Central Security Agency, private police department, La Grande (BPH-8321). Action Oct. 5.

■ Bellingham, Wash.—Western Washington Sate College. Broadcast Bureau granted 89.3 mhz, 10 w. HAAT 62 ft. P.O. address 516 High Street, Bellingham 98225. Estimated construction cost \$3,736; first-year operating cost \$1,248; revenue none. Principals: Charles J. Flora is president of Western Washington State College (BPED-1658). Action Oct. 5.

■ La Crosse, Wis.—La Crosse Radio Inc. Broadcast Bureau granted 104.9 mhz, 1.35 kw. HAAT 430 ft. P.O. address Box 821, La Crosse 54601. Estimated construction cost \$39,675; first-year operating cost \$11,400; revenue not given. Principals: Joseph H. Rohrer, president, et al. Mr. Rohrer is licensee of WLCX(AM) La Crosse (BPH-8489). Action Oct. 12.

### Initial decision

■ Bangor, Me.—Administrative Law Judge Basil P. Cooper, in initial decision, proposed grant of application of Bangor Broadcasting Corp. for 92.9 mhz, 15 kw. HAAT 741 ft. P.O. address 7 Main Street, Bangor 04401. Estimated construction cost \$27,114; first-year operating cost \$16,800; revenue \$18,200. Principals: Melvin L. Stone, president, et al (100%). Mr. Stone owns WGUY(AM) Bangor. Mutually exclusive application of Penobscot Broadcasting would be denied (Docs. 19165-66). Action Oct. 3.

### Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Bloomington, Ind. (Henderson Broadcasting Co., et al.), FM proceeding, scheduled hearing for Feb. 12, 1974 and set certain other procedural dates by agreement of parties (Docs. 19813-5). Action Oct. 11.

■ Administrative Law Judge Jay A. Kyle in Geneva, N.Y. (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.), FM proceeding, on request of Broadcast Bureau, continued without date oral argument scheduled for Oct. 15 (Docs. 19709-10). Action Oct. 11.

■ Administrative Law Judge Chester F. Naumowicz in Blackstone, Va. (Blackstone Broadcasting Corp.), FM proceeding, ordered hearing to resume on Nov. 7 (Docs. 19774-5). Action Oct. 10.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), noncommercial FM proceeding, denied petition to intervene and deny by Community Coalition for Media Change and Third World Communications Project (Doc. 18634). Action Oct. 11.

### Other actions

■ Review board in Bloomington, Ind., FM proceeding, granted motion by Indiana Communications Inc. for extension of time through Oct. 31 in which to file oppositions to motion to add issues by Bloomington Media Corp. (Docs. 19813-15). Proceeding involves competing applications of Henderson Broadcasting Co., Indiana Communications Inc. and Bloomington Media Corp. for new FM at Bloomington. Action Oct. 15.

■ Review board in Bloomington, Ind., FM proceeding, granted motion by Henderson Broadcasting Co. for extension of time through Oct. 31 in which to file oppositions to petition to add issues by Indiana Communications Inc. and motion to enlarge issues by Bloomington Media Corp. in proceeding involving applications of Henderson Broadcasting, Indiana Communications, and Bloomington Media for new FM at Bloomington (Docs. 19813-5). Action Oct. 17.

■ Review board in Virginia Beach, Va., FM proceeding, scheduled oral argument for Nov. 20, on exceptions and briefs to initial decision released Nov. 14, 1972 which proposed grant of application of Payne of Virginia Inc. for new class B FM at Virginia Beach, Va., and denial of competing application of Virginia Seashore Broadcasting Corp. (Docs. 19095-6). Action Oct. 17.

### Rulemaking action

■ Monte Rio, Calif.—FCC proposed amendment of FM table of assignments by assignment of ch. 249A to Monte Rio in response to request by Communications Associates (RM-2089). Action Oct. 17.

### Call letter actions

■ \*Manteca Unified School District, Manteca, Calif.—Granted \*KPIE(FM).

■ Taconite Broadcasting Inc., Ishpeming, Mich.—Granted WMQT(FM).

■ Cecil W. and James R. Roberts, Chillicothe, Mo.—Granted KCHI-FM.

*Continued on page 58.*



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## Summary of broadcasting According to the FCC, as of Sept. 30, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,371	4	17	4,392	47	4,439
Commercial FM	2,419	0	49	2,488	130	2,598
Commercial TV-VHF	505	1	6	512	7	520
Commercial TV-UHF	190	0	2	193	42	245
Total commercial TV	695	1	8	705	49	765
Educational FM	592	0	26	618	79	697
Educational TV-VHF	87	0	4	91	3	95
Educational TV-UHF	123	0	14	137	5	143
Total educational TV	210	0	18	228	8	238

\* Special temporary authorization.

■ B.B.C. Inc., Reno—Granted KRNO(FM).

### Designated for hearing

■ Dayton, Tenn.—FCC remanded to administrative law judge for further hearing on financial qualifications of applicants in proceeding on mutually exclusive applications of Erwin O'Conner Broadcasting Co. and Norman A. Thomas for new FM on ch. 285 (104.9 mhz) at Dayton (Docs. 18547-8). Action Oct. 17.

### Existing FM stations

#### Final actions

■ KECR(FM) El Cajon, Calif.—Broadcast Bureau granted license covering new aux. trans.; ERP 950 w.; ant. height 1,850 ft. (BLH-5934). Action Oct. 16.

■ KMJ-FM Fresno, Calif.—Broadcast Bureau granted license covering changes; ERP 48 kw; ant. height 290 ft. (BLH-5919). Action Oct. 11.

■ \*KCSN(FM) Northridge, Calif.—Broadcast Bureau granted CP to make changes in transmission line (BPED-1693). Action Oct. 12.

■ \*KCSM(FM) San Mateo, Calif.—Broadcast Bureau granted license covering changes; ERP 14 kw; ant. height 330 ft. (BLED-1156). Action Oct. 9.

■ KQYN(FM) Twenty-nine Palms, Calif.—Hi-Desert Broadcasting Corp. Broadcast Bureau granted CP to change trans. location to northwest corner of intersection of Highway 62 and Montanya Road, Twenty-nine Palms; install new ant.; make changes in ant. system (increase height); change TPO; ERP 5 kw (H), 95 w (V); ant. height —80 ft. (H), —120 ft. (V); remote control from main studio at 73464 Didsbury Road, Twenty-nine Palms; condition (BPH-8559). Action Sept. 12.

■ KUI(CF) Vacaville, Calif.—Broadcast Bureau granted license covering change of transmitter-studio location, 76 Sunset Lane, Vacaville; remote control (BLH-5935). Action Oct. 16.

■ \*WWPT(FM) Westport, Conn.—Broadcast Bureau granted license covering new educational FM; ERP 300 w, ant. height 110 ft. (BLED-1152). Action Oct. 9.

■ WVFM(FM) Lakeland, Fla.—Broadcast Bureau granted CP to change trans. and studio location to Reynolds Road, 0.45 mile north of state road 540, near Lakeland; operate remote control from trans-studio site; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 100 kw; ant. height 430 ft. (BPH-8518). Action Oct. 12.

■ WJNO-FM Palm Beach, Fla.—Broadcast Bureau granted CP to replace expired permit (BPH-8600). Action Oct. 11.

■ KGMQ(FM) Honolulu—Broadcast Bureau granted CP to install new trans.; ERP 100 kw (BPH-8583). Action Oct. 10.

■ \*WVCK(FM) Galesburg, Ill.—Broadcast Bureau granted CP to install new ant. and make changes in ant. system (BPED-1689). Action Oct. 10.

■ WACF(FM) Paris, Ill.—Broadcast Bureau granted CP to install new trans.; install new ant.; change transmission line (BPH-8597). Action Oct. 12.

■ WWXL-FM Manchester, Ky.—Broadcast Bureau granted CP to change transmission line and install new ant.; ant. height 310 ft. (BPH-8579). Action Oct. 10.

■ WKTJ-FM Farmington, Me.—Broadcast Bureau granted license covering new FM; ERP 1.5 kw; ant. height 400 ft. (BLH-5914). Action Oct. 9.

■ \*WMPG(FM) Gorham, Me.—Broadcast Bureau granted license covering new noncommercial station (BLED-1147). Action Oct. 16.

■ WCEM-FM Cambridge, Md.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 3 kw; ant. height 300 ft. (BPH-8379). Action Oct. 5.

■ WFRB-FM Frostburg, Md.—Broadcast Bureau granted license covering new aux. trans.; ERP 13

kw; ant. height 860 ft. (BLH-5933). Action Oct. 16.

■ WPGC-FM Morningside, Md.—Broadcast Bureau granted CP to install new alt. main trans. (BPH-8602). Action Oct. 16.

■ WBCN(FM) Boston—Broadcast Bureau granted CP to replace expired permit (BPH-8581). Action Oct. 11.

■ \*WBSL(FM) Sheffield, Mass.—Broadcast Bureau granted license covering new educational FM (BLED-1155). Action Oct. 9.

■ WMUZ(FM) Detroit—FCC informed Chuck Cossin that no action was warranted on his complaint that WMUZ(FM) made personal attack against him when it broadcast announcement for three consecutive days at half-hour intervals regarding termination of his services as manager of station. Action Oct. 18.

■ WSTR-FM Sturgis, Mich.—Broadcast Bureau granted CP to install new ant.; ERP 850 w; ant. height 390 ft. (BPH-8578). Action Oct. 10.

■ \*KSJN-FM Minneapolis-St. Paul—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1,311 ft. (BLED-1154). Action Oct. 9.

■ KWKI(FM) Kansas City, Mo.—Broadcast Bureau granted CP to change ERP to 83 kw and make changes in transmission line (BPH-8582). Action Oct. 10.

■ \*WGLS-FM Glassboro, N.J.—Broadcast Bureau granted license covering changes; ERP 250 w; ant. height 87 ft. (BLED-1150). Action Oct. 11.

■ \*WFUV(FM) New York—Broadcast Bureau granted license covering changes; ERP 1.70 kw; ant. height 187 ft. (BLED-1148). Action Oct. 9.

■ WYYD(FM) Raleigh, N.C.—Broadcast Bureau granted license covering changes; ERP 98 kw; ant. height 930 ft. (BLH-5923). Action Oct. 9.

■ WFMA(FM) Rocky Mount, N.C.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only (BLH-5915). Action Oct. 9.

■ WNKO(FM) Newark, Ohio—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. (BLH-5698); granted license covering changes in new station (BLH-5921). Action Oct. 10.

■ WKUL(FM) Tulsa, Okla.—Broadcast Bureau granted CP to install new aux. trans. and aux. ant. at main trans. location to be operated on 103.3 mhz, ch. 277, for aux. purposes only; ERP 35 kw (BPH-8546). Action Oct. 9.

■ \*KEOL(FM) La Grande, Ore.—Broadcast Bureau granted license covering new noncommercial station; trans. and studio location 7th and J Streets, La Grande (BLED-1146). Action Oct. 16.

■ KBOY-FM Medford, Ore.—Broadcast Bureau granted CP to change trans. location to North Phoenix and Coal Mine Roads, near Medford; change studio location and remote control to 413 East Main Street, Medford; make changes in ant. system; ERP 810 w; ant. height minus 225 ft. (BPH-8533). Action Oct. 10.

■ WBYO(FM) Boyertown, Pa.—Broadcast Bureau granted license covering permit for aux. ant.; ERP 11.5 kw; ant. height 175 ft. (BLH-5917). Action Oct. 11.

■ KWIC(FM) Beaumont, Tex.—Broadcast Bureau granted CP to install new trans.; change TPO; change ERP 100 kw (BPH-8592). Action Oct. 11.

■ KWHI-FM Brenham, Tex.—Broadcast Bureau granted CP to change transmission line and change ant. height to 300 ft.; operating on ch. 292 (106.3 mhz); ERP 3 kw; trans. site at Dixie Street and U.S. Highway 290, Brenham; remote control from main studio at Banner-Press Building, East Main and Market Streets, Brenham (BPH-8502). Action Oct. 12.

■ \*KNCT-FM Killeen, Tex.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 1,170 ft. (BLED-1149). Action Oct. 11.

■ \*WRUV(FM) Burlington, Vt.—Broadcast Bureau granted CP to install new trans.; install new ant.; make change in ant. system (increase height); change TPO; ERP 360 w; ant. height 170 ft.; trans. and studio site Pomeroy Hall, U. of Vermont and

State Agricultural College, 489 Main Street, Burlington (BPED-1675). Action Oct. 12.

■ KGHQ-FM Hoquiam, Wash.—Broadcast Bureau granted CP to change ant.-trans. location to 1.75 miles northeast of Hoquiam on Beacon Hill, Hoquiam; make changes in ant. system; ERP 2.55 kw; ant. height 320 ft.; remote control permitted (BPH-8468). Action Oct. 5.

■ \*KUBS(FM) Newport, Wash.—Broadcast Bureau granted license covering new station (BLED-1153). Action Oct. 12.

■ KING-FM Seattle—Broadcast Bureau granted CP to install new trans.; ERP 67 kw (BPH-8577). Action Oct. 10.

■ WRKR(FM) Racine, Wis.—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 khz; after program test authority, to transmit remote control telemetry, associated with authorized STL operation on multiplex basis (BSCA-1269). Action Oct. 12.

### Call letter applications

■ WHYD-FM Columbus, Ga.—Seeks WCGQ(FM).  
 ■ WSVC(FM) Midland, Mich.—Seeks WUGN(FM).  
 ■ WFG(FM) Rochester, N.Y.—Seeks WDKX(FM).  
 ■ WLLL-FM Lynchburg, Va.—Seeks WHVA(FM).

### Call letter action

■ WQRH(FM) Wisconsin Dells, Wis.—Granted WNNO-FM.

### Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux., and SCA's where appropriate: KRLW(AM) Walnut Ridge, Ark.; KWRG(AM) New Roads, La.; WANE-TV Fort Wayne, Ind.; WARV(AM) Warwick-East Greenwich, R.I.; WATE-TV Knoxville, Tenn.; WBBW(AM)-WQOD(FM) Youngstown, Ohio; WBCH-AM-FM Hastings, Mich.; WCAV(AM) Cayce, S.C.; WCBR-AM-FM Richmond, Ky.; \*WFHC-FM Henderson, Tenn.; WFMJ-AM-TV Youngstown, WFRQ(AM) Fremont, WINW(AM) Canton and WTVN-AM-FM-TV Columbus, all Ohio; WVAK-AM-FM Paoli and WVHI(FM) Evansville, both Indiana; WYNZ(AM) Ypsilanti, Mich.; WISH-TV Indianapolis, Ind.; WIZE(AM) Springfield, Ohio; WJMS(AM) Ironwood, WJR(AM) Detroit, WKBZ(AM) Muskegon, WKMI(AM) Kalamazoo and WKNR-AM-FM Battle Creek, all Michigan; \*WKSU-FM Kent, WLRQ(AM) Lorain, WLYK(FM) Milford and WMAN(AM) Mansfield, all Ohio; WMIA(AM) Arecibo, Puerto Rico; WMTL(AM) Leitchfield, Ky.; WNCI(FM) Columbus-Worthington and WNCR(FM) Cleveland, both Ohio; WNES-AM-FM Central City, Ky.; WOHO(AM) Toledo, Ohio; WOOD-AM-FM Grand Rapids, Mich.; WPDF(AM) Corydon, Ind.; WRFD(AM) Columbus-Worthington, Ohio; WSLM-AM-FM Salem, Ind.; WTNS-AM-FM Coshocton and WTOD(AM)-WKLR(FM) Toledo, both Ohio. Actions Oct. 11.

■ WHLQ Akron and WHLQ(FM) Canton, both Ohio—Broadcast Bureau granted renewal of license conditioned on outcome of pending civil anti-trust action involving licensee. Action Oct. 11.

### Modification of CP's, all stations

■ K12IQ Conway Summit, Calif.—Broadcast Bureau granted mod. of CP to change primary station of VHF translator station to KVIE Sacramento, Calif. and make changes in ant. system (BMPTTV-778). Action Oct. 3.

■ WDBO Orlando, Fla.—Broadcast Bureau granted mod. of CP for extension of completion date to Nov. 27 for changes (BMP-13681). Action Oct. 12.

■ WDAT Ormond Beach, Fla.—Broadcast Bureau granted mod. of CP for extension of completion date for changes to Feb. 26, 1974 (BMP-13682). Action Oct. 12.

■ WDAE-FM Tampa, Fla.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; make changes in ant. system; ERP 54 kw; ant. height 460 ft. (BMPH-13848). Action Oct. 10.

■ KMHI(FM) Wailuku, Hawaii—Broadcast Bureau granted mod. of CP for new station to extend completion date to Feb. 22, 1974 (BMPH-13893). Action Oct. 16.

■ WQLK(FM) Richmond, Ind.—Broadcast Bureau granted mod. of CP to change trans. and ant.; change transmission line; ERP 28 kw; ant. height 350 ft. (BMPH-13892). Action Oct. 11.

■ WAKY Louisville, Ky.—Broadcast Bureau granted mod. of CP for extension of completion date to May 5, 1974, for changes (BMP-13689). Action Oct. 16.

■ WQXO(FM) Wetmore, Mich.—Broadcast Bureau granted mod. of CP to change trans. location; change trans. and ant.; make changes in ant. system; ERP 1.70 kw; ant. height 390 ft.; remote con-

trol permitted (BMPH-13882). Action Oct. 10.

- **KSMU(FM)** Springfield, Mo.—Broadcast Bureau granted mod. of CP to change trans. location to southwest edge of city of Federal Medical Center, Springfield; operate by remote control from studio site at 1015 South National, Springfield; change ant. height to 205 ft.; ERP 5.8 kw (BMPED-1021). Action Oct. 10.
- **WBEN-FM** Buffalo, N.Y.—Broadcast Bureau granted mod. of CP to change trans.; change ant. (BMPH-13886). Action Oct. 11.
- **WRBX** Chapel Hill, N.C.—Broadcast Bureau granted mod. of CP for extension of completion date to Jan. 16, 1974 (BMP-13685). Action Oct. 12.
- **WRAL-FM** Raleigh, N.C.—Broadcast Bureau granted mod. of CP to make changes in transmission line (BMPH-13890). Action Oct. 11.
- **WKBN** Youngstown, Ohio—Broadcast Bureau granted mod. of CP for extension of completion date for changes to Dec. 21 (BMP-13690). Action Oct. 16.
- **KBHJ(FM)** Tulsa, Okla.—Broadcast Bureau granted mod. of CP for extension of time to April 13, 1974, for changes (BMPH-13894). Action Oct. 16.
- **K6SAI** Gold Beach-Wedderburn, Ore.—Broadcast Bureau granted mod. of CP to change primary station of UHF translator to KVIQ-TV Eureka, Calif. (BMPH-757). Action Oct. 2.
- **WTAE-FM** Pittsburgh—Broadcast Bureau granted mod. of CP for extension of time to March 16, 1974, for changes (BMPH-13901). Action Oct. 16.
- **KLO** Ogden, Utah—Broadcast Bureau granted mod. of CP for extension of completion date to March 21, 1974, for changes (BMP-13688). Action Oct. 16.
- **WZAM** Norfolk, Va.—Broadcast Bureau granted mod. of CP for extension of completion date for new station to April 25, 1974 (BMP-13684). Action Oct. 12.
- **\*WVPB(FM)** Beckley, W. Va.—Broadcast Bureau granted mod. of CP to extend completion date to April 15, 1974, new station (BMPED-1028). Action Oct. 16.
- **WRKR(FM)** Racine, Wis.—Broadcast Bureau granted mod. of CP to change ant.; change TPO, and ERP: 50 kw (BMPH-13885). Action Oct. 11.

## Translator actions

- **K11LV** Dinsmore area, Calif.—Broadcast Bureau granted CP for new VHF translator station to operate on ch. 11 (198-204 mhz) by rebroadcasting programs of KRCR-TV Redding, Calif. (BPTTV-4749). Action Oct. 2.
- **K82AO** Big Fork, Mont.—Broadcast Bureau granted CP to change type trans. of UHF translator; increase output power to 100 w and make changes in ant. system (BPTTV-2523). Action Oct. 9.
- **K02HN** De Borgia, Mont.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 2 (54-60 mhz) by rebroadcasting programs of KGVO-TV Missoula, Mont. (BPTTV-4830). Action Oct. 2.
- **K07GZ** area north, east, south and west of suburban Minot, N.D.—Broadcast Bureau granted CP to change frequency from ch. 7 (174-180 mhz) to ch. 6 (82-88 mhz); change trans. location of VHF translator to adjacent to southwest corner Ramada Inn, north side of Minot; change trans.; increase output power to 100 w and make changes in ant. system (BPTTV-4835). Action Oct. 10.

## Ownership changes

### Applications

- **KVFM(FM)** San Fernando, Calif.—Seeks assignment of license from Spectra Properties Inc. to Pacific Western Broadcasting Corp. for \$242,500. Sellers: J. D. Stroud, president, et al. (100%). Buyers: John J. Shepard (32.5%), Gilbert G. Gans, Elsie M. Smith, Dan Pfeiffer (each 13.5%) et al. Mr. Shepard has interest in WTOO(AM) Toledo, Ohio; WLAV-AM-FM Grand Rapids, Mich., and KITT(FM) San Diego. Ann. Oct. 10.
- **WAZE(AM)** Clearwater, Fla.—Seeks transfer of control of Radio Clearwater Inc. from Gene Allen Robinson, Margaret P. Coachman and Charles H. Adams (together 100% before, none after) to Three Rivers Communications Inc. (none before, 100% after). Consideration: \$350,000. Principals: Carl J. Marocci, president (100%). Mr. Marocci is general manager and stockholder at WESA-AM-FM Charleroi, Pa. Ann. Oct. 10.
- **WKJG-TV** Fort Wayne, Ind.—Seeks assignment of license from Federated Media Inc. to Gross Telecasting of Indiana Inc. for \$4 million. Sellers: Paul E. Van Hook is president of Federated Media which also operates KNWA Fayetteville, Ark., and WBNB-TV Charlotte Amalie, St. Thomas, Virgin Islands. Federated Media also has application for purchase of KETO(FM) pending before commission. Buyers: Gross Telecasting of Indiana is wholly owned subsidiary of Gross Telecasting Inc. Harold F. Gross and James H. Gross are principal owners

of Gross Telecasting which operates WJIM-AM-FM-TV Lansing, Mich. Action Oct. 9.

- **WDLR(AM)** Delaware, Ohio—Seeks assignment of license from Delaware-Marysville Broadcasting Service Inc. to Radio Delaware Inc. for \$194,809. Sellers: Robert V. Doll, William C. Clay, Robert Snradin, et al. (100%). Group also has interest in WMST-AM-FM Mt. Sterling and WFKY(AM)-WKYW(FM) Frankfort, both Kentucky, and WTRM-AM-FM Greensburg, Ind. Buyers: James N. and Sylvia N. Shaheen (together 60%), et al. Mr. Shaheen is vice president and general manager of WBNF(AM)-WUIT(FM) Binghamton, N.Y. Ann. Oct. 10.
- **WWMC(FM)** Moncks Corner, S.C.—Seeks assignment of license from William T. Friddell to Double R Broadcasting Inc. for \$24,500. Seller: Mr. Friddell (100%). Buyers: Carl D. Roach and Betty T. Roper (each 50%). Mrs. Roach owns WYMB(AM)-WTWE(FM) Manning, S.C. and Mr. Roach is general manager there. Ann. Oct. 10.
- **WPJD(AM)** Soddy-Daisy, Tenn.—Seeks assignment of license from Robert Allen Mayer to Alfred Dick for \$75,000. Seller: Mr. Mayer (100%) also owns WPGD(AM) Winston-Salem, N.C. and has application for purchase of WMOO(AM) Chattanooga pending before commission. Buyer: Mr. Dick (100%) is vice president and general manager of WMOO(AM) Chattanooga. Ann. Oct. 10.

### Actions

- **WDMV(AM)** Pocomoke City, Md.—FCC granted assignment of license from Agintour Corp to Leisure Time Communications Inc. for \$250,000. Sellers: Agintour Corp. is licensee of WHEX(AM) Columbia, Pa. Ernest Tannen, president (90%) et al. Mr. Tannen owns WEEZ(AM) Chester, Pa., and owns 50% of WYRE(AM) Annapolis, Md. Buyers: Joseph F. McInerney, president (22%), Paul C. Stokes Jr., vice president (20%), et al. Mr. McInerney is former partner in Washington public relations firm of McInerney, Marsh, Kilduff & Matthews. Mr. Stokes has real estate and other interests in Rehoboth Beach, Del., and Ocean City, Md. (BAL-7827). Action Oct. 17.
- **KDAN(AM)** South St. Paul, Minn.—Broadcast Bureau granted assignment of license from South St. Paul Broadcasting Co. to KDAN Broadcasting Co. for \$198,000. Seller: Stanley H. Krinsky, president, et al. Buyers: Mr. Richard H. Darby, president (22.2%) et al. Mr. Darby is Winona, Minn., attorney and 50% owner of KOWO(AM)-KODE(FM) Waseca, Minn. (BAL-7908, BALRE-2533). Action Oct. 12.
- **KSWS(AM)** Roswell, N.M.—Broadcast Bureau granted assignment of license from Roswell Broadcasting Co. to Berrendo Broadcasting Co. for \$300,000. Sellers: John A. Barnett Jr., president, et al. (100%). Buyer: Robert O. Anderson (100%). Mr. Anderson is board chairman of Atlantic Richfield Co.; he also has real estate, ranching and other business interests in New Mexico (BAL-7964). Action Oct. 9.
- **WTTO(AM)** Toledo, Ohio—Broadcast Bureau granted assignment of license from Shenard Broadcasting Corp. of Ohio to Raystay Co. for \$580,000. Sellers: Herbert Weber, president, et al. Shepard Broadcasting is licensee of WLAV-AM-FM Grand Rapids, Mich., and WLYV(AM) Fort Wayne, Ind., and owns 60% of KITT-FM San Diego. Buyers: George F. and Marian B. Gardner (100%). Raystay Co. is licensee of WEEO(AM) Waukesha, Pa. (BAL-7832, BALRE-2480, BAPRE-178). Action Oct. 12.
- **KPOR(AM)** Quincy, Wash.—Broadcast Bureau granted assignment of license from KPOR Broadcasting Co. to Ray E. and Elena Russell for \$87,000. Sellers: Robert H. and Shirley M. Larmore (together 100%). Buyers: Ray E. and Elena Russell (together 100%). Mr. Russell is station manager of KHLO(AM) Hilo, Hawaii (BAL-7946). Action Oct. 12.

## Cable

### Applications

- The following operators of cable television systems have requested certificates of compliance. FCC announced Oct. 12 (stations listed are TV signals proposed for carriage):
- **Garberville** cable TV, 1071 Parkside Drive, Richmond, Calif. 94803, proposes for Garberville (CAC-3118) and Redway (CAC-3119), both California, KIEM-TV, KVIQ-TV and KEET, all Eureka. KTVU Oakland and KRON-TV San Francisco, all California.
  - **Warner Cable** of Fort Walton Beach, 75 Rockefeller Plaza, New York 10019, proposes for Walton county, unincorporated area, Fla. (CAC-3126), WDOI Dozier, Ala.; WEAR-TV and WSRE, both Pensacola, Fla.; WTVY Dothan, WKRG-TV and WALA-TV, both Mobile, both Alabama and WJHG-TV Panama City, Fla.
  - **Swea City** Cable TV, Swea City, Iowa 50590, proposes for Swea City (CAC-3120), KGLO-TV Mason City and WOI-TV Ames, both Iowa; KAUSTV Austin, Minn.; KRNT-TV, KDIN-TV and WHO-TV, all Des Moines, Iowa; KROC-TV Rochester, WTCN-TV Minneapolis and KEYC-TV

Mankato, all Minnesota, and KVFD-TV Fort Dodge, Iowa.

- **Gerity Broadcasting Co.**, Wenonah Park Building, Bay City, Mich. 48106, proposes for Auburn (CAC-2950) and Williams township (CAC-2951), both Michigan, to delete WWTW Cadillac, Mich.
- **General Electric Cablevision Corp.**, 1202 Troy/Schenectady Road, Box 765, Schenectady, N.Y. 12301, proposes for Wyoming, Mich. (CAC-2282), to delete WKAR-TV East Lansing, Mich., and WTTW-TV Chicago.
- **Albany CATV Services**, 1313 West Main, Bethany, Mo. 64424, proposes for Albany, Mo. (CAC-3125). KQTV St. Joseph, KTVO Kirksville, WDAF-TV, KCMO-TV, KMBC-TV, KCPT and KBMA-TV, all Kansas City, all Missouri, and WHO-TV Des Moines, Iowa.
- **See-More Cable Co.**, Box 767 Chadron, Neb. 69337, proposes for Chadron (CAC-3122), requests certification of existing system.
- **See-More Inc.**, Box 53, Gordon, Neb. 69343, proposes for Gordon (CAC-3123) and Rushville (CAC-3124), both Nebraska, requests certification of existing system.
- **Clear Television Cable Corp.**, 248 Route 9, Box 340, Berkeley township, Bayville, N.J. 08721, proposes for Pine Beach, N.J. (CAC-3127), WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV and WPIX-TV, all New York; KYW-TV, WPVI-TV, WCAU-TV, WPHL-TV and WTAJ-TV, all Philadelphia; WHYY-TV Wilmington, Del.; WNET Newark, WKBS-TV Burlington and WNJT Trenton, all New Jersey.
- **Cablevision of Greensboro**, 1108 Greendale Street, Box 478, Greensboro, N.C. 27402, proposes for Greensboro (CAC-2209), to delete WDCA-TV Washington.
- **Southern Oregon Cable TV**, Box 399, Medford, Ore. 97501, proposes for Klamath Falls, Ore. (CAC-3121), requests certification of existing system.
- **Telecon Associates Inc.**, Sigel Road, Brookville, Pa. 15825, proposes for Central City (CAC-3113), Hooversville (CAC-3114), Stoytown (CAC-3115) and Shade township (AC-3116), all Pennsylvania, WJNL-TV and WJAC-TV, both Johnstown, WTAJ-TV and WOPC, both Altoona, WPSX-TV Clearfield, KDKA-TV, WTAE-TV and WQED, all Pittsburgh, all Pennsylvania.
- **Texas Television Services Inc.**, Box 34497, Dallas 75234, proposes for Bridgeport, Tex. (CAC-3117), KFDX and KAUF-TV Wichita Falls, KDFW-TV, WFAA-TV, KERA-TV, KXTX-TV and KDTV, all Dallas, WBAP-TV, and KTVT, both Fort Worth, all Texas; KSWO-TV Lawton, KXII Ardmore, both Oklahoma.
- **Warner Cable of Williamsburg**, 75 Rockefeller Plaza, New York 10019, proposes for James City county, unincorporated areas, Va. (CAC-3128), WVEC-TV and WHRO-TV, both Hampton, WJAR-TV Norfolk, WYAH-TV and WAVY-TV, both Portsmouth, WXEX-TV Petersburg, WTVR-TV, WWBT-TV, WCVE-TV and WCWV, both Richmond, all Virginia; WTTG and WDCA-TV, both Washington.
- **Marcus CATV Corp.**, 75 Rockefeller Plaza, New York 10019, proposes for Menasha (CAC-3129) and Neenah (CAC-3130), both Wisconsin, WBAY-TV, WFRV-TV, WLUK-TV and WPNE-TV, all Green Bay, WMSV, WMTV and WVTV, all Milwaukee and WHA-TV Madison, all Wisconsin and WGN-TV Chicago.

### Final actions

- **CATV Bureau** granted following operators of cable television systems certificates of compliance: New Braunfels Cable Communications Inc., New Braunfels, Tex. (CAC-1127); Brownwood Television Cable Service Inc., Cross Plains, Tex. (CAC-1298); TelePrompser of Ukiah, Ukiah, Calif. (CAC-1391); LVO Cable of Northern Illinois Inc., unincorporated areas of Richmond township, Ill. (CAC-1874); Complete Channel TV Inc., Madison, Wis. (CAC-2108); Frisco Cable TV Inc., Frisco, Tex. (CAC-2149); Martin County Cable Co., Jupiter Island (AC-2156), Ocean Breeze Park (CAC-2157), Sewall's Point (CAC-2158), unincorporated areas of Martin county (CAC-2159) and Stuart (CAC-2160), all Florida; LVO Cable of Northern Illinois Inc., unincorporated areas of McHenry township, Ill. (CAC-2173); Warner Cable Transmission Corp., Upper township (CAC-2223), Middle township (CAC-2224), Stone Harbor (CAC-2225), Sea Isle City (CAC-2226) and Avalon borough (CAC-2227), all New Jersey. Actions Oct. 12.
- **Grand Forks, N.D.-East Grand Forks, Minn.**—FCC authorized G-F Cable TV Inc. to add signals of WTCN-TV Minneapolis and WVTV(TV) Milwaukee to cable TV systems serving Grand Forks and East Grand Forks (CAC-884, CAC-885). Opposing petition by Spokane TV Inc., licensee of KTHI-TV Fargo, N.D., was denied. Action Oct. 17.
- **FCC** scheduled oral argument for Nov. 5, 6 and 7 in proceeding on cablecasting programs for which per-program or per-channel charge is made (Doc. 19554). Oral argument was requested by National Association of Broadcasters, Association of Maximal Service Telecasters, ABC, NBC, CBS and National Association of Theatre Owners. Action Oct. 16.

# Classified Advertising

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

## RADIO

### Help Wanted Management

**Operations Manager** wanted for modern Country station adjacent to major market, midwest. Must be experienced, possess 1st phone and be willing to assume responsibility. Box K-43, BROADCASTING.

**Ownership.** That's what we'll offer without any cash investment to the person who can manage our next N.E. station by being its top salesman. Send details to Box K-168, BROADCASTING.

**AM-FM-South-50,000 Market** needs GM with Sales, Production, Promotion, Engineering background. Also opening for announcers. Box K-231, BROADCASTING.

**A piece of the action** for a minimal investment in a small market Wisconsin AM-FM and CATV System if you qualify as manager. Must be experienced. E.O.E. Send resume to Box K-237, BROADCASTING.

**If you have a successful managerial record** and aren't afraid of hard work, there's a manager's job available in Florida (west coast) where the compensation and the living is good. Will share in profits. Contact Alice Faust 215-583-0168.

**General manager.** Top opportunity. See display ad. Thomas McMurray Ideas.

### Help Wanted Sales

**Southeastern Michigan AM Station** looking for an experienced salesman. M.O.R. format with a fast growing market. Dominating station in area. Immediate opening. Would like complete information by letter. Please reply to Box K-148, BROADCASTING.

**Growing AM station** near NYC needs an energetic salesman. Ideal opportunity. Prefer individual with some radio sales experience. Good benefits. Base plus commission. Will consider no sales experience and combo work if you have a First. Box K-203, BROADCASTING.

**Wanted:** Top notch, aggressive, respectable salesman for Northeastern Ohio daytime station. Is moving with unlimited potential. Your income is up to you. All references thoroughly checked E.O.E. Box K-232, BROADCASTING.

**Southern N.E. FM** looking for a person who likes to work and get paid for it. We are on the move and need a mover in the sales department. Complete info in first letter. Box K-250, BROADCASTING.

**Opportunity—established station.** Salary, commission. Send resume, sales record. KFRO, Longview, Texas 75601.

**Salesman with one or more years experience** in radio sales who wants to bring up family in beautiful vacation country where there are no big city problems. Ideal for man who wants to step up to slightly bigger market or to get away from big city. Contact Charlie Persons, KVBR, Brainerd, Minn. 56401.

**We're growing again!** And need another bright, cheerful announcer with first ticket. Good voice for news and production. Right man may find himself on local cable-TV programs. Send resume to KVON, Box 480, Napa, California . . . the beautiful Napa Valley.

**Young energetic experienced super salesman wanted**—Great opportunity with one of the hottest AM-FM combinations in America—WAYS/WROQ. Send resume to George Francis.

**Aggressive, intelligent salesman** wanted for good, professional small market. Draw against commission with no charge back. Beautiful station facilities. Fine, creative staff. Apartment free to single person. Contact Mr. Ellis, WCVI, Box 838, Connellsville, Pa. 15425. 412 628-8619.

**WSRO, Marlboro MA.** The affluent suburban market between Boston & Worcester. Excellent position open for experienced salesman. Contact Tom McAuliffe—617-485-1470.

**Sales manager and/or general manager.** Louisville, Kentucky, good music station seeks experienced managers or combination. Salary, bonus, incentive compensation. Send resume to RADIO, 2615 Taylorsville Road, Louisville, KY 40205.

### Help Wanted Announcers

**New England:** Leading adult music station would like to hear audition tapes from staff announcers interested in filling future vacancies when they occur. Good wages, stability, brand new facilities, new equipment. Equal Opportunity Employer. Box J-157, BROADCASTING.

### Help Wanted Announcers—Continued

**Tight board, production-minded morning man** for modern Country station, midwest, suburb of major market. Need 1st phone. Ideal working conditions and salary. Box K-44, BROADCASTING.

**Need experienced announcer** for program director and good beginner. Send tape, resume to: Box K-153, BROADCASTING.

**Top rated medium top 40** in the south is now accepting applications for MD/Jock/Production Personnel. Must be good in these areas. Good pay, fringes. Send work & salary history, pic, tape to Box K-193, BROADCASTING.

**Suburban station** in East Coast major market seeks controversial talk-host for future opening. Applicant, either conservative or liberal, must be able to co-anchor daily news program. Send talk and news tape, resume, salary requirement, and availability date to Box K-209, BROADCASTING.

**Small market Virginia daytime** with FM needs announcer, salesman, or combination of both. Box K-217, BROADCASTING.

**California AM rocker** in medium market looking for talented, experienced jock, strong, creative production a must. Send tape and resume to KERN, Box 2700, Bakersfield, Calif. 93303.

**Wanted:** Someone interested in area news fulltime to join three man staff. Resume and midwest background only. Dale Low. KLSS/KSMN. Mason City, Iowa 50401.

**Houston TX immediate opening** for announcer at top-rated FM stereo beautiful music sta. Group owned, excellent fringe benefit program, salary open. Rush tape and resume to Thom Sanders KYND Radio, 1001 East Southmore, Pasadena, TX 77502. Equal Opportunity Employer.

**Immediate need** for experienced MOR announcer for afternoon board shift plus some production and news. Call or write: Program Director, WASA, Havre de Grace, MD 21079. 301-939-0800.

**Immediate opening—Mature C&W announcer** board shift, some sales and service. Contact Keith Buck, WEZJ, Williamsburg, KY 606-549-2285.

**Central Florida contemporary, immediate opening.** One good jock with production and one part-time jock. Good benefits, security. Contact Dan O'Day, WIPC, Lake Wales, Florida 33853.

**Wanted:** Top pay! 1st phone night jock on the #1 contemporary in a tri-state area. Rush tapes and resumes to Bob Foster, P.D., WJPS Radio, Box 3636, Evansville, Indiana.

**Milwaukee studio** available for recording auditions, etc. Hourly rate. Operate controls yourself and save. Broadcast Performance. 463-1900.

### Help Wanted Technical

**Experienced Chief Engineer** needed for Midwest SKW Directional AM and automated FM. Excellent equipment and working conditions. Salary \$900/mo. plus. Send resume and references. E.O.E. Box K-149, BROADCASTING.

**University in Texas** has opening for 1st phone with degree. E.O.E. Will install and operate 2.5 kw FM station and do some CCTV maintenance. Teach one basic engineering course. Excellent small community living, good retirement. Send resume to Box K-214, BROADCASTING.

**Superb opportunity** for chief engineer in midwest and mid-south. Two-station chain needs first capable of handling directional AM, maintenance, repairs, and annual proofs. Good fringe benefits. Salary open. Box K-233, BROADCASTING.

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

**Midwestern station** looking for midwesterner for Chief Engineer. Responsibilities include 1 KW AM, 50 KW FM Stereo, automation. Would have other engineering help. Four years experience and the desire to be a working Chief necessary. E.O.E. Box K-257, BROADCASTING.

**Immediate opening—Engineer** with AM and FM experience for KEPS, Eagle Pass, TX. Sales and program experience desirable but not essential. Call Al Kin-sall 512-773-9246 or write at once.

### Help Wanted Technical—Continued

**First phone man** to read meters at transmitter. Some announcing experiencing. WAMD Aberdeen, Md. 21001.

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

**Assistant chief engineer** for 24 hour AM-FM operation. Strong on automation. Send resume and salary requirements to: WLCY Radio, Attention: W. A. Cooper, P.O. Box 10,000, St. Petersburg, Florida 33733.

**Live in Vacation Land—We** need a fulltime chief, announcing and/or production ability a plus. Must take over all engineering. Good salary. Contact Roger L. Sweet, WOBT, Box 73B, Rhinelander, WI. 54501 or call 715-362-6140.

**Teaching—Broadcast Electronics Technology—We** need a technically strong person to teach and develop a new program leading to the Bachelor of Science Degree in Broadcast Electronics Technology. The person we are looking for will have experience as a Chief Engineer and possibly additional experience in CCTV, CATV, or microwave communications. His academic credentials will include preferably an M.S. degree in Electronics Technology. Qualified applicants should contact M. R. Halsey, Head, Electrical and Electronics Department, Ferris State College, Big Rapids, Michigan 49307. Phone 616-796-9971, Ext. 208. An Equal Opportunity Employer.

**Chief Engineer** for radio station in Washington, D.C. Excellent opportunity for advancement. Call E. C. Myers 202-722-1000.

**Competent, experienced operating engineer** for growing tape duplication operation near New York City. Intelligence and take charge ability essential. State experience and salary requirements. Box H, Croton-on-Hudson, NY 10520.

### Help Wanted News

**Newsman, M/F, on air, credentials a must.** N.Y. state. Resume, tape and photo to: Box K-238, BROADCASTING.

**1st Phone Newsmen.** Organize, report local news 6 p.m.-1 a.m. Start \$145. Contact Ed. K. Smith, WCMB, Box 3433 Harrisburg, Pa. 17105.

**Lansing is a fantastic news town,** if you're ready to move up to a larger market news directorship. Long hours, love for news and desire to be unbiased and truthful will earn top salary, benefits and long-term job. Send resume, aircheck and photo to WITL, Box 10-10, Lansing, MI 48910.

**Suburban Washington 5kw contemporary** needs newsmen, prefer first phone. Some experience necessary. 703-368-3108 WPRW, Box 151, Manassas, Virginia 22110.

### Help Wanted, Programing, Production Others

**Programmer / Morning Communicator / Production Ace,** Successful cross-country station with laid back philosophy needs help with creative refinement. Middle size—no hassle metro market. Enjoy your work. Write Box J-176, BROADCASTING.

**Program Director** for fulltime suburban New York station. Must be idea man, experienced, with good voice, production oriented and know music. Write full details, tape and salary requirements first letter. Write: Box K-199, BROADCASTING.

**Country-Western Program Director/Jock** for top 100 market in the midwest. Please send tape and resume to: Box K-222, BROADCASTING.

### Situations Wanted Management

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

**Att: Major market radio stations . . . Dynamic radio sales personality** desires position as local or national sales manager with top promotional-minded radio outlet, excellent credentials . . . highly knowledgeable, motivating . . . solid experience . . . PROFIT BY ME NOW! Box K-129, BROADCASTING.

## Situations Wanted Management—Continued

Aggressive, knowledgeable radio station executive. Ten years major market experience and four years as a successful medium market owner and operator. Mid-thirties. Background includes finance, sales, complete FCC filing, programming and personnel training. Interested in a responsible position with authority in a growth oriented company. Box K-188, BROADCASTING.

Experienced Sales Manager, desires to manage small market station. Business College graduate, 28, 6 years experience in programming, creative sales campaigns, plus extensive training by RA8. Will relocate, married, finest industry references, Box K-218, BROADCASTING.

Black Jock, 2 1/2 years experience in small market, 3rd endorsed "73" NATRA award winner, rated number one in general market by ARB and Pulse. Currently employed as music director and assistant manager, and program director. Box K-220, BROADCASTING.

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

Thoroughly experienced manager desires position with community-minded, small market station. Experience includes ownership of two stations; management for nationally known Christian industrialist; sales, programming, and engineering. Box K-253, BROADCASTING.

Enthusiastic Radio pro desires management. Experienced programming and sales 6 years. No floater. Let's make money together. Box K-256, BROADCASTING.

A General Manager that wants to get away from the desk and SELL. 20 years of management, sales and on the air work. Promotion minded. Currently employed as V.P. and General Manager. Have the best years of my life to give a solid broadcast company. Experience too extensive to describe in this ad. Phone 419-353-6402.

## Situations Wanted Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

P.D.—medium size market. Currently a national rep. Three years experience as M.D. College grad. Third phone. Box K-166, BROADCASTING.

Humorous personality DJ. Consistently #1 MOR afternoon Drive Time. 18 years experience, college grad. Excellent references. Married. Top 20 markets only. Will consider management. Box K-179, BROADCASTING.

DJ. Easy going personality. Commercials, good news, willing to relocate. Ready now. 3rd ticket. Box K-181, BROADCASTING.

Personality jock seeking rock/progressive format. BS Broadcasting . . . first 7 years . . . experience in management of college FM, FCC R & R, music, sports, news. Medium markets plus. Salary negotiable. Box K-192, BROADCASTING.

Top 10 market rock jock. Looking for secure, well paying jock or P.D. gig at medium or major market. Can do solid production and news. Box K-198, BROADCASTING.

Three years experience, some college, endorsed third. Speech and voice trained. Acting background, good deep voice. Box K-212, BROADCASTING.

Major market personality looking for change. Good voice, production, music director. Can supply excellent references. Will consider medium markets. Box K-213, BROADCASTING.

First phone announcer. Nine months on the air announcer. Very versatile. Sports director. Can do it all. Box K-215, BROADCASTING.

Currently employed. 3rd, black, experienced. Tapes, resume, references on request. Relocate, looking for stability. Box K-221, BROADCASTING.

Morning entertainer—You're a med/maj personality. MOR searching for a stable family man, 30, with a team attitude to 'head off' mornings (with 1st ticket). He should have experience, references and a deep pleasant voice. You'll want him to work hard for and keep an audience. You want a bright, creative communicator and won't mind paying him \$15,000 if he'll turn a staff vacancy into a solid slot. Demand that type man? Contact me. Box K-234, BROADCASTING.

## Situations Wanted Announcers—Continued

Reliable pro—3rd phone. Good voice, authoritative news, good references. Also, a broadcasting school graduate. Prefer KY.—OHIO—W. VA. Box K-236, BROADCASTING.

MOR—3rd phone—10 years experience in Los Angeles. Prefer LA small market. Older, mature voice, etc. Box K-243, BROADCASTING.

Creative Rock 'n Roll Communicator. Humorous, tight, good voice. Have experience. Box K-254, BROADCASTING.

Presently employed top-rated sports, PD, talkmaster seeks move for increased income. George Taylor, WALE, 617-674-3535.

Tight, moving, reliable, dedicated contemporary jock looking for stable station. 3 years experience. First phone. Call Dan 607-797-1398.

All-night/late-night jock. First phone, BA, 7 years. Midwest. Call Jack Daniels, 217-446-7524.

Hardworking beginner with 1st and good broadcasting training looking for start. I'm talented and willing. Dan Buck, 4103 East Lake Street, Minneapolis, Minnesota 55406.

Excellent news and commercial delivery, smooth sound. MOR or EZ, prefer west. First phone, one-year experience. R. Canonica, 415-935-0133.

Available Pro.—Host. Talk, music, radio, TV. 12 years Los Angeles, San Francisco. Imaginative inquisitor who listens. Open, aware, sensitive, humorous. Informed. Into any talk topic, American politics. Recent lower demographic callers on Personal Growth, Mind Control, Parapsychology, Music, New Religions, Assassinations, Nutrition, etc. Commercial voice in demand. Now on National TV, Radio spots. Roy Elwell 415-661-6339.

Attention small and medium markets. Indifferent audience? Small billing? Rx one-radio doctor, 6 years radio, 8 years advertising.

DJ, Top 40 and solid gold radio experience. Tight board, good voice and news, 3rd phone. Contact: Paul Bunting, 169 Sherwood Drive, Churchville, PA 18966. 717-367-9830.

Disc Jockey-News-caster: Looking for a creative and ambitious individual? Stop! Read on. Outstanding sales talent, with "dynamic" news and commercial ability. Ready for challenging position with a future. Tight board. Able to relocate. Jay Dee Jefferson, 207 East 91 St., Brooklyn, New York 11212. 212-345-7378 after 8:00 p.m.

Available immediately—country music disc jockey. First class ticket—12 years experience. Telephone 305-831-9363, leave message for Rick.

Call me now—if you want a good Top 40 jock with a 1st phone. Four years experience in major market. Production no'how. Excellent references on request. Call Sam Idas at 1-301-655-1055 or 1-301-761-1590.

DJ-News—Three years experience. Contact: H. Taylor before 9 a.m. or after 9 p.m. at 312-SU 7-4660. Apt. 410 or 944-8386. 162 E. Ohio Street, Chicago, IL 60611.

Available now—Disc jockey-news-caster, experienced. Third endorsed, flexibility personality, innovative, dynamic, dependable—Contact Wonder Woman 201-332-5617.

## Situations Wanted Technical

Young aggressive chief looking for a home. Experience with high power AM directionals, FM stereo, S.C.A., remote control and construction. Prefer a job as chief with an airshift. I am not a 'slide rule man' and I appreciate fine audio. All replies will be answered. Box K-165, BROADCASTING.

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

Engineer—20 years experience; AM-DA; FM; Stereo; TV; Audio; prefer South; family; salary open. Box K-242, BROADCASTING.

Experienced chief engineer. AM, FM, stereo, automation, production, air. Seeks good position in west. P.O. Box 99, Redwood Valley, California 95470.

## Situations Wanted News

I'm best in field reporting and writing but can anchor. Medium or larger market. 20's. College grad. Eastern half U.S. Box K-174, BROADCASTING.

News director in state capital wants move to major market, preferably as street reporter. Experience includes work for wire service and network news bureau. Box K-187, BROADCASTING.

## Situations Wanted News—Continued

Sports director 6 years, play-by-play should paint a mental picture, "you are there" with my coverage all sports plus commentary seeks medium, major market, college or pro team coverage. Box K-191, BROADCASTING.

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

Dedicated to news. You have to be, especially when on call 24 hours a day and getting up each morning at four to work two shifts. . . . What do you guys in Florida and southern California have to offer? Radio or TV. Randy Hinton, 9H Greenhaven, Bowling Green, KY. 502-781-4465 after 6 p.m.

## Situations Wanted Programming, Production, Others

Employed production manager desires new challenge in similar position. Ten years experience all phases production in top 20 market. Box K-158, BROADCASTING.

## TELEVISION .

### Help Wanted Management

A TV news background, an MA, a creative imagination, ambition and management capability are required. You should be personable, responsible, persuasive and flexible. Write Box H-229, BROADCASTING.

Development Director. Our man left to become a GM. Opportunity to come with active PTV station in major market. Manage \$650,000 annual fund raising program, which includes TV auction. Direct responsibility for membership program, corporate and foundation contacts, with supervision of auction and promotion/publicity staffs. Must be familiar with direct mail and should be able to handle on-camera fund raising during Membership Pledge Weeks. Looking for articulate person with good writing ability and organizational skills. Send resume and salary requirements to J. Michael Collins, WNEB-TV, Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

Manager needed for small VHF color television station. Minority groups desired. Sales manager on the way up acceptable. Send resume to WSVI Television, Christiansted, St. Croix, United States Virgin Islands 00820.

Position available: General manager, educational KEET-TV, Eureka, Calif.; administrative level management experience in TV, experience with public relations, fund raising. Will be responsible for station administration all departments, co-ordination, development. Write Herbert Urban, President, P.O. Box 99B, Eureka, CA 95501. An equal opportunity employer.

### Help Wanted Sales

Strong on local sales? Dissatisfied with present position? Great opportunity for right man in major southeastern market with network affiliate, group ownership with excellent benefits. Send resume and requirements. Box K-241, BROADCASTING.

### Help Wanted Technical

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

Wanted chief engineer AM-FM group owner—heavy on directional antennas, maintenance, audio proof of performance. Top salary and growth potential. Equal opportunity employer M/F. Reply to Box K-170, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Box K-183, BROADCASTING.

TV technician opening for "qualified" maintenance operational engineer with new UHF, all new GE equipment and Ampex VTR. 1st phone needed. Box K-205, BROADCASTING.

Technical Operations Supervisor, to supervise video and audio technicians in production of color television programs in large production center in southeast. Must have broad background in setup and operation of color TV equipment under studio and remote location conditions. Would have prime responsibility for maintaining quality standards. Annual salary \$10,000 to \$14,000. Send resume to Box K-207, BROADCASTING.

Expanding TV production company in the southeast, has a need for a fully qualified maintenance engineer. Send complete resume and salary requirements to Box K-219, BROADCASTING.

## Help Wanted Technical—Continued

**Staff Engineer, communication arts**—Brand new Communication Arts Complex, Southern California. Forward looking program, colleagues, Assist with installation, operation and maintenance of TV studio equipment: color and B&W cameras; quad recorders; associated terminal equipment. Magnetic film audio recording and mixing equipment. Technical school plus experience. Beautiful suburban setting away from downtown Los Angeles smog. Marina nearby, plus unlimited sports, social and cultural activities. To \$12,150/annum to start. Resume to Box K-235, BROADCASTING.

**Engineer needed** for small VHF color television station. Will move to chief in short time. Three years experience necessary. Salary open with experience. Send resume or call WSVI Television, Christiansted, St. Croix, United States Virgin Islands 00820 or 809-773-1899, no collect calls.

**Help Wanted.** 2 CCTV technicians wanted to repair, maintain and install CCTV systems and equipment. Experience with IVC, Sony, Ampex, or Telemation necessary. Call Mr. Cooper collect; 216-692-3050.

**CATV Studio Maintenance.** Will consider person with minimal experience. Excellent opportunity for growth in a young corporation, full company benefits. Contact Norman Compton, Amherst Cablevision, 602 Grover Cleveland Hwy., Amherst, NY 14226 (716) 837-1120.

**Engineer . . . Civil Service Position . . . State of Illinois.** Must be capable of full and sole responsibility for the maintenance and operation of both QUAD and CCTV video tape equipment. Send resume including references and salary requirements to: John Szymanski, Illinois Dept. of Personnel, Room 503, State Office Building, Springfield, Ill. 62706. Equal Opportunity Employer m/f.

## Help Wanted News

**Reporter, photographer and film editor** needed by major market VHF Network affiliated station in upper Midwest. Applicants must have background and experience that emphasizes complete dedication to news. Our station has the best in equipment, facilities and employee benefits. Also, we are an equal opportunity employer. Send resume to Box K-196, BROADCASTING.

**Investigative reporter** who has the ability and desire to be a top professional newsmen. Must have proven track record. Midwest major market VHF Network affiliate. Send resume to Box K-200, BROADCASTING.

**Sports Reporter**—Top Florida station (number 1 in the market) looking for a sports reporter. Must be good at shooting your own film. Send complete resume including salary history and requirements to WJXT, P.O. Box 5270, Jacksonville, FL 32207.

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

## Help Wanted Programing, Production, Others

**Wanted:** Experienced, on-camera commercial talent to double as booth announcer. Early 30's or younger, good-looking. Union salary plus talent fees makes this Southeastern market one of country's highest income cities. Resume must accompany video tape. Write Box K-251, BROADCASTING.

## Situation Wanted Management

**Still young, vigorous, twenty year veteran** seeks general manager position in medium or major market, especially strong in sales, but very knowledgeable in programing and administrative. Twelve years management experience, will consider sales manager in right situation. Box K-189, BROADCASTING.

**Young small market news director** wants public relations or management. A.B. in radio, television, marketing. Will relocate. Good recommendations, experience, credentials. Box K-202, BROADCASTING.

**Promotion-Devotion.** Experienced? Sure. Desire room to grow. Money isn't my main concern. Working with a real pro—in the right market—is. Box K-224, BROADCASTING.

**Manager-General Sales Manager.** Outstanding record both national and local sales. I build inspired and lasting sales organizations and profitable stations. Excellent industry references. If you believe your station can do better, let's talk! Box K-249, BROADCASTING.

## Situation Wanted Sales

**Sales manager**—New York based. Heavy New York, Philadelphia, Chicago advertising agency coverage experience. Over twenty years Rep, Station, Marketing, Programming background. Capable of developing unique sales plans. Box K-226, BROADCASTING.

**Local Sales Manager** offering experience and ability in leading 6 man sales department to record billings. Goal, progressive group in top 50. Challenge and responsibility most important. Top references available. Box K-239, BROADCASTING.

## Situations Wanted Announcers

**Husband-wife, radio, TV, theatrical background,** desires talk show on strong community minded radio or TV station. Personable, experienced producers. Box K-167, BROADCASTING.

**News-DJ-Talk host.** No drifter, but staff WRC-WMAL Washington, WAPI Birmingham, WOOD Chattanooga, WGAR Cleveland, WCBM Baltimore, WMCA New York, WHLI Hempstead, L.I., WVNJ Newark, WINS New York plus all NYC television stations. Countless additional credits including production, management and music. Leaving NYC. Will listen to anyone wanting 30 years experience and ability. Box K-197, BROADCASTING.

**Young, black announcer** with experience. Presently employed in TV production seeks opportunity on East or West Coast. Good appearance, talented, excellent academic background, ambitious and personable. Box K-228, BROADCASTING.

## Situations Wanted Technical

**First phone control room/camera operator.** Strong on audio. MS degree in TV. Will consider TV or production house. Prefer N.E. Box K-240, BROADCASTING.

**Engineer with a little over 2 years experience** in broadcasting, would like to be full time audioman, with some radio or TV station. But, without any maintenance duties. Will relocate, single, 23, and enjoy running audioboard. Presently employed. Call 414-583-3015 or write Box K-255, BROADCASTING.

## Situations Wanted News

**Can't send VTR or film.** Experienced radio reporter for field reporting. Mid-20's. College grad. Eastern half U.S. K-173, BROADCASTING.

**Experienced:** Anchor, film, edit, administrate. Excellent writer, producer. Educated, young, ambitious, responsible. Resume tells all. Box K-194, BROADCASTING.

**I'm going crazy!** Who says nobody wants to move in the Fall? 1 1/2 years in Television, 4 years in Radio. Getting NO direction. Looking for security and roots. Age 27, married, one child. Will relocate anywhere immediately or in near future. Write Box K-230, BROADCASTING.

**Sports Director:** Experienced sports reporter and photographer currently working for mid-western network affiliate. Can write, edit and deliver copy. Send inquiries to Box 6481 Columbus, Ohio 43224.

**Experienced, reliable, and likeable describes me.** Have directed TV news operation, anchored, hosted daily talk show. Good filmwork. 512-672-3061, 512-672-3140.

**Journalism MS candidate,** multi-station experience in news, production, and film, seeks TV news position. Tom Berg, 4172 Buchanan Hall-ISU, Ames, IA 50010.

## Situations Wanted Programing, Production, Others

**Experienced hard working TV director** seeks challenges in medium, major market station: five years experience in directing various types of program. Familiar with all phases of TV operations. Consider Assistant Director, Production Assistance in Top Ten station. Box K-141, BROADCASTING.

**Experienced, degreed news photographer,** reporter seeks TV opportunity. Will relocate Steve Wigodsky, 5017 Underwood, Omaha, Nebraska 68132.

**A recent college graduate** is looking for employment in Radio or TV, preferably in programing. Alan K. Foust, 69 S.E. 3rd Street, Linton, IN 47441.

## WANTED TO BUY EQUIPMENT

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

**Wanted:** Ampex VR-1200 Video Tape recorder. Call 408-298-6676. Engineering KGSC-TV, San Jose, CA.

## Wanted To Buy Equipment—Continued

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

**Equipment wanted:** Need, for Model RCA BTA-5F, 5,000 watts, the following: Three transformers: Type 901065-501, Stock No. 4639B; Type 900435-1, Stock No. 17553; Type No. 901005-501, Stock No. 43867, and Two chokes, Type 900501-1, Stock No. 43785. Reply to: Terry Stripsky, Chief Engineer, KQRS, 917 N. Lilac Drive, Minneapolis, MN. 55422, Telephone 612-545-5601.

**Want two-speed motor** for Megnecorder tape transport, Model PT 6-6. Contact Val Partyska; Chief Engineer; WSPR; Springfield, MA. 01103 (413) 732-4182.

**We need used 250, 50, 1 KW, 10 KW AM and FM transmitters.** No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, TX 78040.

**10 or 20 KW-FM Gates Transmitter and Stereo Carousel.** Call collect 714-492-9800.

**Wanted:** Type approved microwave system to pass color. Respond to: Box 4371, Inglewood, CA. 90309.

## FOR SALE EQUIPMENT

**Two RCA TK-42 color camera chains** complete with auxiliary electronics and controls. \$10,000.00 each. E. Newton Wray, General Manager, KTBS-TV, Shreveport, Louisiana 71104. Telephone 318-868-3644.

**Tower, self supporting, 300 ft. dismantled,** on ground, excellent condition, ready to move, \$3500.00. Dick Hardin, WBUD, Trenton, N.J.

**2 McMartin SCA Generators B103/7/41 & B103/7/67,** New and Unused. \$125.00 each. 1 McMartin TBM-200A SCA Modulation and frequency monitor adapter \$650.00. 1 Wilkinson Electronics TRF-1A AM RF AMPLIFIER. Outputs for frequency and modulation monitors. \$100.00. Contact: J. B. Tillis, WDLF Radio, DeLand, 1-904-734-3100.

**RCA BT108 10 KW FM Transmitter** now operating. \$2,300.00 cash. Ed Fritts, WPAD, Paducah, KY (502) 442-8231.

**1 KW RCA BTF 10, \$3,000.00. 3 bay Jampro horizontal antenna \$1,000.00. 250 feet 7/8" transmitter line, \$150.00, plus fittings. 10 channel custom board—side pots, \$1,000.00. If sold together \$4,500.00. All equipment now on the air at WTAO Murphysboro, IL (618) 687-2000.**

**Cartridge tape equipment—New and rebuilt** guaranteed. Autodyne. Box 1004, Rockville, MD 20850, 301-762-7626.

**Helix-styroflex.** Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

**Marti & Sparta new/resale equipment.** Remote pickup/STL/Remote Control. Consoles, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Torowa, NJ 07511, 201-256-0455.

**Marti-Used.** Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESSCO, 8585 Stiemmons, Dallas, Texas 75247. 214-630-3600.

**Replacement attenuators.** We supply equivalent controls for most broadcast consoles. Contact Mike Sutton 919-934-3135. Shallico, Inc. P.O. Box 1089, Smithfield, N.C. 27577.

**Like New—AKG-D200E studio microphone,** low impedance; chrome floor stand with 36" boom. Both: \$50.00 Roland McElroy, 6683 McLean Drive, McLean, VA 22101.

## COMEDY MATERIAL

**Deejays:** New, sure-fire comedy! 11,000 classified one-liners, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, Calif. 93705.

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Won't buy anything, so the brokers tell me. Small market station owners who want out, can help me prove they're wrong. All replies confidential.

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Washington, O.C. 20036  
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**For Sale Stations—Continued**

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When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If audio tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. If VTR's are submitted send \$5.00 to cover handling and forwarding. All VTR's forwarded by Parcel Post. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum. (Billing charge to stations and firms: \$1.00).

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢ per word—\$5.00 weekly 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.

—More than 4" 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.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_



# Profile

## D. Thomas Miller: A closet scholar heads CBS's TV's

D. Thomas Miller, president of the CBS Television Stations Division, is an organization man with a predilection for reading and studying philosophy.

He has held top-drawer management posts at both ABC and CBS and now is responsible for the operations of the five CBS-owned television stations and the company's national representative firm, CBS Television National Sales. But less known to industry acquaintances is Mr. Miller's preoccupation with the world of ideas and logic.

"I spent two weeks at the Aspen Institute in Colorado last summer, which had nothing to do with business and was really a series of mind-stretching sessions," he says. "We discussed classical literature and the development of philosophical ideas and concepts. It was a rewarding experience, exchanging views with the other participants, many of whom came from the fields of education."

The Tom Miller (he never uses his first name, David) more known in broadcasting is a tall, trimly built man of 48, with a penchant for understatement and a manner that is low-keyed and deliberative. Close industry friends say he is modest but not self-effacing, and they attribute his success to hard work, an inquisitive mind that questions constantly and an understanding of the way corporations work.

"He works extremely well with people," one former colleague says. "I know this may sound namby pamby, but I think of Tom as a gentle man who firmly believes in the Golden Rule."

While in high school Mr. Miller was exposed to the marketing field through a part-time job with the A. C. Nielsen Co. in Chicago, his home town. He recalls he was attracted to marketing and decided to major in that subject at Loyola University.

"I was not interested in broadcasting specifically but in marketing generally at the time," Mr. Miller notes. But he landed his first job with ABC in the audience-research department in Chicago. At the same time he was doing graduate work at night at the University of Chicago and wrote a major paper on broadcast research. That, he says, decided his future line of work.

His career has included two tours of duty both at ABC and CBS. His background has been strictly media, except for one year in the film-syndication business which Mr. Miller indicated he did not find especially gratifying.

From 1966 until 1967 he was president of North American Television Associates in Chicago, whose main prop-



erty was *The King Family*. "I was happy to return to CBS after a year," he says. Mr. Miller can point to a well-rounded indoctrination in broadcasting—in research, sales services, sales, station management and group station management and administration. The high regard in which he is held at CBS is underlined by some of the assignments the company has entrusted to him: he represented CBS as a delegate to the Asian Broadcasting Union General Assembly in Auckland, New Zealand, in October 1969, and in Istanbul, Turkey, in September 1970, and while with the CBS/Broadcast Group his responsibilities included developing and implementing plans aimed at increasing the hiring of minority groups by all broadcast units, including CBS News, the radio and television networks and stations.

In his present job as president of the

CBS Television Stations Division, Mr. Miller oversees a staff of about 1,500 employees. His duties are largely administrative since the stations operate autonomously. But on a recent day he was involved in talks with a major advertising agency, indicating he hasn't relinquished completely his interest in the sales sphere.

He finds that about 25% of this work time these days is devoted to Washington legal matters. Though Mr. Miller is not an attorney, he is reputed to have acquired a sharp insight into the nuances of regulatory law. On one occasion, a colleague confides, he was able to point out the implication of a regulation that had eluded an experienced attorney.

Mr. Miller believes that the most pressing problem facing station management today is to strike a balance between the interest of the government and the interest of the public. "These interests are not always the same," Mr. Miller said. "How do we live with the rules of the government and at the same time please the community? It is a difficult balance to achieve."

According to Mr. Miller, business was great in 1972 at the five CBS-owned television stations (WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis). He characterized 1973 as "an uneven year," though he felt the CBS stations were performing better than the industry as a whole.

Mr. Miller discussed the CBS-owned TV stations' program exchange under which programs produced by each of the stations is available to the others. Mr. Miller is particularly proud of a new program project of his division called *Closer Look*, a special segment explaining topical news to young people. It will be included in early evening news broadcasts on the five owned stations, starting in mid-November.

"I think that over the next five years there will be movement toward making entertainment programs more informational and educational," he said. "I think there could be ways of introducing educational references into programming."

Away from business, Mr. Miller enjoys reading, particularly works on history, ethics and the classics. But he is by no means a bookworm. In high school, he won letters in football, basketball, track, swimming and boxing (as a 145-pounder). These days, he stays in trim by skiing and playing golf and tennis.

Though retirement is a long time off, Mr. Miller would like to teach at a university after he winds up his business career. In his lectures, he said, he would hope to dwell on the responsibilities of the television medium as an educational force.

# Editorials

## The news season

The 1973-74 television season has started inauspiciously. The new shows in the networks' evening schedule include few if any hits and a fair number of predicted casualties. Let us emphasize that the reference here is to entertainment programs — the divertissements confectioned at much expense to attract and beguile the huge national audiences.

In the aftermath of the latest series of remarkable events in the real world, if indeed it can be called that, it occurs to us that as a term of art "new season" has been poorly used. With the onrush of events, television news has been providing a perpetual new season of its own. Wars and threats of wars, falls of the mighty, confrontations at the heart of government: A procession of incredible experiences keeps marching across the screen. The real hit of this season is journalism.

## The board of editors

Presidents Bob Wood of CBS-TV and Herb Schlosser of NBC-TV addressed a particularly sensitive issue in separate speeches a couple of weeks ago. It is not only television's right but also its responsibility, they said in effect, to present programs that reflect the times we live in, even if some of those programs may at times offend the sensitivities or tastes of some viewers (*Broadcasting*, Oct. 22). That, in our view, is a sensible and sound approach.

It is also an approach that, as they made clear, requires a degree of caution in execution. We have come across a few instances, for example, that did not jibe with our own ideas of taste, but those observations are unimportant except to make the point that contemporary programing almost by definition walks a fine line. Thus every precaution should be taken not to offend unnecessarily. Enough will feel offended at best. As ABC-TV President Jim Duffy said in a third speech, a few days after Messrs. Wood's and Schlosser's, "we are going to have to be twice as zealous" or risk touching off a public outcry louder than any TV has heard thus far.

All three TV network presidents are speaking in full recognition of their responsibilities, which get more difficult by the day. They and their senior executives must indulge, indeed encourage, artistic venturing without granting artistic license. An infinity of program judgments must be made in the knowledge that permissiveness is becoming a dirty word. But making hard decisions is what broadcast management is all about. That's what network presidents are highly paid for.

## Long-form advertising

Why not program-length "commercials" on television to help independents expand their operating hours and generate new money for programing improvements?

Kaiser Broadcasting Co., which has cast its lot in major-market UHF and become an innovative force, has asked the FCC for the green light. It wants to run auctions and classified advertisements, in time periods that are not now otherwise salable.

There really isn't anything new about program-length "commercials." Political fund-raising telethons certainly are sales pitches of multihour duration. Many stations now run company or industry-made "institutionals" in which products and trade names are mentioned. But these are now labeled "public service" of a sort simply because stations do

not get paid for carrying them. The fact that they are furnished by the underwriter must be announced, according to FCC rule.

Abroad, the "television magazine" has evolved as a program-length commercial on the British ITA commercial networks. This all-commercial method is emulated in other nations too.

The fact is that the FCC has never outlawed so-called program-length commercials. It has issued policy statements in the past frowning upon overcommercialization and brokerage of time wherein one contractor retails spot time he has purchased wholesale.

Kaiser Broadcasting's vice president, Richard C. Block, this year turned the corner — barely — in making the Kaiser UHF's in six markets profitable, after a long, long try. The FCC has reported (*Broadcasting*, Oct. 22) that 58 UHF independents lost \$17,556,000 in 1972, compared to \$40 million lost the preceding year.

The FCC's mandate under the Communications Act is to provide for the larger and more effective use of the spectrum in the interests of the public. Certainly, in this era of television codes and advertiser-agency surveillance, a more relaxed posture toward independents and secondary-market stations would be helpful. Moreover, it might well prove that good program-length commercials are more entertaining and exciting than those dry-as-dust fillers which animate Sunday and holiday mornings even on big-city transmitters. Why not long commercials, as long as they are plainly labeled for their source?

## Overkill

It all seemed a little quaint, out of trade unionism's distant past. There was old George Meany, president of the AFL-CIO, ordering nonunion television cameramen excluded from the labor federation's convention at Miami Beach. It turned out that the International Alliance of Theatrical Stage Employees was trying to show its muscle in organizing the unorganized at Miami television stations.

Mr. Meany did the IATSE cause little good. If indeed IATSE has a case to make among Miami television-broadcast workers, it can take it to them at any time it wants to. The process of union recruitment and representation is too well established to need the sort of secondary boycott that Mr. Meany imposed. In this instance union solidarity extended to its president's head.



Drawn for *Broadcasting* by Jack Schmidt  
"Hey, Steve, ain't that your wife with the blond guy?"

# The "Total News" is number one in the Dayton, Ohio area for more reasons than one.



"Total News" on WHIO-TV is the number one television news broadcast in the Dayton area.\* And for good reasons. Some of them are pictured above. This is part of "The Total News" Team. Together these men and women add up to the most experienced and enterprising journalists in broadcasting in the Dayton area. Maybe that's why year after year more Dayton area people watch our people than any other people we know.

## WHIO Television

Represented by TeleRep

\*Audience Information based on estimates from May, 1973  
ARB, subject to qualifications available on request.

 A Communications Service of  
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COX BROADCASTING CORPORATION STATIONS: WHIO AM-FM-TV Dayton, WSD AM-FM-TV Atlanta, WSOC AM-FM-TV Charlotte, KFI-AM Los Angeles, WIOD AM, WAIA FM Miami, WIIC-TV Pittsburgh, KTVU San Francisco-Oakland



# it's about people

RKO RADIO PEOPLE



RKO Radio is much more than a trademark, microphones or a transmitter. RKO Radio is people!

People—all over the United States—who listen, by the millions, to the varied forms of communication put forth by all RKO Radio stations . . . and people, RKO Radio people, who represent the single-mindedness of purpose which is the hallmark of RKO Radio stations; professionalism in communications . . . dedication to excellence in every walk of the life experience epitomized by the title "RKO Radio People".

For at all RKO Radio stations exist the most dedicated staff of communicators ever gathered together in broadcasting. Under the umbrella of *responsibility for serving their communities the finest broadcast fare*, RKO Radio people approach their *individual* responsibilities with the dedication that bespeaks professionalism.

Be they secretary or sales staff, disc jockey or general manager, music librarian or mailroom personnel, news writer or comptroller, or promotion person, national rep or research director—all are determined to be the best at what they do. And they succeed!

People are why RKO Radio stations are the best. The people who listen—because they want to hear what the best sounds like . . . and the people who provide the best as part of their daily goal.

RKO Radio . . . the best. Anywhere you hear it.

RKO Radio People . . . the best. That's why.



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