

Coming unglued at the FCC: Now Rex Lee quits
Special report: radio's top 100 records for 1973

Broadcasting Dec 17

The newswweekly of broadcasting and allied arts

Our 43d Year 1973

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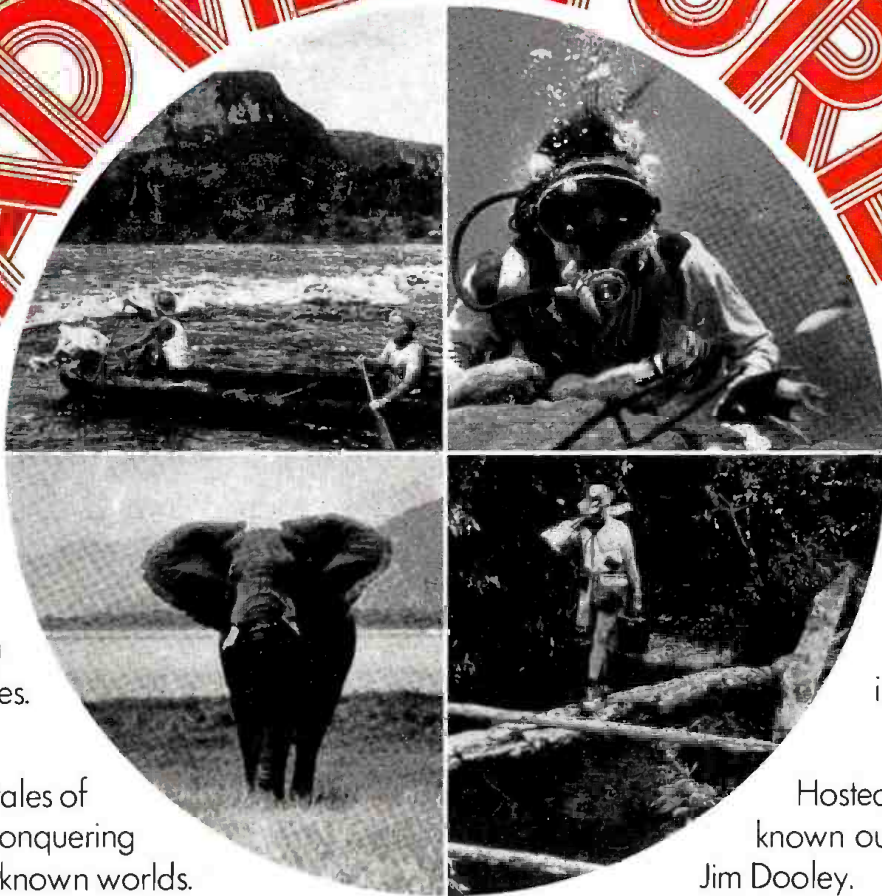


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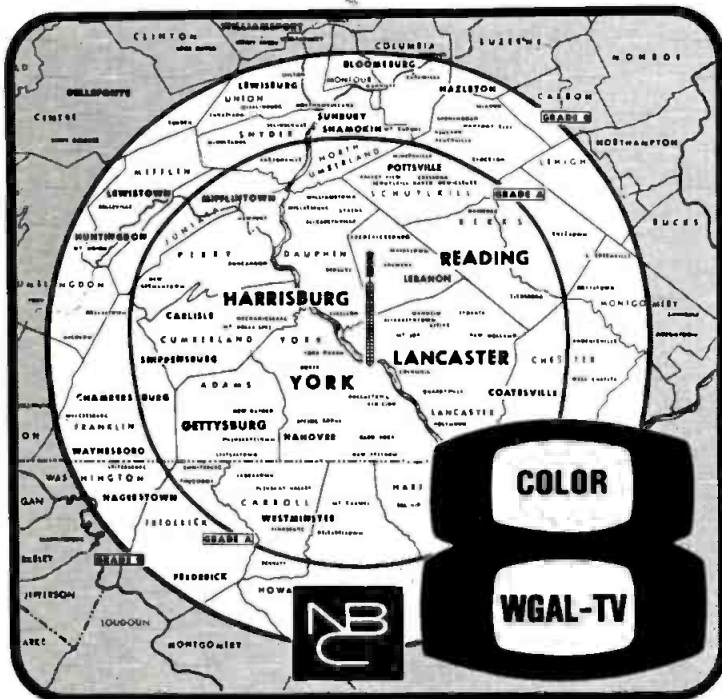
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WGAL-TV delivers a market great in food store sales



Food store sales total a big \$531,449,000 in the WGAL-TV ADI Counties. But, this station extends beyond its ADI into many other prospering communities, which substantially adds to this food store sales figure. The dominant voice in this rich, burgeoning market, this Channel 8 station is a must on your media list - a great buy because it sells.

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Closed Circuit®

Candidates galore. Lines began forming at once for sudden vacancy at FCC created by resignation of H. Rex Lee (see page 20). Most had been candidates for Nicholas Johnson slot, for which nominee James H. Quello is now awaiting Senate confirmation hearing to begin Jan. 23. There's suggestion that President may name Mr. Quello and second Democrat to recess appointments once Congress adjourns — expected any day now. This would give each nominee leg up on eventual confirmation.

Morning line, not necessarily in order of likely finalists: Dr. Glen O. Robinson, law professor, University of Minnesota, with indicated support of both FCC Chairman Dean Burch and Office of Telecommunications Policy Director Clay T. Whitehead, who sponsored him in Quello competition; Luther Holcomb, vice chairman of U. S. Equal Employment Opportunities Commission (with strong Texas support); Harvey Jacobs, New Mexico State University; Barry Zorthian, Time Inc.; Robert J. Rawson, retired deputy chief of FCC Broadcast Bureau, now in private practice; Dr. Lee A. Dreyfus, University of Wisconsin, Stevens Point; Wallace Johnson, chief, FCC Broadcast Bureau; A. Prose Walker, chief, FCC's amateur and citizen's division and formerly engineering director, National Association of Broadcasters.

Chairman to president? Though he has said he would stay at FCC until other vacancies are filled, Chairman Dean Burch has reportedly had new overtures to become president of Teleprompter, which reportedly made pass at him some time ago (*Broadcasting*, Oct. 15).

Knowledge bank. National Association of Broadcasters has all but settled on Hill & Knowlton as public relations agency for campaign against pay cable siphoning. One factor in H&K's favor was said to be its long experience on other side of pay television issues for long-time client, Zenith Radio Corp., which for years energetically promoted broadcast subscription system. Zenith's ardor for pay has cooled. Agency also has experience in cable, having represented Teleprompter until last week.

Night and day. FCC commissioners will face some tough choices this week when they take up proposals to let some 100 daytime radio stations begin operating on clear channels one hour earlier as soon as year-round daylight saving time goes into effect. Staff will present commission with number of options, each indicating effect of permitting stations to operate with power ranging from 1w to licensed power. Engineers say reducing power much below licensed power would sharply restrict station's service area; yet full-power operation would wipe out skywave service—that is, long-distance night-time service—of dominant 1A and 1B stations, and probably much of their groundwave service, as well. There is no prospect for relief for some 200 daytimers on Canadian clears unless agreement can be negotiated with that country. Commission officials say negotiation will be tried, but they are not hopeful of success.

Emergency action to take care of needs of daytimers on U.S. clears is only one of two measures commission is ex-

pected to consider this week. Other is rulemaking that would affect not only daytimers but full-time stations using different power day and night.

Veep's man. J. W. (Bill) Roberts, chief of McGraw-Hill stations' Washington news bureau until it was closed (*Broadcasting*, Nov. 12), has become assistant press secretary to Vice President Gerald R. Ford. One-time president of Radio Television News Directors Association, Mr. Roberts had been under consideration for legislative liaison assignment at National Association of Broadcasters but chose Ford job instead. His chief is Paul Miltich, Mr. Ford's press secretary since 1966.

X% news, Y% local . . . Establishment of standards by which to judge "substantial service" in television broadcasting may be ready for FCC action before end of January. Comments in that inquiry aren't due until this week, but FCC staff thinks it can wrap up its work fast. If timetable is met, commission may face issue with only five members on board. Under proposal, licensees that met official standards would get preference against rival applicants for their facilities.

A little less steam. Reports from around country suggest that local TV sales, in recent years consistent ground-gainers, have been slowing down. Two explanations: There may have been advertising cutbacks by supermarkets and other food stores during food shortages and price-control pinch few months ago; that 21.7% gain in local sales in 1972 is hard act to follow in any case.

Slowdown doesn't mean local sales are below those of year ago; they're not up as much as expected. Some observers think gain may be under 10%. Last time that happened was in recessive 1970; even then local advanced 7.7% and provided cushion that kept total TV sales ahead of previous year. No need for that cushion this year, however. It's certain that network and spot will be at new highs.

Job security. Strike is said to be brewing among technicians at Mutual Broadcasting System, Washington. Involved is Local 1200, International Brotherhood of Electrical Workers, which says management is encroaching on its jurisdiction over equipment. One big sticking point is operation by Mutual correspondents of cassette recorders for actualities. And management is reportedly offering announcers pay increases to man their own control boards.

IBEW's contract expired Nov. 1; union is working under extension that can be canceled on 10-days notice. Other union at Mutual, American Federation of Television and Radio Artists, is also negotiating new contract. Last one ran out Nov. 15.

Womanpower. American Women in Radio and Television is setting out to compile list of women who are now in responsible positions in broadcasting and thus qualified to move up to bigger jobs. Linda Durbin, general manager of KGOU(FM) Norman, Okla., will be in charge of compilation when she takes over chairmanship of AWRT's Affirmative Action Committee next month. List, first of its kind, will be used by AWRT in its campaign to get bigger role for women in broadcast management.

Top of the Week

Exit sign flashing. *Future composition of FCC becomes immediate and pressing concern with unexpected announcement that Commissioner H. Rex Lee intends to retire from agency at yearend — just week after lame-duck Nick Johnson made his departure. Three questions become conspicuous: Who will be Mr. Lee's successor? Will Senate, which has been given advance warning of massive consumer opposition, move to confirm Johnson successor-designate James Quello? And what about Chairman Dean Burch, who has been contemplating resignation for some time? Page 20.* *One who promises to be on hand at agency for some time is Chairman-hopeful Richard Wiley. He gives prelude of things to come on fairness front in Arizona speech. Cigarette ruling, Mr. Wiley hints, will be reversed; access, counter-ads to be evaluated. Page 21.*

Radio's fiscal fortunes up strong in 1972; revenues \$1.4 billion, profits \$552 million; radio-TV combined was \$4.6 billion for year

While FM broadcasting remained essentially red-ink commodity in 1972, radio in general enjoyed highly successful year. According to FCC radio financial figures, revenues increased by 11.8% in 1972, profits escalated by 30.6%. Those favorable returns correspond with equally impressive showing of television for that year, which, as reported by commission several months ago (*Broadcasting*, Aug. 27), attained revenues of \$3.179 billion (up 15.6%) and profits of \$552.2 million (up 41.9%). Dollar totals for radio last year, commission reported, included revenues of \$1.407 billion and profits of \$134.3 million. Taken together, broadcasting in 1972 achieved revenues of \$4.586 billion (increase of 14.4%) and profits of \$686.5 million (up 39.5%).

While FM revenues continued to climb last year—they reached level of \$151.9 million, 32.1% increase—62% of independent FM's reporting said they lost money. Loss for independent FM's (not owned by AM licensee) totaled \$8.8 million — slightly better than 1971.

Total of \$1.548 billion was spent in radio by advertisers in 1972. Local advertising was again by far biggest money source, contributing \$1.098 billion (up 15.1%). Network advertising accounted for \$65 million (up 18%). National and regional spot was up slightly (1.7%) over 1971, with total of \$384.3 million.

Seven radio networks showed complete recovery from disastrous 1971. Collectively, they had profit of \$3.9 million, compared with 1971 loss of \$1.7 million. Network revenues continued to climb, with 1972 total of \$45.9 million (up 18.7%). Network owned and operated stations also enjoyed revenue increase, to \$65.8 million (up 7.2%), but profits were not as great as in 1971. Last year's total was \$4.6 million, down 10%.

For other 4,251 stations (including AM-FM combinations), revenues rose to \$1.218 billion (up 10.5%). Profits were also on upswing, totaling \$134.6 million (up 24.2%). Of all AM stations and AM-FM combinations reporting, 72% made money. Year before, 68% were profitable.

Radio expenses were also up last year, although rise in money laid out was not as swift as that in dollars taken in. Total 1972 radio expenditure was \$1.273 billion—10.2% greater than 1971 allocation of \$1.155 billion.

Two men, two missions. *Bob Resor and Don Witheridge share little in common, nor do philosophies of associations — NAB and NCTA, respectively — they represent. "Men in the News" takes look at pair in forefront of pay cablecasting controversy. Page 27.*

Almost back in business. *Military has one more year to make all-volunteer army work. Senate appropriations committee handed it \$97-million check last week with instructions that broadcasting get its fair share, thanks to Senator Schweiker. Page 30.*

See spot run. *Some fresh faces contributed to healthier climate for national-regional spot advertising in third-quarter 1973. Expenditures rise by 4%. Page 31.*

Watchful. *FTC is keeping its eyes open for problems stemming from advertising allied with energy crisis. While nothing is final, ad disclosure concept could come into play. Page 32.*

Stronger every day. *Thirteen weeks into 1973 season, CBS-TV's hold on ratings crown shows no signs of weakening. All in the Family, Kojak contribute to latest runaway. Page 33.*

Cold shoulder. *White House aide Al Snyder says CBS News has been giving him brush-off since disclosure he had suggested White House do same to CBS. Network says it's "talking to a lot of people in the White House," but apparently not Mr. Snyder. Page 42.*

The top 100. *Hard rock, soft rock, heavy rock, metal rock, black rock, white rock and even "vanilla rock." So it went in 1973 with 100 biggest hits of radio's year. Page 49.*

Broadcasting profiles Roger Read, Taft Broadcasting's resident realist. *Page 73.*

NAB executive committee talks money, gears association for \$3.9 million spending, plus hefty anti-pay fund

National Association of Broadcasters' executive committee has drafted budget approaching \$3.9 million for next fiscal year, not counting collections and disbursements for special campaign against siphoning of programing by pay cable. Committee will present budget proposals to NAB joint board at meeting Jan. 14-18 in St. Maarten, Netherlands Antilles. Collections for antisiphoning campaign are expected to run to \$400,000 in current fiscal year, which ends next March 31, and to continue coming in after that. In all, association may spend \$600,000 or so on campaign.

Budget of \$3.9 million for fiscal 1974-75 is for general association operations including radio and television codes. It's about \$75,000 bigger than current budget.

Executive committee, at meeting in Washington last week, also took these actions:

Approved \$5,000 for study by A. D. Little, Boston research firm, of differences in costs of manufacture of AM-only and AM-FM auto radios. Purpose is to get data for push on all-channel receiver legislation. It's widely believed auto-radio makers have inflated costs of FM sets.

Refused to change accommodations for program distributors at next March's annual NAB convention in Houston. Program firms are still booked for Shamrock hotel, which many have threatened to boycott because of distance from convention center (*Broadcasting*, Dec. 3).

Accepted special committee report recommending continuation of fall conferences, six next year, with more emphasis on "how-to" sessions, running day and half, and less on staff briefings.

Committee also agreed to submit to board floating pension plan for managers of small-market stations. It endorsed sponsorship of broadcast investment seminar for Latinos next spring, probably in San Antonio, Tex. And it approved NAB plan to stimulate management training seminars for women on model of one concluded in Washington last week (see page 30).

Sol Schildhouse joins FCC exodus, is expected to turn Cable Bureau over to Kinley

Sol Schildhouse, who has been top FCC staffer in cable-television matters since special unit to deal with new industry was established in 1966, has disclosed his plans to resign as chief of Cable Television Bureau within next few weeks. His deputy, David Kinley, is expected to succeed him.

Mr. Schildhouse said on Friday that he had been considering leaving government for some time, had finally decided to make break after coming to conclusion that "era is ending," that commission's cable-television program is now established and that opportunity for "creativity" in developing cable policy "is drying up."

But he also acknowledged that his decision to leave was not entirely his own—that Chairman Dean Burch played role in it. "Chairman Burch has been saying he knows I'm leaving. We've talked about it at length. He knows I want out, and he has said that if I'm going, this is a good time to go."

Mr. Schildhouse seemed to reflect touch of bitterness. "Burch is probably not displeased" by decision to leave, Mr. Schildhouse said. "He thinks it's time to stop being creative and just to move papers around." However, he also said he admired chairman. "He's been the only chairman who has tried to do the job the way it ought to be done."

Mr. Schildhouse, an ebullient, fast-talking, aggressive administrator, has been controversial figure as chief of cable bureau. He has been accused of being advocate for cable, and never denied it. In running cable bureau in manner that seemed to reflect concern primarily with getting cable moving, he outraged not only broadcasters but number of commissioners. Cable-industry representatives were delighted with him, however. David Foster, president of National Cable Television Association, said on Friday that it is "with great sorrow that we see Sol leave the commission. He's certainly been a leader in establishing cable as an industry."

First indication that Mr. Schildhouse might be headed for FCC exit came in July, while he was recuperating from heart attack. Commission hired Mr. Kinley and named him deputy chief of cable bureau, giving rise to reports that he would be groomed as Mr. Schildhouse's successor.

Mr. Kinley, 32, joined commission from Federal Bureau of Investigation, where he had been executive assistant to L. Patrick Gray III, when he was acting director. He had also worked for Mr. Gray at Justice Department, when Mr. Gray headed Civil Division. Mr. Kinley came to Washington in 1969 as member of staff of Robert Finch, who was President Nixon's first secretary of Health, Education and Welfare, for whom he worked when Mr. Finch was lieutenant governor of California.

Mr. Schildhouse, who is 55, has been with commission since 1948, except for period in 1956-57, when he was part owner and operator of KOMA(AM) Oklahoma City. He expects to leave in two to six weeks, but his exact departure date depends on how fast he can wrap up plans for his retirement. As for his future, he said he is considering offers from two law firms to practice law. He also said he has two offers from publishers to write books—one legal book of several volumes on cable television; other, popular work aimed at mass market.

Mr. Schildhouse, who is Democrat, might even be candidate for FCC seat of H. Rex Lee, whose resignation was announced last week (see page 20). Mr. Schildhouse said he understands his name was submitted to White House.

Mr. Schildhouse feels he has had major hand in "turning commission around" on cable, notes he started with 21-man task force and mandate to fight "rear guard action" against cable. Bureau now has almost 100 people. He declares: "I am strong in my conviction this is going to be a strong industry."

Another bell tolls. Energy crisis in Great Britain has caught up to broadcasters there. Television will end transmissions at 10:30 each night except Christmas and New Year's Eves; sign-off had been 1:30 a.m. Nation joins Canada, Japan in imposing broadcast curfews. In U.S., FCC's staff report on energy use associated with radio-TV is expected this week. Preliminary findings indicate — not surprisingly — that two-thirds of power is used by receivers, only one-third by transmitters. Meanwhile, National Association of Broadcasters has named staff team to follow energy matters: legislative specialist Roy Elson, researcher John Dimling, engineer George Bartlett.

L. A. dials down broadcaster power

Los Angeles TV and radio stations are hopeful they will be able to live with 10% decrease in energy use — due to go to 16% in mid-January — imposed by city council last week. Move is considered bellwether for other cities contemplating own energy crises. Ordinance was voted unanimously, signed immediately by Mayor Thomas Bradley. First restrictions go into effect Dec. 21, second on Jan. 15, if ordered by mayor and confirmed by council.

Reduction in power usage differs from current situation in Boston, where voltage has been reduced as energy-conservation measure (see page 30).

By and large, Los Angeles cutbacks are considered bearable by most of city's broadcasters. Effort has been mounted, however, to secure specific exemption of transmitter power from base used for calculating reductions, on grounds citizens in outer service areas would suffer from inability to receive public service broadcasts. Originally, city committee had two proposals before it: institution of 50-hour week for all business establishments in city, and imposition of "rolling" power cuts by city-owned Department of Water & Power that would have blacked out section after section of city on moving basis. This last caused consternation to broadcasters, since most TV and radio stations are in Hollywood area and most of city's broadcasters would have been off air at one time.

TV and motion picture studios in Los Angeles were placed under initial 20% reduction provision, but this was not expected to cause undue program production problems. In mid-January, if and when second phase is ordered into effect, reduction must be 33%. Association of Motion Picture and Television Producers said studios plan to ask city council to exempt actual production use from these restrictions.

DST due Jan. 6

Congress has ratified conference bill that will place nation on year-round daylight saving time. President was expected to sign bill last Saturday which would make DST effective Sunday, Jan. 6. Conference language gives FCC greater rein in establishing presunrise authority waivers for some 100 daytime-only stations operating on American clear channels; original House bill provided for start-up time "not to exceed one hour before sunrise." Conference bill states start-up need only be consistent with public interest.

Pessimistic NFL expects the worst

National Football League spokesmen say they fear rash of cancellations by season-ticket holders next year because of NBC's and CBS's televising of home games. NFL statistics put 1973 no-show figure for first 13 games at 826,182 compared to 524,871 for same period last year. Increase, say NFL sources, is "direct result" of Congress's rescinding pro-football's home game blackouts. "Most season tickets had already been purchased when Congress passed its antiblackout

All America's family.



The new Ozzie Nelson household is winning friends fast for a new family in town. They arrived in September and by October...

“Ozzie’s Girls” was this season’s most popular new first-run syndicated series. And the only new series to join syndication’s Top 10 list of first-run shows (ranked by share of audience).

The special strength of “Ozzie’s Girls” is with advertisers’ favorite audience: women 18-49.

These women have welcomed Ozzie’s new family as their time-period favorite in 6 of the Top 10 markets.

In 3 more of the Top 10, women 18-49 quickly moved “Ozzie’s Girls” into the next-to-top position in its time period.

And among all Top 10 markets, an average 122% more women 18-49 watch “Ozzie’s Girls” than its lead-in programs.

In other markets surveyed during October, “Ozzie’s Girls” is a time-period winner with all viewers and with women 18-49 in Buffalo, Cincinnati, Dallas-Ft.Worth, Hartford-New Haven, Houston, Kansas City, Miami, Nashville, Milwaukee and Seattle-Tacoma.

If this fine new family from Filmways hasn’t come to your town yet, call Viacom today.

“Ozzie’s Girls”

law in September," said spokesman. "But now that people know most of their home games will be televised, they're bound to think twice about laying out the dough for a season ticket in 1974."

Bartell's KCBQ fined \$10,000 for billing offense

FCC has found KCBQ (AM) San Diego in apparent violation of fraudulent billing rules, has levied \$10,000 fine — maximum permitted — against licensee KCBQ Inc., owned by Bartell Media Corp. Last February Bartell told commission that during 1971 and 1972 KCBQ engaged in fraudulent billing involving more than \$200,000 and that it intended to make full restitution to advertisers. It said licensee's top management until late 1972 were unaware of fraudulent billing practices during stewardship of Hap Trout, then KCBQ manager. He has since left station. KCBQ has 30 days to pay or contest forfeiture.

In Brief

Et tu, Elizabetha? FCC's key staffer on children's TV programming, Elizabeth Roberts, has resigned effective Dec. 31. She will set up and run task force on how sexual development in children is affected by communications from various sources, including media. John D. Rockefeller III is providing financing for planning. Mrs. Roberts, who joined commission in September 1971 as consultant, has completed work on recommendations for commission action on children's programming. Additional staff work is being done on item, but Mrs. Roberts will be available to serve as consultant when commission considers matter.

Mini-bonanza for PTV. President Nixon is expected to sign appropriation bill for Departments of Labor and Health, Education and Welfare, containing allocation for Corporation for Public Broadcasting. Measure would give CPB fiscal 1974 total of \$47.5 million. It also calls for \$15.75 million to go to HEW for noncommercial station facilities grants. News, which came from White House press aide Gerald Warren last week, is pleasant surprise for public broadcasting officials, who for months have been expecting Mr. Nixon to veto measure. CPB appropriation is \$2.5 million less than corporation was authorized by Congress and administration for fiscal 1974, but \$12.5 million more than it received in last fiscal year. Stations, which will receive \$9.5 million of \$12.5 million increase through CPB community service grants, stand to be biggest beneficiaries. It's also good news for Public Broadcasting Service, which is relying on community-service grant money for membership dues and had feared that some stations might not be able to pay.

Two gets you eight. Nashville's public television station and city's ABC affiliate traded channels last week. WSIX-TV, owned by General Electric Broadcasting, switched from channel 8 to channel 2 and changed its call letters to WNGE-TV. WDCN-TV, which moved from channel 2 to channel 8, will be reimbursed by GE in cash and equipment for just under \$1 million (*Broadcasting*, March 26).

Two more get by. FCC has granted two more waivers of rule barring crossownership of cable TV and broadcast TV

in same market. One went to King Broadcasting Co., owner of systems at Lake Oswego and Portland, both Oregon, and owner of KGW-TV Portland. Other went to Southern Communications Corp., owner of systems at Roanoke Rapids, Weldon, Halifax County and Gaston, all North Carolina, and owned by Landmark Communications Inc., principal owner of WTAR-TV Norfolk, Va.

Exonerated. Gerald Green, president and general manager of KDUB-TV Dubuque, Iowa, has been cleared by FCC review board of charge he engaged in bribery to get ABC affiliation. Review Board issued its finding in order in which it granted station license to cover its construction permit. Board affirmed conclusion of administrative law judge in case that Mr. Green was victim of "confidence man" and that his activities in matter "do not reflect adversely on his character qualifications" or those of licensee. Basic issues concerned two payments totaling \$19,000 that Mr. Green made to Thomas Sullivan, ABC representative who was later fired.

Getting the nods. FCC is filling top staff jobs at Safety and Special Radio Services and Field Engineering Bureaus with men who have held those posts in acting capacity. Charles Higginbotham will be chief of Safety and Special, C. Phyll Horne, chief of FEB, as soon as Civil Service Commission gives approval.

Brief reprieve. FCC has delayed starting date for announcements broadcasters must air twice monthly, to advise listeners and viewers of stations' obligation to service public interest — from Jan. 1 to Jan. 16, 1974.

Late Fates. Willard Block, president of Viacom Enterprises until his resignation almost three months ago (*Broadcasting*, Oct. 1), is slated to join MCA TV shortly as vice president, Latin American sales. Mr. Block had extensive overseas sales management background at CBS Films and Viacom before assuming Viacom presidency. Katharine Graham, publisher of *Washington Post* and president of *Washington Post Corp.*, (Post-Newsweek Stations) appointed to board of American Newspaper Publishers Association. She also received University of Arizona's John Peter Zenger award for *Post's* coverage of Watergate affair, first woman so honored. William E. Glenn Jr., with CBS Laboratories, Stamford, Conn., where he helped develop electronic video recording, among other projects, named VP and director of research. Stanley J. Solson, VP-administration, Trans-World Communications, hotel pay cable division of Columbia Pictures Industries, appointed acting head, succeeding William J. Butters. Mr. Butters's plans have not been announced. John Frank Jarman Jr., 66, former VP and general manager, WDNC-AM-FM Durham, N. C., died there Dec. 11 after heart attack. He had been with stations for 38 years, retired last year. Mr. Jarman was former president, North Carolina Association of Broadcasters, and at one time served as chairman of NAB's radio board. He is survived by wife, Frances, his mother and two daughters. Ranald MacDougal, 58, motion-picture, TV and radio writer-producer who won Peabody award in 1942 for CBS Radio's *Man Behind the Gun*, died of heart attack in Los Angeles Dec. 12. He is survived by wife, Nanette Fabray, and four children. (For earlier reports, see "Fates & Fortunes," page 60.)

Index to Departments

Broadcast Advertising 30	Cablecasting 36	Equip. & Engineering 45	Monday Memo 18
Broadcast Journalism 41	Changing Hands 29	Fates & Fortunes 60	Music 49
	Closed Circuit 5	Finance 46	Playlist 58
	Datebook 12	For the Record 62	Profile 73
	Editorials 74	Media 20	Programing 33

Women 18-49

Up 74% in Chicago
Up 47% in San Francisco
Up 42% in Cleveland
Up 13% in Detroit
Up 8% in Philadelphia
Up 43% in Boston*
Up 8% in Washington

Adults

Up 6% in New York
Up 23% in Washington
Up 12% in Philadelphia
Up 79% in Boston*
Up 16% in Los Angeles
Up 34% in Chicago
Up 22% in Pittsburgh

Just look at November increases.

**A show
that's going places
doesn't stop
once it gets there.**

Just as ARB Oct. '73 was up over Oct. '72 so is ARB Nov. '73 up over Nov. '72. Up impressively, as you can see from these figures in the top ten markets. More proof that The Mike Douglas Show is growing younger and going stronger. Reaching more homes, more adults and *more young women*, all the time. And there's more to come.

The Mike Douglas Show is going places!

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W PRODUCTIONS INC**
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90 PARK AVENUE
NEW YORK, N.Y. 10016
(212) 993-5081

Source: ARB Nov. '72 vs Nov. '73. Audience estimates are subject to qualifications available on request. *The Mike Douglas Show vs previous programming.

M&H

WHEN YOU SLIP, IT HURTS . . .

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

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

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

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.

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Datebook®

■ Indicates new or revised listing.

This week

Dec. 17—CTAC Fund Inc. board of directors meeting. (CTAC is fund collection and disbursement arm of FCC Cable Television Technical Advisory Committee) 9 a.m., room 847, FCC, Washington.

Dec. 18—Chris-Craft Industries Inc. annual stockholders meeting. Plaza hotel, New York.

Dec. 19—New deadline for filing comments with FCC on possible revisions of comparative hearing policies for renewal applicants.

Dec. 20—Association of Federal Communications Consulting Engineers luncheon. Speaker: Harold Kassens, assistant chief, FCC Broadcast Bureau. Hotel Washington, Washington.

Also in December

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. 7—New deadline for filing reply comments with FCC on possible revisions of comparative hearing policies for renewal applicants.

Jan. 8—Filmways Inc. annual stockholders meeting. Beverly Wilshire hotel, Los Angeles.

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

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

Jan. 17-18—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meetings. Del Monte Hyatt house, Monterey, Calif.

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

Jan. 18-20—Educational Foundation of American Women in Radio and Television board of trustees meeting. La Mansion motor hotel, San Antonio, Tex.

Jan. 20-22—Idaho State Broadcasters Association midwinter meeting. Rodeway Inn, Boise, Idaho.

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

Jan. 21-23—American Committee of International Press Institute seminar on U.S.-European economic problems and NATO. Brussels.

Jan. 22—New Jersey Broadcasters Association annual managers meeting. Monmouth College, West Long Branch, N.J.

Jan. 22-24—Georgia Association of Broadcasters Institute. Featured speakers include Richard Wald, NBC News president, Richard Wiley, FCC commissioner; Sol Talshoff, Broadcasting editor; Jack Anderson; columnist; Senator Herman Talmadge (R-Ga.) and J. Leonard Reinsch, Cox Broadcasting presi-

dent. Center for Continuing Education, University of Georgia, Athens.

Jan. 24-26—Alabama Broadcasters Association winter conference. Speaker: FCC Commissioner Richard Wiley. Downtown Motor Inn, Gadsden, Ala.

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

Jan. 26—Mississippi Broadcasters Association winter meeting and sales conference. LeFleur's Restaurant, Jackson, Miss.

Jan. 27-30—National Religious Broadcasters 31st annual conference. Featured speaker: Vice President Gerald R. Ford. Washington Hilton, Washington.

Jan. 29-31—Cable Television Information Center and EDUCOM (Educational Testing Service) conference, "Cable Television and the University." North Park Inn, Dallas.

February 1974

Feb. 1—Sigma Delta Chi Distinguished Service Awards entry deadline. Award categories include radio and TV editorializing and reporting. Contact: Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

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. 1—Mortgage Bankers Association of America Janus awards deadline. Awards are given for excellence in financial news programming in following categories: commercial radio and TV stations and commercial radio and TV networks. Contact: Mark Serepa, MBA, 1125 15th Street, N.W., Washington 20005.

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

Feb. 13-15—Colorado Broadcasters Association winter convention. Speakers include William Carlisle, vice president, National Association of Broadcasters. Stouffers Denver Inn.

Feb. 15-17—Loyola University college radio conference. Lewis Towers Campus, 820 North Michigan Avenue, Chicago.

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—Armstrong Memorial Research Foundation/Columbia University Engineering School Armstrong Awards deadline. Awards offered for FM programs in news, community service, education and music. Contact: executive director, Armstrong Awards, 510 Mudd Building, Columbia University, New York 10027.

Feb. 18-20—Broadcast Industry Communications Systems (BIAS) annual seminar. Featured speaker: Benjamin L. Hooks, FCC commissioner. Memphis.

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

Feb. 20-23—International Press Institute seminar on U.S.-Canadian economic and political problems, sponsored jointly by American and Canadian IPI committees. Toronto.

Feb. 23-25—Mutual Advertising Agency Network national meeting. Newporter Inn, Newport Beach, Calif.

March 1974

March 1—American Bar Association Gavel Awards entry deadline. Competition is open to broadcast

Major meeting dates in 1973-74

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.

June 1-5, 1974—American Advertising Federation annual convention. Statler Hilton hotel, Washington.

Barbara Walters gives you the top of the morning



Top ratings:* In New York, more women watch Not For Women Only at 9am each weekday than any other program. And more keep switching it on. (It gained 45% more women in 1973.) The reason is Barbara. The top ms. on daytime TV.

Top Topics: Acupuncture. The movies. Sexual pressures on the adolescent. Selfmade millionaires. Aging. Each week there's an in-depth series on one fascinating topic—with fascinating guests. When Barbara did a series on best sellers recently, topping her guest list that week was (you guest it?)—Jacqueline Susann.

Top-drawer guests: Rosalind Russell. Mamie Eisenhower. Dustin Hoffman. Governor George Wallace. Nelson Rockefeller. Julia Child...52 weeks of celebrities and specialists. How come they all come? The reason is Barbara. A top-notch interviewer. Who got Mamie Eisenhower to talk about those drinking rumors? Who got "Adam Smith" to tell his right name? Who else?

She's tops. Bright, down-to-earth, vivacious—informed. Small wonder Not For Women Only is one of TV's top daytime favorites—carried in more than 70 markets from Los Angeles to Greenwood, Mississippi to Bangor, Maine.

Not For Women Only
WNBC-TV4
we put the show together

Syndicast
we get the show on the road
call us at (212) 751-3394

*SOURCE: N.Y. ARB, November 1972 & 1973, Mon-Fri, 9:00-9:30AM Pure Program Data. Audience and related data based on estimates provided by ARB and subject to the qualifications issued by ARB. Copies of such qualifications are available on request.

and print entries that contribute to public understanding of American legal and judicial systems. Contact: ABA, Committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

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

March 15-17—*American Women in Radio and Television* board of directors meeting. Doubletree inn, Scottsdale, Ariz.

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.

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

April 1974

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

■ **April 13**—*Iowa Broadcast News Association* annual convention. Savery hotel, Des Moines, Iowa.

■ **April 18-19**—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meetings. Chase-Park Plaza hotel, St. Louis.

■ **April 18-23**—*MIP-TV, the International Television Program Market*. Cannes, France.

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.

■ **April 21-26**—*Society of Motion Picture & Television Engineers* 115th conference. Century Plaza hotel, Los Angeles.

April 25-28—*Kentucky Broadcasters Association* spring convention. Galt House, Louisville, Ky.

Books

The Spaghetti City Video Manual. *Videofreex, Praeger Publishers, New York. 116 pp., \$7.95.* **The Electric Journalist.** *Chuck Anderson, Praeger Publishers, New York. 136 pp., \$6.50.* "Spaghetti City," compiled by "an innovative group concerned with uses of video," is designed to take the mechanical mystery out of television—or at least as much of television as can be gotten onto half-inch video tape. It is, considering the source, a relatively straight technical manual that begins with the rudiments of cameras, monitors and video-tape recorders; covers the fundamental and more advanced methods of using them, and proceeds to basic and not-so-basic maintenance in "an attempt to minimize rip-offs" from repair shops. There's also a section on broadcasting and cablecasting half-inch tapes and a partial list of currently available VTR's. For those working their way up from the bottom in television, as opposed to working their way down from more sophisticated technology, "Spaghetti City" could be a godsend.

The less-technical "Electric Journalist" covers basic television terms and operation of video-tape recording systems. It also contains suggested projects and tips on interviewing and street shooting. Another chapter discusses the "video underground" (It covers Videofreex, Raindance Corp., Global Village, Survival Arts Media [formerly People's Video Theatre], The Alternate Media Center and Video

Free America, among other groups). Finally the author, a high school teacher and fellow of New York's Center for Understanding Media, offers some thoughts on cable television and the future.

Children's Television, the Economics of Exploitation. *William Melody, Yale University Press, New Haven, Conn., 139 pages, \$1.95 paper, \$7.95 cloth.*

This study is largely a denouncement of laissez-faire advertising practices in children's television. The author was commissioned to write the book by Action for Children's Television (ACT), which initiated some of the current concern about exploitive children's ads with a 1970 petition to the FCC recommending banishment of advertising from children's TV shows.

Mr. Melody examines the history and character of children's television and its singular marketing concerns, noting the networks "have not treated children's television as a unique public-interest responsibility requiring them to deviate from their profit-maximizing behavior."

The author's suggestion, after ruling out FCC encouragement of self-regulation and FCC imposed regulations within the existing structure, is to phase out advertising to children over a five- to seven-year span, and develop externally financed independent children's programming. Citing findings from the 1972 FCC study by Alan Pearce, Mr. Melody proposes the FCC oversee the gradual transition to nonnetwork produced children's programming, to minimize the profit risk to networks.

HOLIDAY GREETINGS

and
best wishes for the
coming year from all
of us at...

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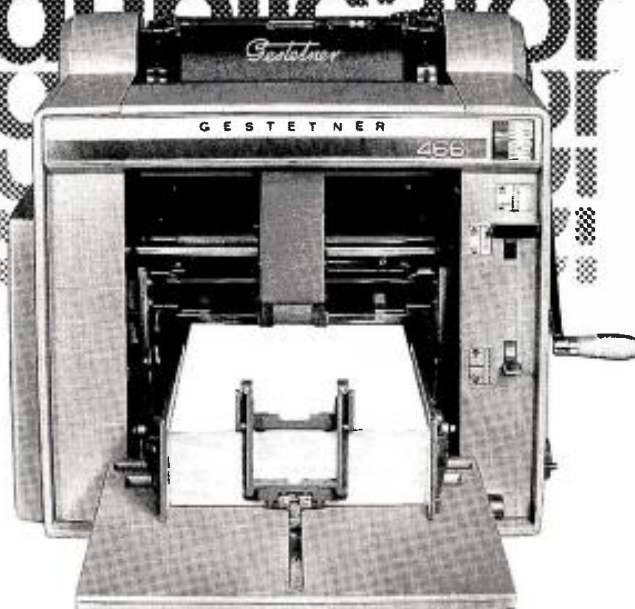
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Send complete details.

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Name _____

Organization _____

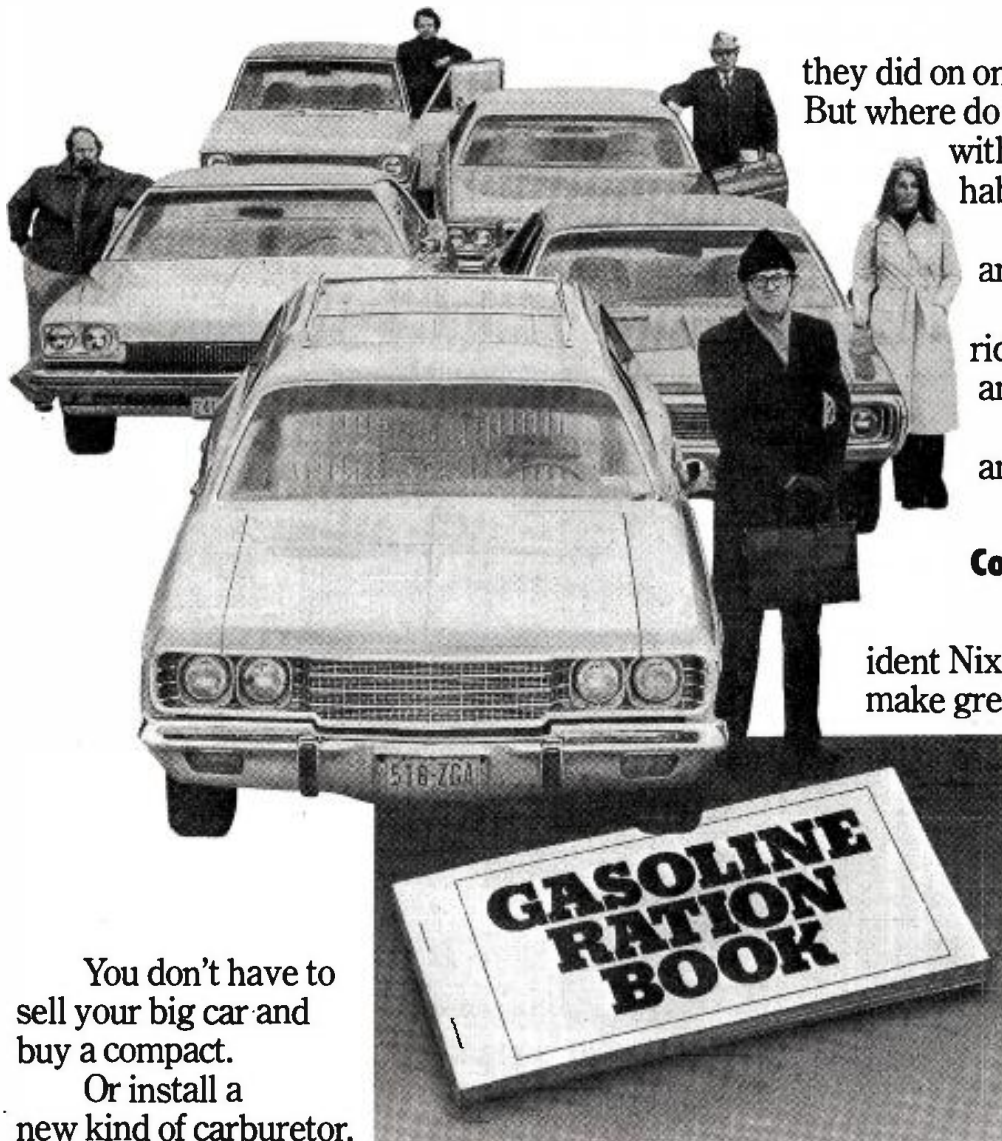
Address _____

City _____

State _____

Zip _____

How to drive 500 miles a



they did on one fifth the gasoline. But where do you find five people with the same commuting habits?

Who makes the arrangements?

And who wants to ride with strangers, anyway?

Group W has some answers.

WBZ's Commuter Computer.

Months before President Nixon urged the nation to make greater use of car pools, WBZ Radio in Boston was deep into the problem.

Last summer, with help from WBZ-TV and with the assistance of the ALA Auto and Travel Club, WBZ inaugurated the "Commuter Com-

puter" campaign. A simple adaptation of the computer dating technique.

Questionnaires are distributed to commuters asking for basic information about their travel habits. This is fed into the ALA computer. The computer matches people. And participants are then given the names and phone numbers of up to ten neighbors with similar schedules and

You don't have to sell your big car and buy a compact.

Or install a new kind of carburetor.

Or pour a special additive into your gas tank.

All it takes is a plan.

Before we ration gas, let's try rationing cars.

Start with five people who drive their own cars to work. Get them to form a car pool. Now they can drive as far as

week on 10 gallons of gas.

destinations.

WBZ and WBZ-TV promoted the idea heavily, and it wasn't long before the whole community joined in. Not just commuters, but business organizations, civic groups, government agencies.

By December 12th, 8850 questionnaires were in the computer. Countless other commuters sparked to the idea and started traveling together without joining "Commuter Computer."

The idea spread.

Other Group W stations are adapting "Commuter Computer" to their particular areas.

In Chicago, for example, WIND is combining "Commuter Computer" with a campaign to establish a Regional Transit Authority.

KDKA, Pittsburgh, with the cooperation of KDKA-TV, is supplementing the program with a call for increased use of public transportation.

And each station has established "Commuter Computer" as a long-term effort.

Your city can be next.

To date, 200 broadcasters and other organizations, from as far away as France,

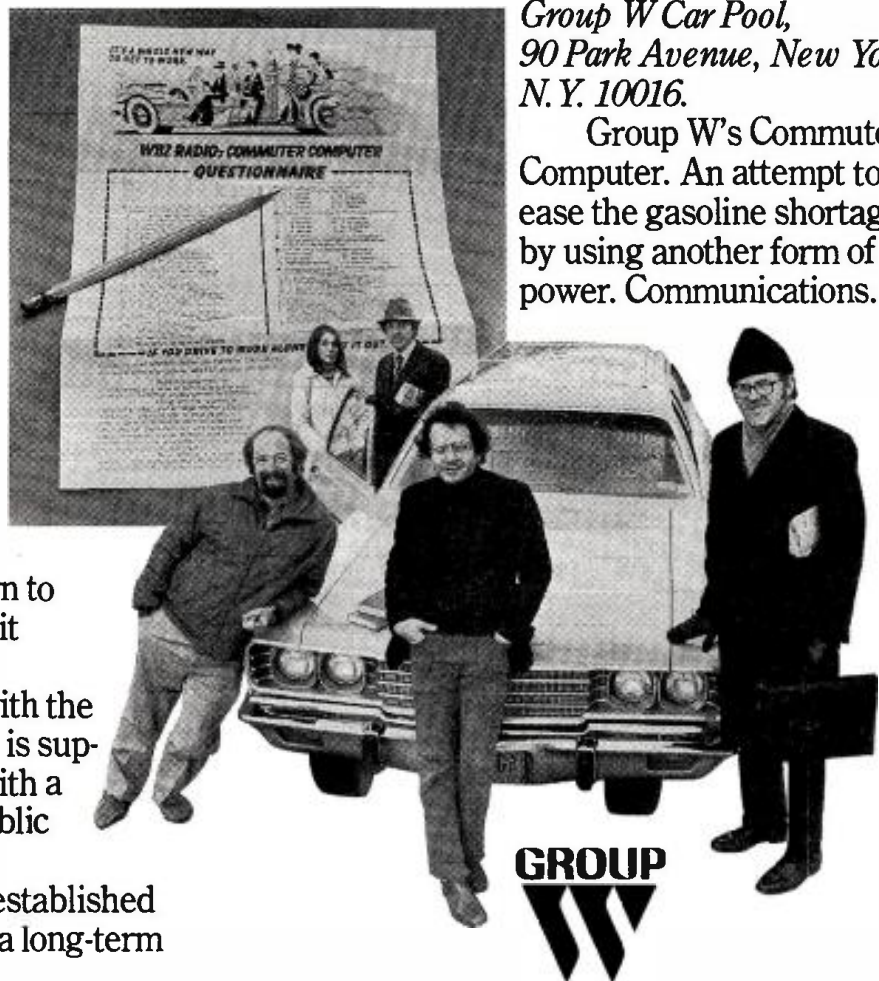
Sweden and South Africa, have asked for details about the campaign.

In the wake of this response, we're happy to share our experience with other broadcasters interested in "Commuter Computer."

For information which will assist you in establishing this service, write:

*Group W Car Pool,
90 Park Avenue, New York,
N. Y. 10016.*

Group W's Commuter Computer. An attempt to ease the gasoline shortage by using another form of power. Communications.



GROUP
W

WESTINGHOUSE BROADCASTING COMPANY

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

Monday Memo®

A broadcast-advertising commentary from Bruce Cox, vice president and director of broadcast programming, Compton Advertising, New York

Network clearances: hazardous driving ahead

"Bruce?" The network man's voice says trouble. "Bruce, you realize, of course, that we can't let you compare your DinderSnarf with your competitor's product unless you fully document the DinderSnarf's absolute superiority. . . ." I sigh and prepare for the inevitable battle.

We have got to have commercial-clearance procedures. That's a fact. Without them it would be chaos.

The knowledge that they are there and must be faced keeps a lot of hungry people from cannibalizing their own creative craft. Someone would make a claim that is highly suspicious but effective as a selling tool. His competitor would be forced to do him one better—with equally flimsy evidential support, if any. Before you know it, we all would be shouting, "We're best, best, BEST!" And no one would be heard in the cacophony.

Few people realize the amount of time, energy, enthusiasm, analysis and research that goes into the 30 seconds of time that whip across the screen with such transience. The agency creative group, account group, review boards all are whipped into a frenzy of attention to the marketing ideal of the brand. If it's a new tack, you can bet that the agency's legal people are also involved. And the brawl between what is legally permissible and what sells the hardest can be a bloody one.

After the first agency go-around, the compromise is then presented to the client, where another period of gestation is mandatory. The brand people have their say. The client's lawyers bang away at it. Back it goes to the agency for more revisions. The final draft is as sanitized as a bucket of bleach. It's battle-ready.

Agencies know that their deodorized document must face at least three groups of highly experienced people at the TV networks, another three or four in radio networking, possibly another trained and harried group at the National Association of Broadcasters, possibly another at the relatively unpublicized National Advertising Review Board, potentially another at the Federal Trade Commission, and, lurking in the wings, the consumerist.

There is only one common denominator spread throughout the three networks—the NAB code. You would think that if you satisfy the code, you could knock off for lunch.

Wrong. Each network adds layers of its own policies to that of the code. The mess this creates is seldom homogenous, always burdensome and occasionally downright obstreperous. And, if that's not enough, the last written booklet of clearance policies that found its way to the advertiser and agency public was released by NBC in September 1963.

One of the better-known examples of these divergent policies is the FTC's sug-



Bruce Cox joined Compton Advertising's radio-television department in 1965. As vice president and director of broadcast programming, he now evaluates, negotiates for and supervises network programs for the agency's clients. He also works on development of network specials and series, and is involved in talent contracts and legal clearance matters. Mr. Cox received a degree in radio-TV from Indiana University. While there, he also worked in programming and production posts at WTTS(AM) and WTTV(TV) Bloomington. Later he served as program manager at WLOS-TV Asheville, N.C., and as assistant general manager at WLWI(TV) Indianapolis.

gestion to CBS and ABC that they emulate NBC in allowing brands to use competitors' names in comparison advertising. Early in 1972 both the former networks bowed to that idea and agreed to test the thing for a year. In January 1973, the code went along with it, and today we see Sineoff fighting the pain relievers, Carte Blanche against American Express, Goodrich vs. Goodyear, Cling Free vs. Downey, et al.

A Compton client wanted to take an institutional approach to the problem of productivity in the U.S. He wanted to urge both blue and white-collar workers to higher, more productive levels to more effectively fight competition from abroad. It was (and is) a noble idea, and one which both labor and management recognized as a common goal. This one had everything going for it but mother, God and apple pie. Remarkably, only one network approved the campaign without change. One other eventually did after demanding modifications that watered down the whole approach. And the third said that this was neither a "goods or service," and that's all it was in business to sell.

Compton is blessed by representing the country's leading laundry detergent. Part of that detergent's advertising recognizes the fact that this product is packed in various washers in a perfect marriage of consumer benefits and manufacturer's goals. Yet each of the three networks has different ground rules for dealing with this and, depending upon the person reviewing the advertising, the network,

the time until production and the phase of the moon, our adventures have been legion with this very straightforward kind of presentation.

There is little uniformity of opinion. We can always depend on the networks to ask routinely for the producer's affidavit, but everything else seems to be on an individual network basis. One network will challenge a minute point and pass the main claim right by. Another will ask for the NAB questionnaire for testifiers while a third will determine that it isn't necessary in this case. Until recently, we could always depend on one network to question the statistics of our research. When that was satisfied, we knew that the rest was a piece of cake. Even their replies are individualistic: One responds in four days or so, a second takes two weeks, and the third manages to lose the original draft sent six weeks earlier.

Each network is staffed with sincere, dedicated people. All three groups are undermanned to do work that is absolutely necessary to the health of broadcast advertising. But they go about their probing in such diverse ways that frustration becomes a way of life with those of us on the agency and advertising side of the fence.

Some authorities in the clearance field have advocated a central clearing authority that would do the work of the networks and the NAB. One source to submit to; one source to appeal to. Frankly, I don't think that's such a hot idea. It doesn't satisfy anybody. The networks are still individually responsible for the licenses of their owned stations, and I doubt that the FCC would look favorably on such an abdication of that responsibility. From the agency side, it reduces our broadcast-advertising options tremendously. If we come out with only two of the three networks giving approval on a campaign, we can still put together a good and efficient media plan. Even one network plus a selected list of markets in spot could handle the action. But if we lost our appeal with the central "czar," that's the ball game. And a lot of stations would suddenly see their spot schedules ending up in the local newspaper.

I'm not even convinced that rules laid down by each network would or could solve the dilemma. The rules promulgated would limit the swinging room on each side, and neither of us wants that.

The answer? I'm afraid it's business at the same stand. Most of us accept this with grudging grace. But my fantasy remains the same: The phone rings the day after a new commercial has been submitted. There's a conference call from all three networks.

"Bruce?" draws the spokesman. "We just wanted to tell you there's no problem at all. Your DinderSnarf commercial breaks new ground in clearance, but we're delighted to approve it unconditionally."

Just once.

WTIC-TV
Hartford, Connecticut

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ALFRED I. duPONT-COLUMBIA UNIVERSITY
AWARD

in BROADCAST JOURNALISM

for its program

“THE NINE-YEAR-OLD IN NORFOLK PRISON”

Jack Guckin, Director

Richard F. Ahles, Executive Producer

“WTIC-TV Hartford’s ‘The Nine-Year-Old in Norfolk Prison’ was the work of two young investigative reporters John Sablon, black, and Brad Davis, white, who had a particularly impressive record for the season. The jurors chose from among several of their first-class investigative reports the hour-long program, ‘an inquiry into the justice of the conviction of a mentally retarded 28-year-old black man for murder. Under persistent examination, the evidence slowly eroded and a vivid picture of legal haste and callousness appeared.’ ”

OFFICE OF PUBLIC INFORMATION
COLUMBIA UNIVERSITY
December 3, 1973

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Leonard J. Patricelli, President
Broadcast-Plaza, Inc.

Media

Second seat about to open at the FCC

Rex Lee decides to take retirement as Johnson vacancy awaits action on Quello nomination—and Burch may be third to go if this drags on

For an agency where membership changes usually come singly when they come at all, they're suddenly coming in bunches at the FCC. Last week Commissioner H. Rex Lee unexpectedly announced his intention to retire at year's end, 18 months before the expiration of his term. Thus the uncertainties surrounding the composition of the commission are compounded.

The announcement, which caught Commissioner Lee's colleagues by surprise, came a week after former Commissioner Nicholas Johnson's abrupt departure (although five months after the end of his term). And the Senate Commerce Committee is not scheduled to hold hearings on President Nixon's choice to replace Mr. Johnson—James H. Quello, the Detroit ex-broadcaster—until Jan. 23, four months after the nomination was sent to the Senate.

Chairman Dean Burch, long believed to be anxious to resign from the commission, indicated two weeks ago he intends to depart as soon as the Quello nomination is settled, one way or the other (BROADCASTING, Dec. 10). At the moment, the fate of the nomination is uncertain, with a long list of representatives of public-interest groups expected to testify against it. Seven days have been set aside for the hearing.

It was not immediately clear whether Commissioner Lee's announcement would affect Chairman Burch's plans. A Senate rejection of the Quello nomination coupled with Commissioner Lee's retirement could leave the chairman faced with the choice of remaining on the job or creating a third vacancy. And one reason the chairman cited for wanting to remain in his job pending resolution of the Quello matter was a disinclination to leave the agency with two empty seats.

Chairman Burch last week said he did not know what impact Mr. Lee's retirement would have on his plans, if any. "We'll have to wait and see how it is handled." He noted that there "might not be any slowdown" in the supply of new



Lee

commissioners. Chairman Burch heard of Commissioner Lee's plans from the commissioner on Monday, the same day he submitted his letter of resignation to President Nixon. The other commissioners were notified on Wednesday.

Actually, the prospect of three vacancies is the product of the bleakest possible scenario. Although the Nixon administration is not known for alacrity in making nominations to the FCC, it could conceivably move fast enough to have a second nominee before the Senate Commerce Committee at about the same time it is considering Mr. Quello. A large pool of Democratic names was collected while the White House was seeking a successor to Mr. Johnson. Presumably, these could be reviewed for a successor to Commissioner Lee, whose seat is also to be filled by a Democrat, or at least a non-Republican.

Furthermore, political considerations are likely to loom increasingly large in the minds of Senate Democrats. With Commissioner Lee gone, the commission will be operated by four Republicans and one Democrat—Benjamin L. Hooks. And Mr. Hooks's credentials as a Democrat are questionable; voters do not register by party in the commissioner's home state of Tennessee. The same is true of Mr. Quello and Michigan. In any event, Senate Democrats would presumably want to provide some balance to the Republicans on the commission, and to give the agency a full complement of commissioners, without too much delay.

With the departure of Commissioner Lee, the other Lee on the commission, Robert E., will be the only FCC member who was not appointed by President Nixon. The two Lees were appointed by President Johnson, although Robert E., now the senior member of the agency, was first appointed to the commission in 1953, by President Eisenhower. His pres-

ent term expires on June 30; and he is interested in reappointment.

Aside from the personal loss at the commission level, the FCC has been operating for months with key staff jobs unfilled. The Safety and Special Radio and Field Engineering Bureaus are being run by acting chiefs. The deputy chief's job at the Broadcast Bureau has been empty for more than a year. And Bernard Strassburg, chief of the Common Carrier Bureau, will retire before the end of the month.

Commissioner H. Rex Lee, who is 63 and a veteran of 38 years in government, was cryptic in discussing his future plans with his colleagues. He said only that there were "some things" he has wanted to do "for some time," and that now was an "opportune" time to begin. He also said that although he had no specific plans, he would be active in public life (through community service) and private life; he plans to continue living in Washington. (His decision to depart before the end of the year could have been influenced by the government's plan to induce government officials with long years of service to retire early. They gain retirement benefits by leaving before Jan. 1.) His term would have expired June 30, 1975; his replacement will serve the remainder of that time.

His health, apparently, was not a factor. He suffered a heart attack two years ago, but asserts he is in excellent health.

Commissioner Lee, who is a native of Idaho, joined government service in 1936 as an economist with the U.S. Department of Agriculture. But it was as an official of the Department of the Interior that he rose to the top of the career civil service. He was assistant director of the Office of Territories and later deputy commissioner of the Bureau of Indian Affairs. And in 1961, President Kennedy named him governor of Samoa, a post he

held until 1967, when he was appointed assistant administrator of the Agency for International Development.

In his little more than five years on the commission, Mr. Lee has been a quiet, although industrious member of the agency. He has seldom led the commission on an issue, but he has frequently sought to compromise disputes—a practice those who know him credit to his long years of government service. "He likes to settle fights internally rather than let them get out in the open in bitter dissents," said one official.

Like some of his colleagues, Commissioner Lee has had a particular interest, a constituency. His is educational broadcasting, a result of his service in Samoa, where he established an educational television system that received widespread praise. Commissioner Lee is regarded as educational—or public—broadcasting's special advocate within the commission.

On commercial broadcasting issues he has been less avuncular. He has been fairly tough on questions of concentration of control of media. He frequently voted with former Commissioners Johnson and Robert T. Bartley to oppose station sales that would increase the broadcast holdings of multiple-station owners. (He says he was selective, opposing only those sales he thought would abuse commission policy.) He also voted for notices of rulemaking aimed at breaking up multimedia holdings within a market.

For that reason, his departure may be significant in occurring before the commission comes to grips with its proposal to end ownership links between TV and AM-FM stations and between television stations and daily newspapers in the same area. His departure will probably be welcomed also by owners of co-located cable systems and television stations; he has shown no disposition to vote for waivers to permit such crossownerships to continue.

Questions involving pay cable, a new shape for the fairness doctrine, multiple cable-system ownership and children's TV programming are among others Mr. Lee does not now have to face. A possible move to reduce what some commission officials feel may be undue network power over broadcasting is another. These matters will be dealt with by his successor, possibly by Mr. Quello as Mr. Johnson's successor—and very probably by Chairman Burch's successor as well.

FCC to take a new look at counterads, access as part of fairness review, according to Wiley

Cigarette ad decision will be overturned, Commissioner indicates in Arizona talk; notes progress in re-regulation project

FCC Commissioner Richard E. Wiley has served up a large hint that when the commission issues its final report and order on its fairness-doctrine inquiry,

Why Brown wants localism in renewals

He says his subcommittee gave him runaround when drafting legislation and later compromise

The concept of national standards applied to the license renewal process "will never withstand a court test," Representative Clarence Brown (R-Ohio) told BROADCASTING last week. That's one of the reasons Mr. Brown introduced his own renewal bill two weeks ago (BROADCASTING, Dec. 3). "National standards just do not square with the attention to local needs called for in the Communications Act of 1934," he said. "I'm no lawyer, but I'm sure I could win that case."

Mr. Brown is the ranking minority member of the House Communications subcommittee, but "you couldn't tell that" from the way he's being circumvented in the deliberations on renewal legislation, he says.

The chairman of the subcommittee, Representative Torbert Macdonald (D-Mass.), gave Mr. Brown the go-ahead in July on a bill to be written by Mr. Brown with the consultation of a network, a group broadcaster and communications attorney, the Ohio Republican said. But then, over the summer recess, Mr. Macdonald got together with the National Association of Broadcasters and FCC Chairman Dean Burch to draw up a bill. Then, the subcommittee marked up the renewal bill in his absence in late September (Mr. Brown was unexpectedly called to Ohio for Senator William Saxbe's [R-Ohio] announcement that he would not seek another term). Mr. Brown's request to put the session off a day was "ignored."

The capper, he said last week, was the compromise in which Congressman Lionel Van Deerlin (D-Calif.) agreed to drop a controversial amendment to the renewal bill in exchange for the excision of the NAB's "substantial service" pro-

probably early in the new year, the 1967 ruling applying the doctrine to cigarette advertising will be reversed.

The commissioner discussed the fairness-doctrine inquiry in a speech to the Arizona Broadcasters Association, in Phoenix on Dec. 7, and said it will set forth "new policy on counteradvertising, access and ballot procedures."

"It is my additional expectation that some of the unfortunate interpretations of the doctrine which have given fairness a bad name in some quarters will be revised and reversed," he said. The commissioner heads a commission task force on the fairness inquiry.

Commissioner Wiley was not specific. But over the years he has made no secret of his view that adoption of the cigarette ruling—which occurred three years before he joined the commission—was a mistake. And the use that public interest groups have made of the ruling in seeking to require stations to provide time for spots countering the messages of commercials for other products, such as



Brown

vision. Mr. Brown says he had to read about that arrangement in the trade press.

With the introduction of his own bill, Mr. Brown says, "I have acquitted my responsibilities." "I did it sincerely and in the hope that it would be satisfactory to all involved. If the bill loses, at least the broadcasters and the people in my district know where I stood," he said. Mr. Brown's bill would prohibit the FCC from setting standards and would base renewals on a showing of ascertainment and service of community interests and needs.

The idea of national standards is "elitist," according to Mr. Brown—"the product of people who think they know what's best. As far as I know, the only broadcasters who are supporting national standards are the large, corporate groups who would rather deal with the FCC than their local communities."

automobiles, has reinforced his view.

Commissioner Wiley also informed his audience that the commission's re-regulation project—which he also heads—is moving along, particularly in the area of improving communications between the commission and broadcast licensees. He noted that a Broadcast Bureau telephone directory has been mailed to broadcasters to enable them to contact directly those staffers best equipped to handle their problems. And he said a commission newsletter designed to fill in broadcasters on essentials of commission actions affecting broadcasting will be "coming soon." He also said regional meetings, at which FCC officials would meet with broadcasters, is under consideration.

Other re-regulation actions he said were on the way were a revision of the rules concerning remote pick-up stations, a rulemaking providing for extension metering of broadcast transmitters, the re-formatting (all AM rules in one book) of rules and regulations, and a new short-form renewal for radio licenses.

Burch urges amending political ad provision of Section 315

FCC chairman advocates expanding applicability of section to campaign ads produced "on behalf" of candidate

A relatively routine Section 315 case that the FCC disposed of without much controversy before the November elections has provided FCC Chairman Dean Burch with additional material to support his argument in favor of modifying one section of the Communications Act. He would broaden its applicability to political advertising in which the candidate does not appear.

At issue was the complaint of M. Patton Echols Jr., then Republican candidate for attorney general of Virginia, against WMAL (AM) Washington. He had charged the station with illegally censoring one of his political campaign spots. The station had dropped the spot after receiving complaints it was unfair.

However, the commission held that since Mr. Echols had not personally appeared in the spot, it was not a "use" covered by the Section 315 provision prohibiting stations from censoring broadcasts by legally qualified candidates.

Chairman Burch, in a concurring statement issued last week in the case, said that the clear intent of the law could have been satisfied by the candidate appearing briefly to introduce or close the same 30-second political spot: "it would then have been exempt from station censorship." But that, he said, "is elevating absurdity of form over substance," and imposes "arbitrary rules on the legitimate decisions of political strategists."

He also said that "serious discrepancies in the construction of 'use' have arisen" under the Federal Election Campaign Act of 1971. He said the same political advertisement may fall outside the protection of Section 315, within the category of being chargeable against the candidate's spending limit and outside the category assuring the candidate of receiving a station's lowest-unit charge—"all because the candidate does not himself appear."

Chairman Burch's solution, as it was in testimony before Congress in March, would be to amend Section 315 to make it clear that it applies to uses "on behalf of" as well as by legally qualified candidates.

Commissioners Charlotte Reid and Richard E. Wiley joined in the concurring statement.

Waiver clears Slidell sale

The sale of WVSL-FM Slidell, La., by Mid-South Broadcasters Inc. to Security Broadcasting Inc. for \$335,000 has been approved by the FCC.

Although Mid-South acquired the suburban New Orleans station in August 1972, the commission waived the three-year ownership rule because the station was suffering heavy financial losses. Mid-South also owns the companion AM in

Slidell, WSDL, and the sale of this station to Inter-American Broadcasters is pending.

Before approving the sale, the commission examined complaints about a proposed musical-format change and a promotion contest aired by the station. With regard to the format change, the commission noted that similar programming is already available on three other New Orleans stations and pointed out the station's shaky financial status. The station was also warned to exercise proper control over contests.

Parker doesn't mince words with his hosts

He uses bar-association podium to berate lawyers for lack of concern for public welfare

The Rev. Everett C. Parker, one of the founders and still a leader of the citizen movement in broadcasting, broke bread last week in Washington with lawyers of clients who have been made nervous by that movement. And some of what he said following the luncheon of fried chicken did not help the digestion of the members of the Federal Communications Bar Association.

Dr. Parker, who is director of the Office of Communication of the United Church of Christ, scolded the lawyers for what he said was their lack of concern for the public welfare, and accused them of working to keep the process of broadcast regulation closed to the public. He was critical of what he said were proposals to free small radio stations from regulations dealing with programing service. And he warned that broadcasters face increasing hostility from a public ever more skeptical of opinion holders.

"So far as I know, you have never participated in rulemaking to protect the public interest, rather than narrow client interests," Dr. Parker said. "Unlike lawyers in other fields, you have failed to represent nonindustry interests, such as those of the poor and minorities. You have tried to make the process of regulation a closed system, with you and the FCC staff constantly interchangeable and actually indistinguishable from each other."

(Some FCBA members sought to defend the association's record for demonstrating social conscience. Jack Blume, in the following question-and-answer session, noted that the bar is working with the FCC to establish a mechanism for aiding broadcasters who cannot afford counsel to represent them before the commission. And FCBA President Marcus Cohn noted later that about 10 members of the bar—working without pay—are lecturing on communications law at Washington's Howard University law school, whose students are predominantly black, as a means of encouraging the development of black communications lawyers.)

Dr. Parker said he favors the present commission policy "to de-regulate radio," so far as that involves simplifying and

clarifying license-renewal requirements and procedures. But he favors retention of "the core obligations," such as fairness, ascertainment of community needs and interests, and news reporting. And it is the small radio stations, he said, that may be most in need of regulation. He said Office of Communication field investigations "conclusively" document that "extremist propaganda, principally of a right-wing nature, is widely disseminated through small and medium-powered radio stations." The commission is not known to be considering proposals to eliminate all "core" obligations. Its present inquiry involving its ascertainment of community needs procedures raises the question of whether radio and television stations and small-market and large-market radio outlets should be treated differently.

Dr. Parker indicated later, in response to a question, he did not favor freeing even major-market radio stations from the fairness doctrine. There is some support, within the commission, for eliminating the doctrine at least on a test basis in major markets served by a large number of conflicting voices. Dr. Parker said audiences ought to hear contrasting views through the station to which they are accustomed to listening. He also said that stations presenting a single point of view could bring their listeners "to a state of paranoia."

Dr. Parker also warned his listeners that their clients need their help in meeting a crisis of public confidence in opinion makers. He said there is "anxiety about advertising to children, about drug advertising, about ecology issues, about the airing of news and opinion, and about the lack of sensibility to the dignity of human beings that is often exhibited by broadcasting—especially with respect to women, the poor, the powerless and those who are not of the white race."

But not all of what Dr. Parker said was hard for the communications attorneys to take. He said the creation of the Office of Telecommunications Policy was a good idea in that it was designed to look at long-range problems of the electronic media, to engage in research and to advise the President, Congress and the FCC.

But, instead, he said, "the President has used it as a stick to beat the industry and the FCC." His solution: Take OTP away from the President, make it responsible to Congress, and place it administratively within the FCC.

Arbitron sample expanded

American Research Bureau has announced that it will increase the sample size for its Arbitron radio surveys in all 160 metro survey areas, starting with the January/February 1974 study. The increase, which ranged from 12% to 20%, was prompted by such factors as population growth within metro areas; increase in the number of stations on the air plus separate programing of AM and FM affiliates and the addition of new counties in many areas because of the re-evaluation of Standard Metropolitan Statistical Areas by the Office of Management and Budget.

A report on equal opportunity employment policies and practices at General Motors.

In General Motors we have coupled our commitment to equal opportunity with extensive programs of training and development. Their purpose is to enable our employes—minorities, women and others—to take better advantage of the opportunities which await them in our organization.

One of our difficulties in recruiting more minority employes and women is that many of GM's white-collar jobs require some engineering and technical training. Traditionally, however, few minorities or women have studied engineering. So, even as we recruit intensively at institutions with engineering and technical curricula, including predominantly black and women's colleges, we must take other, more direct, steps to qualify more minorities and women for engineering jobs.

For example: General Motors main-

tains and operates a five-year cooperative engineering college: the General Motors Institute in Flint, where today 3,000 students are earning degrees, most of them in engineering and industrial administration. They alternate periods of study at the Institute with paid work assignments at GM divisions. One of the great advantages of the GMI system is that its graduates are assured good management or professional jobs and an opportunity to progress at General Motors. The entrance requirements at GMI are stiff. They compare with those at the best engineering schools in the country. A pre-freshman program has been established to qualify applicants who were not able to receive adequate preparation for engineering studies in high school. Currently, 88 minority students and 31 women are in this program. This is paying off in the number of minority and women students at GMI. Eight

years ago we had only 13 minority students at GMI. Two years ago we had 167. This year we have 412.

There are relatively few women graduate engineers. Last year, for example, in the entire United States only 493 bachelor degrees in engineering were conferred upon women. They represented 1.1% of the total bachelor degrees earned in engineering during 1972.

Last year 112 women were enrolled at GMI. This fall, there are 247 women, 8.3% of the total GMI enrollment.

We expect—indeed we know—that these young men and women will be among the managers of General Motors in the years to come. All that is needed is their continued efforts, our continued resolve, and time.

Several programs have been established throughout the Corporation to assist employes who may wish to continue their formal education. GM has a Tuition Refund Plan and a Graduate Fellowship Plan which last year refunded \$2.9 million to employes who completed courses in recognized educational institutions. And we place special emphasis on increasing the number of minority and women employes in skilled trades. Pre-apprentice training pro-

grams at many GM plants develop the technical skills of prospective candidates for skilled-trade apprenticeships.

By such efforts, we are making long strides in short time. We are bringing minorities and women into General Motors, placing them in the mainstream of opportunity, and training, educating, and preparing them for higher positions. Our goal is nothing short of full equality of opportunity throughout our organization—and we are moving toward this goal.

Several years ago we made a significant shift in our thinking. We had always been against discrimination, but we decided then that just to be *against* was no longer enough. We chose a more positive, more affirmative role. We committed the Corporation to work not only to prevent discrimination, but to promote equal opportunity in employment. Then, and since then, we have made it very plain that it is the continuing policy of General Motors to provide equal opportunity for every American in every area of our business.

We are convinced that this policy—positive rather than negative, active rather than passive—is the right one. It is right because it not only fulfills the let-

ter of the law, but reaches to the spirit of our American commitment to equality.

Our record at General Motors has a special quality enhanced by GM's tradition of success. General Motors is successful because it applies rigid standards for advancement to all employes. The rewards and incentives are high, and so are the standards of performance necessary to achieve them. When an employe progresses in General Motors, he or she can be sure that recognition has been earned. Everyone who knows General Motors knows this is so.

Here are a few figures. The percentage of minority employment in GM grew from 11.2% of our U.S. work force in 1965 to 16.7% by the end of 1972. And since then, the 16.7% has climbed to over 17%.

This is progress, and significantly the gains of minorities in white-collar jobs have been more rapid. Minority Americans in these jobs increased from 1.7% in 1965 to about 4.7% in 1971. Just a year later, the 4.7% became 7.1%, and today the percentage of minority employes with white-collar jobs in General Motors is over 8.4%.

In 1965, women accounted for 12.9% of our work force. By December

1972, the number had increased to 13.9%, and today the percentage of women in the GM work force is 15.1%. Of the managers, technicians and professionals at GM in 1965, eleven hundred were women. By the end of 1971, the number had increased to 1600, and as of the end of last year the number was 2800. And since then, it has climbed to 3900.

Percentages and numbers are cold, but these represent in General Motors 113,000 minority Americans and 97,000 women earning for themselves and their families the employment opportunity they deserve. They are more than numbers—they are real human stories—over 210,000 of them. And the number is growing every day.

And every job in General Motors, white-collar or blue-collar, is a good job. The average hourly employe who works in our plants earns more than \$12,500. Their wages alone—not counting fringes—place these employes in at least the upper one-fourth income bracket in the United States.

We know that equal opportunity in employment is not up to the employe alone. The person who does the hiring and the promoting is crucial. So we train not only employes, but we train mana-

gers as well. We teach them how to take positive action to speed upward mobility throughout the Corporation.

In January 1972, this message was given to our Personnel Directors: "As you are all aware, the policy of General Motors Corporation is that everyone will be given an equal opportunity in employment without regard to his or her race, religion, or national origin. This is the policy of General Motors, and every member of management must implement this policy.

"Now, there may be many personal prejudices in connection with this problem. These are being expressed in different ways throughout the country, and each person is entitled to his own opinion. However, the position of GM in these matters is unmistakably clear: there is no room for prejudice in General Motors—and we mean just that. If we have any person at management level in any GM facility who cannot function within this policy, or is not giving it full attention,

then he will simply no longer be able to work for General Motors."

We are making progress, but the effort is hard. Progress does not come easily. It requires hard work and dogged dedication—day after day. But it is worth the effort. Minorities and women in General Motors are earning their way to economic equality, gaining—day by difficult day. They are getting there—surely. A number of minorities and women are now in top positions. Hundreds more are just below them, and thousands more a level down, and throughout the Corporation there are more than a hundred and thirteen thousand minority Americans and ninety-seven thousand women—all working, all earning opportunity.

No one can doubt the commitment of General Motors to full employment equality. Neither should anyone doubt the certainty of its eventual achievement.

GM cares about cars. GM cares about people too.



General Motors

Men in the News

In the expanding controversy over pay cablecasting, the National Association of Broadcasters and the National Cable Television Association are adversaries. Yet, within the individual programs that the two associations have established to advance their clashing philosophies on the issue, similarities abound.

Both campaigns have been given big budgets—NAB an estimated \$600,000; NCTA exactly \$269,000. Both programs were drawn up by committees of association constituents; the NAB group headed by Willard Walbridge (Capital Cities Communications) and the NCTA body by Bruce Lovett (American Television & Communications). At their inception, both campaigns were administered by the heads of the associations' public relations departments—James Hulbert at NAB and Robert Stengel at NCTA. And, as the campaigns escalated in terms of priorities and the amount of manpower required, both sides concluded that full-time help would be necessary to carry on the work. Hence, the arrival of Robert Resor and Donald Witheridge at the NAB and NCTA, respectively. For the most part, the similarity ends here.

At 51, Robert Resor has run the gamut of public-relations assignments. With 27 years of experience in the field, he epitomizes the image of a good PR man—well-groomed, articulate, personable and dedicated to the cause he serves. The last appears particularly true of Mr. Resor, who in his three short weeks at the NAB has found his role of administrator of NAB's antipay activities a comfortable one because he honestly believes that the cause is just.

Mr. Witheridge is equally dedicated in his advocacy of the cable side of things. But for the 35-year-old native Marylander, the feeling is virtually inbred. Mr. Witheridge is no stranger to cable or its problems. For the past five years, promoting the medium has been the pivotal point of his professional life—first as NCTA's director of public relations (1968-72), then as director of corporate affairs for five months at ATC, and then as head of Teleprompter's PR department until returning to NCTA as director of subscription cablecasting a month ago.

Mr. Resor heard of the impending vacancy at NAB in the manner in which such news usually travels along PR routes—from a friend. "He said that he had no idea of what was going on but that it might be worth my while to make a phone call, which I did." The man at the other end of the line was Jim Hulbert, who was delegated by the Walbridge committee to hire an "executive director" for the antipay campaign. The initial conversation took place in August. Mr. Hulbert returned the call with an offer of employment on Nov. 12.

At the time he began considering the move to NAB, Mr. Resor was engaged in the only essentially non-PR assignment he had held since becoming a professional publicist at the end of World War II (he served in the Air Force as a bombardier).



Resor

The employer was a Washington firm called Creative Systems Inc. (of which he was a vice president with managerial duties), which is engaged in designing information systems for industrial use. Prior to that, Mr. Resor's career included a stint with the Voice of America, 19 years with the New York firm of Bozell & Jacobs Inc. (from which he emerged as executive vice president) and, more recently, as a special assistant at the Association of American Railroads.

Mr. Resor readily admits that being in the forefront of controversy is nothing new for him. In the past, he has directed issue-oriented campaigns on behalf of the electric, gas and nuclear-energy industries, and as an AAR representative he was immersed in the railroads' fight against union "featherbedding" practices. In fact, Mr. Resor feels that there is nothing greatly different about the NAB's antipay campaign and his earlier association efforts.

In the case of the NAB campaign, Mr. Resor believes "that the position of the industry, regardless of the dollars and cents aspects, is very sound. To be in favor of people continuing to get free what they otherwise might have to pay for is a very good posture to have. I'm glad to be able to take that position. There are, of course, a number of arguments on both sides. I think we have a better base for ours."

How NAB will proceed from that base is a topic that Mr. Resor (and others at the association) won't discuss until NAB finally chooses an outside public-relations firm to help in the campaign. Indications are that the selection is imminent. In the meantime, Mr. Resor is deeply involved in reading material, becoming as thoroughly indoctrinated with the pay cable issue as possible for one who suddenly finds himself responsible for telling the rest of the world what the insiders are up to. Judging from the stack of documents on his desk one afternoon last week, the succession of meetings of which he has been an integral part since joining NAB, and the frequency with which his phone has been ringing in that time, Robert Resor will not remain an outsider for long.

One phase of the campaign that Mr. Resor will readily discuss is the necessity



Witheridge

of promoting NAB's side of the pay issue among the general press. "The trade press has been on this thing all along," he notes, but the relative scarcity of reports in the general press indicates that the public is being told enough about the issue.

If the general public has not been exposed to the pay cable issue, the same cannot be said of the residents of the Washington area. NAB's three full-page ads in the city's two daily newspapers have spotlighted its side of the issue there. But with that activity, the association has become the target of charges that it is wearing two hats—one belonging to a vested interest and one as a self-proclaimed guardian of the public interest.

NCTA, on the other hand, has made no bones about the fact that its defense of pay cable is necessary for cable's growth. But if that stance has led to a belief that the association has only its own interests in mind, according to Mr. Witheridge, it was not intentional. "We're a new communications medium very closely allied with the public interest. If we give you an air of complacency about that, we don't mean to."

Mr. Witheridge does not mince words about the NAB's newspaper campaign. He calls it the "big lie approach." For NCTA's part, Mr. Witheridge says there are no plans to follow that tack, although he acknowledges that the possibility has not been totally eliminated. "I don't think you can counter the NAB effort by being as shrill as they are," Mr. Witheridge asserts. But at the same time, "we're not so naive as to believe that right will prevail. We'll have to help it along a bit." Recalling his days as the head of NCTA's public information department, Mr. Witheridge maintains that being "a fairly straight shooter" was often the best approach. "It's really funny. Looking back at all the fights we had at the FCC (particularly the industry's effort to have the commission's freeze on cable development in the major markets unthawed), we were strangely successful in our media relations by attempting to be fairly reasonable."

What this indicates is that NCTA is in no big hurry to launch an all-out campaign to discredit the NAB claims. "Our approach," Mr. Witheridge stresses, "has got to be education oriented." The in-

terests that the association will seek to educate are those in the best position to affect change—legislators, FCC commissioners, the business and educational communities, and even the cable industry itself.

But, Mr. Witheridge emphasizes, "we have no commitment to spent \$269,000. We have a very strong commitment from our board to use it as we need it. But it's not our purpose to rush right out and spend it."

Basically, NCTA's campaign is presently directed at two areas—the creation of a concise informational document providing data about pay cable that is "hopefully objective" (publication is expected early in 1974), and the implementation of a reference bank, through which NCTA will provide timely information on the physical aspects of the pay-cable business (number of systems, subscriber figures, etc.). Both projects, Mr. Witheridge reports, are well into the formative stages.

While NCTA will not use the services of an outside PR firm at the outset, it is retaining that option for the future. It has already acquired some experience in this area. Prior to the FCC's oral argument on the antisiphoning issue last month, NCTA hired the New York firm of Phil Wallach & Associates to promote its position outside of Washington. And, Mr. Witheridge reports, he and Mr. Stengel have held discussions with about a half dozen outside firms in case it becomes necessary to retain such services.

On a personal note, Mr. Witheridge re-

gards his return to Washington as an exhilarating experience. Certainly, it has made life less complicated for him (he regularly commuted on weekends between his New York job at Teleprompter and his home in Annapolis, Md.).

Mr. Witheridge is finding more room to breathe in his new capacity. "I'm a one-issue guy, which I think is a rarity in any organization. I can be sort of a honcho in keeping things moving."

And if NCTA has displayed more conservatism than its NAB counterpart in the campaign thus far, Mr. Witheridge emphasizes that the climate is subject to change. "Being reserved doesn't mean being a patsy," he says.

NAB newspaper ads and program siphoning are focal points of pay cable debate

NCTA, NAB, NATO and Theatervision meet head on at WNYC-TV forum, latest on the pay-cable debate circuit

Viewers of New York's municipally owned television station were given a thorough rendition of the various arguments associated with the current pay cable controversy last week from four spokesmen in the forefront of the issue. As has been the case in previous forums of this nature, no concessions were made by the contending parties.

The forum was noncommercial WNYC-

TV's weekly offering, *All About TV*. Appearing on the program, which was moderated by television columnist Stephen Scheuer, were Dore Schary, president of pay-cable entrepreneur Theatervision Inc.; National Association of Broadcasters General Counsel John Summers; Martin Newman, executive director of the National Association of Theatre Owners, and Charles Walsh, associate general counsel of the National Cable Television Association.

A central issue of the discussion was the cable industry's accusation that newspaper advertisements placed by NAB have given a distorted picture of pay cable's intentions. The ads, Mr. Schary contended, have "given the image that pay TV is going to take all the programming on so-called commercial TV and steal it and make an audience pay for it." The industry, he stated, has "very clearly stated that we have no such intention." If it were discovered that a pay interest had designs on siphoning such standard free-TV fare as the Super Bowl, Mr. Schary said, he would oppose the development.

Mr. Summers, however, maintained that NAB's promotional efforts are not directed at cable or pay cable as a medium, but rather against depriving the public of programming that it could receive without charge. "We don't care what the means is" by which this accomplished, he insisted. If cable is interested in merely showing programming that does not enjoy mass appeal, such as operas and minor sports events, for a fee, Mr. Summers claimed, it would have no interest in having the FCC's antisiphoning rules amended.

But the "crux" of the problem, according to Mr. Walsh, is a question of "what really constitutes stealing or siphoning." The broadcasters, he asserted, "want to say that anything that could conceivably end up on a broadcast television at any time, for any limited number of showings, is reserved to them."

Messrs. Walsh and Newman were essentially in accord on one issue: that the American public "should be permitted to buy whatever they want in any way that they want," and that this applies to feature films specifically. But, Mr. Newman added, NATO draws the line at a competitive bidding process whereby pay cable is permitted to gain rights to a film after it has had a run in major market theaters, but before small-town exhibitors have access to it. "We have to take care of all our members and all of our children," he said.

But according to Mr. Summers, the antisiphoning rules, which presently restrict pay cable to showing films within two years of their theatrical release, could work a disservice to the public if they are amended. If the period is increased to five years, he noted, cable interests could gain exclusive rights to a film within that time, and thus deprive the larger television audience of access to it for a much longer time. The FCC is justified in placing restrictions on pay cable, Mr. Summers said, because that medium still relies on broadcast signals as its primary programming source.

However, Mr. Walsh noted, NAB was



Another Blackburn CATV Sale

WOMETCO COMMUNICATIONS INC.

purchased

GREEN COUNTRY CABLEVISION INC.

with

CATV FRANCHISES

at

Pryor, Oklahoma

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Road, N.E.
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9465 Wilshire Blvd.
(213) 274-8151

73-64

"just as vociferously opposed" to over-the-air pay TV when the advent of that service was challenged in the 1960's.

Broadcasters, Mr. Schary contended, are not standing still in anticipation of commission action on the antisiphoning rules. In recent months, he claimed, they have been "buying up an awful lot of pictures," the purpose being to deprive competitive media from gaining access to them. "When they [the broadcasters] go to a producing company and offer a large check; that company today is going to take that large check; no reason why they shouldn't." In such a climate, he said, "we can offer very, very little."

In spite of the criticism, Mr. Summers maintained that NAB's self-appointed role as a safeguard of the public interest in this area is a righteous one. "It may be selfish to some extent, and I won't deny that," he conceded, "but our concern is insuring that the people continue to receive for free what they now get over the air."

FCC sticks to guns on crossownership

Commission refuses to initiate study of rule's effects on cable TV

The FCC dismissed a joint supplementary petition by several broadcasters in support of their pending applications for waiver of the divestiture requirement of the cable-television crossownership rule.

The broadcasters' joint filing asked the commission to conduct a panel discussion or oral argument on the crossownership policy. Citing the poor financial health of the cable industry, the group urged the commission to begin an inquiry into the appropriateness of the divestiture requirement if the waivers are not granted.

The supplementary petition complained that there is a shortage of capital for building new systems and that divestiture would divert capital from the construction of new systems to the purchase of existing systems. The broadcasters rejected the idea of swapping systems among affected crossowners as impractical.

In an opposition to the supplement, TV Signal Co. of Aberdeen said that the broadcasters were trying to get an over-all waiver of the divestiture requirement which properly should be raised in a rule-making proceeding. TV Signal also said that some of the financial problems of the cable companies were of their own making and that the owners had not shown why swapping systems is unworkable.

The commission agreed that an overall waiver should be considered only in a rulemaking proceeding since it would apply universally. The commission also noted that a panel discussion or oral argument would require consolidation of 70 pending waiver requests "—an action we are not prone to take."

Parties participating in the joint supplementary petition include: Midessa Television Co., Midcontinent Broadcasting Co., Southern Oregon Cable Television Inc., Meyer Broadcasting Co., Mid-New

York Broadcasting Corp., Gill Industries, Kid Broadcasting Co., North Platte Multi-View TV Systems, KUTV Inc., Newchannels Corp., Concord TV Cable and Ontario Cable Television Inc. Broadcast Services Inc. and Southern Cablevision Inc. in their own separate supplements also asked the commission for the same resolution.

Changing Hands

Announced

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

■ WFMM(FM) Baltimore: Sold by Commercial Radio Institute Inc. to Nation-

wide Communications Inc. for \$750,000. Julian Smith is president of Commercial Radio Institute. Nationwide Communications is subsidiary of Nationwide Mutual Insurance Co. which also owns WRFD(AM) Columbus - Worthington, Ohio; WNCI-FM Columbus, Ohio; WGAR(AM) and WNCR(FM) Cleveland; WATE-TV Knoxville, Tenn., and WLEE(AM) Richmond and WXEX-TV Richmond-Petersburg, both Virginia, WFMM is on 93.1 mhz with 19.5 kw and antenna height 870 feet above average terrain. Broker: LaRue & McGavren, New York.

■ WEZL(FM) Charleston, S.C.: Sold by Fine Arts Broadcasting Inc. to Gulf Stream Broadcasting Co. for \$325,000. Charles N. Barton is president of Fine Arts. Mr. Barton is New York insurance

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executive. Gulf Stream principals Ron Crider, Len Mercer and Len Stevens also have applied for purchase of WIXO(FM) New Orleans and WARN-AM-FM Fort Pierce, Fla. WEZL is on 103.5 khz with 25 kw and antenna height 275 feet above average terrain. Broker: Blackburn & Co., Washington.

Approved

The following transfer of station ownership has been approved by the FCC (for other FCC activities see page 62):

▪ WDXI(AM) Jackson, Tenn.: Sold by Dixie Broadcasting Co. to Community Service Broadcasting for \$620,000. Dixie is principally owned by National Bank of Commerce, Jackson, as estate trustee of Aaron B. Robinson. Mr. Robinson's estate also includes WENK(AM) Union City, WDXE-AM-FM Lawrenceburg, WTPR-AM-FM Paris, WDXN(AM) Clarksburg, all Tennessee, and WCMA(AM) Corinth, Miss. Jerome, James, William and Elaine Glassman own Community Service. Glassmans also own WMCL(AM) McLeansboro, Ill. WDXI operates full time on 1310 khz with 5 kw day and 1 kw night.

Power rationing may hit stations

Voltage reduction in New England said to have harmed TV quality, and there's talk of shutdowns

The possibility of "rolling blackouts," which could disrupt broadcast schedules, has been raised by the New England Power Exchange.

Under a proposal being considered by

the exchange—a power company consortium that controls the sharing of electrical power in Massachusetts, New Hampshire, Vermont, Maine, Connecticut and Rhode Island—power would be shut off in certain areas for two hours during various parts of the day, from 7 a.m. to 10 p.m.

Bob Connolly of Boston Edison, spokesman for the exchange, said the blackout would be a last-resort measure but that in that event the exchange hopes stations would be able to stay on the air to broadcast public information as necessary.

Reportedly, the exchange has told New England broadcasters that such a blackout would not take effect before February and has indicated broadcasters would be given several weeks' notice.

For several weeks the New England area has been operating with a 5% voltage reduction between 4 p.m. and 8 p.m. five days a week. The reduction is said to result in degraded TV picture quality. According to Mr. Connolly the next technical step would be blackouts, which he called "power interruptions." However, he said he did not know when or if that step would be taken.

Rolling blackouts could prevent stations without auxiliary power from staying on the air during the two-hour period. But several New England broadcasters pointed out that auxiliary power facilities would be usable only as long as fuel is available. Some said their decision to use auxiliary power during a blackout period would depend on the time period. A spokesman for one Boston outlet said the station would, for example, shut down if an afternoon soap opera was involved, but use auxiliary power to broadcast evening news programming.



Women's work. The seven-week series of broadcast management development workshops, sponsored jointly by the National Association of Broadcasters and the Washington chapter of American Women in Radio and Television, concluded last week with a reception at NAB's Washington headquarters. With Betty Jerome (l), workshop participant and local president of American Federation of Television and Radio Artists, are (l to r) Bill Dalton, vice president and general manager of WASH(FM) Washington and Susan Breakfield, local sales manager there, who addressed the group on station management and sales, respectively; Andrew Ockershausen, NAB chairman and vice president, Washington Star Stations; workshop director Kathleen Day, NAB public relations assistant and Washington AWRP president, and Richard Block, vice president, Kaiser Broadcasting, who conducted a seminar on station financing. Designed to educate professional women on aspects of broadcast management, the workshops also focused on programing, engineering, news and legal responsibilities. NAB will publish proceedings of the meetings, and plans are underway to conduct the workshops in cities across the country.

Radio-TV nearer fair share of recuiting money

Schweiker wins partial concession for broadcasting in \$97-million drive being authorized for 1974

A Senate committee last week told the military that—if it chooses—it may buy television and radio time, in its drive to amass an all-volunteer force. The authorization for paid broadcast advertising was contained in a Senate Appropriations Committee report accompanying a bill appropriating \$97 million for recruitment in 1974. The language authorizing "equitable allocation between the broadcasting and printed media" was submitted by Senator Richard Schweiker (R-Pa.).

Senator Schweiker failed in his attempt to get specific authorization language into the bill itself. But the committee agreed with his contentions and added them to the committee report. A spokesman for the Pennsylvania senator said he also would submit a statement for the *Congressional Record* "to document the sense of the Congress as best as possible."

"It makes absolutely no sense to adopt an all-volunteer Army, then cut the military services off from such an effective way to reach potential recruits as paid, prime-time radio and television," Senator Schweiker said.

The House Appropriations Committee ratified a bill and committee report two weeks ago specifying that the Department of Defense could spend funds in the electronic media if it "developed a plan which allocated the funds in an agreeable manner between and among the competing media, networks and individual stations."

The sticking point seen by the supporters of paid broadcast advertising is that the military had not requested money for that use in its fiscal 1974 proposal. In House hearings last June, Major General Bernard Rogers told the Appropriations Committee: "Although there is currently no restrictive language in the fiscal 1973 appropriations bill, we have interpreted the fiscal 1972 legislation as expressing the sense of Congress and did not program funds for the purchase of broadcast time during fiscal year 1973 and fiscal year 1974."

If the military wishes to apply money to an unrequested project, termed "re-programing," the appropriations bill requires that it make specific request for reprograming of funds to the four committees involved in the appropriations, Senate and House Armed Services and Appropriations Committees. The controversy lay in whether the use of funds for paid broadcast advertising met the requirements of reprograming.

A spokesman for the Department of Defense said last week that it has "always had a contingency plan which included paid advertising in the electronic media. Anytime we're told to go ahead,

we're ready." But, the spokesman said, no one in charge of recruiting had been informed of the new authorizations in the two committee reports.

The appropriations bill was expected to be passed by the Senate late last week and would then head for a conference with the House. There is a discrepancy of some \$800 million between the two bills. The recruitment budgets in both, however, are identical: \$97 million. The Army would be allotted \$38.4 million, the Navy \$31.8 million, the Air Force \$18.9 million and the Marines \$8.4 million. The recruitment budget, if adopted, would be a \$26-million increase over 1973—an indication read as signifying that Congress wants the military to pay for broadcast advertising.

National-regional spot up slightly in third quarter

Six new faces in top-100 spenders are led by Warner Communications

Expenditures by national and regional advertisers in spot television in the third quarter rose 4% over the 1972 third quarter to \$318.8 million, according to Broadcast Advertisers Reports figures released last week by the Television Bureau of Advertising.

Categories registering the most significant gains percentagewise during the 1973 third quarter were: records and tapes, radio and TV sets, up 80%; publishing and media, up 48%; apparel, footwear and accessories, up 43%; pets and pet supplies, up 24%; household equipment and supplies, up 29% and household furnishings, up 26%.

Appearing in the top-100 quarterly listings for the first time: Warner Communications (records and tapes), \$2,077,800; Adam VIII Ltd. (records and tapes), \$1,099,800; Monsanto Co. (fibers), \$784,200; Western Union Corp. (GiftAmerica), \$722,400 and Western Publishing Co. (Betty Crocker Recipe Cards), \$711,900.

1. Procter & Gamble	\$25,199,100
2. General Foods	10,449,100
3. Colgate-Palmolive	9,798,100
4. American Home Products	9,437,000
5. Coca-Cola	7,716,600
6. Lever Brothers	6,928,100
7. William Wrigley Jr. Co.	5,276,200
8. Bristol-Myers	5,079,600
9. General Mills	4,832,500
10. Dynamic House	4,583,400
11. Kraftco Corp.	4,455,100
12. PepsiCo Inc.	4,296,900
13. Ford Motor	4,175,300
14. Tampa Marketing Corp.	3,789,700
15. General Motors	3,524,700
16. American Tel. & Tel.	3,448,400
17. Alberto-Culver	3,355,400
18. Heublein	3,052,200
19. Seven-Up	3,028,100
20. Toyo Kogyo Co., Ltd.	3,017,700
21. Miles Labs	2,867,200
22. Triangle Publications	2,771,100
23. Schering-Plough	2,763,800
24. Jos. Schlitz Brewing	2,450,000
25. Norton Simon	2,403,000
26. Nablco	2,288,200
27. Warner-Lambert Pharmaceutical	2,279,400
28. Kimberly-Clark	2,148,500
29. Novell Corp.	2,096,000
30. Warner Communications	2,077,800
31. Quaker Oats	2,073,700
32. International Tel. & Tel.	2,002,500



To to the top. Members of the new executive committee of the Television Bureau of Advertising's board of directors, named during TVB's annual meeting at Houston (Broadcasting, Dec. 3), are (l to r): TVB President Norman E. Cash; Jack McGrew, KPRC-TV Houston, retiring board chairman; Kenneth M. Johnson, KTRK-TV Houston, new chairman; Walter B. Bartlett, Avco Broadcasting, newly elected secretary, and Arthur A. Watson, WNBC-TV New York, new secretary.

33. Toyota Motor Distributors	1,956,700
34. Shell Oil	1,889,700
35. Gillette	1,855,900
36. Morton-Norwich Products	1,782,100
37. Philip Morris	1,729,400
38. Royal Crown Cola	1,727,400
39. Columbia Broadcasting System	1,715,400
40. Kellogg	1,642,000
41. Mars Inc.	1,621,200
42. H. J. Heinz Co.	1,599,500
43. Consolidated Foods	1,573,300
44. Ralston Purina	1,562,900
45. General Electric	1,480,300
46. A. H. Robins Co.	1,466,700
47. American Dairy Assn.	1,420,300
48. Exxon Corp.	1,404,000
49. Greyhound Corp.	1,392,000
50. Scott Paper Co.	1,380,600
51. Westinghouse Electric	1,360,800
52. Mutual of Omaha Ins. Co.	1,250,600
53. Sterling Drug	1,219,300
54. Liggett & Myers Tobacco	1,219,100
55. Borden	1,158,700
56. Block Drug Co.	1,117,800
57. Adam VIII Ltd.	1,099,800
58. Chrysler	1,061,800
59. Beatrice Foods	1,046,600
60. Dr Pepper	1,033,700
61. S. C. Johnson & Son	1,009,700
62. American Motors Corp.	991,300
63. Anheuser Busch	980,400
64. Airwick Industries	956,900
65. Johnson & Johnson	949,300
66. Mazda Auto Dealers Assn.	949,000
67. American Cynamid Co.	947,700
68. Nissan Motor Corp. USA	946,300
69. Atlantic Richfield	942,100
70. Faberge	940,600
71. Mattel	938,300
72. Cadbury-Schweppes Ltd.	935,700
73. The Clorox Co.	932,900
74. Ortho Mattress	932,600
75. Gulf & Western Industries	916,300
76. C. Schmidt & Sons	901,800
77. Hanes Corp.	900,900
78. Squibb Corp.	893,800
79. Standard Oil Co. of Ind.	857,800
80. Pabst Brewing	853,900
81. Volkswagenwerk A. G.	834,600
82. Sun Oil	815,700
83. Goodyear Tire & Rubber	790,900
84. American Airlines	790,500
85. Monsanto Co.	784,200
86. CPC International	782,700
87. Ideal Toy Corp.	773,500
88. American Express	766,800
89. Stroh Brewery	761,300
90. Hoover Co.	760,300
91. Pillsbury Co.	759,900
92. American Can	744,300
93. Cities Service	744,100
94. F. W. Woolworth	739,000
95. Trans World Airlines	725,900
96. Western Union	722,400
97. Dow Chemical	716,500
98. Western Publishing	711,900
99. G. Heileman Brewing	703,900
100. Nestle Co.	700,500

Committee to study TVB operations begins to take shape

Seven-member group, headed by Westinghouse's Shapiro, will take a look at organization's current status in meeting set for January

Marvin L. Shapiro of Westinghouse Broadcasting Co. has been chosen to head the select study committee authorized last month to review and reassess the role, functions, structure, and manpower requirements of the Television Bureau of Advertising.

The appointments of Mr. Shapiro and other members of the seven-man committee are being announced today (Dec. 17) by Kenneth M. Johnson of KTRK-TV Houston, TVB chairman. The selections coincided closely with advance speculation ("Closed Circuit," Dec. 10).

Named to serve with Mr. Shapiro on the committee were three current board members, James Rupp of Cox Broadcasting, D. Thomas Miller of the CBS-TV stations division, and Jack W. Fritz of John Blair & Co.; two former board members, Albert J. Gillen of Poole Broadcasting and Edward A. Montanus of MGM Television, and Thomas Percer of WHNT-TV Huntsville, Ala.

Mr. Johnson said the committee would hold its first meeting on Jan. 18 and is expected to submit its recommendations at the spring meeting of the TVB board.

Formation of the committee was authorized by the board during TVB's annual membership meeting in Houston last month, a few weeks after the board had voted down a move by its executive committee to ease TVB President Norman E. Cash into early retirement and replace him with John Otter, former sales vice

president of NBC-TV (BROADCASTING, Nov. 12). Two members of that executive committee are on the new study committee: Messrs. Rupp and Gillen.

After the aborted attempt to replace Mr. Cash, Jack McGrew of KPRC-TV Houston, then chairman of TVB and of the executive committee, assured members that "Pete Cash and his staff have the full and continuous support of me and your board of directors." At the Houston meeting, Mr. Cash was re-elected for the customary one-year term.

Pulse sharpens, expands its radio procedures

Customers are also promised faster delivery of new data

The Pulse Inc. next year will begin revisiting households to contact family members not present for the original personal interview. The backtracking is being done in cooperation with the GOALS committee of the Radio Advertising Bureau to increase cooperation rates. GOALS is an acronym for Goals for Operation, Administration, Logistics and Stability [of radio ratings].

Pulse's new procedure was announced in a letter to subscribers along with other plans Pulse plans for 1974. They include:

- Speeded-up computation and production of reports through the use of larger computer facilities.

- Updating of Total Radio Station Areas based on the Pulse circulation study of 1971-72.

- A new roster format as an interviewing aid. Beginning in January each station will be permitted to submit up to four identification themes. Pulse will continue to use program structured rosters for compilation purposes.

- An addition to Pulse's Local Qualitative Radio study. The 12th annual LQR will include a psychographic or "life-style" factor.

- Expansion of the Annual Pulse Average and Trend information. APA averages current reports with reports of

the past year in all the nation's markets.

- Syndication of radio audience estimates in 20 markets using Nielsen Designated Market Areas.

FTC gets ready for ad problems stemming from energy crisis

Product-information disclosure, ad-claim substantiation are two areas expected to give some trouble

The Federal Trade Commission put its staff to work exploring how it will assess advertising related to the energy crunch. And product information disclosure, which has received increased attention from top FTC officials within the last two months, may be the focal point of commission action.

Although the exploration of energy-related advertising questions is in its "most embryonic stages" at the FTC, according to J. Thomas Rosch, director of the Bureau of Consumer Protection, the "principal work" being done by staffers is focusing on affirmative disclosure. The FTC does have the authority under Section 5 of the FTC Act to require the disclosure of "material facts"—information that would influence buying decisions of a significant number of consumers if it were revealed. "It does seem to me that energy information is of that nature," Mr. Rosch said.

Mr. Rosch, along with Chairman Lewis Engman and Commissioner Mayo Thompson have supported information disclosure as a means of facilitating consumer buying decisions and combating deceptive advertising (BROADCASTING, Oct. 29, Nov. 5, 19).

While all have agreed information disclosure is a promising area for commission investigation, the application of the concept to specific product categories or types of ads must await resolution of a



number of questions, e.g., what constitutes a material fact or how information could be given meaningfully to the buyer. Any application of information disclosure to energy advertising will depend on finding solutions to these problems, Mr. Rosch said. Information such as gasoline mileage is of the type that could be readily distributed to and understood by buyers, Mr. Rosch said, but he expressed doubts that other types of energy-usage information—watt-usage figures, for example—would be meaningful to consumers. The commission is exploring these questions, he said.

The commission's ad-substantiation program is another tool that could find application to energy-related ads. In the automobile documentation materials released by the FTC last month, gas mileage figures were among the performance claims for which manufacturers were asked to submit proof (BROADCASTING, Nov. 12).

Among the bills introduced in Congress offering suggestions for regulating energy-related ads, one makes specific reference to FTC proof-in-advertising authority. A measure introduced by Senator Thomas McIntyre (D-N.H.) includes a provision requiring gasoline ads to disclose fuel octane ratings and additive information and giving the FTC authority to require substantiation for all gas-performance claims. That bill has been referred to the Commerce Committee but no action has yet been taken. And in a letter addressed to Chairman Engman, Mr. McIntyre

Timeliness. Among the first non-gasoline advertisers to acknowledge the nation's fuel shortage is AT&T, which has translated Duke Ellington's 1942 classic, "Don't Get Around Much Anymore," into a plug for long distance telephoning. In its 30-second network commercial, put together on a crash basis by N.W. Ayer & Son, AT&T features three businessmen in their office making sales by telephone. Sample dialogue—*First Man*: "Fuel shortage hurts . . ." *Second Man*: "Travel's cut to the core . . ." *Third Man*: "Now we sell by long distance . . ." *All*: "Don't Get Around Much Anymore." The commercial was first aired Nov. 17 for the Ohio State-Michigan football game, just one week after AT&T asked Ayer for a broadcast complement to its print ad proposing telephoning as an alternative to reduced driving.

BAR reports television-network sales as of Nov. 18

CBS \$618,330,300 (35.3%), NBC \$599,598,900 (34.2%), ABC \$533,293,000 (30.5%)

Day parts	Total minutes week ended Nov. 18	Total dollars week ended Nov. 18	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	134	\$ 773,500	3,482	\$ 22,282,700	\$ 21,013,000
Monday-Friday 10 a.m.-6 p.m.	1,021	9,437,100	42,960	347,822,500	324,612,200
Saturday-Sunday Sign-on-6 p.m.	310	6,941,500	12,980	192,650,500	190,128,400
Monday-Saturday 6 p.m.-7:30 p.m.	94	2,304,300	4,363	87,810,100	80,969,100
Sunday 6 p.m.-7:30 p.m.	11	332,700	624	15,250,800	13,828,300
Monday-Sunday 7:30 p.m.-11 p.m.	395	28,869,800	18,030	968,557,100	852,134,200
Monday-Sunday 11 p.m.-Sign-off	177	2,928,800	7,496	116,848,500	92,721,100
Total	2,142	\$51,587,700	89,935	\$1,751,222,200	\$1,575,406,300

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

asked the commission to look into possible unfair or deceptive ad practices involved in fuel advertising. That letter cited oil company ads dealing with the energy shortage as containing possible misstatements relating to the energy crisis and called on the commission to use its recently granted injunctive powers to halt such ads.

While the FTC has indicated changes will be occurring in its ad-substantiation program—with a possible narrowing of focus to specific product categories in the offing—Mr. Rosch would not comment on how these changes might relate to energy advertising. The commission will continue to canvass a "broad range of ads" he said, and is keeping confidential just what types of ads are under scrutiny so those not included in the substantiation survey will not feel like they've been "let off the hook."

The directions the FTC's energy-related efforts take will "depend a lot on Congress," Mr. Rosch said, but added he expected the FTC's powers in that area to be more clearly defined some time in the spring. FTC staffers have said the commission is considering holding hearings—possibly as early as this spring—exploring the use of affirmative disclosure.

Business Briefs

Safe holiday. General Motors Corp., Detroit, has bought commercial schedules on ABC's American Entertainment and American Information Radio Networks from Dec. 21 through Dec. 25 and Dec. 28 through New Year's day. Commercials stress safety in driving. Agency: N. W. Ayer & Sons, New York.

Back again. Northwestern Mutual Life Insurance Co., Milwaukee, nation's seventh largest insurance firm, enters third year as national TV advertiser with major sponsorship of NBC-TV's monthly Sunday night news specials, beginning Jan. 27, 1974. Agency: J. Walter Thompson Co., New York.

Rep appointments. WUTV-TV Buffalo, N.Y.; H-R Television, New York ■ WNGG(AM)-WKTK(FM) Charleston, S.C.: Buckley Radio Sales, New York ■ WPLR-TV St. Louis: Avco Radio Television Sales, New York ■ WNDR(AM) Syracuse, N.Y.: Blair Radio, New York ■ WHIO-AM-FM Dayton, Ohio: Christal Co., New York ■ KSTP-AM-FM Minneapolis-St. Paul: McGavren-Guild, Chicago ■ KWYT Salinas-Monterey, Calif.; Jack Masla & Co., New York.

New in Tokyo. Ketchum Advertising (Japan), Tokyo has been formed by Botsford Ketchum International (60% owner) and Tokyo PR Service (40%). William H. White, managing director and senior vice president of BKJ, has taken over same responsibilities with Ketchum Advertising (Japan).

Creativity cassette. Videotape Production Association Inc. has put together 10-minute video-tape cassette showing some of creative work in taped commercial medium. It will be made available to members for showing to advertising agencies and advertisers.

The 13th week wasn't unlucky for CBS-TV

Six holdovers plus newcomer 'Kojak' help increase network's Nielsen lead

CBS-TV, which has been a strong number one in the Niensens all season long, widened the gap again in the 13th week of national overnights (Dec. 3-9) by walking away with five nights, losing only to ABC-TV's football on Monday (Dec. 3) and to a trio of popular NBC-TV specials on Sunday (Dec. 9).

The backbone of CBS's winning schedule is the regular series, starting with *All in the Family* (Saturday, 8-8:30 p.m.), which with its consistent low-50's share, is watched by more than 43 million people week in and week out, making it the most popular show on the air.

The other continuing shows on CBS that end up in the top 10 more often than not are *The Waltons* (Thursday, 8-9 p.m.), *Maude* (Tuesday, 8-8:30 p.m.), *Hawaii Five-O* (Tuesday, 8:30-9:30), *M*A*S*H* (Saturday, 8:30-9 p.m.), *The Mary Tyler Moore Show* (Saturday, 9-9:30 p.m.), *The Bob Newhart Show* (Saturday, 9:30-10 p.m.) and—the only new show that can be considered an unequivocal audience hit—*Kojak* (Wednesday, 10-11 p.m.). All of these shows hover in the vicinity of the 40-share mark every week. In addition, CBS's Friday night theatrical movies, led by three entries in the "Planet of the Apes" series, have been averaging mid-40's shares, and the network's Thursday night feature films are in the solid mid-30's.

NBC's meal ticket this year is *Sanford and Son* (Friday, 8-8:30 p.m.), which has averaged a high-40's share and actually got higher numbers than *All in the Family* for two weeks in a row in early November.

The only other NBC shows that regularly hit the 40-share mark are *The Wonderful World of Disney* (Sunday, 7:30-8:30 p.m.) and the "Columbo" segment of the *NBC Sunday Mystery Movie* (8:30-10 p.m.). NBC often relies on strategically placed specials to rope in big audiences. For example, on Sunday, Dec. 9, *The Little Drummer Boy* (7:30-8 p.m.) hit a 47 share, the Bing Crosby Christmas show (8-9 p.m.) also hit 47, and a Bob Hope special (9-10 p.m.) rounded things off with a 50, giving NBC just about double the audience of its nearest competitor (CBS) over the course of the two-and-a-half hours.

After a number of years of steady upward progress, ABC has regressed this season. Network executives are hoping that a major overhaul of the schedule, which takes effect next month, will put ABC back in the ball game. As of now, the network has no regular show on its schedule that's nearly as popular as either *All in the Family* or *Sanford and Son*. ABC's most consistent Nielsen performer

has already gone off the air for the season: the Monday night NFL football games, which ranged in share points from the mid- to the high-30's. Until next September, the games are being replaced, as usual, by a batch of two-hour theatrical movies, which, with the exception of an occasional strong title or two, never perform as well as live football. Apart from football, no regular ABC series can claim a consistent share as high as a mid-30. *Streets of San Francisco* (Thursday, 10-11 p.m.) is probably closest, although it fluctuates wildly in the ratings depending on the strength of the theatrical movie on CBS.

The price of NCAA football goes up

New pact with ABC-TV provides for \$2.3-million annual increase, includes expansion to 20 games, and offers better procedure for selection of televised games

ABC-TV, which has been telecasting the football games of the National Collegiate Athletic Association for eight seasons, has been granted the exclusive television rights for two additional years through the 1975 schedule.

The cost to ABC-TV will be \$15,850,020 per year, up from \$13.5 million annually in 1972 and 1973 (BROADCASTING, July 30).

In an announcement on Tuesday (Dec. 11), Roone Arledge, president of ABC Sports, and Seaver Peters, athletic director of Dartmouth College and chairman of the NCAA Television Committee, said the new contract provides for 20 televised games per season, one more than in each of the previous two years. They noted that certain new scheduling and team appearance flexibilities have been added.

For example, they said, college teams which heretofore were unable to appear on television more than three times in two years will gain additional TV exposure because of the expansion in the number of game dates that will not count as regular appearances. These additional "free pass" game dates include the Monday night (Sept. 9) after the first Saturday of the season and the Thanksgiving Friday (Nov. 29), which this year was part of ABC's Thanksgiving College Football Festival (nine of the nation's top-10 teams were featured over three days).

Mr. Arledge and Mr. Peters observed that ABC's option to pick games for telecast on a week-to-week basis has been expanded to include the entire season other than the four Saturday games in September. Under the formula, ABC will pick the contests to be telecast during September in the preceding March. Subsequent games will then be selected by ABC on the Monday preceding the Saturday play date, giving ABC the opportunity to telecast games of greatest interest to viewers.

Both Mr. Arledge and Mr. Peters praised the relationship that has existed between ABC and the NCAA over the past eight years and expressed hope their association would continue for many years.

Columbia close to tying knot with Tandem

Optimistic new president of troubled firm announces deal to stockholders

Alan J. Hirschfeld, president and chief executive of Columbia Pictures Industries, revealed at the company's annual stockholders' meeting in New York last Wednesday that Columbia has reached an agreement in principle to take over Tandem Productions. Tandem is the independent TV-production company presided over by Norman Lear and responsible for *All in the Family*, *Sanford and Son*, *Maude* and, starting next month, the situation comedy *Great Day*.

"Once all the details are ironed out," Mr. Hirschfeld said, "this will be one of the most important deals in Columbia's history."

He added that Columbia's second quarter profits will be in the neighborhood of the \$261,000 it pocketed for the first quarter (ending Sept. 30, 1973), and that third quarter earnings would be even higher because of a new package

of movies that will be leased to the networks in that period.

When the meeting began, Chairman Leo Jaffe was frequently interrupted by stockholders shouting such things as, "Our stock is worthless" and "we're a step away from receivership." (The company has lost about \$82 million over the last three years.) But Mr. Hirschfeld, who joined the company last June from American Diversified Enterprises Inc., a private investment company, took the edge off the hostility with a long, rambling and optimistic account of how well he expects each of the company's subsidiaries to do over the next three years.

The Screen Gems television-production arm of Columbia is "a major area of concentration for us," he said, pointing specifically to *Police Story* (NBC, Tuesday, 10-11 p.m.), which has been given the go-ahead for six fall-1974 scripts; *The Girl with Something Extra* (NBC, Friday, 9-9:30 p.m.), which has been chalking up a fairly steady 30 share, and the seven-hour mini-series version of Leon Uris's novel, *QB VII*, which ABC has scheduled for telecast early in 1974.

In response to a question, Mr. Hirsch-

field assured the stockholders that Columbia would not emulate MGM and withdraw itself from feature-film distribution "because theatrical movies end up feeding music into our record division" and they still fetch "big prices" when sold individually or in packages to the TV networks.

Networks keep hitting unissued rulemaking

NBC's Goodman, in Denver speech, says expected FCC action against network production would help only the biggest film studios

NBC President Julian Goodman took issue sharply last week with the reported FCC plan to curtail if not eliminate the television networks' entertainment program production capabilities, reiterating earlier network claims that it would limit the networks' coverage of news and their experimentation with new program formats (BROADCASTING, Dec. 10).

Appearing in a "Significant Speakers Series" of the Central Presbyterian church of Denver, Mr. Goodman ex-

A Canadian runs up a broadcast flag for the U.S.

International attention is drawn to Toronto broadcaster's commentary on what America has done for others, only to be bad-mouthed in return

Last June 5, Gordon Sinclair, a 73-year-old Canadian broadcaster, was disturbed to hear that the American Red Cross's disaster-relief funds were temporarily depleted. It made him think of the aid the U.S. has extended to other countries, and the very small amount it has received in return. That day, for his *Let's Be Personal* commentary program on CFRB(AM) Toronto, he wrote a script, "Americans," in which he asserted he was "damned tired of hearing them kicked around."

The popularity of the broadcast snowballed. WBEN(AM) Buffalo, N.Y., asked for a transcript. Other major radio and TV stations in the U.S. and Canada followed suit. (WWDG[AM] Washington, for example, is airing it six times a day with Mr. Sinclair's voice over an instrumental version of "Bridge Over Troubled Water.") It was printed in a host of publications, read into the *Congressional Record* four times. By mid-November the American Newspaper Publishers Association was calling it the most widely reprinted editorial in the history of American publishing. Members of the National Press Club asked that the commentary be considered for a Pulitzer prize.

Mr. Sinclair has received 9,000 letters about "Americans" and they are still coming in at the rate of 100 a day. This is the text that started it all:

The United States dollar took another pounding on German, French and British exchanges this morning, hitting the lowest point ever known in West Germany. It has declined there by 41% since 1971 and this Canadian thinks it is time to speak up for the Americans as the most generous and possibly the least-appreciated people in all



Sinclair

the earth.

As long as 60 years ago, when I first started to read newspapers, I read of floods on the Yellow River and the Yangtze. Who rushed in with men and money to help? The Americans did.

They have helped control floods on the Nile, the Amazon, the Ganges and the Niger. Today, the rich bottomland of the Mississippi is under water and no foreign land has sent a dollar to help. Germany, Japan and, to a lesser extent, Britain and Italy, were lifted out of the debris of war by the Americans who poured in billions of dollars and forgave other billions in debts. None of those countries is today paying even the interest on its remaining debts to the United States.

When the franc was in danger of collapsing in 1958, it was the Americans who propped it up and their reward was to be insulted and swindled on the streets of Paris. I was there. I saw it.

When distant cities are hit by earthquake, it is the United States that hurries in to help . . . Managua, Nicaragua, is one of the most recent examples. So far this spring, 59 American communities have been flattened by tornadoes. Nobody has helped.

The Marshall Plan . . . the Truman Policy . . . all pumped billions upon billions of dollars into discouraged countries. Now newspapers in those

countries are writing about the decadent war-mongering Americans.

I'd like to see just one of those countries that is gloating over the erosion of the United States dollar build its own airplanes.

Come on . . . let's hear it! Does any other country in the world have a plane to equal the Boeing Jumbo Jet, the Lockheed TriStar or the Douglas 107? If so, why don't they fly them? Why do all international lines except Russia fly American planes? Why does no other land on earth even consider putting a man or woman on the moon?

You talk about Japanese technocracy and you get radios. You talk about German technocracy and you get automobiles. You talk about American technocracy and you find men on the moon, not once, but several times . . . and safely home again. You talk about scandals and the Americans put theirs right in the store window for everybody to look at. Even the draft dodgers are not pursued and hounded. They are here on our streets, most of them . . . unless they are breaking Canadian laws . . . are getting American dollars from ma and pa at home to spend here.

When the Americans get out of this bind . . . as they will . . . who could blame them if they said "the Hell with the rest of the world." Let someone else buy the Israel bonds. Let someone else build or repair foreign dams or design foreign buildings that won't shake apart in earthquakes.

When the railways of France, Germany and India were breaking down through age, it was the Americans who rebuilt them. When the Pennsylvania Railroad and the New York Central went broke, nobody loaned them an old caboose. Both are still broke. I can name to you 5,000 times when the Americans raced to the help of other people in trouble.

Can you name me even one time when someone else raced to the Americans in trouble? I don't think there was outside help even during the San Francisco earthquake.

Our neighbors have faced it alone and I'm one Canadian who is damned tired of hearing them kicked around. They will come out of this thing with their flag high. And when they do, they are entitled to thumb their nose at the lands that are gloating over their present troubles.

I hope Canada is not one of these. But there are many smug, self-righteous Canadians. And, finally, the American Red Cross was told at its 48th Annual Meeting in New Orleans this morning that it was broke.

This year's disasters . . . with the year less than half over . . . has taken it all and nobody . . . but nobody . . . has helped.

plained that the proposal, which would bar the networks from producing entertainment programs and from renting their facilities to outside producers, would forbid them, for example, to develop such programs as NBC-TV's *Tonight* and the new *Tomorrow* series.

We said the economic effect of the proposed FCC limitation would be the loss of 600 jobs at NBC alone in technical and studio staffs. Mr. Goodman said coverage of sudden and unexpected news events would be impeded if studio and technical staffs were unavailable.

He cited another repercussion of the proposal: Small, independent producers would be driven to use the facilities of the major film studios if the option of choosing a network were choked off. He said this would tend to make the large film studios—not the public—the chief beneficiaries of a limitation on the networks.

On another subject, Mr. Goodman took up the complaint that television rarely reports the "good news" in America. He explained that if television were to search for persons and events that were cheerful, it would be "tinkering artificially with the events and issues the public needs to know about."

AFTRA wants to know what it would be out of if networks are forced out of production by possible FCC action

The American Federation of Television and Radio Artists last week called on broadcast unions to hold a meeting and study the possible effects of the broadcast unions to meet and discuss what could happen if the FCC did move, as it reportedly might on divorcing the networks from entertainment production.

In letters to leaders of the International Alliance of Theatrical Stage Employees, the International Brotherhood of Electrical Workers, the National Association of Broadcast Employees and Technicians, and the Screen Actors Guild, Sanford (Bud) Wolfe, national executive secretary of AFTRA said that while such a ruling by the FCC might be interpreted as "another effort on the part of the administration to punish the networks, my fear is that if any such rule is adopted, it has to result in a significant, if not drastic, loss of employment" of union members.

Canadians looking

One of Canada's largest motion-picture and TV-production firms has been negotiating with Hollywood film and TV producers on joint ventures that aim not only at investing in production but also at attempting to obtain more production business for Canada. The firm is Astral Bellevue Pathe Ltd., Toronto, which already has produced 26 half-hour live-action animal films for TV. The firm, a merger of Astral Communications Ltd. and Bellevue Pathe Ltd. last September, also is seeking U.S. feature films and TV programs for both French and English Canada, according to Harold Greenberg, president.

Drake, Chenault do the expected at KIQQ

They take over operation after buying interest in station

Bill Drake, former programming vice president, RKO Radio, and his partner in Drake-Chenault Enterprises, Gene Chenault, have moved in to operate KIQQ(FM) Los Angeles. Two weeks ago, the Canoga Park, Calif.-based firm purchased a minority interest in the station. The move to KIQQ follows weeks of reports that Mr. Drake would soon be programming his first Los Angeles station since leaving RKO and its owned station KHJ(AM) Los Angeles last July.

The line-up of air personalities includes disk jockeys who worked at KHJ during Mr. Drake's tenure there. Robert W. Morgan is doing morning drive and "The Real" Don Steele is manning afternoon drive. Late night is also being handled by an ex-KHJ airman, Jerry Butler. The program director of KIQQ is former national program director for RKO, Bill Watson. Pat Shaughnessy, general manager of the station, described the former format as "smorgasbord light rock."

Changing Formats

■ WINN(AM) Atlanta has moved from top-40 to a new "commercial-progressive" sound featuring singles and albums from such groups as the Allman Brothers, Steve Miller, Pink Floyd, Rolling Stones and Grateful Dead. The program switch will make WINN the only commercial-progressive outlet in Atlanta, according to John Parker, program director.

■ WVTS(FM) Terre Haute, Ind., is now offering a format of 45% standard pops/golden oldies and 55% contemporary light rock. The station's old format combined standard pops, easy listening, big bands and folk.

■ KVGB(AM) Great Bend, Kan., is now offering "good" country-western music to replace its up-beat MOR/contemporary format.

■ KFBD-FM Waynesville, Mo., formerly presenting country programming, has switched to a rock format during its 6-p.m.-to-midnight slot.

■ WIST(AM) Charlotte, N.C., has dropped its 24-hour music/news format and adopted public-affairs, talk and news programming from 7 a.m. to 7 p.m. weekdays. Music fills the 7 p.m.-7 a.m. weekday slot and is offered all day Saturday and Sunday.

■ WTQR(FM) Winston-Salem, N.C., formerly WSJS-FM, has switched from a format that combined standard pops, classical and talk to country-music format and has also expanded its broadcast week from 91 hours to 131 hours. In addition, the station has ceased duplicating programming of its affiliated WSJS(AM).

■ WOGM(FM) Bellefontaine, Ohio, is now playing country western in stereo. The

station formerly programed beautiful music.

■ KUPY(AM) Puyallup, Wash., formerly KAYE, has accompanied its call-letter switch with a format change. It has replaced its talk programming with a format that features MOR music and news during the week and religious and 75 minutes of German programming on Sundays. The station has also dropped block programming of public-service announcements, and now schedules them throughout the day.

Program Briefs

Option picked up. NBC has ordered six scripts of 60-minute *Police Story* dramatic series for 1974-75 TV season. Policeman-author Joseph Wambaugh created series, which is in its first season on NBC with 20 shows. It is produced by David Gerber Productions in association with Screen Gems. John H. Mitchell, president of Screen Gems, also announced that NBC had ordered a 90-minute spin-off of *Police Story* as pilot for projected new series.

Merger off. Merger of Quinn Martin Productions with Fred Calvert Productions, both Los Angeles (BROADCASTING, Dec. 3) has been canceled. New arrangements announced last week, call for joint venture association on new animated children's TV series, *The Blue Angels*, for NBC's 1974-75 Saturday-morning line-up. In development stage is combination live action-animated special being written by John McGreevey titled *Dreams of Victory*. Joint-venture arrangement reportedly will be used for future undertakings.

'Future Shock' sales-active. Initial sales on one-hour filmed documentary, *Future Shock*, based on best-selling book of same title; have been made in more than 50 markets by Metromedia Producers Corp., New York. Program, narrated by Orson Welles, has been bought by WNEW-TV New York, KTTV(TV) Los Angeles, WMAQ-TV Burlington, Vt.-Philadelphia, WNAQ-TV Boston and WTTG(TV) Washington, among others.

Rights to Wold again. Robert Wold Co., Los Angeles, announces that for fourth consecutive year it has been awarded radio broadcasting rights to baseball playoff series of National League. Contract provides Wold with radio exclusive for all areas except those served by regular local radio networks of participating teams.

Eastern office. Sports Media Sales, Beverly Hills, Calif., has opened eastern office at 60 West 57th Street, New York. Steve Cook, director of sales for SMS, is in charge. SMS is sales agent for national, regional and local sports properties (Oakland, Calif., Golden State Warriors, Philadelphia 76'ers and Milwaukee Bucks, all of the National Basketball Association; Milwaukee Brewers, baseball, and the nationally syndicated Grambling College football highlights).

Purely local. WMTV(TV) Madison, Wis., has initiated its own version of NBC's *Tomorrow. The Week-End Begins Now*,

aired midnight to 3 a.m., Thursday, stars rock musician Ben Sidran, in format that combines talk, interviews and movies.

Next month. FCC expects to have final decision on 25-mile exclusivity rule by mid-January. Rule, which limits nonnetwork programming exclusivity to 25 miles originally was scheduled to take effect Sept. 7. At request of Association of Maximum Service Telecasters, National Association of Broadcasters and others, commission on Nov. 12 granted temporary stay of rule which later was extended to indefinite stay. In announcement predicting mid-January final order, commission emphasized that it had not made up its mind either way on possible modifications of rule.

106 for 'Star Trek.' Paramount Television has sold its one-hour *Star Trek* series to five additional stations, raising total to 106. Latest buyers are KTVU(TV) Oakland-San Francisco; KTWQ-TV Casper, Wyo.; KMPH-TV Tulare, Calif.; WLBT(TV) Jackson, Miss., and WLWI(TV) Indianapolis.

Family reunion funds. Cuban Refugee Airlift Telethon, telecast Dec. 2 by Spanish International's WXTV(TV) Paterson, N.J., WLTV(TV) Miami and KMEX-TV Los Angeles, raised over \$350,000. Telethon, carried 14 hours by WLTV and three hours by other stations, was intended to provide airline tickets for Cuban refugees in Spain, wanting to be reunited with families in U.S..

Open doors. Video City Inc., North Miami, Fla., has begun operations as videotape production complex, providing facilities for taping of TV programs, commercials and feature movies, and for production of video cassette programs for educational, medical and pharmaceutical fields. Video City, subsidiary of Teletronics International Inc., New York, is at 12100 N.E. 16th Avenue, North Miami, Fla., 33161. Telephone (305) 895-6400.

TV from Expo '74. Bob Banner Associates, Hollywood, has signed exclusive contract to develop and produce TV programming originating from Expo '74, which begins in Spokane, Wash., next spring. Projects in development by Banner are variety special based on opening of Expo '74; documentary titled *A Rare Gift of the Earth*, dealing with environmental theme, and weekly variety series spotlighting performers appearing at Expo '74.

Basketball worldwide. Worldvision Enterprises Inc. has obtained exclusive overseas distribution rights to approximately 32 National Basketball Association games, including regular season and key play-off contests. All games are telecast in U.S. on CBS-TV.

Oh what a beautiful morning. Weatherscan Radio Network has been formed to provide Oklahoma broadcasters with forecasts, highway condition advisories, and severe storm information. Weatherscan staff include professional meteorologists and uses radar and other weather equipment. *United Founders Tower, 5900 Mostellar Drive. Oklahoma City 73112.*

Who's to get what in regulating cable TV?

FCC gets schizoid advice from advisory panel: either a concept of 'dualism' or three levels of regulation for the medium

For three hours last Tuesday, the FCC commissioners heard conflicting advice from a panel of experts it appointed more than a year ago to study one of the most difficult problems confronting it in the regulation of cable television: how the responsibility for that regulation should be apportioned among federal, state and local governments.

The basic issue is whether responsibility should rest with the federal government and "local authorities" under a concept called "dualism," or whether provision should be made for a three-tiered structure, in which roles would be provided for state and local governments. This was the issue defined in the report of the steering committee of the Federal-State-Local Advisory Committee on Cable Television Regulation (BROADCASTING, Sept. 3). But some of the commissioners indicated that they were worried about "national goals" and it seemed likely, in view of the discussion among members of the panel and between them and the commissioners, that the commission would seek to bridge the two positions.

The problem is difficult because, as Chairman Dean Burch said at one point, commission authority for regulating cable rests on a court decision upholding an interpretation of the Communications Act as warranting commission regula-

tion of cable's use of television signals. Some lawyers see it as a long jump from there to the pre-emption of all authority to regulate cable television.

Yet that is what the cable television industry would like. An indication of its concern was expressed by Mark Nathanson, an official of Teleprompter Corp., at last week's meeting. "We need 33 attorneys to deal with the 33 states where we operate systems," he said.

And an indication of the degree of interest that the issue arouses was the attendance at the meeting of some 40 presidents of state and regional CATV organizations and a number of officials of state agencies that regulate cable.

A majority of the steering committee—which relied on the aid of some 150 volunteers in developing reports—favors dualism. Amos Hostetter, chairman of the National Cable Television Association, who made the opening presentation for the majority, argued that the three-tiered approach will lead to duplicative regulatory effort and to an undue burden on cable systems—and to a delay in the development of the cable industry. He cited the case of Massachusetts, which, like the commission, is considering the breakup of newspaper-cable-TV crossownership in the same market, and is going beyond the commission in considering a requirement that ownership of hardware and software in cable television be separated (BROADCASTING, Sept. 10).

Moses Shapiro, of General Instruments Corp., a supplier of cable equipment, put the same view more forcefully. "If I represented one of those groups who said, 'slow down or stop cable,' I'd spend all my money and effort to see that every state set up commissions to regulate cable," he said. States and the federal government, he said, would "engage in a never-ending regulatory process."

The "local authorities" to which the



Idea men. Members of the steering committee of the Federal/State-Local Advisory Committee reported to the FCC in person last week. They are (l-r) Frank W. Norwood, Joint Council on Educational Telecommunications; Edward Shafer, Foster Associates; Yolanda Barco, Barco & Barco; Archie Smith, Rhode Island Public Utilities Commission (partially hidden); Bowman Cutter, Cable Television Information Center; Roland Homet, attorney; Robert Cahill, Farrow, Cahill, Kaswell, Segura & Rader; Amos Hostetter, Continental Cablevision Inc. and chairman of the National Cable Television Association; Moses Shapiro, General Instrument Corp.; Frank Young, National League of Cities and U.S. Conference of Mayors; John Witt, city attorney, San Diego, and Wayne Current, Buckeye Cablevision Inc. Morris Tarshis, Bureau of Franchises of the City of New York, is out of view at right. Thomas Houser, Chicago attorney and former FCC commissioner, arrived at meeting after the picture was taken.

committee refers in the "dualism" approach would not necessarily bar a state role. State and local authorities could decide among themselves how cable would be regulated. But if the responsibility were to be split between them, the FCC would be called upon to make sure the plan would not involve "offending overlaps or conflicts."

Principal spokesman for the minority viewpoint was Roland Homet, a Washington attorney who served as a consultant to the Illinois Commerce Commission when it was considering state CATV regulations. He said the commission should "encourage self-reliance" on the part of the states and should "recognize the wide divergence" among regions in the nation.

But he also rejected the majority's fears of duplicative regulation as groundless. Such nongovernment agencies as the new Conference of State Cable Agencies, the National Cable Television Association and the National League of Cities could help the jurisdictions involved avoid such difficulties, he said. And he warned that if the "mold" the commission "clamps" on development of state and local regulation does not fit, it will find itself in the business of issuing local franchises—a job it does not want.

A city official who opposed the majority report was John Witt, city attorney of San Diego. He said he did not know whether the possibility of duplicative regulation is that real. He thought it might be "a straw man set up by the industry because it wants as little regulation as possible." If cable systems are unduly burdened, he said, "state and local government will feel the public wrath faster than the FCC." Furthermore, he said, "If the public doesn't care, is it up to the FCC to move in?"

However, Commissioners Richard E. Wiley and Benjamin L. Hooks appeared to feel that some ultimate role for the federal government is essential. "There ought to be some areas where the FCC could act as referee," Commissioner Hooks said. "This rationale has to be that if the state restricts cable growth, it conflicts with national policy—even if it doesn't disagree with a specific policy."

For his part, Commissioner Wiley was searching for a compromise position. At one point he suggested a plan under which the commission would pre-empt certain areas of regulation, leave others to the states, which would then allocate the necessary jurisdiction between themselves and the local governments. The commission would step out of the picture but would be ready and able to "step back to make sure there is no divergence from national goals and no duplication of regulation."

Bowman Cutter, of the Cable Television Information Center, who cast a "reluctant" vote for the majority report (he does not regard the three-tiered structure as representing a serious problem as do other members of the majority) said the proposal outlined by Commissioner Wiley "points the way."

However, it does appear to leave open a key question—the commission's authority to pre-empt all jurisdiction over cable television. The majority contends the commission has the authority; the minority says it does not. As Mr. Hostetter said in discussing proposals for the commission to pre-empt jurisdiction and return some to local authorities and then set up review procedures: "I wonder if you can do that without over-all authority. I don't know if you can be half-pregnant in this situation."

The problem of sorting out the legal and political problems in allocating jurisdiction among the various levels of government occupies only one part of the committee's report. The other is a statement of 29 regulatory issues and consensus language on allocation of authority to deal with them that the committee reached without regard to the legal and political considerations involved.

Commission action on the 29 issues—delegating franchising authority and transfers of system ownership to local authorities, for instance, or providing for a sharing of due-process requirements or technical performance and capacity standards among all levels of government—could be expected "very quickly," Chairman Burch said. The other question, he said, "would take a little longer."

Both sides holler foul in Jersey cable skirmish

In wake of four franchise grants, charge of misrepresentation of survey draws countercharge of misleading testimony about programing sources

Two cable firms have accused each other of impropriety in their competitive bidding for four New Jersey cable franchises.

In a complaint to the New Jersey Office of Cable Television, UA-Columbia Cablevision, Oakland, N.J., accused a competitor, Suburban Cablevision of East Orange, N.J., of violating "ethical and legal standards" in its attempts to obtain franchises for West Paterson, Little

Falls and Totowa. Suburban, in a subsequent complaint to the cable office, charged that UA-Columbia had employed "publicly disserving activities" in the franchise proceedings in those three cities as well as a fourth competition for a franchise in Fairfield. UA-Columbia has been awarded the franchise for the first three municipalities. Suburban has won the Fairfield franchise.

The charges by Suburban stem from the submission of a purportedly nonpartisan analysis of the cable applicants to the Little Falls, Totowa and West Paterson franchising authorities by Bill Millings, audio-visual director at a local high school. The report ostensibly favored Suburban in all three communities. However, according to the UA-Columbia complaint, the report was "biased" in favor of Suburban, which claimed that the document was typed by Suburban personnel and distributed by that firm to the franchising bodies. UA-Columbia noted that the report did not have the approval of the board of education governing Passaic Valley high school, where Mr. Millings is employed.

Suburban subsequently complained to the state cable office that UA-Columbia has attempted to damage its credibility through "irresponsible" charges and representations. The firm claimed that UA-Columbia had maintained before the four franchising bodies that it had "exclusive" rights to cablecast Madison Square Garden events in an attempt to influence their decisions. Although UA has franchises to originate certain events from there, Suburban said, it does not enjoy exclusivity. It called on the state cable office to order UA to "halt such tactics" and investigate all the charges.

The cable office has told both firms that it "will not tolerate false and misleading applications." An official of the office said last week, however, that the state authority will not pass judgment on the immediate charges. She said both firms have been told that they have the option to file formal objections to the state's approval of the four franchises if they choose to continue the matter. No such objections were on file with the office as of last week, although both firms were reported to be considering that option.

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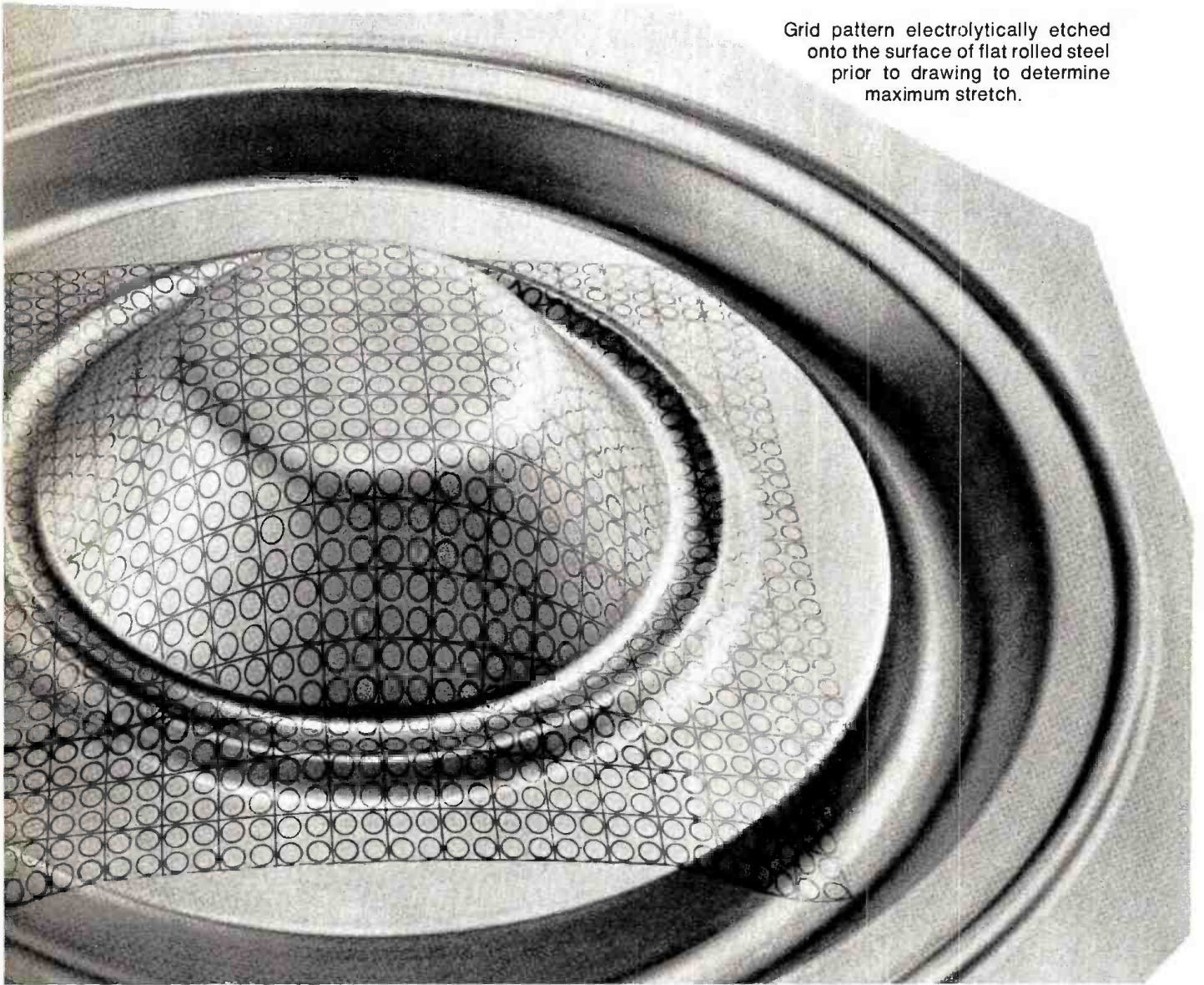
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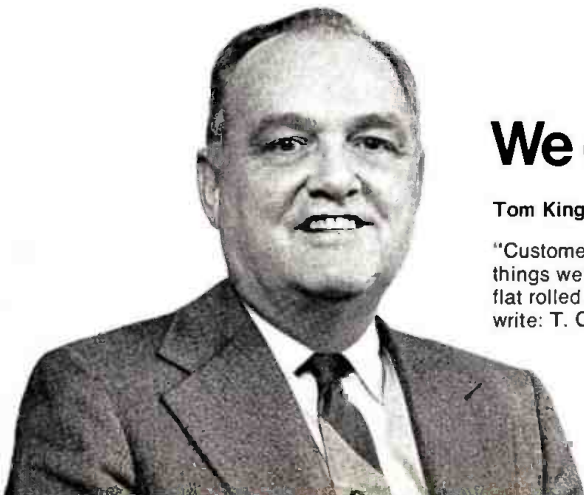
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Focusing on community called key to unlocking big-city doors to cable

Chamber of Commerce head says cable's been barking up the wrong tree; utilizing informational capabilities with eye on local market may be its most valuable service

One of the nation's leading spokesmen for American business told a meeting of cable industry leaders last week that, in order for the medium to expand into new areas, it must first establish itself as an integral part of the communities it now serves. Cable's "central problem," said Arch N. Booth, chief executive officer of the U.S. Chamber of Commerce, "is that you have yet to find your proper niche in the system."

Speaking before a conference of state and regional cable association executives in Washington, Mr. Booth challenged the industry to "become the electronic equivalent of a local newspaper." Americans, he noted, have an "insatiable" curiosity about what their neighbors are thinking. They also display a need for purely local communications services, he said, especially one with cable's broad educational capability.

Cable, Mr. Booth noted, is "the only medium that can combine the impact of sight and sound with the luxury of time for extended coverage."

Yet, Mr. Booth acknowledged, many of the inroads the industry has attempted to make in the major markets have been blocked by the skepticism that exists there. The decision of Boston Mayor Kevin White earlier this month to hold off the advent of cable in that city indefinitely (BROADCASTING, Dec. 3), was no doubt a "blow to your industry," and no doubt, some aspects of the decision were "unfair," he said. But it also contained a criticism, he said, that the industry would be well advised to "consider carefully"—the fact that cable, in its present form, still relies on the retransmission of broadcast signals as the cornerstone of its business. "Have you missed the opportunity to develop what could be your most valuable service?" he asked.

Only one out of every three cable systems presently has the capability to originate programming, Mr. Booth noted. This appears to be counterproductive, he indicated, because the best way for cable to erase the big-city climate of skepticism would be to "make yourselves an indispensable part of the community where you are now." This can be done, he said, by establishing the medium as a local voice through the independent dissemination of information.

"Do that," he claimed, "and word will get back to the big cities. You can't deny Americans access to a valuable service. Just ask the gas station operator."

While Mr. Booth professed neutrality in cable's current fight with broadcasters over pay transmissions, he noted that past history does not support present broadcast fears of imminent demise at the

hands of the new service. "When an established business is killed off by new competitors," he noted, "it is usually because the established business is too rigid to adapt to new conditions . . . I don't see that kind of rigidity in our entertainment industry."

For cable's part, Mr. Booth said, gaining public acceptance of an unfamiliar product "is usually not easy . . . It takes persistence." But it can be done, he said, through the employment of "constructive imagination" in making "more meaningful use of this magnificent means of communicating ideas." Cablemen, Mr. Booth insisted, "have the potential to do that."

The report that was bad news for big-city cable

It questioned chances of viability, predicted certain obsolescence for present technology, led mayor to shut off Boston franchising

Cable-television venturers with aspirations to enter major markets are looking for holes in the report on which Mayor Kevin White based his decision to ban cable in Boston. The report provided the foundation for the mayor's conclusion that cable technology had been "grossly exaggerated" and its prospects oversold (BROADCASTING, Dec. 3).

The report, which became available after the mayor spoke, was based on a study by the Boston Consumers Council under the direction of Richard A. Borten, the group's executive director, and included an extensive series of investigations of current major-market cable operations, regulatory climates and economic considerations. The research process included four days of public hearings in October 1972. Out of the fact-gathering program came a determination that a cable system in Boston would be "marginally viable." And it was the study alone which led Mayor White to determine that cable's past history "reveals an exaggerated and uncertain technology, and indefinite market and serious questions concerning the city's ability to program or regulate a CATV system."

A basic conclusion of the study was that, given the current state of cable technology, a Boston system constructed now could become "outdated" in as short a time as five years. In those same five years, the council noted, improved microwave technology could give the city the "equivalent" of a cable system "without the expense or inconvenience of laying cable under downtown streets." Further, the council noted, a combination of UHF broadcasting and video cassettes "may be as good as cable" for the transmission of educational programming, and advanced telephone technology may be a "reasonable alternative" for data-transmission purposes.

The council noted that New York's two cable systems "have had very different experiences." It recalled that while a 30% penetration rate is generally considered the point at which a major-

market cable system becomes viable, Sterling Manhattan cable has now achieved a 31% penetration and has still found it necessary to request a rate increase.

Nevertheless, the council asserted, although it would cost \$20-\$40 million to wire Boston, that sum "seems a bargain for control of a major communications network." That proposition raises fears that a Boston operator could conform to the industry's alleged "historic" practice of "draining" profits from one operation in order to build in other cities. Cable operators, it claimed, "have sunk so much money into acquisitions that services in each system remain disappointing while subscriber rates stay artificially high." Given the uncertainty of a profitable operation, the council speculated, "subscribers would be wise to expect limited services, and possible fee increases."

The council also noted that, under Massachusetts law, cities can receive only 50 cents a year per subscriber from the system operator. Thus, it said, if 30% of all Boston households were to subscribe to the system, the city would only raise \$37,500 yearly—which would "hardly cover the costs of regulating a CATV system."

The council also questioned whether, in light of the current trend of major cable firms to combine through merger, a nonlocal system operator would show "adequate concern about providing job opportunities and community access programming in its Boston branch."

The reaction of most industry sources to the Boston development has been ambivalent. While conceding that the medium's attempts to grow in the major markets are replete with obstacles, they also complain of the "unrealistic" manner in which many cities have looked at cable. Boston, with excellent broadcast reception, is not a good cable market, they said. But Mayor White's action has also accentuated a basic concern in the industry. As one New England cable leader put it: "Certainly, we're never going to make our inroads if the cities don't give us the opportunity to."

NCAA weighs action in cable sports pickup

At issue is football game taken off KTAR-TV's signal, while two other TV's were denied coverage rights

The National Collegiate Athletic Association is investigating an incident in which a cable system carried a Western Athletic Conference football game, apparently in violation of NCAA rules. But the system's manager contends he had a right to carry the game.

According to Tom Hanson, assistant director of NCAA and administrator of its television committee, NCAA gave its permission for telecast of the Nov. 24 sell-out game featuring the University of Arizona (Tucson) playing at Arizona State University (Phoenix). Stations in those communities—KGUN-TV Tucson and KTAR-TV Phoenix—carried the game, he

said, but KBLU-TV Yuma and KOAI-TV Flagstaff were denied permission because of an NCAA rule limiting the number of regional telecasts a team may have each season.

Warner Cable of Flagstaff carried the game and felt it was justified in doing so. Clint Wager, manager of the system, pointed out that the system is authorized to carry the signal of KTAR-TV and contended the system could not be prohibited from carrying the telecast. Subscribers pay for cable service, he said, and the system should not have to black out the signals it normally carries.

In an editorial broadcast two days after the game, KOAI-TV said it could understand the cable system's desire to carry interesting programming "but the blatant disregard for rules and regulations to gain an advantage is a weak trait. The NCAA has told us that their rules are important, and that they are prepared to enforce them. We will know the truth of that in the next few weeks."

Mr. Hanson said NCAA is discussing the matter with the two universities and has not yet decided on a course of action. One possible avenue, he said, would be for NCAA to prohibit the universities from telecasting their games.

Cable Briefs

Grandfather guidelines. New York State Commission on Cable Television says it expects about half of 84 affected cable franchises to be grandfathered under pre-January 1972 laws as result of new policy statement. Commission said systems that could prove clear progress in constructing facilities prior to Jan. 1, 1972 (by procurement of construction contract, pole-line agreement, etc.) would not be required to have franchise confirmed by agency. Grandfathered systems must also demonstrate ability to serve at least 50 subscribers as of July 1, 1973.

Chosen. LVO Cable Inc., Tulsa, Okla., has been chosen over seven other applicants for franchise to provide CATV to Columbia, S.C. Franchise goes to Columbia Cable TV Inc., 80% owned by LVO, 20% by 13 local businessmen. City's decision culminated unusually swift selection process; LVO applied for franchise only last March. Company, which has announced plans to merge into Cox Cable Communications, will pay 3% of yearly gross receipts to city, receive \$5.50 monthly per subscriber. Columbia has approximately 40,000-subscriber potential.

Change of mind. Massachusetts broadcasters and cable operators can stop worrying that state regulators will go FCC one better and prohibit common ownership of co-located cable systems and radio stations. Massachusetts Community Antenna Television Commission, which had been studying feasibility of such ban, has dropped proposal. Move follows criticism—much of it from state communicators, who claimed plan exceeded agency's jurisdiction. Another commission proposal, which would outlaw cable-newspaper crossownership in state (BROADCASTING, Dec. 10), is still alive.

Broadcast Journalism

An FCC alumnus comes on strong for softer line in fairness cases

Henry Geller's report for Rand urges FCC to take a more general approach and not meddle too much in day-to-day news operations

With the FCC now expected to complete the major overhaul of the fairness doctrine, on which it has been working since June 1971, it has received input on that project from a familiar source—Henry Geller, former general counsel and assistant to the chairman at the commission, who is now engaged in research for the Rand Corp.

His first major effort at Rand—"The Fairness Doctrine in Broadcasting: Problems and Suggested Courses of Action"—is a 106-page report (149 pages with appendices) that contains proposals for changes in administering the doctrine and in the commission's approach to news-rigging charges that would, he said, protect broadcasters from commission intrusion into the day-to-day operations of their news departments.

For instance, he calls for a return to the practice the commission abandoned in 1962: to postpone review of a fairness complaint until the broadcaster's license is up for renewal. The commission could determine then, in the context of the licensee's over-all record, "whether a flagrant pattern of violation of the doctrine is indicated," he says.

In Mr. Geller's view, it is difficult to act on complaints on an issue-by-issue basis without intruding into "day-to-day broadcast journalism." And such a search for "perfect fairness," which on occasion has caused the commission to use a stopwatch to determine the time spent on different sides of an issue, runs counter to the goal of promoting robust debate, he says.

In a discussion of matters related to the fairness doctrine, Mr. Geller urges a virtual "hands-off" policy in dealing

with complaints about staged or slanted news.

The commission now exercises restraint in that area; it will not hold up a license renewal as a result of such a complaint unless there is evidence of top-management involvement. But Mr. Geller would oppose even a commission inquiry unless there was "extrinsic independent evidence"—perhaps the testimony of a newsman—that top management had deliberately given instructions to slant the news. Short of that, he would simply refer a complaint to the licensee. "It is not imperative that the government ferret out every case of slanting or staging of news," Mr. Geller says, "and its effort to do so . . . can run counter to the goal of promoting robust journalism."

Mr. Geller's proposal for deferring review of fairness complaints until renewal time would not apply to personal attacks and political broadcasts, including ballot issues and political editorializing. These would continue to be handled as they are received because of congressional insistence that rulings on political matters be made within the relevant election period.

Mr. Geller also offers these suggested policy revisions:

- Require the licensee to show in a general fashion that he has afforded reasonable opportunity for the expression of contrasting viewpoints; Balance in every instance would not be required.

- Require television licensees to list the 10 local and national issues to which they gave the most coverage in the preceding year, and to indicate the most important representative programming on each. This, he says, would cause the licensees to focus on a continuing basis on their obligation to air controversial issues, and to do so fairly.

- Cause the licensee to carry out his duty to air controversial issues "by adopting time percentage guidelines in television (but not in radio) to indicate what constitutes substantial service with respect to programming that informs the electorate on matters of public concern."

- Revise the complaint procedure so that it is fair to the complainant without burdening the licensee. At present, complainants are required to make a showing that a station, in its over-all programming, has not afforded time for contrasting views on an issue. Mr. Geller would re-

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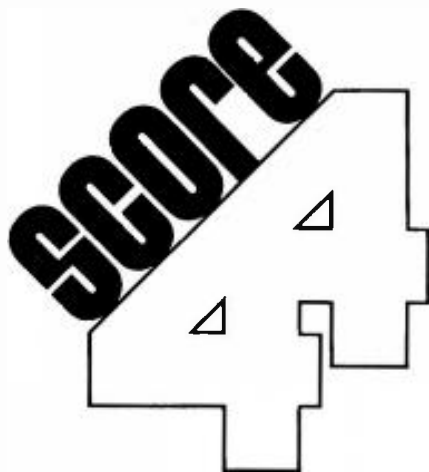
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quire licensees to respond to a complaint about a program with examples of the "reasonable opportunities" given for the presentation of the other side.

▪ Revise the personal-attack rules and political-editorializing rules in accordance with the basic notion of providing the licensee with wide latitude in fulfilling his fairness objectives.

Mr. Geller's report also deals with a number of other issues the commission is reviewing in its fairness proceeding. He says the doctrine's application to cigarette commercials should not be extended to other products, such as gasoline, automobiles and beer, as some public-interest groups have urged. Rather than being required to broadcast countercommercials, he says, broadcasters should deal with the issues that the use of those products create "in discharging their obligation to give suitable time to controversial matters of public importance." But at the same time, he would prohibit broadcasters from rejecting paid countercommercials simply to protect their commercial advertisers.

The commission is expected to deal with the question of countercommercials in its fairness proceeding, in part by wiping the cigarette-advertising ruling off its books (see page 21). Mr. Geller, as general counsel, drafted the ruling applying the doctrine to cigarette advertising in 1967.

Mr. Geller also feels the commission should prohibit licensees from "flatly banning the sale of time for presentation of controversial issues." Broadcasters now can reject material without even examining it. But his proposal would bestow on those offering the material only the assurance that the material would be examined, he says; "it is not a right of access to broadcast facilities."

Mr. Geller distributed prepublication drafts of his report last month to members of the commission, in hopes of affecting the outcome of votes on newsrigging charges against CBS and ABC and on a fairness-doctrine complaint against NBC. The report failed to sway anyone, as the commission ruled against each of the networks on 5-to-0 votes (BROADCASTING, Dec. 10). Although the report failed to make the commission change direction on the individual cases, Mr. Geller hopes it will affect the commission's thinking on the basic policy issues now under review in the fairness inquiry.

WINS loses

All-news WINS(AM) New York was the victim of a grisly hoax just after midnight on Dec. 8, when a man posing as a WINS reporter telephoned from Atlanta with the "news" that then New York Governor Nelson Rockefeller had been stabbed during a visit there. The station broke a bulletin at 12:23 a.m., and held the phone for more news from Atlanta only to find the "reporter" had hung up.

"We double-checked the story, found it was false, and then corrected it," a WINS spokesman said. "We did have a man in Atlanta covering Governor

Rockefeller's speech there," he continued. "Someone called up our station here saying he was our reporter, he sounded like our reporter, he knew our inside phone number, and he was there covering the speech. So we had no reason not to believe him when he said Rockefeller had been stabbed," the WINS representative said. "We said we'd put him on live and when he was supposed to go on with the story, no one was on the phone." WINS then contacted its real Atlanta reporter, who knew nothing about the stabbing. "It was a hoax perpetrated on us," the spokesman said.

White House aide says he's on CBS blacklist

Orders not to take his calls have interfered with liaison between President and network, says Snyder in complaint to Washington newsman Bill Small

One of President Nixon's TV advisers has taken to the U.S. mails in an effort to get CBS to return his phone calls. That hasn't worked either.

Al Snyder, ex-CBS newsman, ex-Herb Klein broadcast assistant and now an aide to news secretary Ronald Ziegler, says the network has blacklisted him since learning of a 1971 memorandum in which he advised ex-presidential aide Jeb Stuart Magruder not to cooperate with CBS in preparing a piece on the administration's domestic public relations operation. The memorandum was released by Senator Lowell Weicker (R-Conn.) from the Watergate committee files (BROADCASTING, Nov. 5).

In a Dec. 7 letter to Bill Small, CBS News's Washington bureau chief, Mr. Snyder put the situation this way:

Dear Bill: Members of your staff, who have asked not to be identified, say you have instructed them not to communicate with me. According to them, this policy was set down in late October, immediately following public disclosure of an internal White House memorandum I had written some two years ago relating to CBS. You are quoted by your colleagues as telling them your action was prompted by disclosure of this memorandum.

In that memorandum, I made known a CBS News request for interviews with certain White House officials, and included my own assessment and recommendation on how to proceed. I suggested that Herb Klein be made available to do an interview with CBS News. I do not consider this memorandum to be improper in any way, and to be totally consistent with my role as a media advisor.

According to your staff, CBS News Washington personnel are forbidden even to return my phone calls. This "freeze" has made it exceedingly difficult for me to function here on television events where CBS has network pool responsibility.

For example, on Nov. 7, CBS was the network pool for the President's nationwide television address on the energy crisis. I tried to reach your producer several times by phone, without success, to discuss the program pickup. The producer, when he arrived at the White House several hours later, informed me that you had instructed him not to communicate with me. As the television consultant designated by the White House to work on presidential television appearances, I was somewhat perplexed. The producer, at that time, also informed me that you had told the White House press office that CBS News would no longer work with me.

I again experienced difficulty when attempting to coordinate coverage of the President's participation in Mr. Ford's swearing-in as Vice President. On Dec. 5, one day before the event, I called your pool producer three times during the day, and was told he was not available. On Dec. 6, I called him again. My secretary informed me that you got on the tele-



Pen (non) pals. Al Snyder (l), White House aide to news secretary Ron Ziegler and one of the President's TV advisers, says he's been given the cold shoulder by CBS News Washington bureau chief Bill Small (r). Mr. Small doesn't want to talk about it—with Mr. Snyder or anyone else.

phone and said, "This is Bill Small. Please tell Mr. Snyder that CBS is not accepting his calls."

What I would like to know, Bill, is whether this is CBS policy? If so, I do not feel it is the way we should continue to deal with our differences. The effect of this blacklisting decision makes it harder for me to function here, and more difficult for your people to do their job at the White House. I would be content to put personal differences aside, and, as professionals, we should both get on with the job.

I know of your prominent role in the Radio-Television News Directors Association, where you have been a leader in the fight for freedom of information. RTNDA, as you know, is fighting the freeze on bona-fide newsmen by Milwaukee city officials who disagree with news coverage. Our situation appears painfully analogous to the very thing RTNDA is fighting against.

Let's put aside any personal animosities that may exist. I hope you will agree after a little reflection. With best wishes.

What is purportedly Mr. Small's response, written at the bottom of the Snyder letter and mailed back, was a terse "I don't"—presumably meaning he didn't agree to letting bygones be bygones. Mr. Snyder told BROADCASTING that "nothing has changed" since the Dec. 7 letter was written; CBS still wasn't returning his calls.

Mr. Small, on the other hand, would not admit the exchange had taken place. His official response: "I don't have any letter from Al Snyder." When portions of the letter were read to him, he then questioned whether BROADCASTING had an authentic document, and whether any such letter had ever existed. Later, after Mr. Snyder confirmed there had been an exchange, Mr. Small fell back to a position that "I don't discuss my correspondence." He insisted, however, that "we're in the news business, not the boycotting business; they [the White House] are in the boycotting business."

Mr. Snyder's 10-year career at CBS began in 1959, when he joined the news department as a copy boy, fresh from the University of Miami, a Storer Broadcasting Co. scholarship and an H. V. Kaltenborn fellowship. He rose through the ranks as a news writer, producer for network radio and, before the White House appointment in 1969, was executive news producer for WCBS-TV New York.

News council vows to try, try again

It votes to go on with investigation of Nixon charges against TV news, though it has been denied specifics

The National News Council decided last week to proceed with its announced inquiry into President Nixon's criticism of television news, despite a refusal of cooperation by the White House.

At a meeting in Racine, Wis., the 15 members of the council voted unanimously to repeat a request to the presidential news secretary, Ron Ziegler, to identify specific incidents of "outrageous, vicious and distorted" reporting that the President complained of in his televised news conference of Oct. 26. Mr. Ziegler rejected the request when it was first made (BROADCASTING, Dec. 3). Meanwhile, the council will look into references to broadcast journalism already made by Mr. Ziegler and Ken Clawson, the administration's director of communications.

Bill Arthur, executive director, said the council had requested Vanderbilt University, Nashville, to supply abstracts of network news broadcasts of the periods in question. Vanderbilt routinely monitors and indexes network news.

The subjects of investigation are: an Oct. 25 CBS Walter Cronkite interview with former Watergate Prosecutor Archibald Cox; unspecified television reports on the bombing of North Vietnam; unspecified coverage of the President's financial worth early this fall; unspecified "accusations" that the administration manufactured the Middle East military alert in late October to divert attention from Watergate; CBS's alleged restriction of Mr. Cronkite's interviews to "anti-Nixon" subjects; unspecified coverage of the ITT settlement, and allegedly unfavorable comments (unspecified) on the firing of Mr. Cox.

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Nixon blowup revisited on WNET report

Cronkite asked special-fund question unaware that White House convinced Dan Rather that story was untrue

A look at an inside story on President Nixon's Oct. 26 news conference outburst against the media was presented Nov. 29 during WNET-TV New York's regular-season opening of its monthly media review, "Behind the Lines," with host Brendan Gill. In the report-commentary on "Freedom of the Press vs. Fair Trial," the program shed light on precise TV news broadcasts—aired the day before Mr. Nixon's explosive press conference—which "particularly upset him." (BROADCASTING, Nov. 5).

Mr. Gill referred to an Oct. 25 CBS interview with former Watergate Special Prosecutor Archibald Cox, who swallowed a question by Walter Cronkite about alleged diversion of Nixon campaign contributions into a fund held by the President's friend, Bebe Rebozo. The Cox interview, it came out later, was the coverage Mr. Nixon categorized Oct. 26 as "vicious" and "distorted." It was "distorted," said White House speechwriter Patrick Buchanan in a *CBS Morning News* interview, because although the White House denied allegations of a secret fund under questioning by CBS correspondent Dan Rather, that denial was not mentioned in the Cronkite-Cox interview.

"But *Behind the Lines* learned," Mr. Gill said Nov. 29, "that the administration had convinced Rather that the story [on the alleged secret fund] was without foundation. Therefore, Rather chose not to report the so-called 'special fund.' Meanwhile in New York, Cronkite read about the fund in a newspaper. He was unaware of the denial to Rather when he questioned Cox about it." *Behind the Lines* Producer Carey Winfrey told BROADCASTING he learned of Mr. Rather's discretion from CBS sources.

Mr. Gill noted on the program that "ever since the secret-fund controversy of 1952 [the famous 'Checkers' speech] Mr. Nixon has been especially sensitive to charges of improper personal gain." Accordingly, the President's Oct. 26 "press conference hyperbole," Mr. Gill said, "had more to do with old cars than fresh wounds."

Behind the Lines ran more of the *CBS Morning News* Buchanan interview, in which correspondent Robert Pierpoint's coverage of Mr. Rebozo's so-called bank monopoly was criticized. "The impression left by [Pierpoint's reports] is that there's something wrong with" the Rebozo bank situation, Mr. Buchanan said.

Mr. Gill said "we too question whether the story was worth all the time it got on CBS," and "took issue" with some of Mr. Pierpoint's implications in his report that Key Biscayne residents were "dissatisfied" with Mr. Rebozo's bank services. How did Mr. Pierpoint know they were dissatisfied? Mr. Gill asked. Mr. Pierpoint had also reported that,

in unsuccessfully trying to form a new bank to compete with Mr. Rebozo's, none of the Biscayne residents "had ever fought a monopoly controlled by the President of the United States." Mr. Gill said Mr. Pierpoint's implications "were not documented in his report."

Cronkite also offers some post-mortems

Walter Cronkite has ruminated on the administration's hostility toward news media in an address to his "ideological friends" of the Southern California American Civil Liberties Union. The award-winning *CBS Evening News* anchorman spoke in Los Angeles at the chapter's 50th anniversary dinner saluting "Freedom of the Press."

"A major reason that this President and those around him are in their deep trouble today is that they apparently do not understand, appreciate, or condone the rights to dissent assured by our Constitution and protected by this organization," Mr. Cronkite said. "They seem to believe that dissent is a threat to the national security."

Mr. Cronkite quoted a series of White House memos to support his theory of a White House "conspiracy against the press." The most pointed example of the "conspiracy," he told the ACLU, was a memo from former White House aide Jeb Stuart Magruder to two key superiors, H. R. Haldeman and Herb Klein (BROADCASTING, Nov. 5), which advocated the application of all sorts of pressures on the news media to assure "objective" treatment of the Nixon administration.

(The last point, Mr. Cronkite told the ACLU, conflicted with a prominent psychiatrist's suggestion that newscasters elaborate on news delivery with facial expression and voice inflections to relieve the monotony.)

The CBS newsman concluded that such documentation is proof of a "conspiracy against that portion of the press that dares to tell the story in words and pictures with which the administration does not agree." Calling the struggle with administration antipress sentiment "the most important phase of our mutual battle," Mr. Cronkite urged the ACLU to support a free press, and acknowledged the administration is also entitled to "harass and intimidate" the news media if it "limits its attacks to rhetoric," rather than intervention by government bodies such as the FCC and the Internal Revenue Service.

Focusing on Mr. Nixon's Oct. 26 charges that reporting had been "outrageous, vicious, distorted" (BROADCASTING, Nov. 5), Mr. Cronkite predicted that even though most of the memo writers he quoted are no longer in the White House, new administration spokesmen will insure "the attacks on the press will continue."

However, he said, "never underestimate the ingenuity of this administration to hoist itself by its own petard," adding that because of efforts by the Senate Watergate Committee, memos such as those he quoted have emerged as docu-

mentation of a conspiracy (BROADCASTING, Nov. 5). Mr. Cronkite three years ago told a Senate committee there was an administration conspiracy against the press, he said, and only since the eruption of the Watergate scandals has there been proof.

The CBS newsman said that the President's Oct. 26 charges were more than a spur-of-the-moment reaction to tough questions, and recalled that Mr. Nixon told a CBS News stage manager just before he met newspeople that night, "Well, Cronkite isn't going to like this tonight" (BROADCASTING, Nov. 19). Mr. Cronkite told the ACLU he objects to the President's "impugning my motives. But I think I object even more to his impugning my sense of humor."

Gay demonstrator crashes Cronkite show

It's his fourth network appearance, but this one ends in his arrest

CBS joined NBC and ABC as an energetic gay liber's protest target last Tuesday (Dec. 11) when a man posing as a communications student popped in front of the *CBS Evening News* cameras at 6:50 p.m. shouting: "Gay people are protesting CBS policy" and flashing a bright yellow sign reading: "Gays Protest CBS Prejudice." While two crewmen pounced on the man and a companion, anchorman Walter Cronkite interrupted a news story about Henry Kissinger in London to observe: "Well, a rather interesting development in the studio here—a protest demonstration right in the middle of the CBS News studio. Maybe we'll find out what it was all about in a moment."

Viewers of the *Evening News* second feed (7-7:30 p.m. EST) were shown a tape of the disturbance and given a brief explanation by Mr. Cronkite who also made a rare appearance on the 11 p.m. WCBS-TV New York news to analyze the situation.

The protester was identified as Mark Segal, a Philadelphia member of the Gay Raider organization. Mr. Segal has made similar unscheduled cameo appearances this season on the NBC *Today* and *Tonight* shows, and on ABC's *Dick Cavett Show*. However, only CBS decided to press charges, which stem from alleged misrepresentation by Mr. Segal and a companion, Harry Langhorn, to gain entry into CBS News studios.

Using the same M.O. as in previous live TV outbursts, the two were said to have requested permission Friday (Dec. 7) to watch the first feed of the *CBS Evening News* as information for a communications course at Camden, N.J., Community College. (They told NBC they were from Temple University.) "They really sounded like sincere students," a CBS News spokesman said. "The guy said his name was Mark Ursa, and the other guy said his name was Harry Lang, and we gave them a nice tour of the CBS News facilities before the broadcast."

Armstrong Foundation sets ambitious program for anniversary year

Drive is on for increased membership; more emphasis will go to research

In anticipation of the 20th anniversary of the death of the inventor of the wide-band FM system, the Armstrong Memorial Research Foundation, New York, plans to devote more of its resources to research, education and noncommercial FM operations. The group, organized in memory of Major Edwin H. Armstrong, has been relatively inactive in these areas in the last few years, but sees additional funding and increased membership in its immediate future. Meanwhile, plans for its 10th annual awards program for excellence and originality in FM broadcasting have been set.

The 1973 Armstrong Awards entry requirements were mailed to almost 3,000 FM stations in the U.S. and Canada earlier this month. The next massive mailing the foundation will undertake begins the first of next year and will take the form of a membership drive. Originally organized by the friends and associates of Major Armstrong, the group's numbers have diminished over the years to 55. But, according to the organization's secretary-treasurer and awards program executive director, Kenneth K. Goldstein, a projected 2,000 new members should be met within three years. "Everyone who directly benefits from the use of FM or from the manufacturing of FM equipment will be contacted," Mr. Goldstein said.

During 1973, the foundation's total grant budget was channeled into the awards presentation: \$4,000 in cash awards were disbursed to winners in eight categories and an additional \$7,000 in supplementary costs were incurred. Because of increased income from the membership drive, Mr. Goldstein expects the foundation to revive grant programs in other areas to the tune of \$30,000-50,000 annually. This would allow the organization to renew its support of education in the form of fellowships and scholarships, as well as to finance scientific research in broadcasting. Mr. Goldstein added that the foundation would also seek to aid the noncommercial FM broadcaster.

This year's winners in the awards competition are expected to be informed by phone on or before April 20 when official announcement is tentatively scheduled. Cash awards and plaques are set to be presented during the National Association of FM Broadcasters' annual meeting, to be held next year at New Orleans's Fairmont hotel, Oct. 10-13th.

Over there, by carnet

There is increasing use of the "carnet" system for transportation of broadcast and other equipment overseas, according to the U.S. Council of the International

Chamber of Commerce, which has just issued a new booklet about the carnet operation.

A carnet is a special customs document to simplify customs procedures for businessmen who wish to take professional equipment and commercial samples into specified countries for a temporary period. It allows commercial travelers to make customs arrangements in advance and to use a single document for goods passing through customs in a number of countries.

Carnets, available through the council, are valid for multiple trips for up to one year and cost from \$60 to \$150, depending on value of the shipment.

In the first nine months of 1973, according to Meade Brunet, retired vice president of RCA Corp. and administrator of carnets for the U.S. Council, the value of carnet-covered goods exceeded \$16 million, an increase of over 55% over the same period last year.

The brochure, which includes a carnet application form, is available from the council at 1212 Avenue of the Americas, New York 10036.

Epperson to get NAB honor

Joseph Epperson, engineering vice president of Scripps-Howard Broadcasting Co., was announced last week as recipient of the 1974 engineering award of the National Association of Broadcasters. Mr. Epperson, a 46-year veteran of broadcasting, has been credited with developing the

signal range calculator. He has served with Scripps-Howard since 1956. He is also past chairman of the NAB's Broadcast Conference Committee and a former member of its Engineering Advisory Committee.

The award will be presented at a luncheon during the NAB convention in Houston in March.

FCC eases program ID rule

The FCC has amended its TV rule governing transmission of coded patterns for electronic program identification. The old rule specified that transmission of identification information be restricted to 10 microsecond segments of the first three and last three field lines of the video signal containing the picture. Field lines 21 through 23 and 260 through 262 were designated for this purpose. However, television transmissions are frequently made with 21 lines of vertical blanking, precluding the use of line 21 for identification transmissions. In its amended version, the commission changed boundaries to field lines 22 through 24.

The rule change is related to a commission action last month regarding two proposals by International Digisonics to ease regulations on transmitting coded patterns (BROADCASTING, Nov. 12). IDC at that time was granted a limited waiver of the rules so that it could attempt to refine its program monitoring system to meet commission standards.

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Color sales are up while B&W's go down

Sales of color TV's and automobile radios to dealers registered healthy increases for the first 11 months of 1973 but TV and radio set sales as a whole declined, according to figures being released by the Electronics Industries Association today (Dec. 17).

The figures show color set sales up 12.1% but black-and-white set sales down 14.1% and an over-all sales decline of 1%. Auto radio sales were up 25% but total home radio sales decreased 13.9% and total radio set sales were off by 6.1%.

The EIA figures for the 11-month period:

	11 Months Year To Date		%
	1973	1972	change
TELEVISION			
Monochrome	8,215,341	7,237,981	-14.1
Color	8,211,821	7,327,382	+12.1
Total television	14,427,162	14,565,363	- 1.0
RADIO			
AM	14,711,301	NA	
FM	16,448,039	NA	
Total Home	31,157,340	36,188,798	-13.9
Automobile	11,430,723	9,145,079	+25.0
Total Radio	42,588,063	45,333,877	- 6.1

Technical Briefs

It's OK—if. Westinghouse Broadcasting Co. won't object to early-morning sign-on by daytime-only stations on clear channels occupied by Group W stations, provided two conditions are met: permission is limited to duration of energy emergency and if daytimers operate pre-sunrise at power levels that would avoid destructive interference to Group W's four clears in their primary service areas. Donald M. McGannon, Group W president and chairman, expressed his position in letter to FCC Chairman Dean Burch. Group W's clear-channel stations are WBZ(AM) Boston (1030 khz), KYW(AM) Philadelphia (1060 khz), KDKA(AM) (1020 khz), and wowo(AM) Fort Wayne, Ind. (1190 khz).

Restricted test sought. New York-New Jersey Port Authority has asked FCC to test TV reception from Manhattan's new World Trade Center by moving only one VHF and one UHF TV station from Empire State building, rather than moving all seven VHF and three UHF stations' antennas, as requested by TV Broadcasters All Industry Committee (stations' umbrella group) in Nov. 16 letter to FCC. Broadcasters committee claims massive interference with New York-area TV reception since Trade Center was constructed. Port Authority engineers deny such interference (BROADCASTING, Oct. 8).

Light out. Cinema Products Corp. has introduced "Sturdy-Lite," focusing spot light for mounting on TV newsfilm cameras. Light may be used with either 250-w lamp and 30-volt battery pack or with 600-w lamp, operating at 120 volts AC/DC. Quartz lighting fixture, which weighs only 12 ounces, is supplied with yoke and detachable 10-foot, three-wire

cable with in-line switch. Price: \$54. 2044 Cotner Avenue, Los Angeles 90025.

Price hikes. Ampex Corp., Redwood City, Calif., announced it has raised prices 6% to 15% on broadcast equipment and other audio and video products. Ampex said increases, which became effective Dec. 1, reflect increased costs.

Video receiver. Electrohome Ltd. has introduced model ECV-25N, 25-inch color monitor featuring solid-state chassis that slides out while retaining all connections. All transistors and integrated circuits are plug-in type. Priced at \$849, unit can receive signal inputs from two cameras. Controls are located on front panel behind lockable door. Company plans 20-inch version next year. 809 Wellington Street North, Kitchener, Ont.

Yes, but. John H. Phipps Broadcasting, licensee of WCTV-TV Thomasville, Ga., has been authorized by FCC to relocate studio to present antenna site near Tallahassee, Fla. However, authorization comes with possible \$10,000 fine because Phipps had relocated prior to commission approval. Commission noted that in WCTV-TV's future renewals, Phipps would be required to show appropriate emphasis had been placed on needs and interests of Thomasville.

Bulk eraser. Microtran Co. has introduced new audio/video/computer magnetic tape eraser, model HD-25. Unit handles tapes up to two inches wide on reels up to 17 inches in diameter, magnetic sound film up to 35 mm, and audio and video cartridges and cassettes. Eraser weighs 33 pounds and costs \$150. NAB adapter hub is available at \$3.15. 145 East Mineola Avenue, Valley Stream, N.Y. 11582. (516) LO 1-6050.

Attenuators. Two sets of 50-ohm coaxial SMA attenuators have been introduced by Elcom Systems Inc. Each set contains 3-, 6-, 10- and 20-db attenuator. Calibrated set (model AT-50-SET/SMA) costs \$72; uncalibrated set (model AT-51-SET/SMA) is priced at \$60. Attenuators are also available in type TNC, N, or BNC connectors and in 75- or 90-ohm impedance. 127F Brook Avenue, Deer Park, N.Y. 11729. (516) 667-5800.

Spelling it out. The FCC has modified a footnote to its table of frequency allocations to make clear that satellite-television service to homes cannot be authorized without a rule-making proceeding. The commission in July had amended the footnote in a way that indicated broadcasting- and fixed-satellite-service systems could be authorized on a case-by-case basis. The commission, acting in response to a petition by the Association of Maximum Service Telecasters, said it had not intended to foreclose either a need for ascertaining a public need for broadcasting-satellite service or developing a public policy in that regard. The footnote now makes clear that it is fixed-satellite service systems that may be authorized on a case-by-case basis.

Agreement approved. Board of directors of Rockwell International, Pittsburgh, and Admiral Corp., Chicago, have approved agreement in principle to merge Admiral into Rockwell (BROADCASTING, Oct. 29). Under merger, expected to be completed in April 1974, .56 share of Rockwell common would be exchanged for each share of Admiral common. Merger, valued at \$102 million, is subject to authorizations by boards of definite merger agreements, to tax rulings and approval of Admiral shareholders.

Fuqua sales. J. B. Fuqua, chairman of group broadcaster Fuqua Industries, and his family have agreed to sell their interest (total of 534,200 shares, or 24%) in Gable Industries, Atlanta building materials concern, to Hanson Trust Ltd. (also in construction-product business), London, at rate of \$20 principal amount of notes of Hanson Trust per share of Gable common. Mr. Fuqua said sale is being made to comply with agreement he made with New York Stock Exchange in 1971, when he acquired interest in company, providing for him to reduce his ownership in company to not more than 10% over five-year period. He sold about 500,000 in secondary offering in June 1972.

Swap. Gulf & Western Industries Inc. New York, is offering to shareholders \$35 principal amount of 7% series B debentures, due 2003, in exchange for each common share. Up to one million common shares could be involved. Offer expires Dec. 28. In similar offer last June company acquired 900,000 shares for debentures worth \$32 million.

Purchasing resumed. San Juan Racing Association announced resumption of stock-purchase program that was suspended Nov. 15. Under program company has been authorized to buy up to 100,000 shares, including 6,700 shares previously acquired, of its own common stock either in open market or through private transactions during next three months ending Feb. 28, 1974.

Financing. Kingstip Inc., Austin, Tex., announced it has arranged \$5-million term loan with Capital National Bank in Austin. Company said funding would be used to pay off previous bank debts and for working capital. Kingstip owns KTAP(AM), KHFI-FM and KTVV-TV, all Austin, and operates construction materials business.

Financing for Husco. Becker Communications Associates, Chicago, has announced closing of \$1.7-million senior secured loan, due 1983, to Husco Cablevision Corp., subsidiary of Husco Broadcasting and Electronics Corp. Richard Husted, president of Husco Broadcasting, said loan will be used to complete CATV system in Huntington, W. Va., acquire system in Barbourville, W. Va., and supply working capital. Husco Broadcasting also owns WWHY(AM) Huntington.

Broadcasting's index of 138 stocks allied with electronic media

Stock symbol	Exch.	Closing Wed. Dec. 12	Closing Wed. Dec. 5	Net change in week	% change in week	High	1973 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	20 3/8	20	+ 3/8	+ 1.87	34 1/4	20	8	17,029	346,965
CAPITAL CITIES COMM.	CCB	N	32 3/4	30 3/4	+ 2	+ 6.50	62 1/2	30 1/2	13	7,074	231,673
CBS	CBS	N	24 7/8	25 1/2	- 5/8	- 2.45	52	24 7/8	8	28,315	704,335
CONCERT NETWORK**	O		3/8	3/8		.00	5/8	1/4		2,200	825
CDX	COX	N	15 1/4	14	+ 1 1/4	+ 8.92	40 1/4	13 3/8	8	5,828	88,877
FEDERATED MEDIA*	O		5 1/2	5 1/4	+ 1/4	+ 4.76	5 1/2	2	18	820	4,510
GROSS TELECASTING	GGG	A	11 1/4	10 1/2	+ 3/4	+ 7.14	18 3/8	10	7	800	9,000
LIN	LINB	O	3 5/8	3 1/4	+ 3/8	+ 11.53	14 3/4	3 1/4	3	2,296	8,323
MOONEY	MOON	D	3 1/8	3 3/8	- 1/4	- 7.40	10 1/4	3 1/8	8	385	1,203
PACIFIC & SOUTHERN	PSOU	D	6 1/2	6 3/4	- 1/4	- 3.70	13 3/4	6 1/2		1,750	11,375
RAHALL	RAHL	O	3		+ 1/4	+ 9.09	12 1/4	2 3/4	4	1,297	3,891
SCRIPPS-HOWARD	SCRP	O	14 3/8	14 3/4	- 3/8	- 2.54	21 1/4	14 3/8	7	2,589	37,216
STARR	SBG	M	8 1/2	8 1/2		.00	24 1/2	7 1/2	7	1,069	9,086
STORER	SBK	N	13 3/8	12 1/8	+ 1 1/4	+ 10.30	44	12	6	4,751	63,544
TAFT	TFB	N	15 1/2	17 1/2	- 2	- 11.42	58 5/8	15 1/2	6	4,219	65,394
WHDH CORP.**	O		30	30		.00	30	14		589	17,670
WOODS COMM.	O		1/2	3/4	- 1/4	- 33.33	1 5/8	1/2	4	292	146
									TOTAL	81,303	1,604,033
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	2 3/8	2 1/4	+ 1/8	+ 5.55	5 3/8	2	6	1,259	2,990
AVCO	AV	N	6 3/4	6 7/8	- 1/8	- 1.81	16	6 3/4	3	11,482	77,503
BARTELL MEDIA	BMC	A	1 1/4	1	+ 1/4	+ 25.00	3 1/2	1	8	2,257	2,821
CAMPDOWN INDUSTRIES	O					.00	2	1/4	3	1,138	284
CHRIS-CRAFT	CCN	N	2 3/8	2	+ 3/8	+ 18.75	6 5/8	2	8	4,161	9,882
COMBINED COMM.	CCA	A	13 3/8	13	+ 3/8	+ 2.88	44	12 1/2	9	3,524	47,133
COWLES	CWL	N	5 1/4	5 1/4		.00	9 5/8	4 3/4	12	3,969	20,837
DUN & BRADSTREET	DNB	N	35 3/4	36 1/4	- 1/2	- 1.37	42	32 3/4	25	26,042	931,001
FAIRCHILD INDUSTRIES	FEN	N	4 1/2	4 1/2		.00	13 3/8	4 1/4	41	4,550	20,475
FUQUA	FQA	N	7 1/8	6 7/8	+ 1/4	+ 3.63	20 3/8	6 3/4	3	9,741	69,404
GENERAL TIRE	GY	N	13 1/2	12 3/4	+ 3/4	+ 5.88	28 3/4	12	4	20,668	279,018
GLOBETROTTER	GLBTA	D	3 1/8	3 1/4	- 1/8	- 3.84	8 1/8	3 1/8	4	2,820	8,812
GRAY COMMUNICATIONS	D		9 1/2	9 1/2		.00	12 7/8	9	7	475	4,512
HARTE-HANKS	HHN	N	7 1/2	7 1/4	+ 1/4	+ 3.44	29 1/4	7	6	4,337	32,527
JEFFERSON-PILOT	JP	N	34 7/8	31	+ 3 7/8	+ 12.50	40 7/8	27	16	24,075	839,615
KAISER INDUSTRIES	KI	A	5 5/8	5	+ 5/8	+ 12.50	9 3/8	4	4	27,487	154,614
KANSAS STATE NETWORK	KSN	D	3 1/2	3 5/8	- 1/8	- 3.44	6 1/8	3 1/2	6	1,741	6,093
KINGSTIP	KTP	A	5 1/4	4 1/2	+ 3/4	+ 16.66	14 1/4	4 1/2	5	1,155	6,063
LAMB COMMUNICATIONS	P					.00	2 5/8	1 1/2	35	475	831
LEE ENTERPRISES	LNT	A	10	10		.00	25	9 7/8	7	3,366	33,660
LIBERTY	LC	N	13 3/4	14 1/4	- 1/2	- 3.50	23 7/8	13 3/4	6	6,631	91,176
MCGRAW-HILL	MHP	N	6 3/8	7 5/8	- 1 1/4	- 16.39	16 7/8	6 3/8	6	23,525	149,971
MEDIA GENERAL	MEG	A	21 1/2	21 1/4	+ 1/4	+ 1.17	43 1/2	21	8	3,546	76,239
MEREDITH	MDP	N	8 3/4	9 1/4	- 1/2	- 5.40	20 1/2	8 3/4	5	2,887	25,261
METROMEDIA	MET	N	7 1/8	8 1/8	- 1	- 12.30	32 1/4	7 1/8	4	6,493	46,262
MULTIMEDIA	O		11 3/4	11 1/2	+ 1/4	+ 2.17	30 1/4	11 1/2	8	4,388	51,559
OUTLET CO.	DTU	N	8	8 1/8	- 1/8	- 1.53	17 5/8	8	4	1,379	11,032
POST CORP.	POST	O	8 3/4	8 1/4	+ 1/2	+ 6.06	17	8 1/4	4	893	7,813
PSA	PSA	N	7	7 1/8	- 1/8	- 1.75	21 7/8	7	9	3,768	26,376
REEVES TELECOM.	RBT	A	1 1/4	1 3/8	- 1/8	- 9.09	3 1/4	1 1/4	7	2,376	2,970
RIDDER PUBLICATIONS	RPI	N	12	12 3/8	- 3/8	- 3.03	29 7/8	12	8	8,312	99,744
ROLLINS	ROL	N	17 1/2	16 1/2	+ 1	+ 6.06	36 1/2	14 1/4	15	13,305	232,837
RUST CRAFT	RUS	A	8	8		.00	33 3/4	7 1/2	4	2,366	18,928
SAN JUAN RACING	SJR	N	12 3/4	12 3/4		.00	23 3/4	12 1/4	11	2,152	27,438
SCHERING-PLOUGH	SGP	N	72 7/8	70 3/8	+ 2 1/2	+ 3.55	87 5/8	69 3/8	38	52,590	3,832,496
SONDERLING	SDB	A	6 3/4	6 3/8	+ 3/8	+ 5.88	16 3/8	6 3/8	4	816	5,508
TECHNICAL OPERATIONS	TO	A	4 3/4	5 1/8	- 3/8	- 7.31	13 1/2	4 3/4	6	1,376	6,536
TIMES MIRROR CO.	TMC	N	16 5/8	17	- 3/8	- 2.20	25 7/8	15 3/4	11	31,145	517,785
TURNER COMM.	D		3 1/2	3 1/2		.00	6	3 1/2	6	1,486	5,201
WASHINGTON POST CO.	WPO	A	15 3/4	16 1/4	- 1/2	- 3.07	37	15 3/4	6	4,749	74,796
WOMETCO	WOM	N	8 5/8	8	+ 5/8	+ 7.81	19 3/8	7 7/8	7	6,295	54,294
									TOTAL	335,200	7,912,297
Cablecasting											
AMECO**	ACO	O	1/4	1/4		.00	3	1/8		1,200	300
AMER. ELECT. LABS**	AELBA	D	1 1/8	1 1/8		.00	3 5/8	1 1/8		1,672	1,881
AMERICAN TV & COMM.	AMTV	O	7 1/4	7 3/4	- 1/2	- 6.45	39	7 1/4	25	3,056	22,156
ATHENA COMM.**	O		3/8	3/8		.00	5 1/2	3/8		2,126	797
BURNUP & SIMS	BSIM	O	22 1/2	19	+ 3 1/2	+ 18.42	31 3/4	19	28	7,692	173,070
CABLECOM-GENERAL**	CCG	A	1 7/8	2 1/8	- 1/4	- 11.76	8 7/8	1 7/8		2,536	4,755
CABLE FUNDING CORP.+	CFUN	O	7 3/4	8 1/8	- 3/8	- 4.61	9 3/4	4 1/2		1,233	9,555
CABLE INFORMATION**	O		3/4			.00	2 1/2	3/4		663	497
CITIZENS FINANCIAL	CPN	A	2 3/4	2 7/8	- 1/8	- 4.34	9 1/2	2 3/8	5	2,685	7,583
COMCAST	D		1 1/2	1 3/4	- 1/4	- 14.28	5 3/8	1 1/2	8	1,705	2,557
COMMUNICATIONS PROP.	COMU	O	2 3/8	2 1/2	- 1/8	- 5.00	9 3/4	2 3/8	17	4,435	10,533
COX CABLE	CXC	A	7 3/4	10 1/4	- 2 1/2	- 24.39	31 3/4	7 3/4	15	3,560	27,590
ENTRON	ENT	O	1/2	1/2		.00	9 1/4	1/4	4	1,358	679
GENERAL INSTRUMENT	GRL	N	12 1/4	12 5/8	- 3/8	- 2.97	29 1/2	12 1/4	8	6,790	83,177
GENERAL TELEVISION*	O		1 3/4	2	- 1/4	- 12.50	4 1/2	1 3/4	88	1,000	1,750
HERITAGE COMM.**	O		5	5 1/4	- 1/4	- 4.76	17 1/2	4 3/4		345	1,725
LVO CABLE	LVOC	O	3 1/8	3 1/8		.00	11 1/4	3 1/8	14	1,879	5,871
SCIENTIFIC-ATLANTA	SFA	A	6 3/4	7 3/4	- 1	- 12.90	15 3/8	6 1/4	8	917	6,189
TELE-COMMUNICATIONS	TCOM	O	3	3		.00	21	3	7	4,617	13,851
TELEPROMPTER	TP	N	3 7/8	4	- 1/8	- 3.12	34 1/2	3 3/4	5	16,482	63,867
TIME INC.	TL	N	25 3/4	27 3/8	- 1 5/8	- 5.93	63 1/4	25 3/4	6	10,380	267,285
TOCOM	TOCM	O	3	3 1/4	- 1/4	- 7.69	12 1/8	3	7	634	1,902
UA-COLUMBIA CABLE	UACC	O	4 1/2	4 7/8	- 3/8	- 7.69	15	4 1/2	9	1,607	7,231
VIACOM	VIA	N	4 3/4	5	- 1/4	- 5.00	20	4 3/4	8	3,851	18,292
VIKOA	VIK	A	2 1/8	2 1/8		.00	9 1/8	1 3/4	30	2,591	5,505
									TOTAL	85,014	738,398

The Broadcasting Top 100

1 Killing Me Softly With His Song 2 Love Train 3 Crocodile Rock 4 Tie a Yellow Ribbon
5 Last Song 6 You're So Vain 7 Could It Be I'm Falling in Love 8 Half Breed 9 The Night
the Lights Went Out in Georgia 10 Bad Bad Leroy Brown 11 Dueling Banjos 12 Brother
Louie 13 Delta Dawn 14 Touch Me in the Morning 15 Neither One of Us 16 Angie 17
Let's Get It On 18 Loves Me Like a Rock 19 My Love 20 Sing 21 Also Sprach Zarathustra
22 Ain't No Woman 23 Live and Let Die 24 Playground in My Mind 25 You Are the Sun-
shine of My Life 26 Rocky Mountain High 27 The Morning After 28 Ramblin' Man 29 Sham-
bala 30 Get Down 31 Daniel 32 Don't Expect Me to be Your Friend 33 Midnight Train
to Georgia 34 Heartbeat It's a Love Beat 35 My Sweet Gypsy Rose 36 Stuck in the Middle
37 Photograph 38 We're an American Band 39 Cisco Kid 40 Oh Babe What Would You
Say? 41 Danny's Song 42 Drift Away 43 Dancing in the Moonlight 44 Yesterday Once
More 45 Feelin' Stronger Every Day 46 Higher Ground 47 Keep on Truckin' 48 Koda-
chrome 49 Give Me Love (Give Me Peace on Earth) 50 That Lady 51 Frankenstein 52
Superstition 53 Daddy's Home 54 Why Can't We Live Together? 55 The Twelfth of Never
56 Little Willy 57 Top of the World 58 Your Mama Don't Dance 59 Break Up to Make Up
60 Wildflower 61 Will It Go 'Round in Circles? 62 All I Know 63 Do It Again 64 Smoke on
the Water 65 Just You 'n' Me 66 Pillow Talk 67 Diamond Girl 68 Long Train Runnin' 69
Paper Roses 70 Do You Wanna Dance? 71 I'm Gonna Love You 72 My Maria 73 I Got a
Name 74 Boogie Woogie Bugle Boy 75 Natural High 76 Reeling in the Years 77 Cover of
Rolling Stone 78 Space Race 79 The World Is a Ghetto 80 Me and Mrs. Jones 81 Right
Place Wrong Time 82 Stir It Up 83 Free Ride 84 Saturday Night's Alright for Fighting 85
Jambalaya 86 Masterpiece 87 Monster Mash 88 Call Me (Come Back Home) 89 One of a
Kind (Love Affair) 90 Space Oddity 91 China Grove 92 Yes We Can Can 93 Clair 94
Goodbye Yellow Brick Road 95 Trouble Man 96 Uneasy Rider 97 I Believe in You 98 I'm
Just a Singer 99 Gypsy Man 100 Super Fly.

Music

Last year, radio programers ran fast and furiously to overcome a lack of exciting, innovative music; they did it by rediscovering black music and by putting hard rock side-by-side with soft

The cycle of excitement and ennui over pop music continued on the downswing in 1973, with almost everybody in the music world wondering when it will reach bottom. Radio programers tried to plug the thrill gap with massive doses of black-oriented and hard rock records. Black music has long served as a trusty buoy for sinking top-40 playlists. But last year's new addition to top 40, heavy-metal music, was what made rock stations rock again.

Black music and white rock together make up 56% of this year's top-100 records (34 R&B songs, 22 hard rock numbers). But programers also leaned heavily on that staple of contemporary radio, the pop record with broad demographic appeal by artists such as Helen

Reddy, Cher Bono and Dawn. These "vanilla rock" songs numbered 27 out of this year's top 100.

Except for the hard rock entries, the sound of pop radio was strikingly like pre-1967 pop radio, before rock's boom years.

And the term "rock and roll" came into vogue again. Its connotations, however, went beyond a category of music. "Rock and roll" came to symbolize the excitement pop had lost somewhere along its way; it was used as an antonym for "rock," which had come to represent a hipper-than-thou complacency. But the excitement created in the name of rock and roll seemed at times more reverential than spontaneous. Shouted or whispered in choruses of a dozen hit singles this year, "rock and roll" became an invocation to enjoyment, unpretentious and uncluttered with social significance. The sixties byword, "revolution," is seldom heard any more.

But last year's calls to "boogie your troubles away" seemed bogus in the end, no more than yearning for something purer and more genuine than the hip smugness of multimillion-dollar rock

tours and the "surrogate magic" of over-produced music. As with Loggins and Messina's *Your Mama Don't Dance*, for example, the spirit of "rock and roll" was there, but it somehow never mussed the hair.

The feeling (if not the fact) of some excitement was facilitated by the comeback of such veteran black artists as Marvin Gaye (who has two songs on the top 100), Gladys Knight and the Pips (with two songs showing), Stevie Wonder (with three) and the Four Tops (with one). All returned to radio in a renewed form. These artists were either under contract to new labels this year, and therefore under new production guidance, or reappeared with an expanded musical sense, enhanced by the years of eclecticism that the rock boom brought.

Hard rock acts, which had sold millions of records in the years previous, finally had top-40 records this year: Grand Funk, Edgar Winter, Pink Floyd, Deep Purple and, near the end of the year, Uriah Heep. All had built reputations for high-energy music through long tours stretching back over years. With that ticket, they finally parlayed their

way to hits. The problem posed by mixing big-selling progressive rock records with less-well-selling broad demographic records seemed to solve itself. Audiences accepted *Smoke on the Water* (Deep Purple) segued over *Tie a Yellow Ribbon* (Dawn). The flight of older audiences that was feared if hard rock were programmed in greater proportions never materialized.

As well, audiences snapped at novelty hits such as *Monster Mash*, *They're Coming to Take Me Away, Sister Mary Elephant* and *Cover of Rolling Stone*, a spoof on rock's smugness that struck the right chord among a large, disenchanted audience.

These themes and musical modes of 1973 must be placed against a backdrop of records sales that perceptibly leveled off this year. The stagnation of many superstars—the Jackson 5, the Osmond Brothers and Alice Cooper, three of last year's biggest acts, are not represented on the top 100—left a vacuum for new acts to fill. Artists that sold a million copies of their last releases in 1972 sold only about 700,000 copies this year.

Top-40 audiences were no less hip this year, but they were markedly older. Both situations posed sticky problems for programmers who are continually redefining their audience and re-evaluating the standards by which they play a record.

"Man makes history from the whole cloth at hand," a prominent sociologist once said. And that is no less true of that subcategory of history, popular culture. The rock concert, the only entity in the musical scheme that genuinely continues to prosper, gave way to the rock and roll movie, and rock and roll television. In the same way, the Osmonds must now stand aside for the DeFranco Family. The Supremes' position has been usurped by the Pointer Sisters, the Rolling Stones' by the Allman Brothers, James Taylor by the records of the late Jim Croce, the Temptations by the Stylistics, Simon and Garfunkel by Seals and Crofts.

Pop music creates potent symbols for its listeners. In 1967, it was Black Panther leader Huey Newton sitting in a rattan chair with an automatic rifle. In 1970, it was the smiling face of Bob Dylan on the cover of *Nashville Skyline*, which marked the entry of country music into rock's lexicon. In 1973, pop stars seemed to admit summarily that what they did was trivial. Nobody wanted to be caught with a "message song." The creed of '73 was "goodtime," diversion for its own sake. It was a populist judgment that brought top-40 back to life.

Following is the story of each of Broadcasting's top-100 songs of 1973. They are listed alphabetically by title.

22. AIN'T NO WOMAN—Four Tops (ABC/Dunhill) ■ One of the least grammatically titled singles of this year brought the Four Tops one of their biggest hits since their mid-sixties heyday when they recorded for Motown. Following up their first single, *Keeper of the Castle*, on their new label (ABC/Dunhill), the quartet took their sec-

ond ABC release, *Ain't No Woman*, to an early April peak of number three on the "Playlist." The record began its upward moves in early February and remained on the list for 16 weeks, 10 of them as a top-20 item. Their next single, *Are You Man Enough?*, from the soundtrack of "Shaft In Africa," received some solid airplay, but in the end did not shape up as one of the year's biggest soundtrack hits.

62. ALL I KNOW—Garfunkel (Columbia) ■ Garfunkel, formerly of Simon & Garfunkel, had a hit with his first release as a solo artist, *All I Know*. Dropping his first name, "Art," for the debut, he chose a Jim Webb song and sang it all the way into the top 10, where in late October it hit its airplay popularity high point at seven. The song first entered the "Playlist" on Sept. 10 and was still hanging in as the year came to a close. Although not a writer himself, Mr. Garfunkel's voice has carried many a sensitive song before to its heights, including Simon & Garfunkel's biggest hit, *Bridge Over Troubled Waters*. His style places him in the singer-songwriter school even if by strict interpretation of the rules he does not belong there.

21. ALSO SPRACH ZARATHUSTRA—Deodato (CTI) ■ The theme music from the motion picture *2001*—originally written by Strauss—became a part of the pop culture in the late sixties. But it wasn't until Deodato released his 1973 jazz version that it appeared regularly on the top-40 airwaves. The first mass-appeal single from the CTI label was one of the year's biggest instrumental hits, holding down a top-10 position for five weeks, where it peaked at three. Deodato's follow-up did not do nearly as well as a single—the common fate of most instrumental artists. But Deodato assumed an important role as an album act with a considerable pop following during 1973 which is in itself a remarkable feat for any jazz performer.

16. ANGIE—Rolling Stones (Rolling Stones) ■ When the Rolling Stones chose to release a ballad as their first single from their 1973 album offering, *Goat's Head Soup*, top-40 radio watched closely. But the primal English rockers proved that they could carry a ballad style and *Angie* reached the top spot on the "Playlist" the week of Oct. 29. The record also showed its longevity by remaining in the top 10 for eight weeks. No one actually believes that the softer sound will take over as their chief appeal, but in 1973 the Rolling Stones did show they could veer off their traditional uptempo course without sacrificing popularity.

10. BAD BAD LEROY BROWN—Jim Croce (ABC) ■ Success was just becoming familiar to Jim Croce when he died in a plane crash on Sept. 20. His brand of storytelling in song began to catch on in 1972 with his initial hit, *You Don't Mess Around with Jim*. In 1973, Jim Croce had the hit that proved to be the longest lasting of any for the year. For 27 consecutive weeks, *Bad Bad Leroy Brown* registered a "Playlist" position; its popularity peaked at number one for two weeks in late July and early August, but the disk hung on into late October when two of his follow-ups picked up steam almost simultaneously. Both *I Got a Name* and *Time in a Bottle* were solidifying Jim Croce's legacy as the year came to a close.

74. BOOGIE WOOGIE BUGLE BOY—Bette Midler (Atlantic) ■ Bette Midler became the most consistent new female artist of 1973 with two strong singles, of which *Boogie*

Woogie Bugle Boy was the second. Her version of the Andrews Sisters novelty classic was a top-20 "Playlist" item for 11 weeks, and reached the eight spot in early July. Bette Midler began as a live act in New York with an initially large following among the gay audience, but she proved her mass appeal with her "Playlist" success and as the year ended, she had sold out New York's Palace theater for three weeks with her one-woman show.

59. BREAK UP TO MAKE UP—Stylistics (Avco) ■ The past 12 months were not as fruitful for the Stylistics as was the preceding year, for only one of their singles figured prominently in the 1973 "Playlist." In 1972 they had a number of big records, but this year saw only their ballad, *Break Up To Make Up*, hit the top 10. The record peaked in early April at five and totaled 14 weeks on the "Playlist" before it faded. They released a new album toward the end of the year, and their Thom Bell-produced track, *Rockin' Roll Baby*, was shaping up as a hit as 1973 came to a close. The Stylistics are proponents of the Philadelphia sound, and their pop soul style is highlighted by the lead vocals of Russell Thompkins.

12. BROTHER LOUIE—Stories (Buddah) ■ Although the group made some noise with a record in 1972 called *I'm Comin' Home*, *Stories* really became a saga in 1973 with their tale of an interracial love affair, *Brother Louie*. Their version was a cover of the British original by Hot Chocolate, but *Stories'* single became the front-runner from the start on American top-40 stations. Produced by Kenny Kerner and Richard Wise, *Brother Louie* had a 23-week run on the "Playlist," climaxed by two weeks in the top spot in early September. Their follow-up, a version of *Mammy Blue* (a casualty of a cover battle two years before *Stories* had recorded it), began to pick up substantial airplay in November and December amid tales of an impending breakup due to intergroup squabbling.

88. CALL ME (COME BACK HOME)—Al Green (Hi) ■ Although Al Green continued to be an important artist in 1973, holding on to his prominence as one of the leading male soul performers, his top-40 career seemed to lose some of its momentum. Only one of his singles, *Call Me (Come Back Home)*, received enough consistent airplay during the past 12 months to land a spot on the 1973 "Playlist." *Call Me* had a somewhat short "Playlist" run of 11 weeks from early March through mid-May, hitting its peak at 10 for two weeks in late March-early April. Al Green continued his relationship with producer Willie Mitchell during the year, and he continued to collaborate with him on much of his material. Perhaps because 1973 didn't bring Al Green another giant like 1972's *Let's Stay Together*, the artist cleaned house as the year ended, switching managers as well as press agents.

91. CHINA GROVE—Doobie Brothers (Warner Bros.) ■ The Doobie Brothers represent another group who made their initial mark in 1972 and fulfilled their promise in 1973. They enjoyed two follow-ups to their *Listen to the Music* hit of last year, the second of them being *China Grove*. Although never quite a top-10 record—it peaked at 11 in early October—*China Grove* had a 15-week run on the "Playlist" from early August through mid-November and brought back to top-40 stations their now familiar easy approach to hard rock. The Doobie Brothers rely heavily on a flowing guitar sound and tight, high-pitched harmonies.

39. CISCO KID—War (United Artists) ■ Although their name is War and their prior hit in 1973—a carry-over from the end of 1972—was angrily called *The World Is A Ghetto*, the predominantly black group did not paint a negative picture with their music this past year. Their lyrics became subservient to their own stylistic powers, bolstered by funky instrumentals that bordered on soul and jazz and were aptly called “afro-rock.” *Cisco Kid* was War’s first single to begin its “Playlist” life in 1973, and during its 15-week span it reached the three spot for two weeks in late April while the more MOR-oriented *Tie A Yellow Ribbon* and *The Night The Lights Went Out In Georgia* battled it out for number one. *Gypsy Man* was their follow-up.

93. CLAIR—Gilbert O’Sullivan (MAM) ■ Gilbert O’Sullivan became better known in 1973 with *Clair*, being the first of three “Playlist” items he enjoyed during the past 12 months. *Clair* first hit the top-40 stations in late 1972, and by mid-January it was at three. Almost a novelty record, the seemingly straight love ballad displayed a twist at the end when it becomes clear that Gilbert is talking about a giggling toddler, and not a ravishing romantic love object. *Clair’s* follow-up, *Get Down*, was the first rocker from O’Sullivan’s pen and voice and thus seemed to be telling his audience that he wasn’t about to be pigeon-holed so early in his career.

7. COULD IT BE I’M FALLING IN LOVE—Spinners (Atlantic) ■ In 1972, Thom Bell gave this former Motown group the Philadelphia sound he had fashioned for the Stylistics, but with an accent on uptempo material. They moved into the new year with a hit, *Could It Be I’m Falling In Love*, which peaked in mid-February by holding down the two spot at the same time that *Killing Me Softly* was challenging *Crocodile Rock* for the top position. The first hit for the Spinners in 1973 held a top-10 ranking well into March. None of their follow-ups did as well, although *One of a Kind (Love Affair)* was a substantial airplay item in the succeeding months.

77. THE COVER OF ROLLING STONE—Dr. Hook (Columbia) ■ The group that first made their appearance as a top-40 radio act with *Sylvia’s Mother* saluted a consumer bi-weekly in song during 1973. *The Cover of Rolling Stone* had a substantial “Playlist” run of 16 weeks, and while only three of those weeks saw the record to a top-20 position, Dr. Hook did manage a visit to the top 10, where they peaked mid-March at six. The song, succeeding on another level, did get their picture onto the cover of the rock-oriented publication, *Rolling Stone*, but their attempts at a follow-up hit were not as well received. While first relying on the humorous songs of Shel Silverstein for their early successes, Dr. Hook members later in the year began to become songwriters themselves.

3. CROCODILE ROCK—Elton John (MCA) ■ Elton John founded his own label in 1973, Rocket Records, but his American releases still continue to bear the MCA logo due to prior contractual commitments. This was surely his biggest year, with four top-10 “Playlist” entries to his credit in 1973, including two number ones. *Crocodile Rock* was a top-10 item going into the new year, where it remained for 10 weeks, holding the top position for two of them in mid-February. Recreating the sound he remembered “when rock was young,” this song



Elton John. The top male artist of 1973.

became the biggest nostalgia-oriented hit since *American Pie* (which had enjoyed its popularity some 12 months before).

53. DADDY’S HOME—Jermaine Jackson (Motown) ■ In general, 1973 was not a banner year for the Jackson 5, nor was it noted for any big hits from its youngest member, Michael Jackson. The high point of the year as far as this black family was concerned was the top-10 success Jermaine had with a sixties ballad which was in turn originally recorded as a nostalgic answer to a fifties hit, *A Thousand Miles Away*. Jermaine Jackson made the song *Daddy’s Home* familiar to a generation who never heard of Shep & The Limelites, let alone their predecessors, The Heartbeats. For two weeks in late February and early March, *Daddy’s Home* held the nine spot during a 15-week “Playlist” run which ended in late April. But Jermaine Jackson had trouble establishing a follow-up on the top-40 airwaves, and none of his brothers seemed to be able to help out in that department.

43. DANCIN’ IN THE MOONLIGHT—King Harvest (Perception) ■ Perhaps because it was a relatively new label’s first hit-single experience, King Harvest’s *Dancin’ In The Moonlight* was one of the longest-in-the-making successes of 1973. Originally released in the fall of 1972, the record did not become a top-20 entry until early February when it held the 11 spot for two weeks. Resembling the Doobie Brothers harmonically, King Harvest laid down an easier instrumental track for their one rock hit. They never came close to a follow-up and failed to establish any substantial following with the concert-going or album-buying public. As such, in their current position they fit the “one-hit wonders” tag.

31. DANIEL—Elton John (MCA) ■ Elton John’s follow-up to *Crocodile Rock* was his second number-one triumph in a row. The ballad *Daniel* dealt with the singer-composer’s friendship with a brother/friend and was succeeded in the top spot (where it topped the “Playlist” the first week in June) by another ballad from a British superstar, Paul McCartney’s *My Love*. *Daniel* had an airplay life of 17 weeks on a national scale, and eight of them had the record in the top 10. The ballad’s follow-up was a rocker that didn’t do as well but was still a substantial hit: *Saturday Night’s Alright For Fightin’*.

41. DANNY’S SONG—Anne Murray (Capitol) ■ Canada’s leading female vocalist

had known U.S. top-40 success prior to 1973, most obviously with her version of *Snowbird* earlier in the decade. But until *Danny’s Song* came along, she had trouble maintaining airplay outside of the country-music market. The tune, written by Kenny Loggins of Loggins & Messina, began to be heard throughout the nation in late January, and it had a relatively long “Playlist” life span of 20 weeks until it faded in early June. Although *Danny’s Song* only entered the top 10 for one week at the 10 spot in late April, its longevity proved to be its most important strength in its positioning on the 1973 “Playlist.” Anne Murray’s first follow-up, from the Henry Mancini-scored film, *Oklahoma Crude*, did not get as positive a reception from programmers. But as the year came to a close, she was trying again with another Kenny Loggins copy-right, *Love Song*.

13. DELTA DAWN—Helen Reddy (Capitol) ■ The song that was a country hit for a barely teen-aged Tanya Tucker, *Delta Dawn*, became almost a year later the pop hit Helen Reddy was looking for to follow up *I Am Woman* on the airplay front. Beginning its 20-week “Playlist” run in early July, *Delta Dawn* reached the top spot for one week in early October, wedged between the number-one lifespan of Marvin Gaye’s *Let’s Get It On* and Cher’s *Half Breed*. The story of a 41-year-old woman whose “daddy still called her baby” was soon followed by a repetitively fashioned *Leave Me Alone (Ruby Red Dress)* which was pushing the top 10 early in December. The success of her NBC-TV summer replacement program for Flip Wilson brought her to a high level of visibility in 1973, although she had long been in pleasurable earshot since her first hit, *I Don’t Know How To Love Him*, from “Jesus Christ Superstar.”

67. DIAMOND GIRL—Seals & Crofts (Warner Bros.) ■ This group which drifted into top-40 radio in 1972 on a *Summer Breeze* and held onto the momentum of a high-flying career with *Hummingbird*, enjoyed another good year in 1973. The title tune from their successful LP, *Diamond Girl*, brought Seals & Crofts consistent airplay for 18 weeks from June through September, 10 of them as a top-20 “Playlist” item. The song reached the six spot for the last two weeks in July. Seals & Crofts admit that their folk rock sound is greatly influenced by their commitment to the Ba’hai faith, but claim their main occupation is to make music, not win converts to the eastern religion. In December, their follow-up, *We May Never Pass This Way Again*, was just entering the top 20.

63. DO IT AGAIN—Steely Dan (ABC/Dunhill) ■ Santana, the group chiefly responsible for most of the Latin influence in seventies rock, failed to score with a hit single in 1973. But their spirit helped make *Do It Again* an acceptable item for top-40 programmers who might have otherwise passed off Steely Dan as just another oddly-named band. The single had its airplay start in late 1972, but still managed to rack up eight weeks in the top 20 in 1973, where it peaked in mid-February at 12. They quickly followed up their first hit with another, *Reelin’ in the Years*.

70. DO YOU WANNA DANCE—Bette Midler (Atlantic) ■ The Divine Miss M carefully re-breathed life into this rock ‘n roll standard with her panting ballad style, and it became her first hit single. *Do You Wanna Dance* was an uptempo hit in an R&B vein when Bobby Freeman first debuted with it in the late fifties. It became a hit twice again in

the sixties, when Del Shannon and later The Beach Boys rocked it. Bette Midler's version was a top-20 item for five weeks, reaching the 12 spot in mid-March. Miss Midler revived an even older song as her follow-up, the Andrews Sisters' *Boogie Woogie Bugle Boy*.

32. DON'T EXPECT ME TO BE YOUR FRIEND—Lobo (*Big Tree*) ■ In spite of an early hit with *Me And You And a Dog Named Boo* and a rather successful 1972, Lobo began 1973 with an identity problem that still plagues him. Because of his rather low-level visibility as an infrequent concert performer, many of his fans still think he's a group. But Lobo began the year with another hit, *Don't Expect Me To Be Your Friend*, which climbed to the seven spot the last week in February. A top-10 airplay item for five weeks, the record finally faded in mid-April. Lobo had a number of near-hit follow-ups as a teen-oriented singer-composer, but also began to make his mark as a co-producer for another artist, Jim Stafford, whose record of *Spiders And Snakes* was beginning to see heavy action in December, giving Lobo additional credentials for 1974.

42. DRIFT AWAY—Dobie Grey (Decca) ■ One of the last hits on the label before it became part of the umbrella MCA logo, *Drift Away* was a record by a black performer that only got soul airplay after it had established itself as a pop hit. Doble Grey's first top-10 hit since his classic, *The In Crowd*, in the mid-sixties began an 18-week "Playlist" run in mid-March, and peaked at seven in two weeks in early and mid-May. His follow-up, *Lovin' Arms*, never quite got enough simultaneous airplay in major markets to qualify it as a hit, but he certainly seemed to have a good chance to score again in 1974 as he became an important personal favorite of programmers in 1973.

11. DUELING BANJOS—Eric Weissberg & Deliverance (Warner Bros.) ■ If there was one record in 1973 that would qualify as the biggest surprise hit of the year, *Dueling Banjos* has to be it. The bluegrass instrumental from the film "Deliverance" was not even correctly named, as the duel involved a banjo and a guitar. The record had a 16-week "Playlist" career and held the two spot for two weeks in mid- and late-March during the long number-one stand of Roberta Flack's *Killing Me Softly*. Eric Weissberg never came close to a follow-up, but as one of the most successful studio musicians around, he continues to make his own contributions to the general musical climate.

45. FEELIN' STRONGER EVERY DAY—Chicago (Columbia) ■ The title of Chicago's first hit in 1973 could well fit their mental state as the kings of horn-rock. No other group utilizing the brass sound has kept on top as consistently. *Feelin' Stronger Every Day* was the first single pulled from their *Chicago VI* LP, and during its 17-week stay on the "Playlist" from late June through early October, it gained enough strength to get to the first spot in late August. They quickly followed up this one with *Just You 'n' Me* from the same album.

51. FRANKENSTEIN—Edgar Winter Group (Epic) ■ During the late sixties, Johnny Winter became an important figure in progressive rock of the blues genre. But it was his brother Edgar and his band who became top 40's main concern because they had created a *Frankenstein* that wound up pleasing instead of scaring. The instrumental hit maintained airplay consistently

The method. *Broadcasting's* Top 100 is the annual byproduct of the weekly "Playlist." As does the more frequent version (see page 58), the Top 100 evaluates records in terms of listener impressions—that is, it charts the number of times each record has been played on the air against audience reach (by day parts) of the stations that play it. To determine which were the most played-most heard records of the year, *Broadcasting* totaled together all station reports it has received since the inauguration of "Playlist" as a weekly feature (Jan. 15, 1973), up to and including reports for the Dec. 10 issue. Thus, in one respect, this year's Top 100 actually represents 11 months of air play. Next year's report will be computed on a December through November basis.

enough to remain a "Playlist" item for 20 weeks, climaxing its popularity at seven in mid-June. The group, which had made its initial impact as a live vocal and instrumental concert band followed up their first hit with a record which better typified their total sound: *Free Ride*.

83. FREE RIDE—Edgar Winter Group (Epic) ■ The vocal *Free Ride* wasn't as big a hit for Edgar Winter as was the instrumental *Frankenstein*, but it did receive enough airplay to hold a spot on the "Playlist" from late August to the end of the year. Never quite reaching the top 10, *Free Ride* peaked at 11 in late October. Although originally included in the group's important LP, *They Only Come Out at Night*, it was re-recorded for the single. The group seemed very concerned with keeping both the top-40 and FM-rock audience happy with their sound, and the two-market approach worked well for them in 1973.

30. GET DOWN—Gilbert O'Sullivan (MAM) ■ A "get lost" song of the most specific certain lyrical sort, *Get Down* became the first uptempo hit for the artist who had scored previously in 1973 with *Clair*. This Gilbert O'Sullivan performance was a "Playlist" item for 18 weeks, and was a top-10 hit for seven. The last week in July and the first week in August, *Get Down* got up to five, and then it diminished rather slowly in popularity until it finally faded in mid-October. Mr. O'Sullivan's follow-up was *Oooh Baby* which was beginning to look like a top-20 record in December.

49. GIVE ME LOVE (GIVE ME PEACE ON EARTH)—George Harrison (Apple) ■ The ex-Beatle who had organized the Concert for Bangla Desh as a fund-raising motion picture and supersession LP package was still preaching love and peace in 1973 rather successfully. One of the few message songs to become an airplay hit in the past 12 months, *Give Me Love (Give Me Peace On Earth)* was a much long-awaited single from George Harrison, culled from his *Living In The Material World* album, released last year as his first solo venture since his initial independent album, *All Things Must Pass*. As 1973 ended, there was still no follow-up single released, even though *Give Me Love* had ended its 16-week "Playlist" run in late August. All through July, the record fluttered between two and three, never quite overtaking the airplay power of Paul McCartney's *My Love*, nor the number-one songs that followed: Paul Simon's *Kodachrome* and Three Dog Night's *Shambala*.

94. GOODBYE YELLOW BRICK ROAD—Elton John (MCA) ■ Elton John's two-record album set "Goodbye Yellow Brick Road" became a top-selling LP in December, and the title cut, released as a single, approached the status of a number-one airplay item in early December. It climaxed a year for the British singer-composer that began with *Crocodile Rock* and continued with *Daniel* and *Saturday Night's Alright For Fightin'*. The expansive and dramatic contemporary ballad first became a top-10 item in late November after only six weeks on the "Playlist." Elton John has never had a better year as far as top-10 success is concerned.

99. GYPSY MAN—War (United Artists) ■ In the early sixties, Curtis Mayfield & The Impressions had a big hit called *Gypsy Woman*. Her male counterpart never quite got his musical due until War chose this original to follow the success they had with *Cisco Kid* earlier in 1973. The record began its 15-week story as an airplay hit in late July. While it never made the top 10, it did come close in the 12 position the first week in September. And as the year came to a close, the group was trying again with *Me and Baby Brother*.

8. HALF BREED—Cher (MCA) ■ Some had hypothesized that 1972 was a somewhat less than spectacular top-40 year for Cher because the success of her CBS-TV variety hour might be overexposing her music. But that was disproved in 1973 when Cher got her hands on a hot piece of material called *Half Breed* for which she was reunited with her ex-producer Snuff Garrett. The record was the top airplay item for four of the five weeks in October, taking over the one spot from Helen Reddy's *Delta Dawn* and relinquishing it only for one week to the Rolling Stones' *Angie*. A top-10 item for 11 weeks—a feat unequalled by any other record in 1973—*Half Breed* was just beginning to lose its airplay grip in December.

34. HEARTBEAT, IT'S A LOVEBEAT—DeFranco Family (20th Century) ■ The only new pre-teen appeal of any consequence on the family-group scene came from the DeFranco Family. The teenybop fan magazine publicity they received before their first record was even released deserves some of the credit. But it was top-40 radio that gave them their hit: *Heartbeat, It's a Lovebeat*. From late October to mid-December, it hovered between five and seven on the "Playlist" after a climb that began in early September. Lead singer Tony DeFranco should be giving Donny Osmond a run for his money in 1974.

48. HIGHER GROUND—Stevie Wonder (Tamla) ■ Stevie Wonder enjoyed the sales success of two major albums in 1973, and both produced hit airplay singles. From his second LP of the year, "Innervision," the first track singled out was *Higher Ground*. Against a basic rhythm concept akin to a very big instrumental hit of the sixties, *Green Onions*, Mr. Wonder played electric keyboards and sang his way to the three spot for two weeks in mid-October with this one. It began to fade in December with the ascent of its follow-up, *Livin' For The City*.

97. I BELIEVE IN YOU—Johnny Taylor (Stax) ■ Johnny Taylor returned to the top-40 airwaves in 1973, after a number of near-crossover soul records which followed his last important airplay item, *Who's Makin' Love*, in the late sixties. *I Believe in You* was on the "Playlist" for 14 weeks, and peaked just outside the top 10 for two weeks in early September at seven. His next record, *Cheaper to Keep Her*, was meeting

some strong airplay in many markets in December. The success of *I Believe in You* was part of soul music's 1973 show of its continuing muscle power.

73. I GOT A NAME—Jim Croce (ABC) ■ A song Jim Croce recorded for the film *The Last American Hero* and as the title of what became his last album before he died was the only hit he cut that he didn't write. After its initial climb up the "Playlist," which began in October, it was soon followed by the almost simultaneous rise of another posthumous release, *Time in a Bottle*. But in late November and early December, *I Got a Name* was already a strong top-10 entry whose success was not affected by the quick succession of Croce product. By the end of the year, yet a third Croce single was also getting strong airplay reaction: *It Doesn't Have to Be That Way*. Although Jim Croce died in 1973, his music definitely prospered.

71. I'M GONNA LOVE YOU JUST A LITTLE MORE—Barry White (20th Century) ■ Barry White and the newly created 20th Century came to programmers' attention simultaneously in April when *I'm Gonna Love You Just a Little More* started to make its move up the "Playlist." A 17-week success story brought it as high as four in late June. Barry White's first single under his own name was not his first recording success: About two years ago, he wrote and produced a hit for Love Unlimited, *Walkin' In The Rain with the One I Love*. Barry White's first hit was an example of a sub-category of black music—sensual soul. At year's end, his third record, *Never Never Gonna Give You Up*, was receiving more airplay than his original follow-up had.

98. I'M JUST A SINGER IN A ROCK 'N' ROLL BAND—Moody Blues (Threshold) ■ In 1972, the English music pioneers of the electronic keyboard instrument, the Mellotron, returned with a record they had originally released in the late sixties: *Nights in White Satin*. They followed it up in 1973 with a rocker that still managed to retain the majestic qualities of their ballads. *I'm Just a Singer in a Rock 'n Roll Band* had a somewhat short "Playlist" run of 12 weeks, but it did climb to 13 in mid-March. The group was preparing to release a new LP for 1974 and subsequent singles are expected at that time.

85. JAMBALAYA—Blue Ridge Rangers (Fantasy) ■ A number of artists enjoyed pop success in the sixties with this classic Hank Williams country song: Brenda Lee, Fats Domino and Bobby Comstock. A "kind of a group" had the first hit in the seventies of it: the Blue Ridge Rangers. "Kind of" because all the music on this record was created by one person, the ex-leader of Creedence Clearwater, John Fogerty. Although a group is being formed as a concert entity, the real airplay show from the studio seems still to be Mr. Fogerty's *Jambalaya* hovered between 18 and 22 for much of January and all of February, and it was the downhill for the disk from there. The follow-up, *Hearts of Stone*, was another oldie that did not fare well for "them/him."

65. JUST YOU 'N ME—Chicago (Columbia) ■ Chicago quickly followed their first hit in 1973, *Feelin' Stronger Every Day*, with another in the same brass-powered groove, *Just You 'n Me*. It had a longer top-10 "Playlist" life than its predecessor, holding down a position there from early November to well into December as it hovered between four and six for a number of weeks.

47. KEEP ON TRUCKIN'—Eddie Kendricks (Tamla) ■ A number of lead singers have left big groups to go it alone. Rarely is the group as important as The Temptations and the ex-lead singer as successful as Eddie Kendricks. He became a major top-40 artist in late 1973 as his single, *Keep On Truckin'*, trucked itself into the top 10 for six weeks, hitting its peak performance level in the four spot during the first week of November. The Gateful Dead have used the same expression as a byword of theirs for years, but the song they perform with a similar title never reached the top-40 audience nationally.

1. KILLING ME SOFTLY WITH HIS SONG—Roberta Flack (Atlantic) ■ Only one record had the staying power to hold onto the top spot on the "Playlist" for six successive weeks. It was recorded by the same artist who won a Grammy for her 1972 single, *The First Time Ever I Saw Your Face*. Almost nine months went by before she released a follow-up, but *Killing Me Softly with His Song* proved to be the right choice. Unfortunately for Roberta Flack, her third single, *Jesse*, never established itself as a strong top-20 item, leaving her with only one big hit for the year. But it was an impressive one. The record was a "Playlist" item for 19 weeks from late January through the end of May, and for 10 weeks was in the top 10. *Killing Me Softly* took over the number-one position from Elton John's *Crocodile Rock* and relinquished it six weeks later to Gladys Knight's *Neither One of Us*.

48. KODACHROME—Paul Simon (Columbia) ■ Although it sounded as if it might have been written as a commercial, and it certainly proved it was a commercial airplay item, *Kodachrome* was just another brilliant song written and sung for its own sake by Paul Simon. It was his first hit in 1973, and had a "Playlist" run of 15 weeks. *Kodachrome* wrestled the top spot away from Paul McCartney's *My Love* in early July, and relinquished it two weeks later to Three Dog Night's *Shambala*. Paul Simon quickly followed it up with *Loves Me Like a Rock*.

5. LAST SONG—Edward Bear (Capitol) ■ The Canadian group Edward Bear managed to export one hit to the American top-40 music scene in 1973. Their *Last Song* first began to generate airplay in late 1972, and reached its peak with two weeks in the five spot in mid-March during the course of 17 weeks on the "Playlist." It was a top-10 record for seven weeks and dropped off the list in early May. None of their follow-ups succeeded in the U.S., but they still are very important in the Canadian top-40 picture.

17. LET'S GET IT ON—Marvin Gaye (Tamla) ■ Marvin Gaye released only one single in 1972, *Trouble Man*. But he quickly reaffirmed his seventies superstar status, first attained with the singles from his earlier *What Goin' On* LP, as *Let's Get It On* began to make its move in mid-July. The sensual soul song peaked in the top spot on the "Playlist" for two weeks in mid-September, between the time *Brother Louie* relinquished the number-one position and the week that *Delta Dawn* managed to hold it down. By December of 1973, Marvin Gaye was gaining top-40 airplay with his follow-up that is much in the same vein as *Let's Get It On*, *Come to This*.

56. LITTLE WILLY—Sweet (Bell) ■ Bell Records had a hot period in spring 1973 with the simultaneous sales success of records by Vickie Lawrence, Dawn and

the first American hit by the British group Sweet. *Little Willy* had an airplay span of 23 weeks, but it only reached a "Playlist" high of 10 for one week in mid-May. Like Vicki Lawrence, whose *The Night the Lights Went Out in Georgia* went even higher, this act could not seem to find the right follow-up by year's end. However, in England Sweet continue to be an important top-40 attraction, and any one of their British hits could duplicate the American *Little Willy* story in 1974 should the excitement once again cross the Atlantic.

23. LIVE AND LET DIE—Paul McCartney & Wings (Apple) ■ Paul McCartney's group, Wings, had its strongest airplay year yet in 1973. The year began for them with the tail-end popularity portion of their late 1972 hit, *Hi Hi Hi*, and quickly continued with the ballad *My Love*. They continued to succeed with the follow-up, *Live and Let Die*, from the motion picture of the same name. One of the biggest soundtrack singles of 1973, it was the most popular song to emerge from a James Bond film since *Goldfinger*. *Live and Let Die* was a "Playlist" item for 17 weeks from early July to late October. It held the two spot for three weeks in late August and early September, but never quite topped the number-one songs of that period at their peak: Diana Ross's *Touch Me in the Morning*, Maureen McGovern's *The Morning After* and Stories' *Brother Louie*. In December, Wings was back in the airplay chips once again with *Helen Wheels*.

68. LONG TRAIN RUNNIN'—Doobie Brothers (Warner Bros.) ■ The follow-up to their 1972 success, *Listen to the Music*, reached the top 10 for one week in late June at the 10 position. *Long Train Runnin'* had a re-

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spectable "Playlist" run of 19 weeks for the Doobie Brothers and was quickly followed up with *China Grove*, both from their successful album, *The Captain and Me*. Long *Train Runnin'* was a top-10 record for eight weeks and kept the Doobie Brothers in the top-40 spotlight throughout the summer of 1973. Although their name implies a familial tie among all the group members, it does not in fact exist.

18. LOVES ME LIKE A ROCK—Paul Simon (Columbia) ■ Paul Simon's quick follow-up to *Kodachrome* began to click with programmers in late July. *Loves Me Like a Rock* was a top-10 song for seven weeks on the "Playlist," reached its high at three for the last week in September and the first week in October, while the number-one record changed from *Let's Get It On* to *Delta Dawn*. Background vocalists on the song were the long-standing gospel stars, the Dixie Hummingbirds. As a follow-up to his second hit of the year, Paul Simon released *American Tune* in late November, the third single pulled from *There Goes Rhymin' Simon* album, his second solo LP since splitting with Art Garfunkel.

2. LOVE TRAIN—O'Jays (Philadelphia International) ■ *Love Train* chugged onto the "Playlist" in January and didn't puff itself out until mid-May. In its 18-week popularity journey as the first hit of the year for the O'Jays, it remained a top-10 item for eight weeks. The group, produced by Gamble and Huff, didn't enjoy any great follow-up success in the top-40 airplay race, but their subsequent releases were important soul records. *Love Train* reached the second spot for two weeks in late March, never overtaking Roberta Flack's *Killing Me Softly* during that time.

86. MASTERPIECE—Temptations (Gordy) ■ After a year in which the Temptations made a top-40 comeback with *Papa Was a Rollin' Stone*, the Motown group did not continue to bring forth consistently strong programming reaction. But *Masterpiece*, their one 1973 "Playlist" entry, was charted for 12 weeks, climbing to a high of nine in mid-April. Former lead singer Eddie Kendricks fared much better with his *Keep On Truckin'* hit.

80. ME AND MRS. JONES—Billy Paul (Philadelphia International) ■ This was Billy Paul's only 1973 hit, a hold-over from 1972 when it reached a top spot on many stations nationally. He is another act produced by Philadelphia's Gamble and Huff, and he took off with this dramatic ballad of infidelity. But *Me and Mrs. Jones* did not generate an immediate follow-up for the artist. Late in 1973, he released a new album, *War of the Gods*, which is expected to provide the chief hopes for his 1974 success in the form of possible single hits.

33. MIDNIGHT TRAIN TO GEORGIA—Gladys Knight & the Pips (Buddah) ■ Another one of the year's train-song hits was the second release from Gladys Knight & the Pips after they left Motown to record for Buddah. *Midnight Train to Georgia* was written by Jim Weatherly, who also wrote their first Buddah single, *Where Peaceful Waters Flow*, and their last Motown hit, *Nelther One of Us*. *Midnight Train* began to pick up airplay steam in mid-September. By November, it was in the top three and held the top spot for one week, after *Half Breed* and before Ringo Starr's *Photograph* had laid claim to the honor. It was quickly followed by release of *I've Got To Use My Imagination* in late December.

87. MONSTER MASH—Bobby Boris Pickett



Roberta Flack. Top female artist of 1973.

(Parrot) ■ From June through early September, top-40 stations played this sixties oldie so frequently, it became an airplay hit all over again. The novelty *Monster Mash* reached a high of 17 in its 19-week, 1973 return trip. Bobby Boris Pickett, who had been driving a cab, quickly re-activated as a professional. He signed a new record contract with Metromedia, but failed as of December to come up with another hit. Also re-released as the year ended was his original follow-up from the sixties, *Monster Holiday*.

27. THE MORNING AFTER—Maureen McGovern (20th Century) ■ The success of the film, "The Poseidon Adventure," coupled with the Oscar won by its theme song, was enough to make a hit out of the Maureen McGovern soundtrack version, which had been sitting around programmers' desks for a number of months before it finally took off. *The Morning After* began to receive consistent airplay in June. By early August it managed to oust Diana Ross's *Touch Me In The Morning* from the top spot for one week until *Brother Louie* reached its peak. Miss McGovern hadn't followed her hit by year's end on a national scale, but she still loomed as a possible hitmaker for 1974.

19. MY LOVE—Paul McCartney & Wings (Apple) ■ The group Wings, led by the most consistent ex-Beatle hitmaker of 1973, Paul McCartney, took their first ballad hit of the year to the number-one spot for five weeks in June and early July, making it second in that respect only to the six-week run of *Killing Me Softly*. *My Love* was a "Playlist" entry for a total of 18 weeks, in 10 of which it placed in the top 10. Hal taken over as the national favorite from *Daniel's* one week stay there, and was succeeded by a two-week run for *Kodachrome*. *My Love's* follow-up was only slightly less successful—*Live and Let Die*.

72. MY MARIA—B. W. Stevenson (RCA) ■ B. W. Stevenson had battled Three Dog Night all summer long for the hit version of *Shambala* but was utterly defeated. The cover battle did bring him to programmers' attention, however, and when his next single sounded like a winner, they gave it their support. As a result, *My Maria* was able to work its way up to 12, where it held for the first three weeks in October before it started to slip. *My Maria* had a respectable run of 18 weeks of airplay strength which came to an end in mid-November. By December, his follow-up, *River of Love*, was beginning to bring him back to an enviable position of popularity.

35. MY SWEET GYPSY ROSE—Dawn (Bell) ■ Dawn, featuring the lead vocals of Tony

Orlando, made a strong comeback in 1973. First, they scored solid airplay and sales with *Tie a Yellow Ribbon*, and by July, they were well on their way toward their second hit in a row. *My Sweet Gypsy Rose* reached the four spot in mid-September, and enjoyed a long 19-week run on the "Playlist." Although never the hit *Tie a Yellow Ribbon* was, it paved the way for yet another Dawn single which in December looked to be a big record for 1974: *Who's In the Strawberry Patch with Sally?* All three songs were written by Larry Brown and Irwin Levine.

75. NATURAL HIGH—Bloodstone (London) ■ The first hit for a rare act—one of the few soul groups based in England to make it in the U.S.—was a quick airplay getter. *Natural High* was a top-10 record on the "Playlist" just five weeks after it began to make its initial gains. Bloodstone's hit peaked at two during mid-July, coming close to topping *Kodachrome*, but instead losing ground the following week to *Shambala* by Three Dog Night. Bloodstone had failed to score with a second major hit by the end of 1973, but did make gains with black programmers and several top 40's in scattered markets with their next record, *Never Let You Go*.

15. NEITHER ONE OF US—Gladys Knight & the Pips (Soul) ■ It hadn't been a big year for Gladys Knight in 1972, and she made it known she wanted to take her group outside the Motown fold. But just as she was completing her first sessions for Buddah, *Neither One of Us* became her biggest hit in years for the Motown-owned Soul label. It reached the top spot in early April for one week, sandwiched between *Killing Me Softly* and Vicki Lawrence's *The Night the Lights Went Out in Georgia*. Gladys Knight's first Buddah single did not do as well. But *Where Peaceful Waters Flow* was soon followed by another "Playlist"-topper, *Midnight Train to Georgia*.

9. THE NIGHT THE LIGHTS WENT OUT IN GEORGIA—Vicki Lawrence (Bell) ■ Carol Burnett's CBS-TV supporting-cast star and look-alike, Vicki Lawrence, had a major hit in 1973 with her first single release. The song was written for Cher originally, but she had turned it down. Vicki took it all the way to the top spot for two weeks in mid-April, and *The Night the Lights Went Out in Georgia* racked up 20 weeks of consistent airplay before it faded from top-40 airwaves. It was evicted from the number-one spot by another Bell record, Dawn's *Tie a Yellow Ribbon*. Miss Lawrence failed to come up with a major follow-up, but did get some airplay with her second record, *He Did With Me*.

40. OH BABE, WHAT WOULD YOU SAY?—Hurricane Smith (Capitol) ■ The first and only major airplay item ever for the British vocalist Hurricane Smith began its success story late in 1972. It peaked the following year, the first week in February at five, and totaled nine weeks in the "Playlist" top 20 during 1973. The stormily named singer had a second record, *Who Was It?*, but that Gilbert O'Sullivan copyright failed to register consistently with top-40 programmers.

89. ONE OF A KIND (LOVE AFFAIR)—Spinners (Atlantic) ■ The group which started 1973 off on the right foot with *Could It Be I'm Fallin' In Love* continued in like fashion to fill in their share of late spring's and early summer's airplay time with *One of a Kind (Love Affair)*. The Spinners took this one into the top 10 for two weeks, where it peaked early July at eight. Their fol-

low-up was not a major top-40 LP, and they finished the year in the studio preparing their second Atlantic LP, which would provide them with their 1974 singles prospects. This pop-soul group, like Gladys Knight & the Pips, had a long-term former relationship with the Motown labels.

69. PAPER ROSES—Marie Osmond (MGM) ■ Marie Osmond enjoyed greater programer response with her first single than did any of 1973's releases from the Osmonds as a group. *Paper Roses*, a fifties ballad hit for Anita Bryant, once again received a pop-country reading; this time Miss Osmond took it into the top 10 for four weeks in November, peaking at eight. The record was produced by Sonny James, who has been a country star since his 1958 success, *Young Love*, which was a top-40 hit for him then, and for Miss Osmond's brother Donny 12 years later.

37. PHOTOGRAPH—Ringo Starr (Appie) ■ The only single to be released by Ringo Starr in 1973 burst onto the "Playlist" in early October in the 34 position. *Photograph* was number one by the week of Nov. 19 and remained the top song for . . . subsequent weeks. The song was produced by Richard Perry, who also fashioned *You're So Vain* for Carly Simon. Although Ringo had a number of hit singles earlier in the decade, *Photograph* became his biggest to date in terms of airplay popularity, making 1973 Mr. Starr's biggest year yet since the Beatles' break-up.

66. PILLOW TALK—Sylvia (All Platinum) ■ During most of the spring and part of the early summer of 1973, *Pillow Talk* became an airplay staple, proving that girl singers can be sexy and female on record and still get a sizable chunk of top-40 attention. The aura of this production, which peaked at three for three weeks in June, was built around the repetition of the sound "all" Sylvia nixer achieved a true follow-up hit for herself after the 16-week "Playlist" run on *Pillow Talk* came to an end, but she certainly left her mark on the musical year with one of its most unusual hits.

24. PLAYGROUND IN MY MIND—Clint Holmes (Epic) ■ One of the longest-running "Playlist" entries of 1973 didn't really get anywhere with programers until about nine months after its initial release. It still could be found as a current disk when it was a full year old. The record peaked at five for the first week in July, and of the 23 weeks it ranked on the "Playlist," *Playground In My Mind* held down a top-10 position for nine of them. Clint Holmes's second release was not far from a total disaster to top-40 ears. Hardly any station of major importance programed *Shiddie-Dee-Dee* for any length of time, although many remarked that it certainly was aimed at the same listener who had previously responded so well to *Playground In My Mind*, with children's chorus and all. Clint Holmes discovered that it's not always possible to plan hits ahead by duplicating them.

28. RAMBLIN' MAN—Allman Brothers Band (Capricorn) ■ Although this top album-selling group had tried before to break into the top-40 market with a hit single, they never came anywhere close before *Ramblin' Man* did the trick for them in the fall of 1973. The Allman Brothers Band watched their hit reach as high as two during the first two weeks in October, where it was topped only by the airplay power of *Half-Breed*. The record was tapering off as December drew to a close, but their *Brothers and Sisters* LP was still selling well nationally. Gregg Allman released both a solo

LP and single in late November called *Midnight Rider*, but announced that rumors of his leaving the group permanently were not based in fact.

76. REELIN' IN THE YEARS—Steely Dan (ABC/Dunhill) ■ Steely Dan followed up their hit *Do It Again* with another top-10 record, *Reelin' In the Years*. They did not rely on the Latin sound of their first to bring this more traditional rocker up to the six spot in mid-May. But after the 15-week run it enjoyed, no major Steely Dan hits followed. Their second LP, which was the basis for the two singles they released during the second half of the year, was considered by programers to be too far outside the top-40 area to produce another single hit.

81. RIGHT PLACE, WRONG TIME—Dr. John (Atco) ■ For 18 weeks in the spring and early summer of 1973, Dr. John, who sounds as if he got his degree from a voodoo institute, had the biggest hit of a career which got its start with the psychedelic era of the late sixties. *Right Place, Wrong Time* was a top-20 song for him on the "Playlist" for nine of those weeks, reaching a high at 12 during mid-June. His next record, *Such a Night*, did succeed in scattered areas around the country, but failed to make a national airplay impression solid enough to warrant calling it a hit.

26. ROCKY MOUNTAIN HIGH—John Denver (RCA) ■ Clearly his biggest record since *Take Me Home, Country Roads*, John Denver's contribution to the 1973 "Playlist" made its mark in a short span of time. In a pattern that covered only 13 weeks early in the year, *Rocky Mountain High* reached the six spot early in March and was a top-10 song for a total of five weeks. In December, Mr. Denver was still looking for his follow-up, but his part in the scoring of a fall movie made for its ABC-TV showing might bring him that very hit in 1974. The movie, "Sunshine," featured a song called *Sunshine on My Shoulder* which was seeing some lightening programer interest in December.

84. SATURDAY NIGHT'S ALRIGHT FOR FIGHTIN'—Elton John (MCA) ■ The rocker Mr. John released between two ballads, *Daniel and Goodbye Yellow Brick Road*, a "Playlist" item for 14 weeks, and was the least successful of his 1973 releases—although many artists would have been glad to claim it. *Saturday Night's Alright for Fightin'* just grazed past the top 10, peaking at 11 in mid-September. But on the whole, 1973 was more than all right for Elton John.

29. SHAMBALA—Three Dog Night (ABC/Dunhill) ■ Three Dog Night didn't have another *Joy to the World*, their biggest hit in 1972 in 1973, nor were they terribly hot for the first half of the year. But summer brought them *Shambala*, and after disposing of B. W. Stevenson's competing version, they took themselves all the way to the top in late July. After cutting short *Kodachrome's* number-one stay at two weeks, *Shambala* failed to keep up its energy level enough to fend off Jim Croce's *Bad Bad Leroy Brown* for more than the one week it was crowned king of the "Playlist." Their next single, *Let Me Serenade You*, was a top-20 record by November.

20. SING—Carpenters (A&M) ■ *Sing* was the first of three reasons why the Carpenters remained a top act in 1973. The song was written originally for *Sesame Street*, but brought Karen and Richard all the way up to four on the "Playlist" for the first week in April. Out of a 16-week run, *Sing*

ranked top 10 for eight playlisted weeks. The duo quickly followed this cheery hit with the title tune from their concept album, *Yesterday, Once More*, which was their way of bringing oldies up to date.

64. SMOKE ON THE WATER—Deep Purple (Warner Bros.) ■ Probably the best example of the power of the hardest of hard rock on the 1973 top-40 scene, *Smoke on the Water* was the first big single for the British group on a national airplay scale since their late sixties *Hush*. It had a long 18-week run on the "Playlist," peaking at seven in early August. Deep Purple failed to release another hit single in 1973; personnel changes in the group later in the year came with the announcement that their future releases would take on a slightly more melodic tone.

90. SPACE ODDITY—David Bowie (RCA) ■ Although the space program was hardly high on the national consciousness level of priorities in 1973, a Britisher turned it into a hit. He had originally recorded *Space Oddity* at a seemingly more opportune time more than three years earlier; but when RCA bought the master from mercury, it put behind it a massive publicity campaign tied to developing David Bowie as the phenomenon of the seventies. The plan was only partially successful where top-40 programers were concerned. *Space Oddity* was a top-20 record for two of its 16 weeks on the "Playlist," peaking at 17 in early April. And although he tried to launch a follow-up, by year's end David Bowie had still not succeeded. His American tours and LP's did extremely well, however, and his flamboyant bisexual stage act continues to be a sign that the times still are a-changin'.

78. SPACE RACE—Billy Preston (A&M) ■ Billy Preston answered his instrumental hit of 1972, *Outta Space*, with his 1973 opus *Space Race*. He released it as a direct follow-up to his vocal hit, *Will It Go 'Round In Circles*, and let his organ riffs do all the talking this time around. The record was still climbing in early December, having already reached top 10 in mid-November.

82. STIR IT UP—Johnny Nash (Epic) ■ Johnny Nash made a great comeback with the top-40 audience when he hit with *I Can See Clearly Now* in 1972. A record which preceded, *Stir It Up*, was reissued in 1973, and at last found its audience. In 15 weeks on the "Playlist," it reached a high point at 16 in early April; it was the only reggae hit of the year in spite of reports from many sources that the Jamaican musical form was going to be a big part of the 1973 scene as a result of a Paul Simon hit the previous year, *Mother and Child Reunion*.

36. STUCK IN THE MIDDLE WITH YOU—Stealers Wheel (A&M) ■ The spring of 1973 brought with it the first hit from a new English folk-rock band, Stealers Wheel. *Stuck in the Middle with You* had a run of 20 weeks on the "Playlist," seven of which placed it in the top 10. The record peaked at three in mid-May. But Stealers Wheel, which had originally been formed out of remnants of other English bands, quickly developed its own personnel problems. Their next single did not fare as well with programers in the top-40 family of stations, and it was not until late November that the newly reorganized group released their third single. It will be 1974 before the final verdict is in on the long-range potential of this band.

100. SUPER FLY—Curtis Mayfield (Curtom) ■ In 1972, Curtis Mayfield had a rather sub-

stantial hit with the first single released from the soundtrack of the first motion picture he had ever scored: *Freddy's Dead* from the black exploitation film, "Super Fly." Toward the end of the year, it was followed up by the film's title tune, and as 1973 began, it became clear that this would become Curtis's own theme song for many years to come. *Super Fly* was on the downhill side of its top-10 run in January of 1973, but it still managed to figure into the 1973 "Playlist."

52. SUPERSTITION—Stevie Wonder (Tamla) ■ *Superstition* was already top 10 in January of 1973, but it was still going higher. While never reaching the top, where at the time Carly Simon's *You're So Vain* was firmly entrenched, the first Stevie Wonder song to receive airplay in 1973 did capture the two spot late in January. *Superstition* remained a "Playlist" entry until April, and it was quickly succeeded by another big Stevie Wonder song, *You Are the Sunshine of My Life*.

50. THAT LADY—Isley Brothers (T-Neck) ■ Two independent labels formerly distributed by Buddah changed national distribution during 1973. Sussex, the label that had hits with Bill Withers and Gallery in 1972 went independent and failed to see either artist through to a big hit in the past 12 months. The other label, T-Neck, owned by its chief artists, The Isley Brothers, went to Columbia. By year's end, *That Lady* was established as a major hit. The record peaked at six in mid-October, after having entered the ranks of the "Playlist" in mid-August. It was just fading out as 1973 came to a close.

4. TIE A YELLOW RIBBON 'ROUND THE OLE OAK TREE—Dawn (Bell) ■ There were some lean times for Dawn after their initial hits in the late sixties, *Knock Three Times* and *Candida*. But 1973 was their best year yet. Led by the vocals of Tony Orlando, they had one of 1973's biggest airplay items with *Tie a Yellow Ribbon 'Round the Ole Oak Tree*. It held onto the number-one position for four weeks from late April to mid-May, taking over from Vicki Lawrence's *The Night the Lights Went Out in Georgia* and finally relinquishing the top spot to *Daniel*. A "Playlist" fixture for 23 weeks, *Tie a Yellow Ribbon* was top 10 for 10 weeks. Dawn had no trouble with the follow-up, *My Sweet Gypsy Rose*.

57. TOP OF THE WORLD—Carpenters (A&M) ■ Lynn Anderson picked up on *Top of the World* from a Carpenters LP and recorded it in 1973. It was a country hit, but never quite made it with top-40 programmers. Then the Carpenters released the original as a single, and it proved the perfect follow-up to their *Yesterday Once More*. *Top of the World* reached the top three in late November and maintained that level of popularity well into December.

14. TOUCH ME IN THE MORNING—Diana Ross (Motown) ■ In 1972, Diana Ross became a motion-picture star, playing Billie Holiday in the film "Lady Sings the Blues." But it wasn't until later in 1973 that she experienced a long-overdue hit single. *Touch Me in the Morning* had a long "Playlist" run of 23 weeks, and reached the very top for two weeks during middle and late August. Maureen McGovern's *The Morning After* became number one for the week in between *Touch Me's* twin peaks. For her follow-up, Diana teamed up for the very first time with Marvin Gaye on *You're a Special Part of Me*, which never quite became a top-20 airplay item.



The Carpenters. The top group of 1973.

95. TROUBLE MAN—Marvin Gaye (Tamla) ■ Like Curtis Mayfield, Marvin Gaye scored his first film in late 1972. The title tune, *Trouble Man*, carried its popularity over into 1973, where it peaked at nine in early February. *Trouble Man* served as a prelude to an even bigger hit for Marvin Gaye later in the year, *Let's Get It On*.

55. THE TWELFTH OF NEVER—Donny Osmond (MGM) ■ Donny Osmond experienced his one 1973 "Playlist" success with an oldie from Johnny Mathis's songbook, *The Twelfth of Never*. It had a somewhat abbreviated "Playlist" run, 14 weeks, for a single which peaked for two of those weeks at six during late April and early May.

96. UNEASY RIDER—Charlie Daniels (Kama Sutra) ■ It was Woody Guthrie who pioneered a folk-song form called the talking blues, which Bob Dylan eventually used. But it never reached the top-40 airwaves until Charlie Daniels adopted it for his humorous narrative, which also took its cue from the film, "Easy Rider." *Uneasy Rider* had a long "Playlist" run for a novelty that never really got above the 20 position—15 weeks. And it only reached that point one week before it disappeared completely from the national rankings in late September.

38. WE'RE AN AMERICAN BAND—Grand Funk (Capitol) ■ For years, Grand Funk maintained their image as a major hard-rock band that didn't seem to need a hit single to sustain itself. But they certainly weren't kicking when their new producer Todd Rundgren gave them just that with *We're an American Band*. The record was top 10 in five weeks of its 15-week "Playlist" run, peaking at four in early October. By year's end, they were working on another hit, *Walk Like a Man*.

54. WHY CAN'T WE LIVE TOGETHER?—Timmy Thomas (Glades) ■ Small electronic organs that feature their own automated rhythm accompaniment had been available for years, but no one before Timmie Thomas had ever tried to record a hit with one. The most unadorned production of the year became a major airplay item, reaching the four spot in mid-February. But Timmie Thomas's sound never produced a major second record for him and his independent Florida-based label.

60. WILDFLOWER—Skylark (Capitol) ■ One of the most stunning songs of the year, for its sheer lyrical and melodic impact, provided an unknown group called Skylark with their only hit. *Wildflower* never reached the top 10, but its long "Playlist" run of 24 weeks helped to assure it a strong year-end ranking. It did reach 11 for one week in mid-May.

61. WILL IT GO 'ROUND IN CIRCLES—Billy Preston (A&M) ■ Billy Preston's only

vocal hit of the seventies arrived in 1973. *Will It Go 'Round in Circles* spent 17 weeks on the "Playlist," mostly as a summer hit. Once in mid-June and again in mid-July its airplay pattern peaked in the eight position. Mr. Preston followed this one with another instrumental hit, *Space Race*, which was top 10 by December.

79. THE WORLD IS A GHETTO—War (United Artists) ■ One of the few message-song hits of the year, and the only negatively oriented one, was a hit for War, who followed it up with an even bigger record in *Cisco Kid*. But *The World Is a Ghetto* did reach 12 on the "Playlist" in mid-February during its 11-week stay and is generally credited as War's important breakthrough single in the top-40 market.

92. YES WE CAN CAN—Pointer Sisters (Blue Thumb) ■ Jose Feliciano almost had a hit with this song, but the excitement generated by the live performances of a new group called the Pointer Sisters pulled their version out in front of it. *Yes We Can Can* proved the right introduction for them into top-40 territory, and many compared the female clan to a black version of The Andrews Sisters, updated for the seventies. The record reached number 15 in late October, and was still a "Playlist" item in December.

44. YESTERDAY ONCE MORE—Carpenters (A&M) ■ Elton John did it with *Crocodile Rock*, and Carpenters did it with *Yesterday Once More*. Not only was it fashionable to sing oldies in 1973, but it was also possible to succeed with a song about the sounds of years gone by. This nostalgically oriented hit enjoyed a 16-week "Playlist" run, peaking for two weeks in late July and early August at three.

25. YOU ARE THE SUNSHINE OF MY LIFE—Stevie Wonder (Tamla) ■ Stevie Wonder followed his funky hit *Superstition* with one of the most universally considered beauty ballads of 1973, *You Are the Sunshine of My Life*. In its 18-week "Playlist" career, it ranked as a top-10 item for 10 weeks, reaching its zenith at two in late May, shut out of the top spot only by *Tie a Yellow Ribbon*.

6. YOU'RE SO VAIN—Carly Simon (Elektra) ■ In 1972, everyone was puzzling over the lyrics of *American Pie*. In 1973, it was Carly's *You're So Vain* that had the top-40 audience guessing. Mick Jagger was singing the chorus with Carly Simon, but she had just married James Taylor, after being rumored to have been connected with Warren Beatty among others. Whoever the subject, *You're So Vain* was the first top song of the year, and it stayed number one for four weeks. In its 12-week run on the "Playlist" during 1973, it figured as a top-10 item for eight. Her follow-up *Loving You Is the Right Thing to Do*, was not nearly as successful, and she spent most of the rest of the year preparing her next LP.

58. YOUR MAMA DON'T DANCE—Loggins & Messina (Columbia) ■ The first big single for this pair started to happen on top-40 stations in late 1972, but *Your Mama Don't Dance* reached its high point in popularity in late January and early February of 1973 when it held down the four position for two weeks running. Loggins & Messina's follow-up was *Thinkin' of You*, but it did not approach its predecessor's airplay strength. By year's end, they were climbing the "Playlist" again with a song called *My Music*.

Breaking In

Jim Dandy—Black Oak Arkansas (Atco)
 ■ Almost 18 years ago, LaVerne Baker became one of the first R&B vocalists to make substantial pop inroads with a song of comic-book proportions, the saga of superhero "Jim Dandy." Although he wasn't in on that particular session, Tom Dowd was the engineer on almost all of Miss Baker's sides. Now Mr. Dowd, in the role of producer, has gone back into the studio with the one he missed, cutting the song with Black Oak Arkansas. The group's lead singer shares a name with the title, so it seems a natural on all fronts.

The six-man Ozark rock group calls its sound "raunch 'n roll," and has brought it in its live form to concert audiences around the country, especially in the South. After a number of fairly successful LP's, they chose this obvious early soul song as the vehicle to bring their ordinarily much louder sound to the top-40 audience. The chorus, "Jim Dandy to the rescue," is still as potent a hook as it was 18 years ago. Black Oak Arkansas sets it to double lead guitars and party-type unison vocals.

As of last week, stations playing *Jim Dandy* in his new Southern-freak threads included WKPQ(AM) Pittsburgh, WHYY(AM) Montgomery, Ala., and WOOL(AM) Columbus, Ohio.

A Fool Such as I—Bob Dylan (Columbia)
 ■ Bob Dylan closed out 1973 with a public profile quite out of line with his long-standing role as hermit extraordinaire. He had his first hit single in some time—*Knockin' On Heaven's Door*—and announced plans for his first concert tour in eight years. His tour-mates are the musicians with whom he will be recording for the first time—The Band—but who helped him make the live switch from folk to rock in the mid-sixties.

All new Dylan recordings will bear his own Ashes and Sands logo as distributed by Elektra/Asylum, but Columbia Records is still very much in the picture. Having just released an album of previously unavailable Dylan performances, his original label follows up *Heaven's Door* with a re-creation of an Elvis Presley oldie, *A Fool Such as I*.

Had Dylan not left his old masters in Columbia's control (part of the aftermath of his signing elsewhere), this kind of Dylan would probably have never come to light. Featuring a somewhat dated country-rock feeling throughout, heavily laden with female voices and an insistent Trini Lopez-styled rhythm track, Bob Dylan still emerges his own unique self.

The new-old sound is much fuller than traditional Dylan and could prove much more appropriate for top-40 programming than purist first impressions might imply. While it may well be uncharacteristic Dylan, early indications are that the public is quite ready to accept him as a light-hearted Presley interpreter in this nostalgia-hungry era.

As of last week, stations programming *A Fool Such as I* included KELP(AM) El Paso, KQWB(AM) Fargo, N.D., and WMPJ(AM) Daytona Beach, Fla.

Could You Ever Love Me Again—Gary & Dave (London) ■ Male duos had their heyday in the British invasion of the mid-sixties, when Chad & Jeremy and Peter & Gordon brought their soft rock sound to the U.S. Now from Canada comes a not-so-different team seeking to make it on the basis of their first American release.

Gary & Dave's Toronto-based producer, Greg Hambleton, compares his find to a new Bread. Gary Weeks (lead vocals, guitar, drums) and Dave Beckett (piano, background vocals) wrote *Could You Ever Love Me Again* as a folk-flavored ballad whose mood is enhanced by a smooth accordion sound and strings. The total effect is not unlike Tom Jones singing *Gentle on My Mind* as an Italian torch song: Mr. Weeks doesn't hesitate to belt it every time the title comes around (which it does quite often).

Gary & Dave, graduates of business administration and psychology programs at the University of Western Ontario, were already getting airplay as of last week on: WKY(AM) Cleveland, KJR(AM) Seattle and CKLW(AM) Windsor, Ont.-Detroit.

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

- AIN'T GOT NO HOME, Band (Capitol).
- COULD YOU EVER LOVE ME AGAIN, Gary and Dave (London).
- FUNKY STUFF, Kool & the Gang (De-lite).

- HANGIN' AROUND, Edgar Winter Group (Epic).
- I LOVE, Tom T. Hall (Mercury).
- IF WE CAN MAKE IT THROUGH DECEMBER, Merle Haggard (Capitol).
- I'M COMING HOME, Johnny Mathis (Columbia).
- IT DOESN'T HAVE TO BE THAT WAY, Jim Croce (ABC/Dunhill).
- I DON'T KNOW WHAT IT IS, BUT IT SURE IS FUNKY, Ripple (GRC).
- JIM DANDY, Black Oak Arkansas (Atco).
- LAST KISS, Wednesday (Sussex).
- LAST KISS, J. Frank Wilson & the Cavaliers (Virgo).
- LET ME TRY AGAIN, Frank Sinatra (Reprise).
- LOVE FOR YOU, Sonoma (ABC/Dunhill).
- LOVE REIGN O'ER ME, Who (MCA).
- MEADOWS, Joe Walsh (ABC/Dunhill).
- MIDNIGHT RIDER, Gregg Allman (Capricorn).
- SHE'S GONE, Daryl Hall & John Oates (Atlantic).
- SHOW DOWN, Electric Light Orchestra United Artists).
- SORROW, David Bowie (RCA).
- SUNSHINE, Cliff De Young (MCA).
- THIS IS YOUR SONG, Don Goodwin (Silver Blue).
- TOUCH THE WIND, Mecedades (Tara).
- TREASURE OF LOVE, Mel Carter (Ramar).
- WILD IN THE STREETS, Garland Jeffries (Atlantic).

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The Broadcasting Playlist™ Dec 17

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 Arbitron Radio 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 *Playlist* 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	Goodbye Yellow Brick Road (3:13) Elton John—MCA	1	1	1	2
1	2	Top of the World (2:56) Carpenters—A & M	2	3	2	1
9	3	The Most Beautiful Girl (2:42) Charlie Rich—Epic	3	2	3	5
10	4	Leave Me Alone (Ruby Red Dress) (3:26) Helen Reddy—Capitol	4	5	8	3
12	5	Time in a Bottle (2:24) Jim Croce—ABC/Dunhill	6	4	7	4
5	6	Hello It's Me (3:27) Todd Rundgren—Bearsville	5	6	6	7
4	7	Just You 'n Me (3:44) Chicago—Columbia	7	7	5	6
3	8	Photograph (3:59) Ringo Starr—Apple	8	8	4	8
19	9	The Joker (3:36) Steve Miller Band—Capitol	14	9	9	9
6	10	The Love I Lost (3:39) Harold Melvin & the Bluenotes—Philadelphia Int'l.	10	10	10	13
7	11	I Got a Name (3:09) Jim Croce—ABC/Dunhill	9	13	12	16
11	12	Space Race (3:21) Billy Preston—A & M	11	11	15	10
15	13	Mind Games (3:59) John Lennon—Apple	13	12	11	12
18	14	If You're Ready (Come Go with Me) (3:19) Staple Singers—Stax	15	14	13	15
8	15	Heartbeat, It's a Love Beat (2:59) DeFranco Family—20th Century	12	16	16	17
14	16	Midnight Train to Georgia (3:55) Gladys Knight & the Pips—Buddah	16	15	19	18
20	17	Helen Wheels (3:45) Paul McCartney & Wings—Apple	18	18	17	14
13	18	Paper Roses (2:39) Marie Osmond—MGM	17	17	21	21
22	19	Smokin' in the Boys Room (2:57) Brownsville Station—Big Tree	27	21	14	11
28	20	Living for the City (3:12) Stevie Wonder—Tamla	19	20	20	20
21	21	Let Me Serenade You (3:13) Three Dog Night—ABC/Dunhill	21	19	23	19
24	22	My Music (3:04) Loggins & Messina—Columbia	23	22	24	22
23	23	Show and Tell (3:28) Al Wilson—Rocky Road	20	23	28	27
30	24	Rockin' Roll Baby (3:15) Stylists—Avco	25	26	22	25
25	25	D'yer Mak'er (3:15) Led Zeppelin—Atlantic	30	28	18	24
29	26	Painted Ladies (3:30) Ian Thomas—Janus	24	25	26	26
33	27	Let Me Be There (3:00) Olivia Newton-John—MCA	22	27	25	29
52	28	Never Never Gonna Give You Up (3:58) Barry White—20th Century	26	29	30	23
16	29	Keep on Truckin' (3:21) Eddie Kendricks—Tamla	29	24	27	28
27	30	Who's in the Strawberry Patch with Sally? (2:23) Dawn—Bell	28	30	29	41
34	31	Tell Her She's Lovely (3:50) El Chicano—MCA	33	37	31	35
17	32	Angie (4:30) Rolling Stones—Rolling Stones	35	31	32	37
42	33	Spiders & Snakes (3:03) Jim Stafford—MGM	38	32	33	31
55	34	You're Sixteen (2:50) Ringo Starr—Apple	32	34	41	30
62	35	I Can't Stand the Rain (2:50) Ann Peebles—Hi	37	33	35	33
31	36	All I Know (3:48) Art Garfunkel—Columbia	31	36	34	45
26	37	Come Get to This (2:40) Marvin Gaye—Tamla	36	43	37	36
39	38	Love's Theme (3:30) Love Unlimited Orchestra—20th Century	39	40	38	34
44	39	I've Got to Use My Imagination (3:29) Gladys Knight & the Pips—Buddah	41	38	40	39
36	40	Ooh Baby (3:14) Gilbert O'Sullivan—Mam	34	47	36	56
38	41	Mammy Blue (3:41) Stories—Kama Sutra	42	45	42	32

Over-all rank Last week	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
40	42	American Tune (3:44) Paul Simon—Columbia	40	46	44	44
—	43	Yes We Can Can (3:55) Pointer Sisters—Blue Thumb	43	41	43	43
37	44	Half Breed (2:42) Cher—MCA	45	44	39	48
32	45	We May Never Pass This Way Again (3:50) Seals & Crofts—Warner Brothers	50	39	47	42
35	46	Be (3:52) Neil Diamond—Columbia	44	35	48	54
46	47	One Tin Soldier (3:14) Coven—MGM	47	42	50	40
47	48	Ramblin' Man (3:36) Allman Brothers—Capricorn	52	51	45	53
45	49	Pretty Lady (3:10) Lighthouse—Polydor	48	50	51	50
48	50	Are You Lonesome Tonight (3:12) Donny Osmond—MGM	49	55	46	51
—	51	Until You Come Back to Me (3:25) Aretha Franklin—Atlantic	54	48	56	49
50	52	You're a Special Part of Me (3:15) Diana Ross & Marvin Gaye—Motown	46	54	54	57
—	53	Come and Get Your Love (3:30) Redbone—Epic	60	65	49	46
56	54	Rock On (3:13) David Essex—Columbia	58	52	52	52
41	55	Knockin' on Heaven's Door (2:28) Bob Dylan—Columbia	53	53	55	70
71	56	The Way We Were (3:29) Barbra Streisand—Columbia	51	49	63	65
69	57	Dream On (3:25) Aerosmith—Columbia	70	*	53	47
57	58	Corazon (3:56) Carole King—Ode	55	56	59	67
43	59	Me and Baby Brother (3:30) War—United Artists	65	58	57	58
73	60	When I Fall in Love (3:00) Donny Osmond—MGM	63	57	58	62
51	61	Sister Mary Elephant (3:36) Cheech & Chong—Ode	*	*	62	38
65	62	Nutbush City Limits (2:57) Ike and Tina Turner—United Artists	66	59	60	66
72	63	Walk Like a Man (3:21) Grand Funk—Capitol	71	67	61	55
60	64	Livin' for You (3:09) Al Green—Hi	59	68	64	63
—	65	My Old School (4:11) Steely Dan—ABC/Dunhill	69	61	65	59
—	66	Cheaper to Keep Her (3:21) Johnnie Taylor—Stax	56	66	70	72
—	67	Blue Collar (4:06) Bachman-Turner Overdrive—Mercury	68	62	*	60
66	68	Love Has No Pride (4:05) Linda Ronstadt—Asylum	61	69	70	*
68	69	Big Time Operator (2:36) Keith Hampshire—A & M	62	*	72	64
—	70	My Sweet Lady (2:40) Cliff De Young—MCA	64	63	*	69
64	71	River of Love (2:39) B. W. Stevenson—RCA	*	60	66	*
61	72	A Song I'd Like to Sing (3:34) Kris Kristofferson & Rita Coolidge—A & M	67	*	73	68
—	73	Never Let You Go (3:34) Bloodstone—London	72	75	69	71
—	74	Take Me to Your Heart (2:47) Monkey Meeks—Roxbury	*	64	67	61
59	75	Half a Million Miles from Home (3:00) Albert Hammond—Mums	*	71	74	*

Alphabetical list (with this week's over-all rank): All I Know (36), American Tune (42), Angie (32), Are You Lonesome Tonight (50), Be (46), Big Time Operator (69), Blue Collar (67), Cheaper to Keep Her (66), Come and Get Your Love (53), Come Get to This (37), Corazon (58), D'yer Mak'er (25), Dream On (57), Goodbye Yellow Brick Road (17), Half a Million Miles from Home (75), Half Breed (44), Heartbeat, It's a Love Beat (15), Helen Wheels (17), Hello It's Me (6), I Can't Stand the Rain (35), I Got a Name (11), If You're Ready (Come Go with Me) (14), I've Got to Use My Imagination (39), The Joker (9), Just You 'n Me (7), Keep on Truckin' (29), Knockin' on Heaven's Door (55), Leave Me Alone (Ruby Red Dress) (4), Let Me Be There (27), Let Me Serenade You (21), Livin' for You (64), Living for the City (20), Love Has No Pride (68), The Love I Lost (10), Love's Theme (38), Mammy Blue (41), Me and Baby Brother (59), Midnight Train to Georgia (16), Mind Games (13), The Most Beautiful Girl (3), My Music (22), My Old School (65), My Sweet Lady (70), Never Let You Go (73), Never Never Gonna Give You Up (28), Nutbush City Limits (62), One Tin Soldier (47), Ooh Baby (40), Painted Ladies (26), Paper Roses (18), Photograph (6), Pretty Lady (49), Ramblin' Man (48), River of Love (71), Rock On (54), Rockin' Roll Baby (24), Show and Tell (23), Sister Mary Elephant (61), Smokin' in the Boys Room (19), A Song I'd Like to Sing (72), Space Race (12), Spiders & Snakes (33), Take Me to Your Heart (74), Tell Her She's Lovely (31), Time in a Bottle (5), Top of the World (2), Until You Come Back to Me (51), Walk Like a Man (63), The Way We Were (56), We May Never Pass This Way Again (45), When I Fall in Love (60), Who's in the Strawberry Patch with Sally? (30), Yes We Can Can (43), You're a Special Part of Me (52), You're Sixteen (34).

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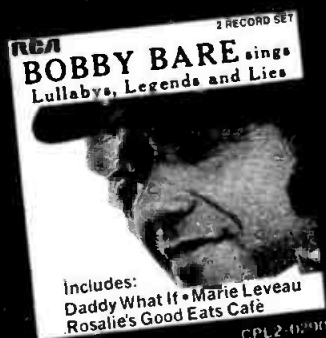
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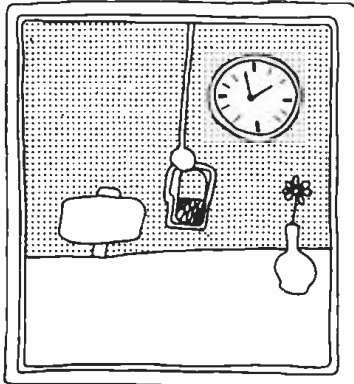
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Fates & Fortunes.

Media



Rupp

James M. Rupp, VP and general manager, Cox Broadcasting Corp.'s broadcast division, named group VP and general manager of division. **H. Stewart Corbett Jr.**, assistant treasurer of CBS, joins Cox as VP—subsidiary operations; **Raymond J. Tucker**, controller and assistant treasurer, named secretary and treasurer; **E. William Bohn**, assistant secretary and director of personnel and public relations, appointed VP-personnel and public relations; **James A. Landon**, director of research, named VP-planning and research, and **Alan B. Chunka**, assistant controller, appointed controller and assistant secretary.



Dawson

CASTING, Dec. 10).

Todd A. Spoeri, assistant general manager-program/promotion director, WIS-TV Columbia, S.C., named station manager.

Gary Ricketts, operations manager, WRBT-TV Baton Rouge, appointed station manager.

Merrill G. Smith, local sales manager, WCAS(AM) Cambridge, Mass., appointed station manager.

Jerry Misner, with public relations department, Western Electric, Omaha, and formerly program director, KLNG(AM) there, rejoins KLNG as station manager.

Ward Johnson, director, program operations, noncommercial KVIE-TV Sacramento, Calif., named executive VP-general manager, noncommercial KEET-TV Eureka, Calif., as of Jan. 4, 1974.

Mike A. Robinson, formerly sales manager, Berkshire Broadcasting, North Adams, Mass., named VP-general manager, WCUM(AM) Cumberland, Md.

Rodger E. Divens, operations manager, KXMB-TV Bismarck, N.D., named station manager, KXMD-TV Williston, N.D.

Alexis P. Young, engineering director, WCFL-TV Chicago, appointed operations manager, WCFL(AM).

Linda Goldman, assistant manager of operations, WCBS-TV New York, appointed manager, broadcast operations, succeeding **Tracey Rosenthal**, named production su-

pervisor, CBS-TV New York.

Andrew L. Duca, director of public relations, Cannon Group, New York, named director advertising and promotion, WOR-TV New York.

Fletcher Hubbard, general manager, WTNJ(AM) Trenton, N.J., named station manager, WJJS-FM, Lynchburg, Va.

Rhea Sikes, director, educational services, noncommercial WQED-FM Pittsburgh, named coordinator of educational services, Public Broadcasting Service, Washington.

William C. Spencer, with Public Broadcasting Service, Washington, appointed coordinator of technical facilities.

Stanley Cramer, with news staff, KCMO-TV Kansas City, Mo., appointed director of community affairs.

Christopher Ames, with news staff, KRLA(AM) Pasadena, Calif., appointed director of community affairs, KNX-FM Los Angeles.

Ralph Smith, news director, WRAU-TV Peoria, Ill., named assistant to VP of community affairs.

Elissa Dorfsman, former production director for Rick Trow Productions, Philadelphia, appointed audience promotion manager, WCAU-TV Philadelphia.

Broadcast Advertising

Alvin Achenbaum, executive VP, J. Walter Thompson, New York, appointed director of planning and marketing for U.S. operations. **Richard S. Macedo**, media supervisor, Needham, Harper & Steers, Los Angeles, named media director, JWT there.

Donald Rutz, Dallas office manager, and **Leonard B. Gross**, San Francisco office manager, Clinton E. Frank, Chicago, elected executive VP's in charge of Eastern and Western operations, respectively.

Mario Botti, executive art director, and **Engene Messinger**, account supervisor, Needham, Harper & Steers, New York, elected VP's. **Frank De Filippo** and **Roger Levinsohn**, copywriters, NH&S, elected VP's.

Irene Taffel, executive director of TV and radio production, and **John W. Sullivan**, account group supervisor, Kelly, Nason, New York, elected VP's.

Madeline Nagel, with Foote, Cone & Belding, Los Angeles, named VP-media director.

Hal A. Randelman, senior producer, Grey Advertising, New York, named VP.

Edward T. Hunt, formerly with Peters-Griffin-Woodward Inc., station representatives, named VP-corporate sales, Leake TV Inc., licensee of KATV-TV Little Rock, Ark., and KTUL-TV Tulsa, Okla.

Bronson L. Bach, account executive,

WRBT(TV) Baton Rouge, named sales manager.

Lawrence E. Feeney, national sales manager, KPX(TV) San Francisco, named Eastern sales manager, KNXT(TV) Los Angeles. He will be based in New York.

Richard L. Stahlberger, with sales staff, WCBS(AM) New York, named national sales manager.

Leonard C. Warager, with national sales staff, Katz Television, New York, named San Francisco office manager. Patrick McNew, formerly with sales staff, WWJ-TV Detroit, named Detroit office manager, Katz Television.

Martin Lieberman, creative supervisor, W. B. Doner & Co., Detroit, named director of radio and TV.

Toni Smith, with Dancer-Fitzgerald-Sample, New York, joins Cunningham & Walsh there as manager of media research.

Richard Wold, VP-director of broadcast, Arthur & Wheeler Advertising, Chicago, named director of commercial production, Alberto-Culver Co., Melrose Park, Ill.

Peter Stevens, with Kelly, Nason, New York, joins Honig-Cooper & Harrington, San Francisco, as media supervisor.

Russell G. Finley, with Foote, Cone & Belding, joins Ketchum, MacLeod & Grove, Pittsburgh, as associate media director.

Dino Hanes, with sales staff, KRLY(FM) Houston, appointed national sales manager.

Thomas Schnurbush, with sales staff, WKOW-TV Madison, Wis., appointed local/regional sales manager.

Gene Stuart, regional sales manager, WFTV(TV) Orlando, Fla., named VP-marketing services, Paul Marlowe Associates, Orlando-based agency.

Jules L. Klein, president, Jules L. Klein Advertising, Springfield, Mass., named to additional post as senior VP, Barlow/Johnson, Fayetteville, N.Y.-based agency, after merger of two firms.

Programing

John F. Casey, general manager, Booth American Co.'s WIBM(AM)-WBBC(FM) Jackson, Mich., appointed to additional duties as national program director for all Booth stations with exception of black-programmed WJLB(AM) Detroit, WABQ(AM) Cleveland and WKLR(FM) Toledo, Ohio.

Irving N. Ivers, formerly general manager, KIQQ(FM) Los Angeles, named assistant to Andrew Fogelson, VP-advertising and publicity, Columbia Pictures, Hollywood.

Fredric Baum, programing executive, Viacom Enterprises, New York, named director, program development.

Marvin Bader, production manager, sports, ABC Inc., New York, appointed director of special projects, with financial control over ABC's coverage of 1976 winter and summer Olympic Games.

Arthur Weinthal, executive producer, CTV Television Network, Toronto, appointed VP-entertainment programing.

George H. Page, coordinator of cultural affairs programing, Public Broadcasting Service, joins noncommercial WNET(TV) Newark, N.J. (New York), as director of program administration.

Lee Fower, program director, WGH(AM) Newport News, Va., joins WQRK(FM) Norfolk, Va., in same capacity.

Prince Wooten, with WTTM(AM) Trenton, N.J., named program/music director, WJJS-FM Lynchburg, Va.

Gary L. Weinstein, production manager, KCRA-TV Sacramento, Calif., joins non-commercial WNTT(TV) South Bend-Elkhart, Ind., as program director.

Ned Martin, with WHDH(AM) Boston, appointed sports editor.

Broadcast Journalism

James M. Ritter, executive news producer, CBS's WCAU-TV Philadelphia, joins WCBS-TV New York in similar capacity. He succeeds Eric Ober, appointed assistant director of news, WCBS-TV.

Richard Lobo, assignment editor, NBC News's New York bureau, named director of news, Cleveland bureau. John Herrington, reporter, Cleveland bureau, named energy editor.

Elsa Ransom, producer/reporter, NBC News's Cleveland bureau, named to anchor morning news, WKYC-TV Cleveland.

Steve Cohen, news director, KAIT-TV Jonesboro, Ark., joins WRAU(TV) Peoria, Ill., in same capacity.

Rich Adams, news editor, National Public Radio, Washington, named assistant news director, WTOP-TV Washington.

Ben Boyett, with KOB-TV Albuquerque, N.M., and Phil Bremen, with WLWI(TV) Indianapolis, join KMSP-TV Minneapolis-St. Paul as co-anchors.

Lee Thornton, reporter, WLWT(TV) Cincinnati, named to anchor weekend news.

Tom Kirby, reporter, WTEN(TV) Albany, N.Y., joins WTNH-TV New Haven, Conn., as reporter and weekend anchorman.

Richard F. Silverman, manager-information systems, election unit, CBS News, New York, named associate director, survey and data services.

Ann Compton, with news staff, WDBJ-TV Roanoke, Va., joins ABC Radio News as correspondent for American FM Radio Network.

Johnny Williams, former news director,

Old and new at FTC. The Federal Trade Commission gained a commissioner but lost another earlier this month. Mary Elizabeth Hanford was sworn in in a ceremony at Washington's Georgetown University hospital where she was being treated for recurring injuries suffered in an automobile accident some time ago. She's expected to take over her new post "shortly," however. She succeeds the former Commissioner Mary Gardiner Jones. The preceding day the White House had announced the resignation of Commissioner David S. Dennison Jr., who is returning to the private practice of law.

WPBN-TV Traverse City, Mich., joins WGTU(TV) there as anchorman.

Chuck Wolf, formerly of KONO(AM) San Antonio, Tex., joins news staff, KIMN(AM) Denver.

Greg Lefevre, assistant news director, KDEO(AM) El Cajon, Calif., joins KFMB-TV San Diego as reporter.

Mike Krasner, formerly with news staff, WNDR(AM) Syracuse, N.Y., joins WTAG(AM) Worcester, Mass., as reporter.

Cablecasting

William F. Karnes, cable consultant and former president, Sammons Communications Inc., joins Tocom Inc., Dallas, as VP-systems.

William E. Becker, with Commercial Credit Capital Corp., Baltimore, appointed VP-cable projects.

Equipment & Engineering

Robert N. Vendeland, formerly with Teleprompter Corp., New York, joins Dynair Electronics Inc., San Diego, as VP-marketing. Bill Killion, advertising manager, Dynair, named television products sales manager. Dynair manufactures cable and television equipment.

Allied Fields

Richard Riehl, chief, FCC's transfer bureau, resigns, effective Jan. 4, to join Haley, Bader & Potts, Washington communications law firm.

Francis S. Ruddy, formerly senior attorney, Office of Telecommunications Policy, Washington, joins U.S. Information Agency there as deputy general counsel.

James E. Mocarski, Midwest manager, Arbitron Radio, Chicago, named to same position, Arbitron Television. He is succeeded by Steve Templeton, Arbitron account executive.

Fred Hofheinz, Houston attorney, and son of Judge Roy Hofheinz, one of the founders of FM Broadcasters Association, and former FM owner, elected mayor of Houston.

Deaths



Deane

Martha Deane, 65, who conducted interviews for 32 years on weekday morning program on WOR(AM) New York, died of cancer Dec. 9 in her New York home. She interviewed more than 10,000 guests since 1941 on *The Martha Deane Show*. In private life she was Mrs. Marian Young Taylor. She is survived by husband, William Bolling Taylor, retired advertising executive, and son and daughter.

Michael O'Shea, 61, star of television series, *It's a Great Life*, in the 1950's died Dec. 4, of apparent heart attack, in Dallas. Mr. O'Shea appeared in gangster films during the 40's. He is survived by his wife, actress Virginia Mayo, and daughter.

For the Record®

As compiled by BROADCASTING Dec. 3 through Dec. 7 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.

New TV stations

Applications

■ Dallas—Liberty STV Inc. Seeks UHF ch. 27 (548-554 mhz); ERP 500 kw vis, 50 kw aur. HAAT 1670 ft.; ant. height above ground 1569 ft. (subscription television service). P.O. address 2225 Co-burg Road, Eugene, Ore. 97401. Estimated construction cost \$200,000 (equipment to be leased); first-year operating cost estimated \$840,000; revenue \$800,000. Geographic coordinates 32°34'14" north lat.; 96°55'54" west long. Type trans. RCA TTU-30C. Type ant. RCA TFU-30JDA. Legal counsel Fly, Shuebruk, Blume and Gaguine, Washington; consulting engineer Silliman, Moffet & Kowalski, Washington. Principals: Donald E. Tykeson (11.7%), Durward L. Boyles (16.2%), Carolyn S. Chambers (12.8%), et al. Liberty Communications is licensee of KEZI-TV Eugene and KVDO-TV Salem, both Oregon. Liberty also owns CATV franchises on West Coast and elsewhere. Ann. Nov. 26.

Rulemaking petition

■ WTVK-TV Knoxville, Ky.—Seeks amendment of assignments to substitute ch. 50 for ch. *28 at Fayetteville, Tenn. and reserve for educational use and assign ch. 28 to Cookeville, Tenn. as commercial channel (RM-2285). Ann. Dec. 4.

Existing TV stations

Final actions

■ KGUN-TV Tucson, Ariz.—Broadcast Bureau granted CP to change vis. ERP 110 kw; aural ERP 21.9 kw; ant. height 3720 ft. (BPCT-4655). Action Nov. 27.

■ WJBF-TV Augusta and WQXI-TV Atlanta, both Georgia—FCC informed Fuqua Television Inc. (WJBF-TV) and Pacific & Southern Broadcasting Co. (WQXI-TV) that in their overall programming on Georgia Power Co. request for rate increase, they did not appear to have afforded reasonable oppor-

tunity for presentation of contrasting views required under fairness doctrine. Action Dec. 7.

■ WPSD-TV Paducah, Ky.—FCC dismissed petitions by Paducah Newspapers Inc., licensee, for issuance of orders directing Southern Illinois Cable TV Co. to show cause why it should not be ordered to terminate willful violation of rules by carrying unauthorized distant television signals on its cable television systems at West Frankfort (CSC-3), Murphysboro (CSC-4), Johnston City (CSC-5), Herrin (CSC-6) and Cartersville (CSC-7), all Illinois. Action Dec. 5.

■ KAUS-TV Austin, Minn.—Broadcast Bureau granted requested authority to operate trans. by remote control from highway 105 South, Austin (BRCIV-168). Action Nov. 27.

■ KUHI-TV Joplin, Mo.—Broadcast Bureau granted mod. of license covering change in name to Mid-America Broadcasting Inc. (BMLCT-767, BMLTP-276). Action Nov. 27.

■ KSOO-TV Sioux Falls and KCOO-TV Aberdeen, both South Dakota—FCC denied request by Spokane Television Inc., licensee of KTHI-TV Fargo, N.D. for stay, pending judicial review, of commission action granting application for assignment of licenses of KSOO-TV and KCOO-TV from KSOO-TV Inc. to Forum Communications Co. Action Dec. 5.

■ Administrative Law Judge Chester F. Naumowicz Jr., in Daytona Beach, Fla., proposed in initial decision grant of application of Cowles Florida Broadcasting Inc. for renewal of license of WESH-TV Daytona Beach (Docs. 19168-70). Cowles' application to change station's trans. site and facilities and mutually exclusive application by Central Florida Enterprises Inc. for same facilities at Daytona Beach would be denied. Action Dec. 7.

Actions on motions

■ Administrative Law Judge Lenore G. Ehrig in Panama City and Key West, both Florida (Panhandle Broadcasting Co. [WDTB-TV] and Brannen and Brannen), TV and FM proceeding, granted unopposed petition to intervene by WJHG-TV Inc., licensee of WJHG-TV Panama City, since status as party in interest has been established (Docs. 19836, 19878). Action Nov. 29.

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV proceeding, based on agreements at hearing on Dec. 3, scheduled further hearing for Jan. 7, 1974 and certain other procedural dates (Doc. 19627). Action Dec. 3.

■ Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted request of Dudley Station Corp. for declaratory relief to extent that certain paragraphs of Broadcast Bureau's replies to proposed findings and conclusions are stricken; granted Dudley's alternative request for leave to file comments on portions not stricken, with comments, if any, to be filed within 14 days of order's release date (Dec. 6) and granted motion of Community

for acceptance of comments (Docs. 18759-61). Action Dec. 30.

■ By Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, reopened hearing; granted certain petitions by Community Broadcasting and Dudley to amend their applications and closed record (Docs. 18759-61). Action Nov. 28.

■ Administrative Law Judge Chester F. Naumowicz Jr. 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 filed Nov. 5 seeking to submit proposal to erect its trans. through use of helicopter, and accepted amendment; further ordered record reopened and scheduled conference for Dec. 11 (Docs. 19519, 19581). Action Dec. 3.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WPIX] and Forum Communications Inc.), TV proceeding, granted motion by WPIX to amend its application to reflect current ownership information concerning parent and affiliated companies, and accepted amendment (Docs. 18711-12). Action Dec. 3.

■ Chief, Office of Opinions and Review, in Charlotte, N.C. (Jefferson-Pilot Broadcasting Co. [WBT-TV]), TV proceeding, granted consent motion by applicant and extended through Dec. 12 time in which to file reply to oppositions to its application for review of review board's decision (Doc. 18880). Action Nov. 30.

Other actions

■ Review board in Jackson, Miss., TV proceeding, granted petition by Dixie National Broadcasting Corp. for extension of time through Dec. 17 in which to file responsive pleadings to further petition to reopen hearings to receive additional evidence by Office of Communications of United Church of Christ. Proceeding involves mutually exclusive applications of Lamar Life Broadcasting Co., Civic Communications Corp., Dixie National Broadcasting Corp., Jackson Television Inc. and Channel 3 Inc. for authority to operate ch. 3 at Jackson (Docs. 18845-9). Action Dec. 7.

■ Review board in Florence, S.C., after consideration of up-dated data regarding potential adverse impact upon UHF development in Raleigh-Durham, N.C. television market, affirmed its July 5, 1972 grant of application by Daily Telegraph Printing Co. for CP to increase ant. height and move the trans. site of WBTW-TV Florence, S.C. (Doc. 18650). Action Nov. 28.

Call letter applications

■ KCOO-TV Aberdeen, S.D.—Seeks KABY-TV.
■ KSOO-TV Sioux Falls, S.D.—Seeks KSFY-TV.

Call letter action

■ *WNIT-TV South Bend, Ind.—Granted WNIT-TV.

New AM stations

Applications

■ St. Matthews, S.C.—Central Carolina Broadcasting Corp. Seeks 710 khz, 1 kw-D. P.O. address Box 1462, Orangeburg, S.C. 29115. Estimated construction cost \$23,929; first-year operating cost \$48,450; revenue \$92,000. Principals: Richard E. and Gwendolyn T. King (together 50%), Nancy Wactor (21%), Robert H. Hutto (14%), et al. Mr. King owns retail furniture store and Mr. Hutto construction business, both Orangeburg, S.C. Ann. Nov. 20.

Final actions

■ Vinita, Okla.—Initial decision released Oct. 9, proposing grant of application of PBL Broadcasting Co. for new AM at Vinita, Okla., became effective Nov. 23 (Doc. 19640). Ann. Dec. 3.

■ Appomattox, Va.—Theodore J. Gray Jr. FCC granted 1280 khz; 1 kw-D (BP-19412). P.O. address: Box 512, Itavista, Va. 24517. Estimated construction cost \$22,677; first year operating cost \$62,677. Revenue \$48,000. Principals: Mr. Gray is general manager and owns 82% of WKDE-AM-FM Alta Vista. He also owns WCRB (AM) Cheraw and owns 50% of WDAR-AM-FM Darlington, both South Carolina. Action Nov. 28.

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Broadcasting Publications INC.

Summary of broadcasting According to the FCC, as of Oct. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,372	4	17	4,393	47	4,439
Commercial FM	2,428	0	54	2,482	128	2,610
Commercial TV-VHF	505	1	7	513	7	520
Commercial TV-UHF	189	0	3	192	41	245
Total commercial TV	694	1	10	705	48	765
Educational FM	598	0	27	625	92	717
Educational TV-VHF	88	0	3	91	4	96
Educational TV-UHF	123	0	14	138	4	143
Total educational TV	212	0	17	229	8	239

* Special temporary authorization.

Initial decision

■ Administrative Law Judge Frederick W. Dennison, in Iowa City, proposed in initial decision grant of application of Braverman Broadcasting Co. for 1560 kHz, 1 kw. P.O. address 1015 Oakcrest, Iowa City 52240. Estimated construction cost \$39,000; first-year operating cost \$69,932; revenue \$48,000. Principals: A. Kent Braverman (100%). Mr. Braverman has real estate interests in Iowa City (Doc. 19597). Action Nov. 20.

Actions on motions

■ Administrative Law Judge John H. Conlin in Banning and Yucaipa, Calif. (Bud's Broadcasting Co., et al.), AM proceeding, granted request for dismissal of application and dismissed with prejudice application of Dale A. Owens. Doc. 19779, Banning, Calif. (Docs. 19778-81). Action Dec. 3.

■ Administrative Law Judge Jay A. Kyle in Portsmouth, Va. (Chesapeake-Portsmouth Broadcasting Corp.), AM proceeding, on request of Broadcast Bureau, rescheduled certain procedural dates, set hearing for Jan. 15, 1974 (Doc. 19787). Action Nov. 27.

■ Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, both Connecticut (Quinnipiac Valley Service Inc. and Radio Ridgefield Inc.), AM proceeding, granted Radio Ridgefield's petition to file amendment filed Oct. 9 and supplement filed Oct. 11, to extent that it does not take into account operation from modified transmitter site; denied Radio Ridgefield's request to appeal rulings released Sept. 11 and Nov. 6; granted Westport's request to submit additional pleading; denied Westport's motion for summary decision; dismissed Radio Ridgefield's contingent motion for extension (Docs. 19686-7). Action Nov. 28.

Other action

■ Review board in Jacksonville, Ala.—AM proceeding, scheduled oral argument for Jan. 17, 1974 on exceptions and briefs to initial decision released Feb. 8, 1972, and supplemental initial decision released May 10. Initial decision proposed grant of application of University Broadcasting Co. for new AM at Jacksonville and denial of application of Jacksonville Broadcasting Co. for same facilities. Action Nov. 30.

Call letter action

■ Jessie C. Howard, Cleveland, Tex.—Granted KJCH.

Designated for hearing

■ Statesboro, Ga.—Broadcast Bureau designated for hearing mutually exclusive applications of Rosemor Broadcasting Co. and Southeast Radio Inc. for new AM to operate on 850 kHz with 1 kw (DA-N, U) at Statesboro (Docs. 19887-8). Action Dec. 4.

Existing AM stations

Application

■ KDXU St. George, Utah—Seeks CP to change frequency to 890 kHz, increase power to 10 kw, DA-N, unlimited trans. site changed to 5.8 miles northeast of St. George north of U.S. highway 91, St. George. Ann. Dec. 4.

Final actions

■ KATZ St. Louis—Broadcast Bureau granted CP to increase nighttime power (BP-19,399). Action Nov. 28.

■ WGMF Watkins Glen, N.Y.—Broadcast Bureau granted CP to increase tower height to 390 ft.; condition (BP-19,529). Action Nov. 30.

■ WEEB Southern Pines, N.C.—Broadcast Bureau granted request for waiver of rules to identify as Southern Pines-Pinehurst-Aberdeen, N.C. Action Nov. 13.

■ WKHJ Holly Hill, S.C.—Broadcast Bureau granted license covering new AM (BL-13355). Action Nov. 28.

■ WOKI Oak Ridge, Tenn.—Broadcast Bureau granted license covering new AM (BL-13,505). Action Nov. 30.

Action on motion

■ Administrative Law Judge John H. Conlin in Cleveland Heights, Ohio (Friendly Broadcasting Co.), renewal of licenses for WJMO(AM) and WLYT(FM), scheduled proposed findings of fact and conclusions of law to be filed by Dec. 14 and replies by Dec. 28 (Doc. 19412). Action Dec. 4.

Fines

■ KCCC Carlsbad, N.M.—Broadcast Bureau notified licensee that it had incurred apparent forfeiture liability for \$200 for violation of rules for period in excess of ten days prior to Dec. 31, 1972 in that equipment performance measurements for calendar year 1972 were not made. Action Nov. 29.

■ KWKA Clovis, N.M.—Broadcast Bureau notified licensee that it has incurred apparent forfeiture liability for \$250 for violation of rules in that no entries had been made in maintenance log since Oct. 6, 1972. Action Nov. 29.

■ KGYN Guymon, Okla.—FCC ordered Plains Broadcasting Co., licensee, to forfeit \$2,500 for repeated violation of remote control and logging rules. Action Dec. 5.

Call letter application

■ WRIZ Coral Gables, Fla.—Seeks WRHC.

Call letter action

■ WTTO Toledo, Ohio—Granted WTUU.

New FM stations

Applications

■ *Gadsden, Ala.—Gadsden State Junior College. Seeks 91.5 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. Nov. 28.

■ Tuskegee, Ala.—New South Broadcasting Corp. Seeks 95.9 mhz, 2.65 kw, HAAT 207 ft. P.O. address 623 Roberts Circle, Tuskegee Institute 36088. Estimated construction cost \$33,266; first-year operating cost \$41,316; revenue \$53,865. Principals: William A. Gordon (84%), et al. Mr. Gordon teaches at Tuskegee Institute. Ann. Nov. 23.

■ *Batesville, Ark.—Arkansas College. Seeks 88.1 mhz, 10 kw, HAAT 125 ft. P.O. address 2190 Case Street, Batesville 72501. Estimated construction cost \$3,500; first-year operating cost \$1,500; revenue none. Principals: Dan C. West is president of Arkansas College. Ann. Nov. 28.

■ Twin Falls, Idaho—Media West Inc. Seeks 96.5 mhz, 100 kw, HAAT 130 ft. P.O. address Box 33, Twin Falls 83301. Estimated construction cost \$105,785; first-year operating cost \$78,149; revenue \$6,468. Principals: Robert Coiner (42.8%), Richard A. Tuininga, John K. Carlson, Mark W. Whitesides and John J. Alexander (each 14.28%). Mr. Coiner operates farm at Twin Falls. Other principals are employed or were recently employed with KMVT-TV Twin Falls. Ann. Nov. 23.

■ Elkhorn City, Ky.—Mountain Interstate Broadcasting Co. Seeks 103.1 mhz, 2.05 kw, HAAT 209 ft. P.O. address Box 34, Elkhorn City 41522. Estimated construction cost \$29,244; first-year operating cost \$12,520; revenue \$26,200. Principals: Allen Epling (51%) and Phillip Epling (49%). Allen Epling is teacher at Elkhorn City high school and Phillip Epling has coal mining interests in Pike county. Ann. Nov. 30.

■ Sanford, Me.—Southern Maine Broadcasting Corp. Seeks 96.7 mhz, 3 kw, HAAT 52 ft. P.O. address 160 Riverside Drive, N.Y. 10024. Estimated construction cost \$44,800; first-year operating cost \$10,000; revenue 75,000. Principals: Alvin Yudkoff, president, et al. (100%). Southern Maine has pending application for purchase of WSME(AM) Sanford. Ann. Nov. 27.

■ Caruthersville, Mo.—Pemisot Broadcasters FM. Seeks 103.1 mhz, 3 kw, HAAT 190 ft. P.O. address 142 West Third Street, Caruthersville 63830. Estimated construction cost \$27,222; first-year operating cost \$52,222; revenue \$25,000. Principals: J. Eric Taylor (65%) and Myrtle G. Cleveland (35%). Mr. Taylor and Ms. Cleveland own KCRV(AM) Caruthersville. Ann. Nov. 23.

■ Grand Island, Neb.—Grand Island Broadcasting Co. Seeks 96.5 mhz, 100 kw, HAAT 416 ft. P.O. address 625 Stuart Building, Lincoln, Neb. 68801. Estimated construction cost \$153,778; first-year operating cost \$55,000; revenue 36,000. Principals: James Stuart (83.5%), et al. Mr. Stuart owns majority stock interest in KFOR(AM)-KHKS(FM) Lincoln and KGRI(AM) Grand Island, both Nebraska and KSAL(AM) Salina, Kan. Ann. Nov. 27.

■ Soddy-Daisy, Tenn.—Ra-Ad of Soddy. Seeks 102.3 mhz, 3 kw, HAAT 60 ft. P.O. address Route 1, Box 353-A, Soddy-Daisy 37379. Estimated construction cost \$10,171; first-year operating cost \$4,944; revenue not given. Principals: Lee J. Cooper (100%). Mr. Cooper owns WEDG(AM) Soddy-Daisy. Ann. Nov. 23.

■ Jackson, Wyo.—Tewinot Broadcasting. Seeks 96.9 mhz, 55.1 kw, HAAT 963 ft. P.O. address Box 1345, Jackson 83001. Estimated construction cost \$87,909; first-year operating cost \$67,000; revenue 102,600. Principals: Newbold Morris (80%), Ted Widmer and Mary C. Cohen (each 10%). Mr. Morris is retired. Mr. Widmer is audio consultant and Ms. Cohen is music instructor, both Jackson. Ann. Nov. 27.

Final actions

■ *Melbourne, Fla.—Florida Institute of Technology. Broadcast Bureau granted 91.1mhz, 17 w, HAAT 92 ft. P.O. address Box 1150, Melbourne 32901 (BPED-1622). Estimated construction cost \$6,000; first-year operating cost \$1,000; revenue none. Principals: Jerome P. Keuper, president, et al. Action Nov. 28.

■ Cadillac, Mich.—Chief Pontiac Broadcasting Corp. Broadcast Bureau granted 96.7 mhz, 3 kw, HAAT 266 ft. P.O. address Box 306, Cadillac 49601 (BPH-8432). Estimated construction cost \$35,000; first-year operating cost \$52,000; revenue \$52,000. Principals: I. T. Wedin, vice president (52%), G. Robert Tobia, secretary-treasurer (40%), et al. Mr. Wedin owns Wedin Corp., Cadillac manufacturing company. Mr. Tobia owns 55% of Tribune Record Inc., publishing firm in Cadillac. Action Nov. 29.

Initial decisions

■ Administrative Law Judge James F. Tierney, Oklahoma City, proposed in initial decision grant of application of All American Broadcasting Corp. for 98.9 mhz, 58 kw, HAAT 284 ft. P.O. address 728 North Rhode Island, Oklahoma City 73117. Estimated construction cost \$44,000; first-year operating cost \$23,400; revenue \$43,200. Principals: James E. Miller (57%), et al. Mr. Miller owns printing business in Oklahoma City. Action Dec. 3.

■ Administrative Law Judge Basil P. Cooper, in Cayce, S.C., proposed in initial decision, grant of application of William D. Hunt for 96.7 mhz, 3 kw, HAAT 300 ft. P.O. address 3027 Kershaw Street, Columbia, S.C. 29205. Estimated construction cost \$31,421; first-year operating cost \$39,650; revenue \$90,000. Principals: William D. Hunt (100%). Mr. Hunt is supervisor with Department of Army, Fort Jackson, S.C. and also has farming interests in Eastover, S.C. Application of John F. Burns, Thomas Rieke and Raymond Voss for same facilities would be denied (Doc. 19596). Action Nov. 29.

Actions on motions

■ Administrative Law Judge Frederick W. Dennison in Corpus Christi, Tex. (A. V. Bamford), FM proceeding, denied petition of A. V. Bamford filed Nov. 12 to reopen record to receive new survey of community needs and rejected amendment; and further ordered parties to file proposed findings pursuant to rules on or before Dec. 14 with replies on or before Dec. 28 (Doc. 19089). Action Nov. 29.

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (Interstac Inc. and Royce International Broadcasting), FM proceeding, set certain procedural dates; scheduled hearing for Jan. 22, 1974 (Docs. 19516, 19611). Action Nov. 27.

■ Administrative Law Judge David I. Kraushaar in Arab, Ala. (Brindlee Broadcasting Corp., et al.), FM proceeding, on presiding judge's own motion, continued hearing indefinitely (Docs. 19849-51). Action Nov. 28.

■ Administrative Law Judge Jay A. Kyle in Geneva, N.Y. (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.), FM proceeding, received into evidence Buccaneer exhibit and closed record (Docs. 19709-10). Action Nov. 27.

■ Administrative Law Judge James F. Tierney in Bisbee, Ariz. (Bisbee Broadcasters Inc. and Wrye Associates), FM proceedings, rejected Bisbee's rebuttal exhibits; denied Bisbee's motion to strike exhibits; accepted Wrye verifications; closed record

and set certain procedural dates (Docs. 19754-5). Action Nov. 27.

Other actions

■ Review board in Fulton, Miss., FM proceeding, granted request by Tombigbee Broadcasting Co. for extension of time through Dec. 13 in which to file oppositions to petition by Itawamba County Broadcasting Co. to add issues (Docs. 19838-9). Proceeding involves mutually exclusive applications of Tombigbee and Itawamba for new FM in Fulton. Action Nov. 30.

■ Review board in Ogallala, Neb., FM proceeding, on request of Industrial Business Corp., granted extension of time through Dec. 20 for filing of reply briefs to exceptions to initial decision filed by Ogallala Broadcasting Co. in FM ch. 228, Ogallala proceeding (Docs. 19559-60). Action Dec. 5.

■ Review board in Wilmington, Ohio, FM proceeding, denied petition by 5 KW Inc., for reconsideration of review board decision released Sept. 13 granting application of Clinton County Broadcasting Corp. for new FM at Wilmington and denying 5 KW's competing application (Docs. 19218-9). Action Nov. 30.

Rulemaking petitions

■ KARV Russellville, Ark.—Seeks amendment of FM table of assignments to add ch. 242 to Russellville (RM-2288). Ann. Dec. 4.

■ Turlock, Calif.—John M. Hall seeks amendment of FM table of assignments by assigning ch. 252A to Turlock (RM-2289). Ann. Dec. 4.

■ Pinckneyville, Ill.—Coalbelt Broadcasters seek amendment of FM table of assignments to assign ch. 280A to Pinckneyville (RM-2290). Ann. Dec. 4.

■ WPNO Auburn, Me.—Seeks amendment of FM table of assignments to assign ch. 292A to Auburn and substitute ch. 240A for 292A at Saco, Me. (RM-2281). Ann. Dec. 4.

■ KBIL Liberty, Mo.—Seeks amendment of FM table of assignments to assign ch. 297 to Lexington (RM-2282). Ann. Dec. 4.

■ Huntingdon, W.Va.—Ernest Vickers Jr. seeks amendment of FM table of assignments to assign ch. 265A to Huntingdon (RM-2291). Ann. Dec. 4.

■ KVVO-FM Cheyenne, Wyo.—Seeks amendment of FM table of assignments by substituting ch. 264C for presently assigned ch. 292A at Cheyenne (RM-2287). Ann. Dec. 4.

■ Chief, Broadcast Bureau, on request of KLEX Inc., extended from Dec. 3 through Dec. 17 time for filing reply comments to notice of proposed rulemaking adopted Sept. 19 in matter of amendment of FM table of assignments for Lexington, Mo. (Doc. 19828, RM-1910). Action Dec. 4.

Call letter applications

■ Jamie Patrick Broadcasting Ltd., Bastrop, La.—Seeks KTRY-FM.

■ North Montana Broadcasters Inc., Havre, Mont.—Seeks KPQX(FM).

■ KHEY Inc., El Paso—Seeks KEZB(FM).

Call letter actions

■ Beef Empire Broadcasting Co., Fort Collins, Colo.—Granted KCOL-FM.

■ American Radio Corp. of Kansas, Pueblo, Colo.—Granted KJKL(FM).

■ Walpole Public Schools, Walpole, Mass.—Granted *WWWA(FM).

■ Farmville Broadcasting Co., Farmville, N.C.—Granted WRQR(FM).

■ Board of Regents of University of Wisconsin System, Green Bay—Granted *WGBW(FM).

Designated for hearing

■ Willimantic, Conn.—Broadcast Bureau designated for hearing mutually exclusive applications of Kenneth N. Dawson and Randall M. Mayer (Windham Broadcasting Group) and Nutmeg Broadcasting Co. for new FM to operate on ch. 252 (98.3 mhz) at Willimantic (Docs. 19870-1). Action Dec. 5.

Existing FM stations

Final actions

■ KNBY-FM Newport, Ark.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw; ant. height 220 ft. (BPH-8667). Action Nov. 28.

■ KOSE-FM Osceola, Ark.—Broadcast Bureau granted license covering changes; ERP 11 kw; ant. height 265 ft. (BLH-5974). Action Nov. 30.

■ KKNU(FM) Fresno, Calif.—Broadcast Bureau granted mod. of SCA to make changes in equipment and programming (BMSCA-353). Action Nov. 30.

■ *KCPR(FM) San Luis Obispo, Calif.—Broadcast Bureau granted CP to operate trans. by remote control from studio site: Graphic Arts building, Outer Perimeter Road, University Campus, San Luis Obispo; install new trans. and new ant.; make changes in ant. system; ERP 2 kw; ant. height —350 ft. (BPED-1686). Action Nov. 28.

■ KPIK-FM Colorado Springs, Colo.—Broadcast Bureau granted license covering changes; ERP 2.65 kw; ant. height —89 ft. (BLH-5973). Action Nov. 30.

■ KADX(FM) Denver—Broadcast Bureau granted CP to increase ERP to 100 kw (BPH-8673). Action Nov. 30.

■ *KWBI(FM) Morrison, Colo.—Broadcast Bureau granted request for waiver of rules to identify as Morrison-Denver. Action Nov. 13.

■ *WQTQ(FM) Hartford, Conn.—Broadcast Bureau granted license covering new educational FM (BLED-1169). Action Dec. 4.

■ *WMNR(FM) Monroe, Conn.—Broadcast Bureau granted license covering new educational FM; ERP 330 w; ant. height 200 ft. (BLED-1168). Action Nov. 30.

■ WYOR(FM) Coral Gables, Fla.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; change transmission line; ant. height 205 ft.; condition (BPH-8672). Action Nov. 30.

■ KASI-FM Ames, Iowa—Broadcast Bureau granted licenses covering changes; ERP 3 kw; ant. height 300 ft. (BLH-5971). Action Nov. 30.

■ *WKCC(FM) Grayson, Ky.—Broadcast Bureau granted license covering new educational FM (BLED-1167). Action Dec. 4.

■ WFMW-FM Madisonville, Ky.—Broadcast Bureau granted CP to install new aux. trans.; ERP 1.35 kw (BPH-8668). Action Nov. 28.

■ KJEF-FM Jennings, La.—Broadcast Bureau granted license covering changes; ERP 2.9 kw; ant. height 220 ft. (BLH-5975). Action Nov. 30.

■ WDHP(FM) Presque Isle, Me.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1302). Action Nov. 28.

■ WCOZ(FM) Boston—Broadcast Bureau granted license covering changes; ERP 6.7 kw; ant. height 1140 ft. (BLH-6000). Action Dec. 4.

■ WEEL-FM Boston—Broadcast Bureau granted licenses covering changes and new alt. trans. (BLH-5946-7). Action Nov. 30.

■ *WQL(FM) Newbury, Mass.—Broadcast Bureau granted license covering new educational FM (BLED-1166). Action Nov. 30.

■ *WCHW-FM Bay City, Mich.—Broadcast Bureau granted license covering new educational FM (BLED-1164). Action Dec. 4.

■ WMUZ(FM) Detroit—Broadcast Bureau granted license covering changes; ERP 115 w; ant. height 295 ft. (BLH-5929). Action Nov. 30.

■ WOOD-FM Grand Rapids, Mich.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz (BSCA-1303). Action Nov. 30.

■ *WMSU(FM) Hattiesburg, Miss.—Broadcast Bureau granted license covering new educational FM (BLED-1159). Action Nov. 30.

■ WDAL-FM Meridian, Miss.—Broadcast Bureau granted CP to change trans. location to state route 45, 1.8 mile south of Meridian City boundary, Meridian; install new trans. and new ant.; make changes in ant. system; ERP 99 kw; ant. height 580 ft.; remote control permitted (BPH-855). Action Nov. 28.

■ KTMO(FM) Kennett, Mo.—Broadcast Bureau granted license covering changes; ERP 13 kw ant. height 370 ft. (BLH-5978). Action Nov. 30.

■ KROA(FM) Aurora, Neb.—Broadcast Bureau granted CP to change frequency to ch. 239 (95.7 mhz); change station location to Grand Island, Neb., and second remote control locations; make change in ant. system; change studio and trans. location to 1 mile north, ¼ mile east of Doniphan, Neb.; install new trans. and ant. (BPH-8232). Action Nov. 30.

■ KHKS(FM) Lincoln, Neb.—Broadcast Bureau granted license covering changes; ERP 25 kw; ant. height 125 ft. (BLH-5909). Action Nov. 30.

■ *WTSC-FM Potsdam, N.Y.—Broadcast Bureau granted CP to change ERP to 700 w; ant. height 135 ft. (BPED-1676). Action Nov. 30.

■ WLKR-FM Norwalk, Ohio—Broadcast Bureau granted license covering changes; ERP 2.5 kw; ant. height 125 ft. (BLH-5910). Action Nov. 28.

■ WYIQ(FM) Ebensburg, Pa.—Broadcast Bureau granted license covering changes; ERP 22.5 kw; ant. height 520 ft. (BLH-5965). Action Nov. 30.

■ WGMR-FM Tyrone, Pa.—Broadcast Bureau granted license covering changes in main and aux. trans. (BLH-5940-1). Action Nov. 30.

■ KBHB-FM Sturgis, S. D.—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 52 kw (BPH-8671). Action Nov. 30.

■ KTRM-FM Beaumont, Tex.—Broadcast Bureau granted license covering changes; trans.-studio location redesignated 4490 Dowlen Road, Beaumont; ERP 28 kw; ant. height 220 ft.; condition (BLH-5983). Action Dec. 4.

■ WRFI(FM) Winchester, Va.—Broadcast Bureau granted license covering changes; ERP 22 kw; ant. height 1430 ft. (BLH-6003). Action Dec. 4.

■ WSWW-FM Platteville, Wis.—Broadcast Bureau granted CP to make changes in ant. system and trans. equipment; ant. height 235 ft.; ERP 3 kw (BPH-8670). Action Nov. 30.

Call letter applications

■ *KPIE(FM) Manteca, Calif.—Seeks *KNBS(FM).

■ WDBQ-FM Dubuque, Iowa—Seeks KIWI(FM).

■ WNRG-FM Grundy, Va.—Seeks WMJD(FM).

Call letter actions

■ WGIL-FM Galesburg, Ill.—Granted WAAG(FM).

■ WSVF(FM) Midland, Mich.—Granted WUGN(FM).

■ *KLSD(FM) Lubbock, Tex.—Granted *KOHM(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses, co-pending aux. and SCA's when appropriate for following stations: WBTO-AM-FM Linton, Ind.; WCCC-FM Hartford, Conn.; WIID(AM) Garden City, Mich.; WINN(AM) Louisville, Ky.; WKOV-AM-FM Wellston, Ohio; WLIL-AM-FM Lenoir City, Tenn.; WPOS-FM Holland, Ohio; WRVK(AM) Mount Vernon, Ky.; WSMF(FM) Harrisburg, Pa.; WSTC-FM Stamford, Conn. and WTCL(AM) Warren, Ohio. Actions Nov. 30.

■ Broadcast Bureau granted renewal of licenses, co-pending aux. and SCA's when appropriate, for following stations: WRVM(FM) Suring, Wis.; WSMI-AM-FM Litchfield, WSTK(FM) Woodstock, WTAX(AM) Springfield, WTWCFM) Urbana, WVON(AM) Cicero, WXCL(AM) Peoria, *WBEZ(FM) and *WMBI-FM both Chicago, all Illinois; WDSM-TV Superior, Wis.; WGN-TV Chicago, WMBD-TV Peoria, WQAD-TV Moline, *WTTW-TV and *WXXW-TV both Chicago, all Illinois; KFIZ(AM) Fond du Lac, Wis.; WAIT(AM) Chicago, Ill.; WBKV-AM-FM West Bend, Wis.; WCCR(AM) Urbana, Ill.; WCLO(AM) Janesville, Wis.; WCLR(FM) Skokie-WDAN-AM-FM Danville and WDBR(FM) Springfield, all Illinois; WDLB-AM-FM Marshallfield, WDSM(AM) Superior, WDUX-AM-FM Waupaca, WEAQ(AM) Eau Claire and WEAU-FM Eau Claire, all Wisconsin and WEDC(AM) Chicago. Actions Nov. 30.

■ Broadcast Bureau granted renewal of licenses, co-pending aux. and SCA's when appropriate, for following stations: WLKE(AM) Waupun, Wis.; WLPO-AM-FM LaSalle, WLRW(FM) Champaign, WMAY(AM) Springfield, WMBI(AM) Chicago, WMRO(AM) Aurora and WNUS-AM-FM Chicago, all Illinois; WPDR-AM-FM Portage, WPRE-AM-FM Prairie Du Chien and WRCO-AM-FM Richland Center, all Wisconsin; WRMI(FM) Morris, WRTH(AM) Wood River, and WEFA(FM) Waukegan, all Illinois; WFAW-AM-FM Fort Atkinson, Wis.; WFMT(FM) Chicago, WGLC-AM-FM Mendota, WGN(AM) Chicago, and WHBF-AM-FM Rock Island, all Illinois; WHSM(AM) Hayward, Wis.; WIAI(FM) Danville, Ill.; WIBA-AM-FM Madison, Wis.; WILY-AM-FM Centralia, Ill.; WISM-FM Madison, WISS-AM-FM Berlin and WIXK-FM New Richmond, all Wisconsin; WIZZ-AM-FM Streator and WJPC(AM) Chicago, both Illinois; WJVL(FM) Janesville, Wis.; WJVM(FM) Sterling, WKAK(FM) Kankakee and WKAN(AM) Kankakee, all Illinois and WLCX(AM) La Crosse, Wis. Action Nov. 30.

■ WMRE(AM) Monroe, Ga.—FCC denied application of Walton Broadcasting Co. for renewal of license of WMRE(AM) Monroe (Doc. 19011). Action Nov. 28.

■ KVII-TV Amarillo, Tex.—FCC granted application of Marsh Media Ltd. for renewal of license of KVII-TV to Aug. 1, 1974, remainder of regular renewal period for Texas stations (BRCT-443). In November 1972 station was granted short-term renewal for period ending Dec. 1, 1973, because of activities apparently designed to mislead public as to size of station's audience. Action Dec. 5.

Modification of CP's, all stations

■ KRHM(FM) Lake Havasu City, Ariz.—Broadcast Bureau granted mod. of CP to operate by remote control from trans.-studio site: 1720 Acoma Boulevard, Lake Havasu City, change trans. and ant.; remote control permitted (BMPH-13926). Action Nov. 27.

■ KLOV(FM) Loveland, Colo.—Broadcast Bureau granted mod. of CP to change ant. and change transmission line (BMPH-13930). Action Nov. 27.

■ WGUN(AM) Atlanta—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 28, 1974 (BMP-13713). Action Nov. 30.

■ KQFL(FM) Rockford, Ill.—Broadcast Bureau granted mod. of CP to make changes in ant. system and redescribe coordinates (BMPH-13925). Action Nov. 27.

■ **WFBR(AM)** Baltimore—Broadcast Bureau granted mod. of CP to extend completion date to May 21, 1974 (BMP-13,704). Action Nov. 30.

■ **WEAV-FM** Plattsburgh, N.Y.—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system; change transmission line; ERP 4 kw; ant. height 780 ft. (BMPH-13,928). Action Dec. 5.

■ **WEGG(AM)** Rose Hill, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to May 19, 1974 (BMP-13,719). Action Nov. 30.

■ **KWHW-FM** Altus, Okla.—Broadcast Bureau granted mod. of CP to change trans. location to 1 block west of Main Street on Thompson Avenue, Altus; change studio location and remote control to 212 West Cypress, Altus; make change in ant. system (BMPH-13,818). Action Nov. 30.

■ **WXRY(FM)** Columbia, S.C.—Broadcast Bureau granted mod. of CP to change transmission line; ERP 1.70 kw; ant. height 380 ft. (BMPH-13,931); granted mod. of CP to change ant. system and change transmission line of aux. trans. (BMPH-13,932). Action Nov. 27.

■ **WMP(AM)** Memphis—Broadcast Bureau granted mod. of CP to extend completion date to March 14, 1974 (BMP-13,714). Action Nov. 30.

■ **WHA(AM)** Madison, Wis.—Broadcast Bureau granted mod. of CP to mount five-ft. lightning rod at top of tower, change type trans.; change studio and remote control location to Valias Hall, University of Wisconsin campus (BMP-13,628). Action Nov. 30.

■ **KTWO** Casper, Wyo.—Broadcast Bureau granted mod. of CP to change to ND-D (BMP-13,718). Action Nov. 30.

Translator action

■ **K07LF** Ellendale, N. Dak.—Broadcast Bureau granted CP for new VHF translator to operate on ch. 7 (174-180 mhz) by rebroadcasting programs of KXJB-TV Valley City, N. Dak. (BPTTV-4814). Action Nov. 27.

Ownership changes

Applications

■ **KAMI(AM)** Cozad, Neb.—Seeks transfer of control KAMI Country Broadcasting Corp. from George E. Powers (60% before, none after) to Ivan D. Andersen (40% before, 45% after), Charles I. Andersen (none before, 10% after), James and Joseph Cetek (none before, 45% after). Consideration: estimated \$60,000. Principals: Ivan D. Andersen is general manager of KAMI and Charles I. Andersen is salesman with station. Messrs. Cetek owns grocery retail business in Cozad. Ann. Nov. 26.

■ **WFLB(AM)** Fayetteville, N.C.—Seeks transfer of control of WFLB Radio Inc. from William E. Tart and Richard M. Wiggins (together 100% before, none after) to Gardner H. Altman Sr. and Gardner H. Altman Jr. (none before, 100% after). Consideration: \$850,000. Principals: Gardner H. Altman Sr. owns farms and cemeteries in North Carolina and Gardner H. Altman Jr. has law practice in Fayetteville. Ann. Nov. 26.

■ **KGNC-TV** Amarillo, Tex.—Seeks assignment of license from Stauffer Communications Inc. to Cannan Communications Inc. for \$2.5 million. Sellers: Stanley H. Stauffer is president of Stauffer Communications which also owns KGNC-AM-FM Amarillo; WIBW-AM-FM-TV Topeka and KSOK(AM) Arkansas City, both Kansas; and KGFF(AM) Shawnee, Okla. Buyers: D. A. Cannan and Darrold A. Cannan Jr. (together 95%). Cannans formerly owned KFDX-TV Wichita Falls and KFDM-TV Beaumont, both Texas. Ann. Nov. 30.

Actions

■ **WSTK(FM)** Woodstock, Ill.—Broadcast Bureau granted assignment of license from Angelo Joseph Salvi to Lake Valley Broadcasters Inc. for \$95,000 (BALH-1877) Seller: Angelo Joseph Salvi (100%). Mr. Salvi also owns WLUV-AM-FM Loves Park, Ill. Buyer: Malcolm K. Bellairs (100%). Mr. Bellairs owns WVIS(AM) Crystal Lake, Ill. Action Dec. 4.

■ **WIPS(AM)** Ticonderoga, N.Y.—Broadcast Bureau granted assignment of license from Ticonderoga Community Service Broadcasting Corp. to Mottsinger Communications Inc. for \$210,000 (BAL-7971). Sellers: Philip Spencer, president, et al. (100%). Sellers also own WCSM(AM) Amsterdam, and WALY(AM) Herkimer, both New York. Buyer: John K. Mottsinger (100%). Mr. Mottsinger is announcer at WIPS(AM) Ticonderoga. Action Nov. 28.

■ **WDXI(AM)** Jackson, Tenn.—Broadcast Bureau granted assignment of license from Dixie Broadcasting Co. to Community Service Broadcasting Inc. for \$620,000 (BAL-7991). Sellers: National Bank of Commerce of Jackson, Tenn. as trustee of estate of late Aaron B. Robinson (70.67%), Harold L. Simpson (13.33%) and Frank M. Davis (6.67%). Mr. Robinson's estate also includes WENK(AM) Union City, WDXE-AM-FM Lawrenceburg, WTPR-AM-FM Paris, WDXN(AM) Clarksville, all Tennessee and WCMA(AM) Corinth, Miss. Buyers: Jerome, William, James and Elaine Glassman (each 25%), et al. Glassmans also own WMCL(AM) McLeansboro, Ill. Action Dec. 4.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Dec. 4 (stations listed are TV signals proposed for carriage):

■ **Cablevision Co.** of Anniston, 20 West 14th Street, Anniston, Ala. 36201 proposes for Fort McClellan, Ala. (CAC-2798), to delete WJSP-TV, WTVM and WRBL-TV Columbus, Ga.; WMSL-TV Huntsville and WSFA-TV Montgomery, both Alabama.

■ **Alamosa Cable TV**, 312 State Street, Alamosa, Colo. 81101 proposes for Monte Vista, Colorado (CAC-3269), requests certification of existing CATV operations.

■ **CATV Sussex Co.**, 1150 17th Street, N.W., Washington 20036 proposes for Sussex county, unincorporated portions, Del. (CAC-3272), WBOC-TV and WPCB, both Salisbury, WMAR-TV, WBAL-TV and WJZ-TV, all Baltimore, both Maryland; WTTG Washington; WCMC-TV Wildwood and WNJS Camden, both New Jersey and WHYV-TV Wilmington, Del.

■ **Kootenai Communication Inc.**, Box 902, Sandpoint, Idaho 83846 proposes for Sandpoint (CAC-3258) KREM-TV, KXLY-TV, KHQ-TV and KSPS-TV, all Spokane, and KWSU-TV Pullman, both Washington, KCFW-TV Kalspell, Mont.; CBUAT Trail, B.C. and KUID-TV Moscow, Idaho.

■ **Covenant Cable TV Inc.**, Box 1008, Port Huron, Mich. 48048 proposes for St. Clair (CAC-3264), St. Clair township (CAC-3265) and East China township (CAC-3266), all Michigan WJJB-TV, WKBD-TV, WXYZ-TV, WTVS and WWJ-TV Detroit, WNEM-TV Bay City and WJIM-TV Lansing, all Michigan EKLW Windsor, Ont.; WJRT-TV Flint and WYEV-TV Saginaw, both Michigan and CPFL London, Ont.

■ **Clear Vision Cable Co.**, Box 3007, Meridian, Miss. 39301 proposes for Union (CAC-3267) and Newton (CAC-3268), both Mississippi, WMAW, WTOK-TV and WHTV-TV, all Meridian, WLBT, WJTV and WAPT, all Jackson, both Mississippi.

■ **See Mor Cable TV** of Campbell Inc., Box 983,

217 Tanner, S. Keaton, Mo. 63801 proposes for Campbell, Mo. (CAC-3270), WREC-TV, WMC-TV, WKNO-TV and WHBQ-TV, all Memphis; KAIT-TV Jonesboro, Ark.; KPOB-TV Poplar Bluff, Mo.; WPSD-TV and WDXR-TV, both Paducah, Ky.; KFVS-TV Cape Girardeau, Mo.; WKMU-TV Murray, Ky., and WLIT-TV Lexington, Tenn.

■ **Mineral Area Cablevision Co.**, 115 Bryan Street, Flag River, Mo. 63601 proposes for Potosi (CAC-3254), Bismarck (CAC-3255) and Leadwood (CAC-3256), all Missouri, KFVS-TV Cape Girardeau, KMOX-TV, KDNL-TV, KPRL-TV, KSD-TV, KTVI and KETC, all St. Louis and KRGC Jefferson City, all Missouri; WSIU-TV Carbondale, Ill.; WPSD-TV Paducah, Ky. and WSIL-TV Harrisburg, Ill.

■ **Forsyth Cable TV Co.**, General Delivery, Forsyth, Mont. 59327 proposes for Forsyth (CAC-3262) KTVQ-TV and KULR-TV, both Billings and KYUS-TV Miles City, both Montana; KCPX-TV, KUTV and KUED, all Salt Lake City.

■ **McCook Multi-Vue TV System Inc.**, 514 West E., Box 308, McCook, Neb. 69001 proposes for McCook to delete KNOP-TV North Platte, Neb.

■ **Champlain Cablevision Inc.**, 282 Glen Street, Glen Falls, N.Y. 12801 proposes for Moreau, N.Y., to delete WNEW-TV New York and WVER Rutland, Vt.

■ **Tiffin Valley Cable Inc.**, Box 254, Archbold, Ohio 43502 proposes for Swanton township, Ohio (CAC-3271), WTOL-TV, WSPD-TV, WDHO-TV and WGTG-TV, all Toledo, Ohio; WJBK-TV, WXYZ-TV and WKBD-TV, all Detroit; CKLW Windsor, Ont. and WBGU-TV Bowling Green, Ohio.

■ **Tiffin Valley Cable Inc.**, Box 254, Archbold, Ohio 43502 proposes for Springfield Township (CAC-3257) and Pulaski township (CAC-3251), both Ohio, WJBK-TV and WKBD-TV, both Detroit; WANE-TV and WKJG-TV, both Fort Wayne, both Indiana; WDHO-TV, WGTG-TV, WTOL-TV and WSPD-TV, all Toledo, Ohio and CKLW-TV Windsor, Ont.

■ **Southern Oklahoma Cable Inc.**, Box 426 Lindsay, Okla. 73052 proposes for Lindsay (CAC-3253), KOKH-TV, WKY-TV, KOCO-TV, KWTW and KETA, all Oklahoma City; KFDX-TV and KAUZ-TV, both Wichita Falls, Tex.; KSWO-TV Lawton, Okla.; KDTV Dallas; KTEA Ada, Okla. KTVI Fort Worth and KXII Ardmore, Okla.

■ **Harrisburg Cablevision**, 2513 North 7th Street, Harrisburg, Pa. 17110 proposes for Harrisburg (CAC-3276), West Fairview (CAC-3277), New Cumberland (CAC-3278), Middletown (CAC-3279), Middle Paxton (CAC-3280), Dauphin (CAC-3281), Lower Swatara (CAC-3282) and Lemoyne (CAC-3283), all Pennsylvania, to add WDCA-TV Washington.

■ **Sammons Communications Inc.**, Box 5728, Dallas 75222 proposes for Seneca (CAC-3259), Clemson (CAC-3260) and Walhalla (CAC-3261), all South Carolina, WAIM-TV Anderson, WFBC-TV, WNTV and WGG5-TV, all Greenville and WSPA-TV Spartanburg, all South Carolina; WLOS-TV and WUNF-TV, both Asheville, N.C.; WTGC and WHAE-TV, both Atlanta.

■ **T.V. Cable** of Nalonville, Box 662 Cameron, Tex. delete KBTX-TV Bryan, Tex. and WFAA-TV 76520 proposes for Nolanville, Tex. (CAC-2599) to Dallas.

■ **Warner cable** of Williamsburg, 75 Rockefeller Plaza, New York 10019 proposes for York county unincorporated areas, Va. (CAC-3263), WVEC-TV and WHRO-TV, both Hampton, WTAR-TV Norfolk, WVAH-TV and WAVY-TV, both Portsmouth, WXXE-TV Petersburg, WTVR-TV, WWBT, WCVE-TV and WCWV, all Richmond, all Virginia; WTTG and WDCA-TV, both Washington.

■ **Badger Cable TV**, 221 West Miner Avenue, Ladysmith, Wis. 54848 proposes for Ladysmith (CAC-3273), Bloomer (CAC-3274) and Cornell (CAC-3275), all Wisconsin, to add WHWC-TV Colfax wood Crest (CAC-2628) and North Wildwood (CAC-Wis).

Final actions

■ **CATV Bureau** granted following operators 0 cable television systems certificates of compliance Cape May Point (CAC-2619), Lower township (CAC-2620), Middle township (AC-2621), Ocean City (CAC-2622), Ventnor (CAC-2623), Margat (CAC-2624), Longport (CAC-2625), Wildwood (CAC-2626), West Wildwood (CAC-2627), Wild Wis.

General CATV Inc., Riverside, N.J. (CAC-666) Cable Brazil Inc., Knightsville, Ind. (CAC-1822) Buckeye Cablevision Inc., Sylvania, Ohio (CAC-2276); TV Cable Service, Comanche, Tex. (CAC-2541); Stockton Television Relay Inc., Fort Stockton, Tex. (CAC-2542); Tele-Ception of Winchester Inc., Winchester, Ky. (CAC-2555); Lloyds Radi and TV, McGregor, Iowa (CAC-2571); Russe County Cablevision, Jamestown (CAC-2574), unincorporated areas of Russell county (CAC-2575) a Russell Springs (CAC-2576), all Kentucky; Tr River Cable Inc., Enterprise (CAC-2598), Chaj man (CAC-2600) and Soloman (CAC-2601), a Kansas; South Jersey Television Cable Co. Caj May (CAC-2617), West Cape May (CAC-2618 2629), all New Jersey and Western Arizona CAT Parker, Ariz. (CAC-2797). Actions Nov. 29.

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RADIO

Help Wanted Management

Vice President/General Manager. Profitable Michigan AM/FM station in competitive market. Billing approximately \$600,000 per year. Salespeople with management potential will be considered. Ownership possibilities. \$24,000 salary, excellent bonus arrangement, automobile, life and health insurance and country club membership. Submit confidential resume to owner. Box N-33, BROADCASTING.

Top 10 market local sales manager. Solid opportunity for experienced salesperson to grow with expanding four station group. Applicants from medium markets invited. \$30,000 to \$35,000. Confidential. Send resume to Executive Vice President, Box N-34, BROADCASTING.

Leading New York radio rep accepting applications for Sales Manager. Interviewing inside and outside of company. Seeking truly superior person who is bright, aggressive, articulate, creative, persuasive, organized, strong leader, honest, attractive, resourceful, innovative, experienced, enthusiastic, dedicated, cooperative and strongly motivated. \$30-\$40,000 to start with excellent incentives. Potential for corporate management. Send complete business and personal background with references. Include samples of presentations, communications or other exhibits which indicate expertise in this field. Box N-77, BROADCASTING.

Sales Manager. Top 50 market. Local salespeople with limited regional/national experience considered. \$28,500 and incentive. Opening created by forthcoming internal promotion due to new station acquisition. Box N-126, BROADCASTING.

Assistant Corporate Director of Marketing. Major group. College graduate who desires management. Must have local sales experience. \$30,000 plus profit sharing. Submit resume to Box N-128, BROADCASTING.

General Manager. Opportunity for advancement within group. Strong sales background. Major mid-west market. Salary up to \$40,000. Send resume to Box N-130, BROADCASTING.

25% ownership available to ambitious, young radio executive seeking equity participation. Best FM facility in fast growing Midwest city of approximately 400,000 population. If you have sales experience and are ready to run your own show, send resume to Box N-138, BROADCASTING.

General Sales Manager for top rated Oklahoma station. Excellent salary plus override should total \$30,000 first year. Rush resume to Box N-140, BROADCASTING.

Help Wanted Sales

Black oriented N.E. station, good signal and sound, needs street savvy sales manager who can personally sell and direct young staff. If good, earn 13-15,000 first year. If tiger, 17-19,000 plus. Equal Opportunity Employer. Box N-62, BROADCASTING.

Group owned Detroit radio station has immediate opening for ambitious, young salesperson ready to move up to a large market. Company promotion made position available. Income range 30 to 35K depending on performance. Send resume to Box N-132, BROADCASTING.

Superb opportunity for account executive with station chain in midwest and midsouth. Fringe benefits, advancement possibilities. Pav open. Experience necessary. Box N-156, BROADCASTING.

We're brand new and first class from the ground to the top of our 850 tower. We need two good salespeople who can sell according to our guidelines, write copy and do voice work in production. Top pay. Write: Sales Manager. KBCM Radio, 1400 Pierce St., Sioux City, IA 51105 or phone 712-258-5595. After hours phone 712-255-8676 for Roland Ashmore.

Suburban Philadelphia All-Talk Station, I need that subset of all persons—a truly great salesperson, honest, creative, intelligent, self-motivated, knows how to use RAB material, a career job with an expanding group that will pay what you think you're worth, and more when you prove it. Write Erny Tannen, WEEZ, Chester, PA 19015.

Washington DC AM/FM mor has opening for experienced salesperson. Career opportunity with group-owned radio and TV corporation, with all fringe benefits. Send resume or contact Harry Hagan, WWDC, P.O. Box 4068, Washington, DC 20015, 301-589-7100, Ext. 51. E.O.E.

Help Wanted Announcers

Need 1st phone announcer & sales for up tempo MOR operation in Florida Keys. Send tape, resume & pic to—Box N-44, BROADCASTING.

Shenandoah Valley MOR needs mature, experienced morning person. Knowledge of production and good music essential. Send resume, references and audition tape to Box N-98, BROADCASTING.

Major-Market MOR powerhouse, southeast, seeks developing pro for evenings. Box N-116, BROADCASTING.

Great Opportunity! If you can do a smooth job on news and run a tight CW show, I have an opening for you. If you do play-by-play basketball the pay will be more. Send resume and tape to Box N-121, BROADCASTING.

Virginia, Medium Market, fulltime needs bright personality oriented jock. No beginners or time and temp announcers need apply. We pay well and have good fringe benefits. Send tape, resume, picture, and salary requirements first letter. E.O.E. Box N-146, BROADCASTING.

Superb opportunity for deejay/salesperson with station chain in midwest and midsouth. Fringe benefits, advancement possibilities. Pav open. Experience necessary. Box N-157, BROADCASTING.

Young Professional. Experience in contemporary MOR, heavy production, remotes. Creative person wanting to move to larger market and work for well-respected chain. Opportunity for advancement. Air-check including production and resume to KMNS, Box 177, Sioux City, IA. E.O.E.

One of the top rated soul stations in the southwest has immediate opening for drive-time announcer. Looking for outstanding personality with established track record. Please send tape, resume and recent photograph to Edward S. Howard, general manager, KYOK Radio, 3001 Labbranch, Houston, TX 77004.

Rocky Mt. Recker looking for a 1st phone morning drive jock capable of keeping us number one. Call Gregor Vaule—KYSN Colorado Springs—303-634-1511.

First Ticket lively MOR announcer/production for suburban Rochester AM. Tape/resume to WADD, Box 337, Brockport, NY 14420.

D.J. wanted for Contemporary Suburban Station, strong on production and must be experienced. Contact Mr. Vaughan or Mr. Palmer—W.A.R.E.—Ware, MA 01082.

Florida's Gold Coast . . . We're looking for a warm, sincere, believable MOR air personality . . . a communicator. 7-Midnight. Send your presentation to Michael O'Shea, Program Director, WFTL, Box 5333, Ft. Lauderdale, FL 33310.

Morning personality with PD possibilities. Must be good on production, promotion and well rounded in operations. Write only . . . GM, WHAG RADIO, 1250 Downsville Pike, Hagerstown, MD 21740.

Knoxville, TN. WIVK AM & FM, 50 KW & 100 KW erp. Immediate opening for solid individual wishing to become member of a stable organization that is No. 1 in the market. Send air check, resume, picture to Bobby Denton, Operations Manager, WIVK, P.O. Box 10207, Knoxville, TN 37919.

WOBM; Toms River, NJ is looking for a good, proven announcer who is presently unhappy working for another local NJ station. If you're now working in New Jersey, you know our reputation. Call Paul Most, 201-269-0927. E.O.E.

Wanted: Announcer, third class for up-tempo MOR format, medium southern market. Send resume, and audition to PD, WSSC, Sumter, SC 29150.

Help Wanted Technical

Experienced Chief Engineer needed for Mid-Atlantic 50KW DA. Must be strong on maintenance and able to handle difficult union staff. Send resume to Box N-32, BROADCASTING.

Quality Control Inspector—Engineer. Must have complete knowledge of all FCC rules and regulations and be current in all FCC engineering requirements AM/FM/TV. Minimum travel. Box N-104, BROADCASTING.

Chief Engineer—Immediate opening, group broadcaster N.E. Experienced 1st Class. Send resume, references & salary requirements. E.O.E. Box N-148, BROADCASTING.

Help Wanted Technical Continued

Chief Engineer for Fulltime AM . . . Need Engineer not just first ticket . . . Good Future . . . Call John Powell . . . WELK . . . Charlottesville, VA, 804-977-5091.

Wine Country Radio—Needs full time chief engineer for FM and AM station—located in the beautiful Finger Lakes Wine Country—Excellent benefits—should be able to do some announcing. Write WGHT-AM Box 471, Bath, NY 14810. Attn: Tom Miller—Phone 607-868-3206.

Chief Engineer 5kw-d, Da. WGSM/automated WCTO Stereo 3kw. Experienced hard working, deeply committed technical and administrative pro. Chiefs at smaller operation or Number Two Person at large stations ideal. All details, salary requirements first letter Richard J. Scholem, General Manager, Box 740, Long Island, NY 11746.

First class engineer who can babysit fm automation six nites a week, 6 to 12. Two tower directional with stereo fm. Great pay and fringes. WHAG Radio, Hagerstown, MD 21740.

Engineer with directional experience needed for 5KW Sioux City, Iowa. Take complete charge of engineering. Salary in excess of \$10,000.00. Write P.O. Box 1379, Sioux City, 51102, an E.O.E.

Chief engineer with first phone, experience with initial installation of tower, STL, transmitter, studio complex for new 5KW AM educational station, \$16,000+. Full details from Leo Lutchansky, MGR, Dillingham Radio, Box 202, Dillingham, AK 99576, 907-842-3189.

Help Wanted News

Contemporary Station in major FL market is looking for an experienced, aggressive news director. Send air check and resume to Box N-110, BROADCASTING.

Black oriented major market news operations has an immediate opening for sharp articulate pro. Good salary, company benefits and working conditions. Rush tape, photo and resume to Ken Brantley, KYOK Radio, 3001 Labbranch, Houston, TX 77004.

Immediate opening for hard working News Director in a great small market aggressive AM operation. Contemporary format. Long hours, should be a digger for news. Will pay well for a professional job. All races invited to apply. Work with a dedicated staff. Females invited to apply. Details from Bob Michael, Manager WGVA, Geneva, NY, 315-781-1240.

Investigative Reporter. WKY Radio one of the nation's leading stations seeking an investigative reporter with extensive background in radio-journalism. Audio audition required. Send tapes and resume of past experience to News Director, WKY Radio, Box 14068, Oklahoma City, OK 73114. E.O.E.

Help Wanted, Programing, Production Others

Midwest major market contemporary soon to go automated needs man sharp in production. First phone preferred. Send resume and we will definitely call you. Box N-57, BROADCASTING.

Modern Country station in Wisconsin seeks program director strong on commercial production. Write Box N-90, BROADCASTING.

Producer/Director for southeastern PTV station. Studio, remote and 16mm experience required. Sample tape or film required. Competitive salary, excellent fringe benefits. Send resume to Box N-117, BROADCASTING.

Director Educational FM and Teacher of Broadcast Courses. Minimum qualifications: Educational/commercial radio experience and M.A. (prefer doctoral candidate). Salary/rank negotiable. Write: Dr. Al Paul Klose, Seton Hall University, South Orange, NJ 07079.

Southern CA Coast—Country station needs experienced PD & air shift. Must be good on production—Only qualified apply—Send resume & photo to KK10, 5530 Camino Cerralvo, Santa Barbara, CA 93017.

Help Wanted Programming, Production, Others, Continued

Job Description—Writers for Reading Print and Non-Print Series. Advertising Outlets: NAEB Placement Service/newsletter Broadcast Magazine. Maryland State Department of Education is planning for interrelated Language Arts/Children's Literature series. Seeking two (2), full-time, creative, experience, staff television script writers: one for primary level series (K thru 2); one for elementary level series (3 thru 8). Proven record in TV script writing required. Experience with children at grade level and background in Language Arts highly desirable. Salary dependent on qualifications and experience. The salary range is from \$9,800 to \$12,875 per contract year for length of production. Resume must be received by December 31, 1973. Positions available February 1, 1974. Send resume and sample of work to: MD State Department of Education, Division of Instructional Television—PRO; Bonita Avenue, Owings Mills, MD 21117. E.O.E.

Situations Wanted Management

For 20 years, I've helped radio stations out of problem situations by increasing ratings, sales, and profits. I've competed with the industry giants but have never missed a major objective. Success came from analysis and logic, not fads and gimmicks, and it brought me a handsome income. Now I'm establishing my own business and to build a track record, I'm offering this same help to 10 non-competing radio stations for \$425 per month. To insure a thorough job, I'll need a 2-year contract. If your station's financially solvent and really wants to win, tell me a little about your market, your facility, your long-range goals, and the progress you've made to date. I'll tell you, frankly, whether I think I can help, and why. Perhaps, by working together, we can build my business by rebuilding yours. Box N-30, BROADCASTING.

I have sold my newspapers and would like to get back into radio in management capacity. I have made winners out of losers in the newspaper business and can do it in radio using my secret formula (hard work every hour of every day). Would consider cash investment, or stock arrangement in your station's ownership. Incidentally, I grew up with radio so I know what it takes to get results. Age 25, married. All offers considered. Write Box N-83, BROADCASTING.

Young, Experienced Sales oriented GM for Prog Rock FM top five market background strong on merchandising programming localization, Box N-100, BROADCASTING.

Young Enthusiastic Sales Pro Desires Management. 6 Years Experience, Programming and Sales. No floater. Top billing salesman. Don't wait. Write now. Box N-106, BROADCASTING.

G.M. From Top Ten Market, oriented in sales and programming seeks similar position. 7½ years with last employer. Honest, dedicated, and a proven money maker. Box N-114, BROADCASTING.

General Manager, 33 with three years experience managing MOR station in top 50 market. Sales management background. Currently earning 22K, deserve more. Box N-127, BROADCASTING.

Sales Manager looking for challenging sales management spot in large market with opportunity for fast advancement. Responsible for five salesmen and own list. College graduate, 30, family man. Box N-131, BROADCASTING.

Sales Manager: currently salesman in top 20 market with super track record. Willing to sacrifice dollars for management opportunity. College graduate, four years experience. Box N-142, BROADCASTING.

General Manager proven track record in major market. Looking for greater challenge. I know how to motivate sales and programming staffs. Box N-143, BROADCASTING.

Build Sales, cut cost, turn profit, know small towns. Track record GM—integrity, success! Box N-155, BROADCASTING.

Experienced broadcaster, 34, is seeking a Top 50 market as General Sales Manager. Excellent background with top references. Has both G.M. and sales Management experience. Box N-158, BROADCASTING.

Experienced General Manager. Now employed. Age 34, family man. Will relocate for right offer. Prefer Midwest. Phone 606-528-8247.

10 Years Radio experience announcing, Sales management. Available now for C&W MOR Small Market Management Job. W. L. Sutton, Rt. 1, Box 325, Winfield, WVA, 304-755-3420.

Situations Wanted Sales

Experienced and successful salesman seeking sales or sales manager's position. Married, two children. College degree. 217-824-3465.

Situations Wanted Announcers

Announcer, first phone, experienced, easy listening format, will relocate. Box N-49, BROADCASTING.

First phone, ten years experience, MOR. Operations, news, production, no maintenance. Box N-53, BROADCASTING.

Top 40/Contemporary personality jock. 3rd endorsed, Business Degree College, experienced and proven, not uptight. Box N-54, BROADCASTING.

Modern-Country personality/music director. Six years experience—last three major market. First phone wants major market or good professionally run medium market. Contact Box N-88, BROADCASTING.

A 22-year-old radio broadcaster with 3 years experience in disc-jockey, news and commercial announcing seek greater opportunity. Box N-91, BROADCASTING.

College Grad, D.J., announcer, news, good production, commercials, will relocate. Available now. Can follow direction. Box N-102, BROADCASTING.

1st class ticket, experienced in Top 40 and MOR, 20 years old, very reliable. Number One rated Top 40 at night, single, tight board, good news. I'm ready, are you? Go anywhere! Box N-112, BROADCASTING.

First Ticket—present PD & Chief Engineer. BS degree journalism-graphic arts, 24, mature, married, looking for medium MOR or rock. Self-motivated, hard-working. Box N-115, BROADCASTING.

Announcer looking for rocker or wild top 40. Capable of up tempo MOR. Creative. Married. 3rd phone. Willing to relocate. Wish to gain experience in sales. Box N-120, BROADCASTING.

Creative 1st Phone, lively personality; with voices, seeks station with advancement possibilities. Willing to learn. Box N-153, BROADCASTING.

Best opportunity preferred. 1st phone air personality-salesman. Progressive rock to MOR O.K. Chris Kidd, 702-673-9969. Box 170, Reno, NV 89504.

Get back to basics . . . no town clown . . . no jabber . . . Just good time Rock 'n Roll . . . three years experience, mostly "G" format. First phone . . . go anywhere . . . available immediately . . . Dan 607-797-1398.

Top rated med. market jock, seeks change, all med. and large markets considered. Prefer midwest. Excellent production, 612-722-3440.

Young, versatile Black talent with 3rd and 6 yrs. experience looking for pleasant environment to settle in. Cosmopolitan sound with quiet appeal and imagination. Beautiful production/features. Midnight shift perfect. Contact N. Richardson, 516-489-9020 after 8 p.m.

Check it out, one Super-Bad Soulcaster, complete with first ticket, together production ability, and musical knowledge. A proven winner in Portland ratings! Now he's available for your station. To order just send your name, address, and proof of purchase from Jet, Ebony, or Richard Nixon's enemy list to Edgar Allen Reeves, 2135 NE Pacific, Portland, OR 97232, or call 503-232-9087. Hurry, this offer is limited while supply lasts!

Three years part-time, 4 stations. Willing to relocate for own a/c. 21, now employed, good references. 304-345-1458.

White First Ticket Looking in Medium Market. Top 40/Contemporary, 23, 4 years experience. Will relocate. Collect calls accepted, 912-883-4478.

Motivating, hard working new jock seeking position with small to medium market, 3rd ticket sales background, tightboard, R&B Jazz. Write & produce spots. Need a start, Resume & tape. Relocate, prefer South. Bill Myers, 18657 Conley, Detroit, MI 48234. 313-368-4675.

Young Eager Announcer with 2 years experience. Looking for Sports Announcing. Can do play by play. Top 40 Jock and Production. Will relocate. Sam Kiser, 716-945-3964.

Desire MOR station in Northwest. Three years experience—quality production, announcing, news. Mature cosmopolitan sound—adult approach. Need five day week, no Sundays. Call Steve, 915-672-5403, 1830½ Cedar Crest, Abilene, TX.

Modern Country jock seeks bigger or better market. Six years experience in program, production and music. Stable family man of 26. Joe Wilson, 190 Utica Rd. Clinton, NY, 315-853-2793 or 831-3941.

Situations Wanted Announcers Continued

Professionally trained announcer seeks first break, can write commercial and news copy, third phone. Willing to learn. Jim Sigler, 509 Philadelphia Ave., Pt. Pleasant Beach, NJ 08742, 201-295-3127.

Situations Wanted Technical

Engineer—20 years experience; AM-DA; FM; Stereo; TV; Audio; prefer South; family; salary open. Box K-242, BROADCASTING.

Contract maintenance engineers seeking stations. Construction, frequency checks, proofs. We have a deal to fit your budget. Box M-31, BROADCASTING.

Chief, excellent theory, 38, youthful, single, "ham," non-drinker, FCC 2nd telegraph also! Very aware. \$12K. Mever, 617-894-7237 evenings, or Box N-113, BROADCASTING.

Wanted chief or assistant chief engineer position, 14 years experience in all phases of TV, AM, FM. Box N-122, BROADCASTING.

Situations Wanted News

Ambitious, responsible 33 year old with 14 years broadcast news experience. Seeks news director or news announcer position in major market. Box M-234, BROADCASTING.

Highly motivated self-starter with a wealth of experience in Broadcasting, Community Service and Government plus a BA in Sociology with heavy work in Radio-TV, Journalism and Advertising. Am a successful news director, (award winner) and an intelligent, personable radio voice with experience in TV directing/announcing as well as News or Programming. I want a long term relationship with people who care about people. Box N-103, BROADCASTING.

Sportscaster/Eight years experience, including Top Five market, college and pro basketball play-by-play. All inquiries considered. Box N-144, BROADCASTING.

Responsible 23 year old, with 1st phone. All-around news experience. Soft but tight board. Seeks position in DC Metro area. Write Box N-152, BROADCASTING.

Experienced newsmen—bred in NY area covering beat news—experience includes 2 yrs. of sports play for play. Married, 2 (yrs.) college. E.T.C. 133 Jay Avenue, Lyndhurst, NJ.

Experienced reporter, anchor, producer, film. Missouri Masters Ivy League Bachelors. Prefer East. Steve Messier, 2012 W. Ash Apt. 03, Columbus, MO.

Dynamism, dedication, integrity, sincerity to news, public affairs. Experience programming, public affairs with Top Five stations. College. Written two books. Know music. Can change news, public affairs picture for your station. Interested in position with growth potential. Young, Box 1642, Studio City, CA 91604. 1-213-766-7421.

News-caster/Reporter. Two years experience. Good news writer. Hard worker. College grad. Third phone. Prefer midwest, northwest, or Canada. Will consider all others. Call Doug Nagy 1-313-534-0251.

Situations Wanted Programing, Production, Others

If your small or medium market rock, oldies or adult contemporary station can pay a creative, hard working program director a five figure salary contact Box N-23, BROADCASTING.

Announcer. Nine (9) years experience in black radio seeks programming position. Married, will relocate. References & air check. Creator of new radio concept, uniformat. Box N-99, BROADCASTING.

Experienced Copywriter for New England Station. Entertaining, memorable commercials to capture your clients. Can also handle air shift. Box N-101, BROADCASTING.

Creative morning jock, formerly MD, assistant PD, seeks PD position, nice town, "human" station. Great organizer, promoter, idea man. Box N-108, BROADCASTING.

Programmer with unique training and experience wishes to establish consultant credentials. Exceptional agreement available for first stations. Full details and agreement facsimile by return mail. Box N-118, BROADCASTING.

Take Charge Programmer/Morning Personality. If you believe radio = people, let my nine years in radio help guide your people and your sound. Can do all. Let's continue to grow, together. Box N-154, BROADCASTING.

Situations Wanted Programing, Production, Others, Continued

Personable Young Man. MS in R-TV. Two years experience in the field. Several Thousand miles left. Mint condition. Reasonably priced. Interested? Call Tom Davis, 814-336-3605 or write c/o 983 Liberty St., Meadville, PA 16335.

A Pair of Broadcasting Pros available for programming. Consultancy any format. Fees according to market size. 412-931-3373.

FM Operator! It takes a format and music to win. Try the "Q" and me. Dean Michael Scott, 3079 Florida Boulevard, Lake Park, FL 33403, 305-622-8486.

Program Manager. Experienced in network and community relations, license renewals, programming in top 50 market. Age 38; 20 years in broadcasting. Top references. Call 317-649-6014.

TELEVISION

Help Wanted Management

Sales Manager. Rare opportunity for bright, young account executive ready for management. Rapid advancement with expanding major market television group. Rush resume to Box N-134, BROADCASTING.

National/Regional Sales Manager. CBS affiliate. Top 50 markets. Need individual who is both a producer and a manager. Group ownership. Excellent growth opportunities. Send resume to Personnel Department, WTOL-TV, P.O. Box 715, Toledo, OH 43601. An Equal Opportunity Employer.

Help Wanted Sales

TV Sales Manager—Excellent opportunity for advancement. Box N-105, BROADCASTING.

Account Executive. Large Midwest market. List earned \$42,000 in 1973. Management possibilities with growing company. Submit resume to Box N-136, BROADCASTING.

Help Wanted Technical

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.

Studio technicians, 1st phone, experienced only, color- video, videotape, remote and maintenance, good pay and benefits. Box N-56, BROADCASTING.

Chief Engineer. Group owned central N.Y. TV only requires chief with proven administrative and technical ability. Box N-59, BROADCASTING.

Wanted, Chief Engineer, studio and control room supervisor. Must have management experience and thorough knowledge of all equipment including studio cameras, film and slide projection units, video tape units and microwave transmitters and receivers. Write Box N-70, BROADCASTING.

Studio Engineer, 2 years experience, maintenance oriented, Palm Springs, CA. Send resume and starting salary. Box N-147, BROADCASTING.

Control Room Engineering Supervisor wanted. Midwest, group-owned, VHF network affiliate. Experienced in operation and maintenance of VTR, microwave, studio cameras, film chain and general Control Room equipment and procedures. Call collect Chief Engineer, 812-422-1121. E.O.E.

Dynamic educational communications center of con- stituent college of State University of New York seeks television technician to operate and maintain production and distribution equipment including: quadruplex and helical recorders, 10 studio cameras, 24-channel campus CATV, and several TV sub-systems; and to provide technical support of other media when necessary. Position requires FCC First Phone or equivalent in formal training, strong background in quality/broadcast video, some CATV, digital logic experience helpful. Three years operational experience or equivalent is expected. Moderate salary; excellent benefits; recreational opportunities in growing residential community. Contact Director of Educational Communications, State University College, New Paltz, NY 12561. Equal Opportunity/Affirmative Action Employer.

Help Wanted News

Anchorperson/Reporter/Producer—This California network VHF is ready to talk news! We want a solid yet conversational delivery to co-anchor two daily newscasts in our two million-plus market. Backup abilities to include field reporting and producing. Your on-the-air presentation is a prime factor, so we'll need a VTR with first reply. Equal Opportunity Employer. Box N-107, BROADCASTING.

Help Wanted News, Continued

We need a talented TV commercial announcer who is also capable of handling sports segments on two daily newscasts. Send resume, indicating salary requirements, together with photograph and audio tape to Box N-125, BROADCASTING.

Rare opportunity to join midwest award-winning news team. If you're dedicated to news, can handle yourself at the typewriter and in front of a camera, and want top-dollar, send audition VTR-Film and resume to Ron Arnold, KOLR-TV, Springfield, MO 65803.

Meteorologist with personality needed immediately by medium-market station under new progressive ownership. Send resume and VTR to News Director, WPTA-TV, Fort Wayne, IN 46818. An equal opportunity employer.

Help Wanted Programing, Production, Others

Host or Hostess for 1 hr. morning, talk-variety program, top 30 market, network affiliate. Send picture & resume to Box N-38, BROADCASTING.

Major market, group-owned television station needs a combination office-business manager. Must be knowledgeable in computer operations and have prior broadcast experience in this position. Please send current resume and salary history. All replies acknowledged. An Equal Opportunity Employer—M/F. Box N-95, BROADCASTING.

Producer/Director—Top-rated commercial tape production house has immediate opening for a highly experienced, full-time producer/director. Emphasis will be placed on your full knowledge of studio tape production and your track record in producing quality programs including variety, sports and public affairs. We offer excellent working conditions and salary. Send letter and resume to: Brooke Spector, production manager, United Artists Productions, 8443 Day Drive, Parma, OH 44129. Equal Opportunity Employer.

Situations Wanted Management

President or Executive Vice President-General Manager for top-50 station or group. Thoroughly experienced all phases; all levels. Since 1943, have practiced radio 12 years; television 18 years. Specialist in competitive programing, sales, community affairs involvement, management-troubleshooting. Nationally recognized as aggressive, quality competitor-industry leader. Accustomed to formidable challenges and much responsibility. Power-struggle at very top of conglomerate-empire prompts decision to make change. Weekend interviews arranged. Box N-119, BROADCASTING.

General Manager, 35, three years sales management in major market, two years as general manager in medium market. Ready to move up and make your station "go" Box N-135, BROADCASTING.

Sales Manager now in small market. 31; four years in sales management. Looking for opportunity with progressive company in larger market. Now earning 25 thousand dollars. Box N-137, BROADCASTING.

Ambitious, young business manager seeks greater opportunity. Accounting degree, 6 years television/radio experience. Present income \$17,500. Box N-139, BROADCASTING.

Situations Wanted Technical

Trade school, first phone, experience— projection, VT's, cameras, transmitters, sharp switcher, maintenance trainee. Southeast. Box M-231, BROADCASTING.

Six years experienced chief or transmitter supervisor TV or Radio. Box N-111, BROADCASTING.

Assistant Chief Engineer desires greater responsibility and financial remuneration. Age 32, BSEE degree. Will relocate for the right opportunity. Box N-129, BROADCASTING.

Situations Wanted News

Weathercaster/Production. Top ten will consider co-anchor. Desire locate permanently smaller eastern market. \$10,000-\$15,000 VTR to industry ref. Box N-124, BROADCASTING.

Experienced announcer with proven ability as news-anchor, sportscaster, writer both Radio and TV. Would like to specialize in major or medium market with stable company. Currently working. Young, ambitious, dedicated. New England preferred—all areas considered. Box N-150, BROADCASTING.

Situations Wanted News, Continued

Meteorologist: Professional Certification by the American Meteorological Society; 2 years radio experience forecasting for the New England Area. Seeks opportunity in television. 24 years old. William Bunch, 42 MacArthur Drive, Smithfield, R.I. 02917 or call 401-231-1217.

Situations Wanted Programing, Production, Others

First Phone V.T.R./Camera Operator. Diverse production and normal station operation experience. Single, age 23, salary open, will relocate, resume available. Leonard Johnson, Box N-9, BROADCASTING.

Hardworking, aggressive young man wishes to break into production. Degree, 1st phone, excellent references. Box N-29, BROADCASTING.

Promotion Manager now #2 man ready for #1 spot in top 25 market. B.A. in advertising. My work speaks for itself. Box N-133, BROADCASTING.

Program Manager with 6 years experience. College graduate looking for better company in large market. 35 years old, major market experience. Box N-141, BROADCASTING.

Broadcasting Grad. Seeks starting position in TV time sales in N.E. area. Box N-151, BROADCASTING.

Experienced 29 year old Director needs job badly. Major market experience and best references. Strong news. Creative. 301-460-1108.

CABLE

Help Wanted Technical

Wanted—Technical manager for large Cable Television system in Western Pennsylvania. Must have thorough knowledge of maintenance and construction. Excellent pay and fringe benefits. Write in confidence. Box N-6, BROADCASTING.

CATV Technicians with practical experience in complex headend maintenance and Jerrold bi-directional equipment. To work in growing system now serving 27,000 subscribers. Minimum 4 years experience in CATV maintenance required. Send details to Paul Knox, Operations Manager, Buckeye Cablevision, 1122 N. Byrne Road, Toledo, OH 43607. Phone 419-531-5121.

Teaching—Broadcast Electronics Technology. Immediate opening to teach and ad additional developmental work in a new Bachelor of Science Program in Broadcast Technology. Should have experience as a Chief Engineer with experience in CCTV, CATV or microwave communications. Prefer M.S. degree in Electronics Technology. Attractive salary and fringe benefits. Contact M. R. Halsey, Head Electrical and Electronics Department, Ferris State College, Big Rapids, 49307. Phone 616 796-9971-EX 208. An Equal Opportunity Employer.

Chief Engineer wanted for large CATV local origination department. Experience needed in 1" IVC tape machines. Heavy in studio and remote productions. Fantastic opportunity. Call or write Paul Knox, Buckeye Cablevision, 1122 North Byrne Road, Toledo, OH 43607. 419-531-5121.

WANTED TO BUY EQUIPMENT

Want a tax deduction? College TV needs color electronics for Ampex VR1000C. Write Ken Kendall, KTSC/Channel 8, Pueblo, CO 81001.

We'll Pay You. Send 6" reusable video tape reels/boxes—20c both. Fourth Class postage reimbursed. APC, 333 West 52nd Street, 15th Floor, New York, N.Y. 10019.

FOR SALE EQUIPMENT

Studer Console, Gates Dualux II, Pultec EQH-2, Pultec Stereo Panner, CBS Audimax (Stereo), Ampex 351 & 440 2-Track, plus more. Box N-149, BROADCASTING.

RCA Antenna 4TF6-A and GE 4TT6B VHF Transmitter both Channel 7. Reply James Van Striver, KGO-TV 277 Golden Gate Avenue, San Francisco, CA, 94102.

For Sale Equipment Continued

Marti & Sparta new and used equipment. Remote pickup/STL/Remote Control, Consoles, Revox, Complete station packages. Financing. Holzberg Associates, P.O. Box 322, Totowa, NJ 07511, 201-256-0455.

Used equipment for complete on the air or production studio. Less than ten months old. For complete details write Equipment, Box 29533, Atlanta, GA 30329.

Marti-Used. Remote pickups/studio transmitter links in stock. New equipment. Terms available. BESCO, 8585 Stemmons, Dallas, TX 75247. 214-630-3600.

TT25BHLA 25KW RCA transmitter tuned to channel 10—just removed from service, 25KW dummy load—sideband filter, diplexer, harmonic filters complete with some spare parts—\$25,000. Contact C. E. KOLR, Springfield, Mo. 417-862-7474.

For Sale: One brand new, unused CBS Volumax Model 4110. Contact Chief Engineer, WOW Radio, 3501 Farnam Street, Omaha, NE 68131. 402-346-3400.

2 RCA TR22-C Low Band Color VTRs. Extra heads and modules. 1 RCA TR5 Low Band Color VTR. Two extra heads and modules. All in good condition. 215-367-6057.

FM package. Gates 10 channel board, remote control, RCA 6 channel, GE frequency-Modulation Monitor. Federal 5-10kw Transmitter, all for only \$2,450. 702-673-9969. Box 170, Reno, NV 89504.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one-timers, \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93705.

"Reminiscing in old-time radio". 5-hour old-time comedy spectacular. Hayden Huddleston Productions, Inc., 305 Shenandoah Building, Roanoke, VA 24011, 703-342-2170.

INSTRUCTION

Broadcast Technicians: Learn advanced electronics and earn your degree by correspondence. (Also, FCC license training.) G.I. Bill Approved. Free brochure. Grantham, 2002 Stoner Avenue, Los Angeles, CA 90025.

Need a 1st phone and practical training? The DMS intensive theory course will provide you with both. Add to your income potential with your 1st phone and the capability to maintain station equipment. Don't settle for Q&A or second best courses. Our next class starts on Jan. 7, 1974. For information call or write Don Martin School of Communications, 7080 Hollywood Boulevard, Los Angeles, CA 90028, 213-462-3281.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Job opportunities and announcer-d.i.—1st class F.C.C. license training at Announcer Training Studios, 25W 43rd St., N.Y.C., Licensed and V.A. benefits.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,*** 2727 Inwood Rd. 214-357-4001.

Elkins in Atlanta**, 51 Tenth St. at Spring, N.W.

Elkins in Denver**, 420 S. Broadway.

Elkins in East Hartford, 800 Silver Lane.

Elkins in Houston***, 3518 Travis.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Nashville***, 2106-A 8th Ave. S.

Elkins in New Orleans***, 2940 Canal.

Elkins in Oklahoma City, 501 N.E. 27th St.

Elkins in San Antonio**, 503 S. Main.

First Class FCC License in 6 weeks. Veterans approved. Day and Evening Classes. Ervin Institute (formerly Elkins Institute) 8010 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

Instruction Continued

No: tuition, rent. Memorize, study—Command's "1973 Tests-Answers" for FCC first class license. —plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967)

REI teaches electronics for the FCC First Class Radio Telephone license. Over 90% of our students pass their exams. Classes begin July 16, August 27, October 1, November 12. REI, 52 South Palm Ave., Sarasota, Fla. 33577; phone: 813-955-6922. REI, 809 Caroline St., Fredericksburg, VA 22401; phone: 703-373-1441.

Bryan Institute in St. Louis. 1st class FCC license, approved for Veterans. 314-752-4371. (Formerly Elkins Inst.)

First Class FCC—6 weeks—\$370. Money back guarantee. Vet approved. National Institute of Communications, 11516 Oxnard St., N. Hollywood, CA 91606. 213-980-5212.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (formerly Elkins Institute), 3443 N. Central Ave., Chicago, IL 60634. 312-286-0210.

MISCELLANEOUS

Airchecks, auditions duplicated. Recorder, 862 East 51st Street, Brooklyn, NY 11203. 212-451-2786.

Prizes Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco, CA 94126.

Christmas Special Radio Tape free. Created for small markets especially. Request on station letterhead only. Starlight, Box 2401, Patterson, NJ 07509.

RADIO

Help Wanted Management

TO A STATION MANAGER WHO IS GOOD ENOUGH TO MAKE \$75,000 PER YEAR WITHIN 5 YEARS:

Leading station in a sophisticated market needs the thrust, imagination, leadership and results of a thoroughly experienced and ambitious General Manager. If you can set high goals and achieve them in this position, an expanding communications company will offer you even greater management challenges. The depth of your experience, the solid record of your achievements and the quality of your reply should supply us with strong evidence that you can function as a productive member of our management. An equal opportunity employer.

Box N-159 BROADCASTING

Help Wanted Announcers

Northeast major looking for a top-flight professional announcer/personality.

Salary commensurate with ability. Top benefits and a great company.

Tape, picture and resume. All will be held in strictest confidence.

Equal Opportunity Employer M/F
Box N-88, BROADCASTING

NEEDED: BEST MORNING TALENT ANYWHERE

Giant rocker (Top five market) needs the best. Money no object. A career peak that few, if any, can offer. Send tape, resume, and photo to:

Box N-109, BROADCASTING
An Equal Opportunity Employer

Help Wanted News

NEWS ANCHOR SPORTS WEATHER

Wanted by progressive upstate New York television station. An equal opportunity employer. Forward tape and resume.

Box N-123, BROADCASTING

For Sale Equipment

USED BROADCAST AND CLOSED CIRCUIT EQUIPMENT

Cameras, Monitors (Monochrome and Color), Mount Equip., VTR's, Videocassette players recorders, Syn. Generators, Switchers, Audio Equipment, lenses and Lighting Equip. Equipment Manufacturers: TeleMatton, Spotmaster, Sony, Ampex, Bell & Howell, IVC, Conrac, Panasonic, 3M, Ball Brothers, Canon, Bradford, Quik-Set, G.E., Graflex. Call collect or write:

Linda McAllister
TeleMatton, Inc.
P.O. Box 15068
Salt Lake City, Utah 84115
(801) 487-5399

Miscellaneous

Nationwide radio-TV employment listings including P.D.'s, D.J.'s news, sales, & engineers compiled weekly by Job Leads Publishing Co.

Name
Address

Special Introductory prices

\$1.50 per issue \$5.00 per month
 \$12.00 3 months Cash with order, please

 Job Leads

BOX 61
LINCOLNDALE, N.Y. 10540

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—RADIO STATIONS
—TV STATIONS
WOULD YOU BE INTERESTED
IN A P.I. DEAL THAT PAYS
YOU 100% ON LEADS . . . ???
FOR INFORMATION
CALL COLLECT
317/257-1359**

For Sale Stations

**Class A FM Medium Market
Outstanding Potential
Mid-Northeast**

Box N-145, BROADCASTING

AM \$120,000
AM \$450,000
AM-FM \$450,000
TV \$3,500,000

John Grandy
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805/544/1310

For Sale Stations continued

STATIONS OWNERS

Profits down, or non-existent? Selling your broadcast property is just one answer—and maybe the wrong one at this time. The experienced, creative consulting service offered by the nation's fastest-growing media brokerage firm may be the answer to your problems. Get the facts. Call or write us today, in confidence. (This is where the action is!)



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to the
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EAST	Medium	AM & TV	1.1MM	Terms	MW	Small	FM	168M	Terms
MID-ATL	Metro	Profitable	825M	Cash	GULF	Metro	Power	750M	30%
MW	Major	Daytime	550M	Cash	SW	Metro	FM	200M	29%



Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

\$100,000 Off

New UHF Xmitter

Brand new 30 KW GE transmitter for low UHF channels. This new transmitter has never been used and is still in the shipping crates.

Contact:

Jim Parker
WXIX-TV
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Cincinnati, Ohio 45215
315/772-1919

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SOVRAN
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BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 389-8545

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Washington

Contact: William L. Walker
Suite 508, 1725 DeSales St., N.W.
Washington, D.C. 20036
202/223-1553

BROADCASTING'S CLASSIFIED RATES AND ORDER FORM

Payable in advance. Check or money order only.

When placing an ad indicate the EXACT category desired. Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included.

The Publisher is not responsible for errors in printing due to illegible copy. Type or print clearly all copy!

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Effective January 1, 1974, BROADCASTING will not forward audio tapes, transcriptions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number. All material sent to BROADCASTING for forwarding will be 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: _____

**BROADCASTING'S
CLASSIFIED . . .**

offers an extensive
variety of opportunities
and services.

If you need help, the
right job—or for any
needs related to broadcasting

Place your ad here.

**YOU BELONG IN
BROADCASTING!**

1735 DeSales St., N.W.
Washington, D.C. 20036

Profile

Roger Read: faith in the system

Roger Read remembers the concerns that swept television in the mid-50's and triggered the formation in 1956 of the Association of Maximum Service Telecasters. At the first AMST meeting in New Orleans, he recalls, speaker after speaker stressed the threats facing TV. All was gloom and doom. Then someone responded to the cries of crisis by saying: "Look, I've been in broadcasting 25 years, and there hasn't been a single year without a crisis. And I'll guarantee you now, there will be one every year from now on."

Mr. Read's attitude toward the bumpy road that broadcasting seems to be traveling today is much the same as that AMST speaker 17 years ago—there will be grave problems, year after year. But broadcasting will continue to move ahead.

Take cable TV for example. Mr. Read doesn't deny the seriousness of the situation, but he's not yet ready to panic. "Oh," he said the other day, "They will nibble at broadcasting, maybe erode it somewhat. There may be need for some readjustments. But I don't think cable poses a real serious threat to broadcasting."

That unflappability is characteristic of the portly, six-foot native of Cincinnati who is a vice president and a director of group broadcaster Taft Broadcasting Co., and who, last August, became executive vice president of Rhodes Productions Inc. in Los Angeles. Rhodes is one of Taft's nonbroadcast holdings; others are Hanna-Barbera Productions Inc., one of the country's foremost producers of animated programs for TV and motion pictures, and Cine Group Inc., a service firm that provides TV facilities for networks, producers and stations and which recently entered the field of feature-movie production. Mr. Read is in charge of business affairs at Rhodes Productions, and is also responsible for coordinating matters with Hanna-Barbera and Cine Group.

Mr. Read is one of a vanishing breed of broadcasters. He entered the field in 1946 with the late Pat Williams, selling transcriptions to radio stations. He was the western sales manager of Transcription Sales Inc., using Los Angeles as his base. Transcription Sales' lead product then was *Reminisce with Singin' Sam*, the famed Barbasol man. That feature ceased in 1948 when Harry Frankel, the voice of the show, died.

TV was coming along then, and Mr. Read was not unmindful of the changing times. He returned to his birthplace and in 1949 joined Taft, which at the time owned WKRC(AM) there, and was preparing to put WKRC-TV on the air. Mr. Read recalls that he was one of the first three employees of WKRC-TV and that his function, three months before the channel-12 station was to go on the



Roger Burkham Read, vice president and director, Taft Broadcasting Co., and executive VP, Rhodes Productions Inc. (owned by Taft); b. Aug. 14, 1913, Cincinnati; Dartmouth College, 1930-33; investigator, Retail Credit Corp. in Cincinnati, Atlanta and Chicago, 1934-42; Wright Aeronautical Corp., Cincinnati (manufactured aircraft engines), 1942-46; salesman, Transcription Sales Inc., Springfield, Ohio, 1946-48; Taft Broadcasting Co., 1949 to present (salesman for WKRC-TV Cincinnati; local sales manager, 1955; general sales manager, 1957; general manager, 1958-59; vice president-administration and planning, 1960; elected to board of directors, 1963); m. Dorothy Sohngen (died in 1961) Nov. 3, 1934; one daughter, (Mrs.) Susan Wallace; m. Allee Sayres, Nov. 28, 1964.

air, was to introduce local advertisers to television. When WKRC-TV went on the air in April 1949, he remembers with amusement, there were all of 8,000 TV sets in the market.

Being in on the ground floor of a mushrooming new medium had its rewards. Six years after joining the Taft organization, Mr. Read was named WKRC-TV's local sales manager; two years later, general sales manager, and in 1958 he was named general manager. He served in that capacity for two years before being promoted to corporate vice president in charge of administration and planning. In the 15 years he occupied that job, he was responsible for budget, regulation, employe relations, corporate public relations and advertising for all of Taft's broadcast stations—now numbering six TV's, four AM's and four FM's. In 1963, Mr. Read was elected to the board of Taft Broadcasting.

His present executive position with Rhodes Productions isn't the first association he has had with that firm. Rhodes productions actually emerged from a 60-90-minute daily, talk-variety show originated by WKRC-TV in 1969, the *Dennis Wholey Show*. This not only was a local Cincinnati show, but it was syndicated nationally. Jack E. Rhodes was the sales

manager for that syndication, and in 1970 Taft decided to form a syndication arm for that show and others, including those of Hanna-Barbera, which by this time Taft had acquired. Since then, Rhodes Productions has become a major supplier of TV program staples—game shows such as *Sale of the Century*, *Hollywood Squares* and *Dating Game*, and entertainment programs such as *Wait 'Til Your Father Gets Home*, and Lloyd Bridges's *Seaworld* specials, and its latest offering: *Everything Goes*, a music-variety show.

He was, therefore, in at the start of not only the growth of TV, but also of Taft's move into diversification. One of those early moves, he recalls, was an FM sub-carrier service in Boston to doctors. For \$20 monthly, it provided background music to physicians' waiting rooms. Four times daily, however, a specialized medical report was transmitted for the doctors' ears only. This was supposed to be accomplished by the broadcast of a sub-audible tone that muted the waiting-room loudspeakers, permitting the news to be heard only in the doctor's private office. Unfortunately, he says, it frequently didn't work, and patients anxiously waiting to see the doctor were often regaled with gory and sometimes highly technical medical news. Taft finally dropped the idea.

Mr. Read admits that his transfer to Los Angeles, after virtually a lifetime in Cincinnati, was quite a wrench. His roots were deep there; for eight years, for example, he was a member of the Mariemont town council, and for two years, vice mayor. But the move to sunny Southern California does give him a chance to engage almost year around in things he enjoys: golf and swimming, his two favorite outdoor sports.

His home in the Woodland Hills section of Los Angeles contains a heated pool, which he uses regularly. Swimming has been a favorite sport since his high school days, when he was on the swimming team. He was also on the football and tennis teams then, but his team sports efforts ended when he failed to make the Dartmouth ice hockey team. His other major interest is reading in natural sciences, particularly oceanography. That comes naturally, he notes, since his father was for a long time librarian of the University of Cincinnati, and he grew up in a home filled with books.

As he looks back at his years in broadcasting, he recalls two highlights: The first was the day Cincinnati was interconnected live with the networks. "Before then," he comments, "we had to use kinescopes and they were awful." The other was the inauguration of color TV. "Sensational," he says.

He's still wedded to the future of TV. "It's still the most effective advertising medium that has come along," he says, "and the future is solid."

Editorials

Easy way out

The U. S. Department of Justice has taken two cheap shots at the common ownership of WTMJ-AM-FM-TV Milwaukee and the two Milwaukee daily papers, the *Journal* and *Sentinel*. First it asked the FCC to ignore deadlines and permit a late filing of a petition to deny the stations' license renewals (*Broadcasting*, Nov. 19). That request rejected, it asked the FCC to set the renewals for hearing, with the outcome foregone — divestiture (*Broadcasting*, Dec. 10).

The Justice Department acknowledges that the Milwaukee stations are in compliance with the FCC's ownership rules, but it argues that the rules ought to be changed. And anyway, says the department, the "concentration" in Milwaukee is not in the public interest.

This turn of events is being loudly cheered by Milwaukee's Mayor Henry W. Maier who has been carrying on a feud with the *Milwaukee Journal* for some time. Four years ago Mayor Maier requested the Justice Department to institute antitrust action against the Journal Co. He is willing to settle for a license-renewal hearing and has asked that it be held in Milwaukee where "the voice of our citizens" — for which read citizen Maier — "might be heard."

It looks to us as though the Justice Department has figured out how to get Mayor Maier off its back at minimum exertion of its own resources. Surely if the department thought an antitrust violation were in evidence, it would proceed in the courts on its own. But here it is asking the FCC to act as prosecutor and judge and convict the Journal Co. of a capital offense under the vaguer "public interest" standard. Hopefully the commission will tell Justice to do its own dirty work.

As the Justice Department pointed out, the FCC has had a rulemaking on multimedia ownerships under way for some five years. In all of the evidence so far received, we have seen no sign that present rules do anyone a harm, and the FCC would be acting with sound judgment if it dismissed the proceeding on a finding that new rules had been proved unnecessary. Whatever the decision, however, Justice has a point in saying it is due.

Good riddance

Nick Johnson is gone from the FCC but hardly forgotten. And if he has his way, he will not fade out of sight or mind. He tried every grandiose device he could contrive to let the world know he was leaving in disgust. But the world wasn't tuned in; he has worn out his credibility except among his most loyal camp followers.

Almost from the day of Mr. Johnson's appointment to the FCC in 1966 it was regretted — by President Lyndon B. Johnson (no relation), by regular Democrats and by practically all Republicans. The President moved the young Mr. Johnson to the FCC at the insistence of congressional leaders who were concerned about the merchant marine and were alarmed at then Maritime Administrator Johnson's reckless performance which induced marine operators, shipbuilders, labor unions and even the official staff to cry for his removal. Confidants of the late President attest that in making subsequent appointments to the FCC he said: "We don't want another Nick Johnson, do we?"

When the Nixon administration assumed office, one of the early projects was to get rid of Nick Johnson. It was concluded that it would be difficult to act before his term expired (last June 30) and that with his publicity-seeking

proclivities, Mr. Johnson would try to martyrize himself.

As we reported last week, Nick Johnson has left his mark at the FCC. Having observed his operations during the seven years and five months he served, we cannot point to a constructive word or deed bearing his imprimatur. His philosophy was to hit the "media barons," meaning the successful broadcasters, to get the headlines. He's still at it.

If Republican Representative H. R. Gross, of Waterloo, Iowa, against whom Nick Johnson threatens to run next year, needs a little ammunition, he might consult the FCC records. Mr. Gross, a journalist who was elected to Congress while a news commentator on WHO(AM) Des Moines in 1949 and re-elected every term since, is a stickler on extravagance in government. This 74-year-old watchdog of the exchequer might ascertain how many man hours and how much time on duplicating machines the Johnson office has used to handle those endless mailings of his long-winded dissents, speeches and other diatribes; whether these went out under government frank. Moreover, were all those travels — including those abroad — on official business? And did it serve the taxpayer to run some 100 people through his office in wholesale replacements of his staff during his term to train them as guerillas against the system?

Way to go

The overwhelming consensus of recent opinion polls is that television journalism has gained in public respect in the past year of Watergate and related coverage. The Louis Harris survey for a Senate subcommittee (*Broadcasting*, Dec. 10) is the latest in the trend.

Among public officials, however, the Harris survey found, television news is blamed for destroying public respect for government. Forty-one percent of the general public expressed a "great deal of confidence" in the people running television news. Among public officials the figure was 17%.

The first conclusion to be drawn from this is the old one that public leaders hate the messenger who brings bad news. The second is that television journalists ought to concern themselves with improving that 41% vote of confidence they got from the general public. No matter what news the messenger brings, let the messenger tell it as it is.



Drawn for *Broadcasting* by Jack Schmidt
"Oh-oh....I think the antenna's beginning to ice up...."



Cash for trash.

Litter is becoming more of a problem everywhere, especially after elections when posters cover buildings, fences, telephone poles and vacant lots.

After a recent election, the Fetzer radio station in Kalamazoo offered two cents for every used poster brought into the station. In three days, they were swamped with more than two thousand posters.

Not only was the town cleaned up, but the job of the local trash collectors was made a lot easier. (One defeated candidate asked for his posters back—a hint to the news department that he might be thinking of running again.)

Helping people to find ways to keep their town the way they want it is all part of Fetzer total community involvement.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

WWAM
Cadillac

KMEG-TV
Sioux City

Go first class to Chicago.

On WGN. Because when it comes to delivering a first class audience, WGN is number one in Chicago.

Number one in delivering men who own two or more automobiles. Men who drive over 10,000 miles a year. Men who take airplane trips.

Men who make over \$15,000.

Professionals. Managers. Number one.

You've always known WGN radio is number one in Chicago. Now you know its audience is, too.

Source:

Pulse, LQR, Mar-Apr '73, Chicago, RSA, Average Quarter-Hour, Monday-Friday, 18 hours.

Data subject to qualifications listed in report.

Radio 720  is Chicago