

Comeback year for the first 50 agencies in broadcast billing
Dr. Parker totes up the score on minority employment

Broadcasting Nov 27

The newsweekly of broadcasting and allied arts

Our 42nd Year 1972

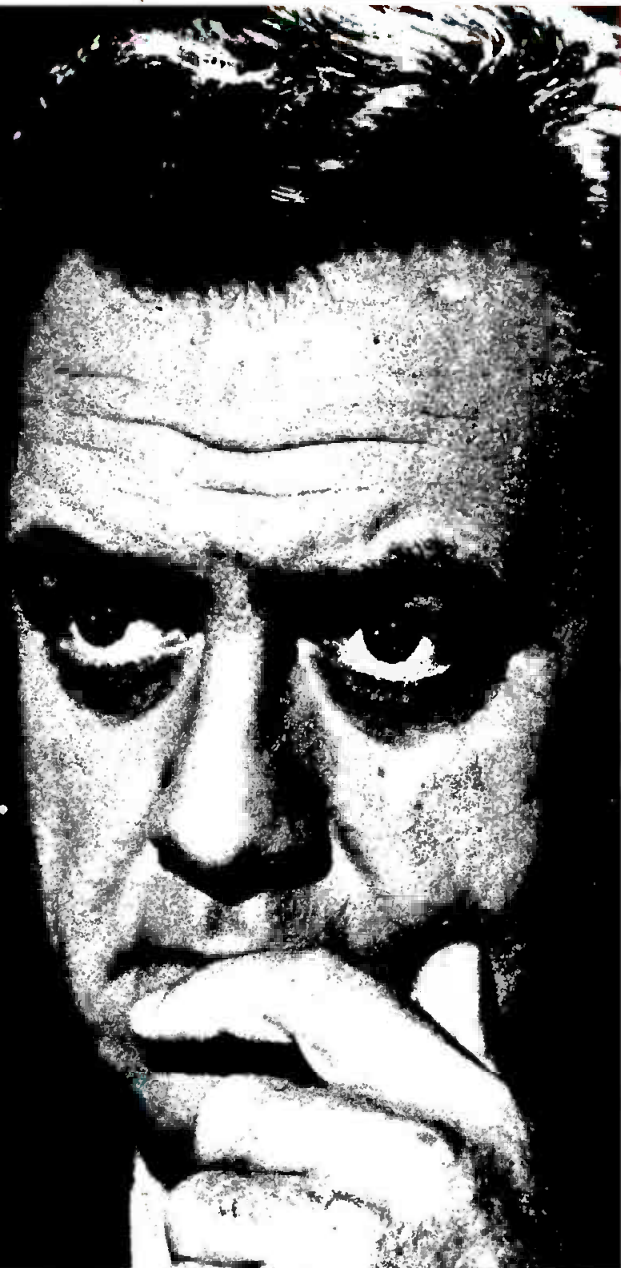
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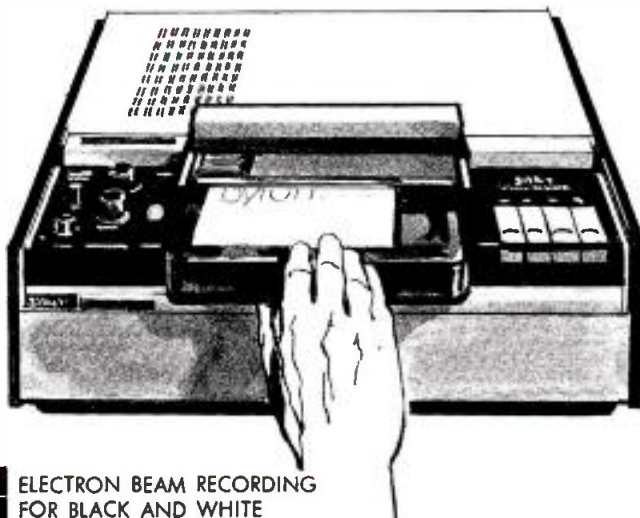


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Broadcasting **Nov 27**

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WEYI-TV

Saginaw-Flint-Bay City

a Rust Craft Broadcasting station, is now represented nationally by Katz Television.



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Spacecom

FCC this week returns to question of establishing domestic communications-satellite policy amid indications that it will approve creation of Space Communications Corp.—proposed joint venture of Communications Satellite Corp., Lockheed Aircraft Corp. and MCI Communications. Approval would clear way for implementation under which Comsat would provide domestic communications-satellite service solely for AT&T. Commission, in original policy statement in June, disallowed that agreement (BROADCASTING, June 19).

Commission staff is said to be recommending approval of Spacecom deal, and three votes for it considered certain are those of Chairman Dean Burch, Commissioners Charlotte Reid and Richard E. Wiley. Commissioner Robert E. Lee, who had split with his Republican colleagues in June, is expected to provide swing vote, with Commissioner Benjamin L. Hooks, who did not join commission until July, providing additional support. However, odds are against commission reversing itself to point that it lifts restrictions it imposed on AT&T for at least initial three-year period; restrictions will limit AT&T in space to its monopoly services, such as long-distance telephone, and bar it from other business, such as private-line and network-program transmission.

Ill winds

What's described as rash of hypoing cases—special promotions by stations to boost audiences—during this fall's local-audience measurement periods is causing concern at Broadcast Rating Council and National Association of Broadcasters. Informed sources say it's predominantly radio stations that are involved but that some TV stations have also engaged in tactic, which is contrary to guidelines of both FCC and Federal Trade Commission. In special twist, at least one TV station and three group-owned radio stations are said to have timed FCC "community-ascertainment" projects to coincide with rating periods, "loading their markets," as one source put it, "with hundreds of thousands of questionnaires" while audience measurements were being taken. Rating Council and NAB are understood to be drafting joint warning.

Class differences

Broadcast news media's superiority over print in terms of reliability credited to them by U.S. public, as shown in independent study conducted for Television Information Office (BROADCASTING, Nov. 20), is no less impressive when survey's demographics are broken out. Where 76% of all respondents considered almost all or good part of TV news re-

liable, as opposed to 69% for newspapers, for instance, TV news led newspapers by 78% to 71% among high-school educated, by 76% to 68% among college-educated, by 77% to 69% among those earning \$10,000 or more per year and by 77% to 74% among those making \$15,000 or more. Radio news also led newspapers, though by somewhat narrower margins, on all these demographics except \$15,000-plus, where newspapers led by two points. Magazine news ranked fourth throughout.

As to sources of most news, television was number one but by narrower margins in upper-income and higher-education groups. Newspapers, in fact, came within one point (61% to 62%) of tying TV in \$15,000-plus group and led by one (59% to 58%) among college-educated. In terms of believability it was television by wide margin in all categories.

Fading dream?

Informed political circles in Arizona are beginning to discount possibility that FCC Chairman Dean Burch will ultimately succeed to U.S. Senate seat now occupied by Barry Goldwater, Mr. Burch's friend and mentor. It had been widely speculated that Mr. Burch, who ran Senator Goldwater's 1964 campaign for Presidency, was planning next moves in his career to set himself up for Senate race in 1974, assuming Senator Goldwater doesn't seek re-election. Word from highest levels of Arizona Republicanism now is that by that time Mr. Burch would encounter strong competition for Republican nomination.

Nothing settled

So far as long-range policy is concerned, FCC may not yet have said its final word on fairness doctrine as it applies to political broadcasts. Commission spun off political-broadcast aspect of its four-part inquiry into fairness doctrine, and put out document in June (BROADCASTING, June 26). But that was in sense rush job; commission had promised court that part of inquiry would be completed before fall political campaigns. And now Chairman Dean Burch is said to feel that commission would be remiss in failing to consider—and distill for use in policy statement—lessons learned and problems raised in campaign.

There is, for instance, impact of new federal election-campaign act. And whole question of how broadcasters should treat ballot issues was raised last week in letter to commission from Geoffrey Cowan, former public-interest lawyer in Washington who now teaches law at University of California at Los Angeles. He said problems California's 22 ballot propositions generated for broadcasters warranted special commission study. Accordingly, officials said Commissioner Richard E.

Wiley, who heads special unit staffing inquiry, would be asked to reopen section on political broadcasting.

Self defense

Growing attacks on drug advertising are worrying broadcasters more and more and are leading to conviction that manufacturers should be persuaded or forced to practice more restraint in commercials. Broadcasting, after all, only is conduit for advertising messages and should not bear brunt of opposition, goes this line of reasoning which surfaced again at radio code board meeting in Atlanta last week. It was topic of informal discussion at TV code review board meeting in San Diego last month. Consensus seems to be that subject of drug advertising and what to do to protect it must be faced by National Association of Broadcasters' TV and radio boards when they meet in January.

Undervaluation?

Independent television stations in major markets are curious—and may follow up with research—as to what extent agencies subjectively consider rating point on independent to be worth less in viewer "attentiveness" and therefore in price when compared with rating point of network-affiliate's similar show in same market. Agencies, independents say privately, tend to downgrade unaffiliated stations' ability to gain or hold viewer attentiveness because generally ratings are lower on independents.

Farewell package

With Chairman Dean Burch scheduled to depart Thursday for 10-day visit to Japan, FCC staffers are striving to get items ready for regular Wednesday meeting. Result is that agenda is shaping up as one of heaviest in months. Among matters that are likely to be considered are those related to program-siphoning problems raised by new technologies that can be used to transmit programs for pay. Staff, in accordance with instructions issued three weeks ago, is drafting orders to give go-ahead to pending proposals by Trans World Communications and Columbia Pictures to use telephone lines and business-radio channels, respectively, for movie transmission and issue notice of inquiry and rulemaking to establish basic commission policy ("Closed Circuit," Nov. 13).

Two old access matters have finally worked their way through staff, but, in view of size of Wednesday's agenda, may not be acted on this week. Issues were raised by Congressional Black Caucus and by 14 members of Senate and House of Representatives, and involve question of whether members of Congress have right of access to network facilities to discuss matters of national importance. Staff would say no in both cases.

"Every new opinion, at its starting, is precisely in a minority of one."

While few things are as valuable as a new thought, few are so vulnerable.

At its beginning, it stands alone against a range of more orthodox thinking. And even before it can begin to be considered, it must make itself heard.

Certainly, nothing has done more to enrich the competition of ideas than modern broadcasting.

Through broadcasting, responsible new opinion can be drawn from all the people and made available to all the people instantaneously, on a scale undreamed of before.

Superficial ideas can be more effectively exposed and discarded.

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And conflicting, one-sided ideas can more sensibly refine and compensate one another.

In a very real sense, broadcasting has increased the productivity of ideas which is the source, the lifeblood, of a democracy.

As broadcasters, we're totally aware of the need to keep that source open and, indeed, to expand it.

The consequences of narrowing it, or closing it off, are unthinkable.



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NEW YORK WINS
PHILADELPHIA KYW · KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA · KDKA-TV
FORT WAYNE WOIO
CHICAGO WIND
SAN FRANCISCO KPIX
LOS ANGELES KFWB

**EVERY NEW OPINION,
AT ITS STARTING,
IS PRECISELY IN A
MINORITY
OF
ONE**

Thomas Carlyle

At Deadline

CBS denies IBEW's charge of collusion

Union spokesman notes NABET talks due with other networks in spring, suggests CBS fighting for industry

CBS has been accused by International Brotherhood of Electrical Workers of "acting in collusion" with other networks in taking IBEW strike, now in its fourth week (see page 32).

Charge was made by Arthur Korff, business manager of New York Local 1212, radio and television broadcast engineers union, IBEW, who asserted CBS is fighting industry's battle "to break the back of union hold on television and radio industry."

Mr. Korff said that both ABC and NBC are scheduled to begin negotiations for new contracts with their technical union (National Association of Broadcast Employees and Technicians) in early spring to replace pact that expires on March 31.

Spokesman for CBS denied Mr. Korff's allegations, saying "we are not a stalking horse for the industry." He repeated CBS's position that basic issue in dispute is jurisdiction over jobs related to new technology.

CBS has been continuing on-air operations with managerial and nonunion personnel assuming duties of technicians who have been on strike since Nov. 3. CBS President Arthur R. Taylor was quoted in interview in *New York Times* last Friday (Nov. 24) as stating CBS faces serious operating problems in keeping its TV programs on air but had not suffered any financial losses as result of strike.

Mr. Taylor, who was in St. Petersburg, Fla., and could not be reached for amplification of his remarks, said decision to take strike was made by top management, including himself, Board Chairman William S. Paley and Vice Chairman Dr. Frank Stanton. It was based on recommendation of John S. Schneider, president of CBS/Broadcast Group.

CBS has obtained preliminary injunction prohibiting technicians from damaging CBS property and from "threatening to intimidate or coerce" CBS employees passing picket lines. Injunction superseded restraining order handed down earlier against Local 1212. But New York State Supreme Court Justice Hyman J. Korn rejected CBS request to order technicians' union to limit to three number of pickets who may demonstrate outside any CBS facility at any one time.

In asking for injunction, CBS said it has suffered \$250,000 in damages to its equipment since start of strike. Cited was incident at Shea stadium in New York on Nov. 5.

American Federation of Television and Radio Artists filed appeal of court order

issued on Tuesday (Nov. 21) by Justice Korn forbidding AFTRA from directing its newsman members at CBS to honor IBEW picket lines. AFTRA spokesman said that because of long holiday weekend, its appeal to appellate division of state supreme court probably would not be heard before tomorrow (Nov. 28).

Sarasota pay-cable test slated to start this week

Theatrelevision Inc., New York, gets underway with pilot test of its new pay-cable system in Sarasota, Fla., Friday (Dec. 1).

Cross section of 1,000 homes (out of 14,000) linked to Storer Broadcasting Co.'s cable-TV system (plus up to 300 hotel/motel rooms also cable linked by Storer) will be equipped with Theatrelevision decoders, which activate three mid-band channels when viewer inserts electronically-coded ticket into slot (BROADCASTING, May 22).

First six movies—all released in U.S. within last two years—have been selected for December: two from Paramount Pictures ("Last of the Red-Hot Lovers" and "Plaza Suite"), two from Warner Bros. (John Wayne's "The Cowboys" and "Summer of '42"), one from Universal ("The Andromeda Strain") and one from Columbia ("Investigation of a Citizen Above Suspicion"). Three of these will play simultaneously on alternate days, four times daily, from 5:30 p.m. to about 1:30 a.m., so that with one \$2 ticket viewer can see same movie whenever he wants during that time span (although for different movie on another channel he will need different \$2 ticket). After last showing each night, electronic pulse sent over cable voids ticket.

Ledbetter ch. 50 group also thinking of pay TV for D.C.

Washington may be arena for competition between two groups seeking pay-television authorization. Theodore S. Ledbetter Jr., head of predominantly black group that is seeking to acquire license for channel 50, says "pay television has always been in the back of our minds." He made comment after two Milwaukee men who hope to buy WFAN-TV (ch. 14) Washington were reported as planning to transform it into pay-TV operation (BROADCASTING, Nov. 13). And commission rules permit only one pay-television station in market.

Mr. Ledbetter said he is not thinking of pay television in immediate future; he does not feel type of equipment thus far approved by FCC is satisfactory. But he said his group hopes to begin operating

on channel 50 by spring of 1974, regardless of whether it has pay-TV operation.

Ledbetter group, Trans Community Broadcasting Inc., acquired right to apply for channel 50 construction permit, now held by estate of Theodore Granik, in auction in bankruptcy proceeding, in October (BROADCASTING, Oct. 2). Mr. Ledbetter said application for transfer of permit will be filed in December.

Cable loser in Rockford files antitrust suit

CATV of Rockford (Ill.) Inc. and WCEE-TV Rockford, which are under common control, are among defendants in antitrust suit brought by Metro Cable Co., which says it has been illegally barred from entering CATV market in Rockford.

Metro is seeking \$9 million in treble damages in suit, in which it also names as defendants four individuals who are principals of CATV of Rockford and of WCEE-TV, as well as Rockford mayor and one of city's aldermen. Suit was filed in U.S. Court in Illinois.

Metro alleges that defendants since 1964 or 1965 have "combined, contracted and conspired among themselves" to deny it not only franchise to operate in Rockford "but even a hearing on the merits of its application for a franchise."

Another allegation is that city of Rockford, through influence of Mayor Benjamin T. Schleicher and Dale M. Skolrood, is allowing CATV of Rockford to build cable system within city limits without certificate of compliance from FCC and waiver from Illinois Commerce Commission, which Metro says is required, and in alleged violation of city ordinance providing that Illinois Bell Telephone Co. will build system.

Besides monetary damages, Metro is asking court to declare defendants in violation of Sherman Antitrust Act and to enjoin them from interfering with Metro's application for CATV franchise in competition with CATV of Rockford.

FCC rejects challenges in San Antonio, Buffalo

Citizen group in San Antonio and broadcast-employee union in Buffalo, N.Y., were turned down by FCC last week in connection with their efforts to block renewal of stations in their respective markets.

Bilingual Bicultural Coalition on the Mass Media had filed informal objection to renewal of Outlet Co.'s KSAT-TV San Antonio. Renewals of Taft Broadcasting's WGR-AM-TV Buffalo were opposed by National Association of Broadcast Employees and Technicians.

Commission in each case said opposition did not raise substantial or material

questions of fact warranting denial of license renewals, and granted applications.

Coalition had alleged that KSAT-TV failed to ascertain needs and interests of its service area, particularly those of Mexican-Americans, and to provide programming designed to meet needs of Mexican-American community. Coalition also accused station of airing biased coverage of Mexican-American community, and of discriminating in employment.

Commission said that station complied with requirements in ascertaining needs of community and that there is nothing in rules requiring applicant to follow set formula—including population quotas. It also restated its policy of not looking into station's news presentations absent extrinsic evidence of deliberate distortion or staging and said that coalition provided no such evidence.

Disposing of other allegations, commission said that it was "convinced" station made good faith effort to meet its programming obligations, and that number of minority-group employes on payroll was within range of reasonableness when compared with size of their population in standard metropolitan statistical area.

Commission vote was 5-to-2, with Commissioners Nicholas Johnson and Benjamin L. Hooks dissenting.

NABET, in its petition, had taken issue with number of WGR-TV programming decisions, and said station during three-week period had broadcast no live programming other than weather, news and sports in prime time. NABET made no allegations regarding AM outlet.

Commission said that licensees are afforded broad discretion in making program decisions and that it will not question such decisions without specific factual allegations showing failure to serve public. Commission said NABET had failed to show Taft abused its discretion or failed to serve public interest.

Commission acted on 6-to-1 vote, with Commissioner Nicholas Johnson lone dissenter.

WTOK-TV fears crunch from rival's satellite

WTOK-TV (ch. 11) Meridian, Miss., has turned to FCC for relief from what it claims could be disastrous economic impact resulting from establishment of satellite station in that city.

WTOK-TV last week asked commission to deny request of WTWV(TV) Tupelo, Miss., for 90-day extension of time to keep commonly owned WHTV(TV) (ch. 24) off air. Tupelo station proposes to operate WHTV as 100% satellite of WTWV.

WTOK-TV said that if WTWV implements its proposal, effect would be to give that station reception capability in three areas—Tupelo, Meridian and Columbus, Miss. (it would penetrate third city through major facilities improvements currently in progress). This, in turn, W TOK-TV complained, would place WTWV in commanding position to gobble up syndicated programming offered in all three markets, and

would considerably weaken W TOK-TV's bargaining power. Station contended FCC's initial authorization to WTWV for satellite operation was mistake, because commission policy limits satellite operations to cities that do not already have regular TV station licensed to it.

A-C says it didn't ask for Corinthian boycott

Report that Alberto-Culver, through one or more of its advertising agencies, may be taking punitive measures against stations in Corinthian group drew qualified denial from advertiser and expression of disbelief from Corinthian's President James C. Richdale Jr.

Alberto-Culver, which acknowledges it places heavy schedules of multiple-product 30-second television commercials, observed that Corinthian stations were among those carrying A-C's multiples, though Corinthian has objected, in writing, to advertisers about multiples.

Report has circulated that A-C would boycott one or more Corinthian stations in spot markets. A-C spokesman scoffed at report, but with qualification that one timebuyer with any of its agencies (Foote, Cone & Belding, Edward H. Weiss, and Arthur & Wheeler, all Chicago) may have adopted attitude toward Corinthian stations on his own. "While Corinthian has told us it disagrees with the multiple 30's, it has also indicated that it will carry them in view of the fact that the (National Association of Broadcasters code) rule permits them. We have had no problem with our multiples, from either stations or the networks. We have several different multiples, and they individually may advertise any number of products, such as hair spray, shampoo or coloring, deodorants," Alberto-Culver said.

In brief. Joseph M. Taritero, who was named director of children's programs, West Coast, ABC Entertainment, less than two weeks ago (BROADCASTING, Nov. 20), was appointed to new post of director of children's programs, NBC-TV, Burbank, Calif., effective today (Nov. 27). Mr. Taritero previously had been ABC's director of children's feature film programs since September 1971. ■ Died Thursday (Nov. 23) at Hollywood home: Marie Wilson, 56, star of long-running radio and television series, My Friend, Irma. She was said to have undergone surgery for cancer several times. She is survived by husband Robert Fallon, television producer, and adopted son, Gregson. ■ Newsman-lawyer Fred P. Graham, Supreme Court correspondent for New York Times since 1965, has been named CBS News correspondent in Washington and will cover Supreme Court, Justice Department and other stories involving legal matters. Mr. Graham has been practicing attorney, Fulbright scholar in law at Oxford University and reporter for Nashville Tennessean.

Mr. Richdale said Corinthian just couldn't believe report of "boycott" and that its concern about multiple-product commercials is "the look of television to the viewing public. It is the appearance of a major increase in commercial content which will result if most 30-second announcements present more than one product." He said responsibility for resolving issue was with broadcasters and through TV code and that Corinthian also hoped advertisers and agencies would also express views. He said it was "unthinkable that a responsible advertiser or agency would try to dominate and control this important industry decision through economic pressure of a boycott. No reprisals have been instituted against us at this time, and we do not expect that they will be."

Corinthian Television Stations division has asked NAB to strengthen code's language so as to exclude multiple-product advertising of unrelated products in 30-second units (BROADCASTING, Oct. 23).

Johnson's 'pusher' charges draw Wasilewski's fire

Vincent T. Wasilewski, president of National Association of Broadcasters, has rebuked FCC Commissioner Nicholas Johnson for latter's statements two weeks ago to panel on drug advertising of National Council of Churches (BROADCASTING, Nov. 20).

Commissioner Johnson had referred to TV as "principal pusher to a junkie nation" and had advocated complete ban on broadcast advertising of over-the-counter medicines.

Mr. Wasilewski, in statement issued last week, said Mr. Johnson's statement was not only unreasoned but "simply not supported by the facts."

No research has established relationship between drug addiction and advertising of proprietary remedies, Mr. Wasilewski said. Weight of evidence is that there is no such relationship, he added.

Mr. Wasilewski continued: "The only products advertised on radio and TV are common, nonprescription remedies and medicines that are legally sold over the counter in hundreds of thousands of drugstores and supermarkets across the nation and have been for decades.

"To claim seriously that the advertising of aspirin and pain relievers, cough medicines, sleep aids, nasal sprays, mouthwashes and such products are a principal cause of drug addiction is to mislead the public and divert attention and resources from the real causes."

Pfeiffer, Crutchfield picked

Edward Pfeiffer, WPRI-TV Providence, R.I., elected chairman of CBS Television Affiliates Board. He succeeds Charles Brakefield, WREC-TV Memphis. Charles Crutchfield, WBTB(TV) Charlotte, N.C., elected secretary of board, succeeding Mr. Pfeiffer.

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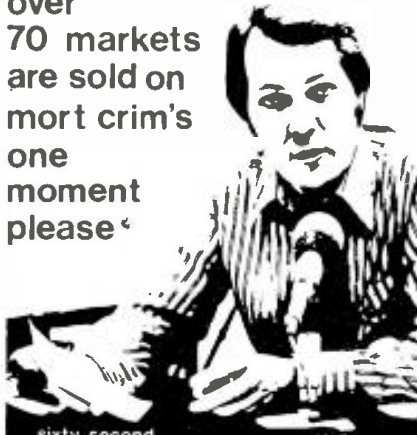
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■ Indicates new or revised listing.

This week

Nov. 27-28—Forum on TV production issues, including prime-time access rule, reruns and runaway production, sponsored by *New York Chapter, National Academy of Television Arts and Sciences*. Moderator: Louis Nizer. Participants to include Clay T. Whitehead, director, Office of Telecommunications Policy. Americana hotel, New York.

Nov. 27-28—Conference on new Consumer Product Safety Act, including impact on advertising, sponsored by *Product Safety Letter* (David Swit, editor). Sheraton-Park hotel, Washington.

Nov. 27-30—Conference, North American Broadcast Section of *World Association for Christian Communication*. Tides hotel, St. Petersburg, Fla.

Nov. 27-30—84th annual convention, *National Association of Regulatory Utility Commissioners*. Marriott hotel, New Orleans.

Nov. 27-Dec. 2—Annual convention, *Radio Television News Directors Association*. Among principal speakers: Franklin Kreml, Automobile Manufacturers Association; Lyndon L. Pinding, prime minister, Bahama Islands; Phillip McHugh, McHugh-Hoffman Associates, Washington. Also scheduled: TV workshop, with Edward Godfrey, KGW-TV Portland, Ore., as chairman; radio workshop, with George Brown, WOR-AM-FM New York, as chairman, and management and news workshop, with Frederick Douglas, WKZO-TV Kalamazoo, Mich., as chairman. Nassau, Bahamas.

Nov. 27-Dec. 2—Annual meeting, *National Broadcast Editorial Conference*, in connection with Radio-Television News Directors Association convention (see above). Among principal speakers will be Representative Lionel Van Deerlin (D-Calif.); FCC Commissioner Richard Wiley; Eleanor Appiewhaite, CBS lawyer; Larry Scharf, Washington lawyer; R. Peter Straus, WMCA(AM) New York; and Philip Geyelin, *Washington Post*, Nassau, Bahamas.

Nov. 28-30—Workshop-seminar on lighting for TV, sponsored by *Kliegl Bros.* Fee is \$250. Contact: Wheeler Baird, Kliegl Bros., 32-32 48th Avenue, Long Island City, N.Y. 11101. San Francisco.

Nov. 28-Dec. 2—Special meeting, *Association of Maximum Service Telecasters*, board of directors. Cerromar Beach hotel, Puerto Rico.

Nov. 29—Final date for filing reply comments in matter of amendment of Part 76, Subpart G, of FCC's rules and regulations pertaining to the cablecasting of programs for which a per-program or per-channel charge is made.

Nov. 30-Dec. 2—Seventh annual *Radio Program Conference*. Featured speakers: FCC Commissioner Charlotte T. Reid, and R. Buckminster Fuller. St. Francis hotel, San Francisco.

Dec. 1-2—*Practising Law Institute* program on "FTC in Action." Speakers will include the following Federal Trade Commission officials: Miles W. Kirkpatrick, chairman; Robert Pitofsky, director, and Gerald J. Thain, assistant director (national advertising), both of FTC's Bureau of Consumer Protection; plus these others from that bureau: Joan Z. Bernstein, assistant to director; Nancy L. Buc, assistant director (education); William D. Dixon, assistant director (rules and guides); Sheldon Feldman, assistant director (consumer credit). Mayflower hotel, Washington.

Also in December

■ Dec. 7—*Hollywood Radio & Television Society* luncheon meeting featuring panel of three network TV programming chiefs with 20th Century-Fox Television President William Self as moderator. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

Dec. 7—*National Association of FM Broadcasters'* East Coast seminar, New York Hilton.

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

Dec. 12—Public demonstrations of MCA Inc.'s new color video-disk. Universal studios, Hollywood.

Dec. 13—*Association of National Advertisers'* workshop on new product marketing. Waldorf-Astoria hotel, New York.

January 1973

Jan. 9-12—Joint board meeting, *National Association of Broadcasters*. Canyon hotel, Palm Springs, Calif.

■ Jan. 11—*Hollywood Radio & Television Society*

Major meeting dates in 1972-73

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

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

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

March 22-25, 1973—Annual convention, *National Association of FM Broadcasters*, Washington Hilton hotel, Washington.

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

luncheon meeting with FCC Chairman Dean Burch as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

Jan. 12-14—Annual midwinter conference, *Florida Association of Broadcasters*. Daytona Plaza hotel, Daytona.

Jan. 12-16—Consumer Electronics Show, sponsored by *Electronic Industries Association*. To be shown: TV, radio, phonograph, tape and audio equipment. Conrad Hilton hotel, Chicago.

Jan. 25-27—Annual winter conference, *Alabama Broadcasters Association*. All American Inn, Auburn.

Jan. 28-29—Meeting, *Oklahoma Broadcasters Association*. Lincoln Plaza, Oklahoma City.

Jan. 28-31—Annual convention, *National Religious Broadcasters*. Washington Hilton, Washington.

Jan. 28-31—*American Advertising Federation* public affairs conference. Statler Hilton hotel, Washington.

Jan. 31—Deadline for entries in annual *Edwin H. Armstrong awards for best FM programs broadcast in 1972*. Awards will be presented at National Association of FM Broadcasters convention, March 22-25 in Washington. Entry forms may be obtained from Kenneth K. Goldstein, Room 510, Mudd building, Columbia University, New York.

February 1973

Feb. 1—Deadline for entries in 41st annual *Sigma Delta Chi Distinguished Service Awards contest*. Awards are offered for notable performance in print and broadcast journalism. Entry blanks may be obtained from Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

■ Feb. 2-3—25th annual radio-TV news seminar, *Northwest Broadcast News Association*. University of Minnesota School of Journalism & Mass Communication and Hotel Dyckman, Minneapolis.

■ Feb. 5-9—Annual engineering-management seminar sponsored by *National Association of Broadcasters*. Limited to 20. Contact: George W. Bartlett, VP for engineering, NAB, Purdue University, West Lafayette, Ind.

Feb. 8-9—Semiannual convention, *Arkansas Broadcasters Association*. Ramada Inn, North Little Rock.

Feb. 9-11—Annual convention of *New Mexico Broadcasters Association*. La Fonda, Santa Fe.

Feb. 10-23—*National Academy of Television Arts and Sciences* overseas tour to four African countries visiting television installations and cultural sites. Contact Orbitair International Ltd., 20 East 46th Street, New York 10017.

Feb. 11-22—Legislative meeting, *Texas Association of Broadcasters*. Sheraton-Crest hotel, Austin.

■ Feb. 13—*Hollywood Radio & Television Society* luncheon meeting with *Ms Magazine* editor Gloria Steinheim as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

Feb. 13-15—Winter meeting, *South Carolina Broadcasters Association*. Wade Hampton hotel, Columbia.

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

Feb. 14—Judging, 1972-73 *Voice of Democracy Scholarship*. Kansas City, Mo.

March 1973

March 9-11—Meeting, board of directors, *American Women in Radio and Television*. Hilton Palacio del Rio, San Antonio, Tex.

Open Mike®

On mark re municipalities

EDITOR: Your editorial ("Captive Electorate") in the Oct. 23 issue is on the mark. A disturbing aspect of the debate on the issue of municipal ownership of cable is that the problem of government ownership of a communications medium is almost always acknowledged, but never dealt with substantially. Acknowledging the problem will not make it go away. It is time that those concerned with First Amendment rights directly and rigorously confront this issue.

Thomas Emerson, the noted First Amendment scholar from Yale, recently wrote in *Scientific American*: "The natural tendency of governmental and other institutions seeking to organize the social order is to suppress, manipulate, or otherwise control communication on most matters having any general import." An all too unpleasant fact, but one we should not forget.

It is somewhat ironic that while the cable industry has been accused (with some justification) of "blue skying," we now find such delights as the county executive's report to the people of Montgomery county (Md.) coming from a local government. I wonder if that is indicative of the kind of information we could expect over county or municipally owned channels?—*Amos B. Hostetter Jr., executive vice president, Continental Cablevision, Boston.*

Con and con

EDITOR: As one who is a religious reader of your weekly editorials, I feel compelled to comment on "Bad Case, Bad Law?" (BROADCASTING, Oct. 30). Certainly, there can be little argument that broadcasters are the recipients of much flak, much of it unjustifiable, but some which merits the careful scrutiny of every station owner in the country.

The case of John F. Nesci of Norfolk brings to bear, however, a bigger issue than just the propriety of Mr. Nesci's actions. Indeed, there can be little justification for allowing profanity to pollute the airwaves of America. The overriding issue is why it is allowed to bloom in profusion in movies, books, magazines, and newspapers—and go unchecked.

However, to assert that Mr. Nesci should be found innocent simply because everyone else is getting away with it is to make a mockery of our whole judicial system. If Mr. Nesci is found in violation of the law as it now stands, he must face the music. It's that simple.—*Bryant M. Thomas, news editor, WPOP(AM) Hartford, Conn.*

EDITOR: I find it hard to believe that your magazine would place itself in the position of arbiter of "redeeming social value" by implying that "basic rights" belong only to those who live up to some

ambiguous criteria of "responsible" broadcasting. I further object to the very prejudicial use of the term "bad court case" when referring to the application of a vague and imprecise federal statute that by all indications is being used against me in a manner violative of both the First Amendment and the due process clause of the Fifth Amendment.

To further state that "... it must be hoped that broadcasters will themselves use restraint in the use of questionable material" is, in fact, the way to lose, not gain, First Amendment rights. You seem to suggest that one keeps their rights by not exercising them.—*John F. Nesci, WOWI(FM) Norfolk, Va.*

(Neither Mr. Thomas nor Mr. Nesci quite got the hang of what BROADCASTING was trying to say in its editorial. The point that was intended to be made was that the U.S. criminal code's explicit prohibition against the broadcast of obscene, indecent or profane language had never been tested for constitutionality, that broadcasting needed no more setbacks in First Amendment cases and that if a court test were to be made, the hope was for a good one that would re-establish broadcasting on the same level as the press under the protection of the First Amendment. Mr. Nesci's case turns out not to be that one. Last week—after the above letters were received at BROADCASTING—the government dropped its prosecution of Mr. Nesci, who had been charged with the broadcast of a phonograph record containing a four-letter word for sexual intercourse.)

Keep 'em coming

EDITOR: I would like to take vigorous exception to the implications of Chairman Harley O. Staggers's [of the House Commerce Committee] inquiry into the travel activities of FCC commissioners and department heads (BROADCASTING, Nov. 6). It would be tragic if the general public were to classify these trips as "junkets" for they are extremely productive and have contributed greatly to the recently improved relationship between the commission and the average broadcaster. The typical commissioner and FCC department head is not a broadcaster by trade and it is only through these periodic face-to-face contacts with broadcasters that the isolation of the "ivory tower" can be avoided... and the unrealistic regulations which stem from such isolation can be avoided as well. It would be sad—and a classic example of being "penny wise and pound foolish"—if pressure from the [committee] were to curtail these trips by FCC staffers into the field they regulate.—*Bert H. Hatch, executive director, Georgia Association of Broadcasters, Atlanta.*

Sexist semantics

EDITOR: BROADCASTING's Nov. 13 issue headlined the Broadcasters Promotion Association seminar article "Promotion men convene in Boston." Since nearly 20% of the registrants at the seminar were female, I question the validity of the headline. It is unfortunate that a publication geared at communicating news in the broadcast industry should ignore the

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* Reg. U.S. Patent Office.

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contributions made by the growing numbers of women in that industry. We at WKBF-TV have solved this problem by referring to each other as "promotion person," "programming person," "sales person," etc. This might prove to be as useful for BROADCASTING as it has been for us.—*Lucille S. Salhany, promotion director, WKBF-TV Cleveland.*

Raine clouds

EDITOR: I should like to correct the mis-

interpretation of American Women in Radio and Television's long-standing position regarding Action for Children's Television. I refer to [the Nov. 20 issue's statement] that our member, Lorraine Lee-Benner [Happy Raine] of WCSC-TV Charleston, S.C., "... with the support of her station has prodded AWRT to affirm its opposition to Action for Children's Television."

American Women in Radio and Television took its original position re-

garding ACT in March 1970 and reaffirmed that position in 1971 and again in 1972. Not because of outside prodding, but because it was our conviction then, as it is now, that better programming for children is not accomplished by government edict, nor by eliminating the source of production income. If advertising goes, who pays the bills?—*Rose Blyth Kemp, president, American Women in Radio and Television Washington.*

Monday Memo

A broadcast advertising commentary from Philip Wallace, vice president, Benton & Bowles, New York

Television's flexibility makes the game of selling that much more fun

Television advertising gets results. Most practitioners accept that statement and work hard to get those results.

However, not all agency executives—and in many instances, advertisers—will necessarily go along with my next statement: Television advertising can be fun. And one big reason it can be fun is because it concerns a medium that is so different, so flexible, so potential.

A good example of this is two extremely different products that our firm has handled. One is No Jelly, a candy bar, and the other is Pledge, a furniture wax.

The advertising techniques used for No Jelly and Pledge were the basis of a recent discussion by a high-school advertising class. It wasn't just by chance that the campaigns for the two products were chosen. I made it happen, since I was intimately acquainted with the stories of No Jelly and Pledge and I felt they represent two completely different uses of the most flexible advertising medium, television.

No Jelly is a testimony to the power of negative thinking. It's a peanut-butter, crispy, chocolate-covered candy bar. While a lot of people always think of peanut butter and jelly, in this case it's peanut butter, but No Jelly. Is that clear?

Of course it's not. As a result thousands of people all over the country are picking up the candy bar to find out what it's all about for themselves.

Now the advertising steps off the firm foundation of brand name with a commercial that goes like this: There are two young vaudeville troupers, Peanut Butter and Jelly. They have auditioned for Peter Paul and Peanut Butter made it, but Jelly didn't.

As Peanut Butter leaves a tearful Jelly behind in the dressing room, he promises: "I'll make them name a candy bar after you," and so it follows Peanut Butter and No Jelly.

The commercial has a campy tone of the 1940's. It uses all the devices that the theorists warn against—but tests show that it works in this case. People like the



Philip Wallace joined Benton & Bowles in New York in 1963 after having served as advertising and public relations director for the Fairchild Stratos Division of Fairchild Industries in Manhattan Beach, Calif. He started with B&B as an account executive on Norwich Pharmacal and now, as vice president and account supervisor, he handles the Peter Paul Candies and S. C. Johnson accounts (this article looks at a principal TV effort by each of these clients). A graduate of Fordham University, Mr. Wallace resides with his wife and four children in Scarsdale, N.Y.

commercial. They like the boy and girl. They do remember the name of the candy. And they wind up anxious to try it.

It's a bright, fun kind of advertising. The kind they give awards to (a Clio and a New York TV Films Festival Gold Medal). It's also helping No Jelly to become one of the most successful candy-bar introductions in over a decade.

Pledge, on the other hand, has stuck with the basics: a slice-of-life format with a strong demonstration. In turn, we've seen the bridge club coming, the teacher coming. In each case, pending social doom has been averted as Pledge gives

"waxed beauty instantly as you dust".

Pledge advertising doesn't usually win awards. Yet, year after year, Pledge advertising racks up solid day-after recall scores whenever it's tested. More important is the brand's number-one position in the big furniture-care market.

It's good to look at two campaigns that are as different as these side by side once in a while. It helps one to realize the kind of flexibility that television offers for selling ideas.

In the case of the No Jelly advertising, the readily identifiable taste ingredients of the product are given a wacky dramatic dimension. Within 30 seconds, there's young love, tearful parting, bravado and triumph. It has a high level of entertainment value plus an equal degree of product involvement.

While lacking in grand-scale romantic drama, Pledge captures a kind of drama that housewives are very familiar with—company's coming and there's little time to get ready. Each vignette takes just a few seconds to establish and then right into the product, how easy it is to use, and how well it does the job.

In these two approaches, I see a lot of the fun of TV advertising. The medium offers as wide a range of effective expression as there is human experience. In a sense the TV screen is a window that can be used to view any life scene including fantasy. The lesson, I feel, is not to focus on just one scene. Each of us enjoys laughter, each of us sympathizes with a little tragedy. Similarly, few people consistently giggle or cry their way through life. There are some facts that are awfully important to us and need no special vehicle to make us remember them. Sometimes, we just want to see how something works for ourselves.

Advertising uses the TV medium best when it takes into account the wonderful variety of human needs and interests and the different ways of satisfying them. Certainly the proved ones, but also the ones that are yet to be proved.

The high-school youngsters who tracked through the strategies, storyboards and final executions with me liked the candy better than the furniture polish, but that was understandable.

**In 1972, "Vision On"
was voted the best
children's television show
in the world.**

**These broadcasters have just
voted to make it the best
children's television show
in the United States.**

Stations

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WCVB—Boston
WBEN—Buffalo
WMT—Cedar Rapids
WBTV—Charlotte
WLS—Chicago
WJW—Cleveland
WFAA—Dallas
WXYZ—Detroit
WFIE—Evansville, Ind.
KFSN—Fresno
WFRV—Green Bay
KPRC—Houston
WJXT—Jacksonville
KLAS—Las Vegas
KABC—Los Angeles
WAVE—Louisville
WPLG—Miami
WITI—Milwaukee
KMSP—Minneapolis
WSM—Nashville
WTNH—New Haven
WDSU—New Orleans
WABC—New York
WTAR—Norfolk
KETV—Omaha
WPVI—Philadelphia
WIIC—Pittsburgh
KGW—Portland
WHEC—Rochester
KGO—San Francisco
KREM—Spokane
WTVT—Tampa
WSPD—Toledo
WTOP—Washington

Groups

ABC O & O's
Capital Cities Broadcasting
Cosmos Broadcasting
Cox Broadcasting
Dallas Morning News
Jefferson Standard Broadcasting
King Broadcasting
Landmark Communications
Orion Broadcasting
Poole Broadcasting
Post-Newsweek Stations
Storer Broadcasting
WKY Television System

"Vision On" is the most delightfully *visual* children's series ever made, appealing equally to children who can hear as well as hearing-impaired children.

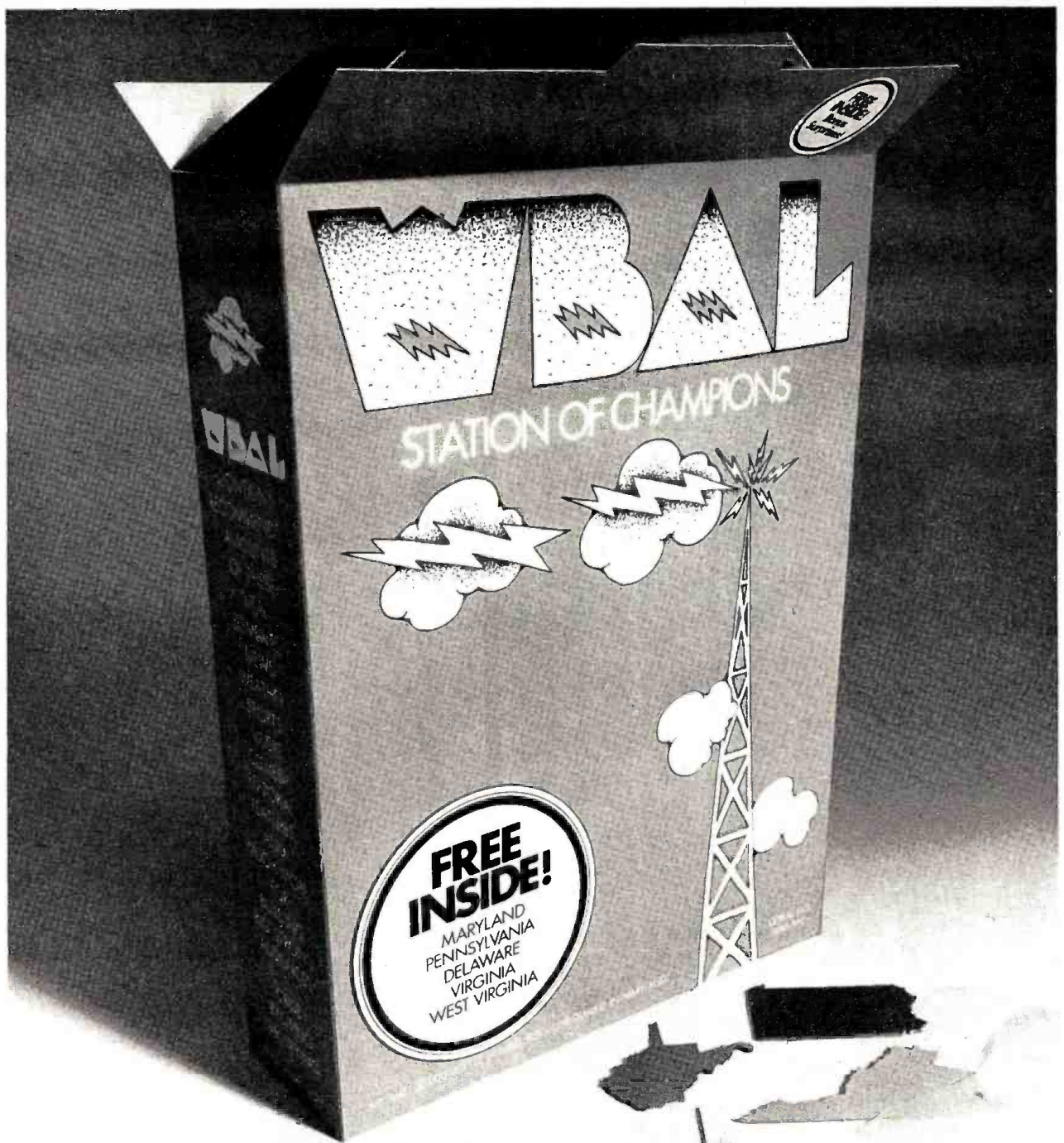
It's an unending stream of visual puns, stop-motion animation, speed-up photography, and pantomime.

This year, "Vision On" won the Prix Jeunesse (besting 72 entries), as the best children's television show in the world at the Munich International Festival.

That's why the broadcasters listed on this page are programming "Vision On." And that's why we think you'll be interested in programming it also.

"Vision On." 26 half hours. Produced by BBC-TV. Distributed by Time-Life Films, Time & Life Building, Rockefeller Center, New York, N.Y. 10020. Phone (212) 556-7783.

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Big agencies in broadcast enjoy solid comeback year

BROADCASTING's tabulation of billings for top 50 shows that they recovered much of the TV ground lost in 1971; radio shows another healthy gain; JWT still heads list, Y&R is runner-up

After a slump in 1971, the top 50 TV-radio agencies staged a strong recovery this year, according to BROADCASTING's annual compilation of those agencies' domestic billings.

For television, the increase amounted to \$78.3 million. In 1971, television billings were \$143.4 million off the 1970 mark. Thus, the leading 50 agencies in 1972 recovered more than half the ground lost in TV in 1971, a time when agencies were contending with a soft economy, tighter advertising budgets and curtailed cigarette billings. Television billings in 1970 had risen but \$6 million over 1969, indicating that momentum had already slowed.

For radio, the billings rebound added \$11.45 million in 1972. The medium had registered a \$13.5-million increase in 1971 over 1970.

Combined broadcast spending by the top 50 agencies increased \$89.75 million, compared with a total drop of \$129.9 million in 1971. Though still short \$40.15 million of the record highs they achieved in 1970, the leading agencies this year nonetheless provided a glowing statistical report.

Almost four times as many agencies reported increases (34 as against 21 in 1971) as those showing decreases (nine compared with 24 in 1971), and five stayed the same, while two were new to the list.

Among the top-10 broadcast agencies, positions were changed as the agencies lost or gained billings in a mixed pattern. Though J. Walter Thompson remained number one (\$222.3 million), the agency was down \$37 million in broadcast; Young & Rubicam, up \$25-million, advanced from fifth place to the second spot. Leo Burnett and Ted Bates, in a tie for second place last year, moved down—Burnett to third (off \$7.6 million) and Bates to fifth (down \$18.4 million) and behind BBDO.

Among the bigger billings gainers: Grey Advertising (up \$24 million) moved

in its ranking from 11th to ninth; Dancer-Fitzgerald-Sample (a \$13-million increase) from seventh to sixth; Ogilvy & Mather (up \$21.3 million) from 10th to eighth; Compton (a \$10-million increase) from 18th to 16th; Kenyon & Eckhardt (up \$22 million) from 22d to 19th, Carl Ally (up \$12 million) from 49th to 34th, and Foote, Cone & Belding (showing the biggest rise, up \$30.7 million) catapulted from 16th to 13th.

Decreases of \$12.3 million shifted N. W. Ayer & Son from 19th to 24th; of \$12 million dropped Erwin Wasey from 27th to 34th, and of \$10 million reduced Edward H. Weiss's standing from 38th to 50th.

In its climb, Y&R captured the top in TV-spot billings, though JWT retained its number-one position in both TV and TV-network billings. BBDO edged past JWT in both total radio and spot radio billings and Needham, Harper & Steers led again in network radio billings.

During the year, Lennen & Newell, a \$52-million broadcast billing agency in

and to the loss of such accounts as R. J. Reynolds, Singer Co. and Hamm's beer. Approximately 50 of JWT's accounts invested in TV-radio during 1972. Among the agency's more active TV-radio advertisers were American Gas Association, Champion Spark Plug, Eastman Kodak, Ford Division of Ford Motor Co. and Ford dealer groups, portions of Gillette, Lever Bros., Holiday Inns, Kraft Foods, Miles Laboratories, Quaker Oats, Scott Paper Co., Sears Roebuck, Standard Brands, Warner-Lambert Pharmaceutical Co., RCA, Reynolds Metals, R. T. French and Sunbeam appliances.

During the year Thompson acquired the following accounts active in TV-radio: Kemper Insurance, Chatham Complete Food Services and additional Lever Bros. (Close-Up).

2. Young & Rubicam

Combined TV-radio billings \$187.4 million; \$163.3 million in television (\$102.2 million in network, \$61.1 million in

These agencies led in these categories

In . . .	Agency	Billings
. . . Total broadcast billings	J. Walter Thompson	\$222.3 million
. . . Total television billings	J. Walter Thompson	\$197.3 million
. . . TV-network billings	J. Walter Thompson	\$137.2 million
. . . TV-spot billings	Young & Rubicam	\$61.1 million
. . . Total radio billings	BBDO	\$27.5 million
. . . Radio network billings	Needham, Harper & Steers	\$5.5 million
. . . Radio spot billings	BBDO	\$23 million
. . . Biggest broadcast gain	Foote, Cone & Belding	\$30.7 million

1971, declared bankruptcy. Also out of this year's listing: Richard K. Manoff (dropped from \$12.45 million to \$8.94 million in broadcast). New to the list were Warren, Muller & Dolobowsky and Tracy-Locke.

An alphabetical listing of the first 50 broadcast billing agencies follows (in most cases figures were obtained from the agencies themselves; in some others, estimates were compiled from sources).

1. J. Walter Thompson Co.

Combined TV-radio billings \$222.3 million; \$197.3 million in television (\$137.2 million in network, \$60.1 million in spot); \$25 million in radio (\$4.3 million in network, \$20.7 million in spot); TV-radio share of over-all billings: 52%.

J. Walter Thompson Co. maintained its number-one position among top broadcast agencies in 1972 though it dropped more than \$37 million in TV-radio billing.

Part of the decline was attributable to a reduction in its broadcast percentage

spot); \$24.1 million in radio (\$2.3 million in network, \$21.8 million in spot); TV-radio share of over-all billings: 58.2%.

Y&R's broadcast expenditures grew by more than \$25 million this year, accruing from an increase in the TV-radio share and the acquisition of new clients, include Faberge Inc., INA Corp. and Insurance Co. and Burlington Hosiery.

Biggest increases were in TV, network up \$9.1 million, spot up \$15.1 million.

The agency's extensive list of broadcast clients includes American Home Products Corp., Bristol-Myers, Dr. Pepper Co., Frito-Lay Inc., General Foods, General Electric Co. General Cigar Co., Gulf Oil Corp., Johnson & Johnson, Thomas J. Lipton Inc., Procter & Gamble, Rheingold Breweries, Union Carbide Corp. and United Brands Inc.

3. Leo Burnett Co.

Combined TV-radio billings \$176.9 million; \$164.2 million in television (\$110.6 million in network, \$53.6 million in

Top-50 agencies and their 1972 radio-TV billings

(All dollar figures are in millions)

	Combined Broadcast Billings	Total TV	TV Network	TV Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billings	Broadcast Billings Change (\$) From 1971	Agency's Rank in 1971
1. J. Walter Thompson	\$222.3	\$197.3	\$137.2	\$ 60.1	\$ 25.0	\$ 4.3	\$ 20.7	52%	-37.0	1
2. Young & Rubicam	187.4	163.3	102.2	61.1	24.1	2.3	21.8	58.2%	+25.0	5
3. Leo Burnett	176.9	164.2	110.6	53.6	12.7	2.9	9.8	58.5%	- 7.6	2
4. BBDO	172.8	145.3	90.2	55.1	27.5	4.5	23.0	61%	+ 5.2	4
5. Ted Bates & Co.	166.1	157.5	102.5	55.0	8.6	2.2	6.4	67.8%	-18.4	2
6. Dancer-Fitzgerald-Sample	148.0	140.0	90.0	50.0	8.0	5.0	3.0	85%	+13.0	7
7. Benton & Bowles	137.6	129.5	97.0	32.5	8.1	3.6	4.5	82.8%	- 1.1	6
8. Ogilvy & Mather	130.4	118.7	59.7	59.0	11.7	2.9	8.8	65.2%	+21.3	10
9. Grey Advertising	129.0	112.0	74.0	38.0	17.0	3.0	14.0	58%	+24.0	11
10. McCann-Erickson	127.0	109.0	64.0	45.0	18.0	2.0	16.0	59%	+ 3.0	8
11. Doyle Dane Bernbach	116.2	97.7	51.8	45.9	18.5	2.3	16.2	60%	0	9
12. William Esty	111	97.0	62.0	35.0	14.2	2.0	12.0	65%	+11.0	12
13. Foote, Cone & Belding	101	95.6	75.6	20.0	5.4	1.0	4.4	54.3%	+30.7	16
14. SSC&B	98.8	89.4	59.9	29.5	9.4	2.8	6.6	72.9%	+ 9.0	13
15. Needham, Harper & Steers	77.4	66.0	50.8	15.2	11.4	5.5	5.9	55.7%	+ 2.7	15
16. Compton Advertising	77.2	75.9	49.1	26.8	1.3	—	1.3	75.4%	+10.0	18
17. D'Arcy-MacManus-Masius	70.0	50.0	28.0	22.0	20.0	2.0	18.0	52%	0	14
18. Wells, Rich, Greene	69.7	61.6	42.3	19.3	8.1	2.4	5.7	59.9%	+ 1.2	17
19. Kenyon & Eckhardt	64.0	54.0	32.0	22.0	10.0	4.0	6.0	61%	+15.0	22
20. Cunningham & Walsh	54.9	51.7	24.7	27.0	3.2	.2	3.2	67%	+ 4.5	21
21. Campbell-Ewald	46.0	40.0	25.2	14.8	6.0	1.2	4.8	37.1%	+ 1.0	23
22. Norman, Craig & Kummel	44.2	43.2	25.9	17.3	1.0	0.3	0.7	65.2%	- 0.5	24
23. Clinton E. Frank	43.0	36.0	8.0	28.0	7.0	0	7.0	50%	+ 8.0	25
24. N. W. Ayer & Son	42.7	36.8	20.8	16.0	5.9	1.4	4.5	39%	-12.3	19
25. Marschalk	40.0	38.0	20.0	18.0	2.0	—	2.0	68%	+ 1.0	26
26. Campbell-Mithun	32.9	24.0	4.5	19.5	8.9	0.5	8.4	43.9%	+ 1.9	28
27. Post-Keyes-Gardner	29.5	23.9	14.2	9.7	5.6	0.8	4.8	55%	+ 1.4	30
28. Tatham-Laird & Kudner	28.7	28.2	12.7	15.5	0.5	0.1	0.4	51.6%	0	29
29. Ketchum, MacLeod & Grove	26.0	20.4	11.3	9.1	5.6	—	5.6	27%	+ 1.7	32
30. Gardner Advertising	25.7	20.6	10.7	9.9	5.1	0.7	4.4	45%	+ 3.0	33
31. Bozell & Jacobs	23.6	17.7	2.9	14.8	5.9	0.6	5.3	39.3%	+ 3.6	37
32. Arthur Meyerhoff Associates	23.5	17.7	1.2	16.5	5.8	1.0	4.8	88%	+ 2.4	35
33. Honig-Cooper & Harrington	23.2	19.2	13.0	6.2	4.0	—	4.0	69%	- 1.8	31
34. Carl Ally	23.0	21.0	16.0	5.0	2.0	0.3	1.7	52%	+12.0	49
35. Erwin Wasey	23.0	20.7	9.7	11.0	2.3	0.3	2.0	78%	-12.0	27
36. Parkson	22.5	22.25	20.0	2.25	0.25	0	0.25	85%	+ 1.0	34
37. Lois Holland Callaway	22.0	21.0	5.0	16.0	1.0	—	1.0	73%	+ 6.0	41
38. Warren, Muller & Dolobowsky	21.3	19.7	12.6	7.1	1.6	—	1.6	80%	0	*
39. Warwick & Legler	21.1	17.9	13.4	4.5	3.2	1.9	1.3	39.8%	+ 4.0	45
40. McCaffrey & McCall	21.0	20.6	18.5	2.1	0.4	—	0.4	50%	0	36
41. DKG Inc.	18.8	15.8	5.4	10.4	2.8	—	2.8	53%	+ 0.2	39
42. W. B. Doner & Co.	17.9	14.0	3.0	11.0	3.9	—	3.9	61%	+ 2.0	42
43. Clyne Maxon	17.7	16.4	9.6	6.8	1.3	—	1.3	58%	+ 0.3	40
44. Masius, Wayne-Williams, Street & Finney	17.0	15.6	8.0	7.6	1.4	0.2	1.2	80%	+ 1.5	43
45. Daniel & Charles	16.0	14.5	5.5	9.0	1.5	—	1.5	55%	+ 1.0	44
46. Tinker, Dodge & Delano	15.0	13.5	9.0	4.5	1.5	—	1.5	48%	+ 5.0	50
47. Henderson Advertising	14.1	13.5	4.7	8.8	0.6	—	0.6	76%	+ 0.6	46
48. Tracy-Locke	12.4	10.5	6.0	4.5	1.9	—	1.9	45%	0	*
49. Knox Reeves Advertising	11.4	11.1	3.4	7.7	0.3	—	0.3	70%	0	48
50. Edward H. Weiss & Co.	9.6	9.3	1.3	8.0	0.3	—	0.3	26%	-10.0	38

* Not listed in 1971.

spot); \$12.7 million in radio (\$2.9 million in network, \$9.8 million in spot); TV-radio share of over-all billings: 58.5%.

Leo Burnett was down in billings (\$7.6 million from 1971) and its broadcast share of over-all billing was off 10.8 percentage points. Most of the drop was in television, equally in network and spot.

Burnett lists some 30 major accounts in broadcast. A sampling of clients using radio-TV (network and spot) shows AC

Spark Plug, Allstate, American Dairy Association, Kentucky Fried Chicken, Nestle, Union Oil and United Air Lines.

In its major-account portfolio: Procter & Gamble (*Miss USA* and *Miss Universe* among network activity and spot-TV); Pillsbury (the annual "Bake-Off" on network, spot TV and spot radio); Oldsmobile's *Bing Crosby National Pro-Amateur Golf Championship* on network; Schlitz, spot-biller in TV and radio and a heavy advertiser in 1972 on Summer Olym-

pics on ABC; Kellogg, American Petroleum Institute, Brown shoe, Green Giant, Keebler, Lewis/Howe, Mattel, Maytag, Memorex, Pfizer, Philip Morris, Star-Kist, Union Carbide and Vick among others.

The agency acquired Wickes Furniture (spot radio and spot TV) and Wilson Sporting Goods during the year and re-signed the U.S. Postal Service account.

4. BBDO

Combined TV-radio billings \$172.8 mil-

Where did the North Carolina Gubernatorial Candidates meet ?



IN SOUTH CAROLINA, Of Course!

North Carolina gubernatorial candidates "Skipper" Bowles and Jim Holshouser met on the campaign trail for the first time in the studios of WFBC-TV—along with almost 100 other political candidates from three states—on our 4½-hour prime time "Meet The Candidates" interview program.

It was no accident that the top political figures of three states gathered at WFBC-TV. That's where the top commercial candidates have gathered since 1953 when they want to reach the people of Western North Carolina, South Carolina and Georgia.

It is this kind of programming that makes us the No. 1 News and Public Affairs station in the Piedmont. And, it takes the No. 1 station to attract this kind of leadership to its studios.

Shouldn't your advertising dollars follow this kind of leadership?

Most people's do!



MULTIMEDIA

Represented by KATZ

WFBC-AM-FM-TV, Greenville, S.C.
WBIR-AM-FM-TV, Knoxville, Tenn.
WMAZ-AM-FM-TV, Macon, Ga.
WXII-TV, Winston-Salem, N.C.

WFBC-TV
GREENVILLE, SOUTH CAROLINA



lion; \$145.3 million in television (\$90.2 million in network, \$55.1 million in spot); \$27.5 million in radio (\$4.5 million in network, \$23 million in spot); TV-radio share of over-all billings: 61%.

A \$5.2-million gain in broadcast billings was reported by BBDO, with some of the increased billings from account acquisitions (American Cyanamid's Pine Sol, Lever's Lux Liquid, Breeze and Phase III, new Beechnut products, H&R Block and International Playtex's Cross Your Heart bras, among them). Accounts resigned included Merck, Sharp & Dohme and Faberge.

Aside from the newly acquired accounts, BBDO's heavy broadcast clients included Chrysler-Dodge, DuPont, other Lever products, Block Drug, portions of General Electric, Gillette (Right Guard deodorant, Soft 'n Dri, Dry Look and other products), Campbell Soup, Armstrong Cork, Breck products, Chevron Oil, Calgon bath additives, Pepsi-Cola, 3M Co., Upjohn, Delta Air Lines (via Burke Dowling Adams, Atlanta, division), Philco-Ford, Scott Paper, Vick Chemical and Pillsbury, among others.

Both TV and radio were up in billing during the year at BBDO (\$4.1 million more in television, \$1.1 million in radio).

5. Ted Bates & Co.

Combined TV-radio billings \$166.1 million; \$157.5 million in television (\$102.5 million in network, \$55 million in spot); \$8.6 million in radio (\$2.2 million in network, \$6.4 million in spot); TV-radio share of over-all billings: 67.8%.

Bates showed an \$18.4-million drop from 1971, accountable in part to reduced pool buying (Colgate-Palmolive principally) in TV and a dip of five percentage points in its broadcast share. It also lost a heavy broadcast user, C. Schmidt & Sons, during the year picking up potentially strong billers, however, in Calgon and Schweppes.

Heaviest buying at Bates is still Colgate-Palmolive (network and spot in TV and in radio). Colgate is full sponsor of *The Doctors* (NBC) in daytime network, a major advertiser in *Marcus Welby, M.D.* (ABC) and has the TV series, *Police Surgeon*, in syndication. Prudential sponsors *FBI* and *College Football Scoreboard* (both ABC). Other clients in network and spot TV: Warner-Lambert, Bristol-Myers, ITT Continental Baking, International Playtex, Standard Brands, M&M/Mars, Nabisco and Charles Pfizer. Most of these are in spot radio (Bristol-Myers is also in network radio).

6. Dancer-Fitzgerald-Sample

Combined TV-radio billings \$148 million; \$140 million in television (\$90 million in network, \$50 million in spot); \$8 million in radio (\$5 million in network, \$3 million in spot); TV-radio share of over-all billings: 85%.

D-F-S relinquished its place as the biggest spot biller but the agency's network share easily pushed it up into top broadcast position. Its radio-TV billings increased \$13 million in 1972 over the previous year. Of the gain, \$10 million

more went to TV, \$3 million additional to radio.

Much of the broadcast activity at D-F-S was reflected in such new accounts as Florida Citrus Commission, American Cyanamid business, new Beechnut business (chiefly Breath Saver Candy Mints and Life Saver Gum), Boise Cascade, three new General Mills products, Hanes (hosiery and bodywear), Hewlett-Packard, new Peter Paul product, R. J. Reynolds Foods (Chung King, Patio), Schick new products—chiefly Fleximatic electric shaver and Warm & Creamy shave cream.

During the year, D-F-S lost Olympic Airways and Riviana Foods. Also active in broadcast: BP Oil, Best Foods, other Boise Cascade products, General Mills, GM's Frigidaire, Glenbrook Laboratories, other Hanes products, Peter Paul and Procter & Gamble.

7. Benton & Bowles

Combined TV-radio billings \$137.6 million; \$129.5 million in television (\$97 million in network, \$32.5 million in spot); \$8.1 million in radio (\$3.6 million in network, \$4.5 million in spot); TV-radio share of over-all billings: 82.8%.

For the first time in recent years, Benton & Bowles' broadcast billings hit a plateau (off \$1.1 million in one year). Network-spot, TV and radio were redistributed to some extent but the chief difference from 1971 was more network and less spot placement in both radio and TV. The broadcast billings share was down a few percentage points.

New accounts were Champion International, Robert Hall Villages, Unicom Insurance, Crum & Forster and Block Drug. Network and spot TV users were Procter & Gamble, General Foods, Texaco, Morton-Norwich, S. C. Johnson, Vick Chemical, Ha-bro and Avis, and Gillette, also in network TV. Radio clients included Texaco and Morton-Norwich in network and spot, and P & G in spot.

8. Ogilvy & Mather

Combined TV-radio billings \$130.4 million; \$118.7 million in television (\$59.7 million in network, \$59 million in spot); \$11.7 million in radio (\$2.9 million in network, \$8.8 million); TV-radio share of over-all billings: 65.2%.

With its broadcast share up almost three percentage points and its major broadcast client list formidable, Ogilvy & Mather increased its TV-radio billing a respectable \$21.3 million over 1971.

During the year O&M lost broadcast accounts Hertz International, Schweppes and IBM but acquired an assortment of new clients, including Cotton Inc., Paperboard Packaging, Toro, American Cyanamid, Bowery Savings Bank, British Travel Association, P&O Lines, Houston Light & Power, Food Corp. International and Texas International Airlines.

Clients prominent in broadcast included General Foods, Shell Oil, Hershey Foods, Menley & James and Sears Roebuck in network and spot (both TV and radio); American Cyanamid, Lever Brothers, and Merrill Lynch in network and spot TV, and Avon in network TV and spot radio.

9. Grey Advertising

Combined TV-radio billings \$129 million: \$112 million in television (\$74 million in network, \$38 million in spot); \$17 million in radio (\$3 million in network, \$14 million in spot); TV-radio share of over-all billings: 58%.

Grey's account movements plus increased over-all billings and a continuing substantial broadcast share highpointed the agency's 1972 performance. It's estimated Grey's TV-radio increase will be about \$24 million over last year's figure, with network TV showing \$23 million of this gain (spot TV was down about \$3 million and spot radio up \$4 million).

A number of clients were added—and existing accounts assigned additional business—at Grey. Among them: Carter Products (Pearl Drops), International Playtex (Playtex Nurser), Kayser-Roth's hosiery (Supp-Hose, Mojud and Kayser brands), Thompson Medical (Slim-Line candies and gums), Block Drug's Mini-Mist, Calgon's Sucrets, ITT Continental Baking test product, General Foods' Minute Rice and mixes, Singer, General Electric's TV receivers, B. F. Goodrich tires and additional Revlon business. Resigned were some Procter & Gamble (Top Job, Gain), some General Foods products, Ballantine beer and ale, R. H. Macy, Howard Johnson, BVD Knitwear, Ex-Lax and Chris-Craft.

In addition to its P&G, General Foods, Revlon, International Playtex, Block Drug and Revlon business and aside from products moved or affected in the account switches, the broadcast billers at Grey included, among others, Bristol-Myers, Ford Motor (corporate and compact cars), Canada Dry, Gillette, Mennen, some Whitehall products, Van Heusen and Century Insurance.

10. McCann-Erickson

Combined TV-radio billings \$127 million: \$109 million in television (\$64 million in network, \$45 million in spot); \$18 million in radio (\$2 million in network, \$16 million in spot); TV-radio share of over-all billings: 59%.

McCann-Erickson, it's estimated, is up \$3 million in broadcast billings this year compared with 1971. The breakdown shows \$2 million of this in TV, \$1 million in radio.

Major broadcast accounts at this, the largest of Interpublic's agencies, included General Motors (Buick, Opel and GMC trucks), Miller Brewing, Coca-Cola, Humble Oil, National Biscuit, NCR, Swift & Co., U.S. Borax and Chemical, Corn Products, Lufthansa German Airlines and Savings and Loan Foundation.

11. Doyle Dane Bernbach

Combined TV-radio billings \$116.2 million; \$97.7 million in television (\$51.8 million in network, \$45.9 million in spot); \$18.5 million in radio (\$2.3 million in network, \$16.2 million in spot); TV-radio share of over-all billings: 60%.

DDB was on an even keel in broadcast billing compared with 1971; its broadcast share, however, was up 6.2 percentage points. Biggest change was a drop in its

The all-in-one medium.

Okay, so you've just finished airing your documentary on the bicycle boom. A few days later you get a call from the president of a local men's club and he wants to show it at their weekly meeting on Tuesday. "Sure," you say, and send him the film.

Or, after hearing about a contest for documentaries, you immediately pull a film you did on an old house in town which has been converted into a recreation center for teen-agers. Because it's on film, you can enter it as is, something you couldn't do if it had been shot on tape.

Flexibility is one of the many beauties of film. Once a film is in the can, it can go and show practically anywhere. On the screen. At sales meetings. In flight. Off the beaten path.

So you can see that calling film the all-in-one medium is more than just a catchy phrase.



EASTMAN KODAK COMPANY ATLANTA: Bob Baker 404/351-6510/
CHICAGO: Dick Potter 312/654-5300/DALLAS: Frank Reinking 214/351-3221
/HOLLYWOOD: John Warner 213/464-6131/NEW YORK: Bill Reddick 212/262-
7100/SAN FRANCISCO: Joe Semmelmayer 415/776-6055.





A question of sanity.

Because of a quirk in the Nebraska law, a person can be committed to a mental institution on flimsy and sometimes non-existent evidence. This problem came to the attention of the Fetzer television station in Lincoln through the plight of a young working girl. The station developed a short prime-time program around her problem which revealed that she had been committed for insanity by a jilted boyfriend. Only fast action by her employer and a psychiatrist proved her sanity beyond a doubt. Her experience received strong response from sympathetic viewers.

As a result, the Governor's office has prepared corrective legislation for the Nebraska legislature. The Fetzer station was glad to have focused attention on this situation, so that the legislature can make "a question of sanity" a more responsible procedure throughout the state.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac
				KMEG-TV Sioux City

network TV (\$12.8 million down) and a sharp rise in spot (up \$7.5 million). Radio fared well, up \$5.5 million.

Account movement was active. Lever Bros. (several products including Close-Up toothpaste that DDB had helped introduce), Kitchens of Sara Lee, Whirlpool and Quaker Oats' hot cereals were resigned during the year, while Procter & Gamble business, Ponderosa Systems and South Central Volkswagen Distributors were acquired.

Among major broadcast billers, Polaroid, Volkswagen, American Airlines, Mobil Oil, Uniroyal, Bristol-Myers' Clairol products and Strohs beer were all in network and spot TV and, with the exception of Uniroyal, in spot radio.

12. William Esty

Combined TV-radio billings \$111 million; \$97 million in television (\$62 million in network, \$35 million in spot); \$14 million in radio (\$2 million in network, \$12 million in spot); TV-radio share of over-all billings: 65%.

William Esty turned in a bullish broadcast-billing performance this year, with estimated increase over 1971 of \$11 million in television, almost equally apportioned to network and spot, \$3 million in radio, all in spot. The radio-TV share was up one percentage point.

Much of the boost came from account acquisitions including Nabisco (Milk Bone dog foods), American Home (Anbesol antiseptic) and Colgate-Palmolive (the new Irish Spring deodorant soap and Palmolive Crystal Clear dishwashing detergent). Across-the-board, network and spot and in radio and TV: Colgate, Union Carbide and American Home Products. Other network-spot TV users: RJR Foods, Chesebrough-Ponds, Genesee Brewing, Nabisco, Noxell, Sun Oil, Swift & Co. Spot radio: Genesee, Noxell, Sun Oil, Swift and S. A. S.

13. Foote, Cone & Belding

Combined TV-radio billings \$101 million; \$95.6 million in television (\$75.6 million in network, \$20 million in spot); \$5.4 million in radio (\$1 million in network, \$4.4 million in spot); TV-radio share of over-all billings: 54.3%.

FC&B was much happier about it in 1972 than in 1971. Its broadcast share had dropped substantially in 1971—off 12.5 percentage points—but the sharp upward trend this year was underscored by a 9.3 percentage-point gain. In hard figures, FC&B was up a spectacular \$30.7 million, increasing its TV by \$29.1 million and its radio by \$1.6 million.

Account activity included the acquisition of Commonwealth of Puerto Rico, Dunkin' Donuts, Holland House Brands, Bilstex, Conagra and Frawley Enterprises. Resigned were STP, Adolph's and Southern National Bank.

FC&B has some 15 major network-TV clients, Equitable, Frito-Lay, Sears Roebuck, Bristol-Myers, Schick, Armour, S. C. Johnson, Kimberly-Clark, Kraft (*Music Hall*), Hallmark (*Hall of Fame specials*), Sunbeam, Zenith, Sunkist and Dole, among them.

Spot TV and spot radio were both used by Frito-Lay, Sears, Bristol-Myers (also in network radio), Armour (also network radio), S. C. Johnson, U. S. Suzuki, Dole, Western States Bankcard Association and Mazda.

14. SSC&B

Combined TV-radio billings \$98.8 million; \$89.4 million in television; (\$59.9 million in network, \$29.5 million in spot); \$9.4 million in radio (\$2.8 million in network, \$6.6 million in spot); TV-radio share of over-all billings: 72.9%.

SSC&B rebounded from billing losses suffered in 1971 because of deflection of cigarette spending (Pall Mall) to score a \$9-million advance in broadcast revenue. The most notable increase was in spot TV, up almost \$7 million.

SSC&B's prominent radio-TV accounts included Sunshine Biscuits Inc., Best Foods Division of CPC International Inc., Lever Bros., Thomas J. Lipton Inc., Lehn & Fink's consumer products, Johnson & Johnson, Carter-Wallace Inc., Noxell Corp. and Block Drug.

15. Needham, Harper & Steers

Combined TV-radio billings \$77.4 million; \$66 million in television (\$50.8 million in network, \$15.2 million in spot); \$11.4 million in radio (\$5.5 million in network, \$5.9 million in spot); TV-radio share: 55.7%.

Little billings difference was noted in NH&S's 1972 figures compared with the previous year. The broadcast share was the same, the billings in broadcast up slightly—a \$2.7-million increase.

New-account activity was busy: in were Collins & Aikman, Underwriters' Laboratories, United States Gypsum, William Wrigley business, Xerox Education Group, Ballantine beer & ale via Falstaff Brewing, Borden's Wise and Old London foods and Drake Bakeries; out were Calgon consumer products, Greater Park City, Homelite division of Textron and Rawlings Sporting Goods.

Broadcast accounts, in addition to Borden, Calgon, Homelite, Xerox (*America* series on NBC), Falstaff (*Will Rogers* special on CBS and network sports), were Kimberly-Clark, Frigidair, Mallory battery, C. F. Mueller, Continental Airlines, State Farm Insurance, McDonald's, Atlantic Richfield (Nixon trip to China coverage on NBC and network sports), Campbell Soup, General Mills, S. C. Johnson and Kraft.

16. Compton Advertising

Combined TV-radio billings \$77.2 million; \$75.9 million in television (\$49.1 million in network, \$26.8 million in spot); \$1.3 million in radio (all in spot); TV-radio share of over-all billings: 75.4%.

Compton allotted an additional \$10-million to the broadcast media in 1972 over last year, reflecting largely an increase in the over-all share allocated to TV-radio. TV expenditures rose about \$11 million, while radio dipped \$1 million.

Procter & Gamble continued as Compton's largest broadcast account, while other substantial clients were Consolidated Cigar, Johnson & Johnson, New

York Life Insurance, Personal Products Co., U.S. Steel and Norwich Pharmacal. During the year Compton resigned Alberto-Culver, which spends almost \$3.5-million in TV.

17. D'Arcy, MacManus & Masius

Combined TV-radio billings \$70 million; \$50 million in television (\$28 million in network, \$22 million in spot); \$20 million in radio (\$2 million in network, \$18 million in spot); TV-radio share of over-all billing: 52%.

The figures for D'Arcy, MacManus & Masius this year contain an adjustment. In 1971, billing breakouts were difficult to ascertain because of a continuing merger of operations of D'Arcy with MacManus, John & Adams. Despite this, BROADCASTING's estimates in radio of \$20 million and spot-network allocations were on target; the TV estimate of \$65 million was an overstatement (\$50 million in 1972), though the network and spot relationship was about right.

The merged agency listed nearly 20 major broadcast billers. Included in network TV users were Pontiac, Cadillac, Coleman Co., General Motors Corp., Wolverine, Gerber, American Oil, O. M. C., Serta, Aetna Life, Colgate-Palmolive, Anheuser, Ralston Purina, the 3M Co., Bank America, National Bankamericard and Kirsch. Spot-TV users included Pontiac, Gerber, American Oil, Binaca, Anheuser, Ralston, Bank America and Kirsch. Radio users: Pontiac, Cadillac, Rust-Oleum, Anheuser and Bank America in network and spot, also spot-only American Oil and Ralston.

New business included Ralston-Purina's Variety Menu (network and spot TV) and Checkerboard Farms branded poultry products (network and spot TV, spot radio). Effective in 1973 it will no longer bill on Wolverine (Hush Puppy shoes), but will on Whirlpool.

18. Wells, Rich, Greene

Combined TV-radio billings \$69.7 million; \$61.6 million in television (\$42.3 million in network, \$19.3 million in spot); \$8.1 million in radio (\$2.4 million in network, \$5.7 million in spot); TV-radio share of over-all billings: 59.9%.

With Procter & Gamble and the broadcast-oriented Miles Laboratories (Alka-Seltzer) among its heavies this year, Wells, Rich, Greene moved up several notches in its share and billed an additional \$1.2 million in 1972 over 1971.

Other broadcast-billing clients included TWA, Royal Crown and Ralston, all, in addition to P&G and Miles, in network and spot TV. Royal Crown and Miles also were in network and spot radio. Prominent also in the WRG list: Ralston (network and spot TV) and Philip Morris (network and spot radio).

Account moves at WRG added Wolverine World (Hush Puppies), Westinghouse and Bic Pen, the most prominent in broadcast. Biggest loss was American Motors.

19. Kenyon & Eckhardt

Combined TV-radio billings \$64 million;

\$54 million in television (\$32 million in network, \$22 million in spot); \$10 million in radio (\$4 million in network, \$6 million in spot); TV-radio share of over-all billings: 61%.

K&E showed substantial gains in broadcast as it increased its radio-TV share of over-all billings by 21 percentage points. Broadcast billing was up \$15 million—\$10 million more in network TV, \$4 million more in spot TV and \$500,000 more in network and also in spot radio.

A Ford agency, K&E bills in network and spot, both radio and TV for Lincoln-Mercury; network TV for Brown & Williamson, Underwood, Beecham, E. J. Brach, Libby, McNeill & Libby, Pabst Brewing; spot TV for Beecham, Helena Rubenstein, Shell Oil, New England Merchants, Underwood, B&M beans, Armour-Dial, LM&I. and Pabst; radio for Helena Rubenstein (spot), Quaker State (network and spot) and Pabst (spot).

20. Cunningham & Walsh

Combined TV-radio billings \$54.9 million; \$51.7 million in television (\$24.7 million in network, \$27 million in spot); \$3.2 million in radio (\$200,000 in network, \$3 million in spot); TV-radio share of over-all billings: 67%.

Paced by acquisition of American Motors in 1972, of which only a portion is being billed this year, Cunningham & Walsh increased its broadcast by \$4.5 million. The biggest rise was in spot TV where American Motors was especially active.

Broadcast spenders also include American Home Products, AT&T Yellow Pages (network only), Anderson Clayton, Glenbrook Laboratories, Andrew Jergens, Connecticut General Insurance, MEM and United Aircraft, all in network and spot TV, plus spot-TV users Folger coffee, Geigy Chemical, W. T. Grant's, National Coffee Association and Old Milwaukee Beer. MEM, United Aircraft, American Motors were in network (and all but United in spot) radio, with Connecticut General, Geigy, Glenbrook, Grant's, National Coffee and Old Milwaukee in spot radio.

21. Campbell-Ewald

Combined TV-radio billings \$46 million, \$40 million in television (\$25.2 million in network, \$14.8 million in spot); \$6 million in radio (\$1.2 million in network, \$4.8 million in spot); TV-radio share of over-all billings: 37.1%.

Campbell-Ewald improved its broadcast billings share slightly and was up about \$1 million over 1971.

Chevrolet was the kingpin broadcast client handled by the agency. It was heavily in TV network and in spot (via advertiser-syndicated properties) and was a radio user. Also active in broadcast were Admiral, Marathon Oil, North American Rockwell, National Steel, other General Motors business (Delco, United Motors Service and GM Acceptance).

22. Norman, Craig & Kummel

Combined TV-radio billings \$44.2 million; \$43.2 million in television (\$25.9 million in network, \$17.3 million in

spot); \$1 million in radio (\$300,000 in spot, \$700,000 in network); TV-radio share of over-all billings: 65.2%.

For NC&K, the year was relatively steady, though there's some attrition in broadcast billing (off \$500,000 from 1971). The agency expected some turnaround with new business in the shop, namely Vick Chemical (Lavoris), Shulton (Desert Flower, Corn Silk), Ronson (lighters and shavers) and Clairol. Also active in broadcast were Colgate-Palmolive, Dow Chemical and Chesebrough-Pond's.

23. Clinton E. Frank

Combined TV-radio billings \$43 million; \$36 million in television (\$8 million in network, \$28 million in spot); \$7 million in radio (all spot); TV-radio share of over-all billings: 50%.

Chicago-based, Clinton E. Frank continued to move upward in broadcast billing. In 1971, its gain was \$8 million; this year it showed a \$3-million increase, helped in some measure by the active Toyota account (ABC's Summer Olympics, spot TV-radio). Other major billers were Motorola in network TV, Stokeley-Van Camp and Reynolds Metals in network-spot TV, Elanco and McCormick in spot TV and Elanco also in spot radio.

McCormick and Stokeley-Van Camp were new this year, as were Miller Brewing (Meister Brau and Buckeye brands), Elaine Powers Figure Salons, Foster Farms and PVO International (Saffola margarine). Resigned were Bolens division of FMC Corp., Sitmar Cruises and William Wrigley Jr.

24. N. W. Ayer & Son

Combined TV-radio billings \$42.7 million; \$36.8 million in television (\$20.8 million in network, \$16 million in spot); \$5.9 million in radio (\$1.4 million in network, \$4.5 million in spot); TV-radio share of over-all billings: 39%.

In 1971 Ayer had added \$7 million in broadcast billings and had increased its broadcast share: in 1972, that gain was wiped out by a \$12.3-million drop in TV-radio and the broadcast share was off 10 percentage points. During the year, it lost or resigned billing from Gino's fast-food restaurants, Insurance Co. of North America, Yamaha motorcycles and Alberto-Culver, all in broadcast (though it gained Quaker City Chocolate and Confectionary Co.'s Good and Plenty, *Chicago Daily News*, WLS-TV Chicago and Helene Curtis's Tender Touch bath oil).

Network TV billings came mostly from AT&T (*Bell System Family Theater* on NBC), Dr. Scholl and DuPont. All of these were in spot TV, as were Quaker City, Sealtest, Economics Laboratories, DeBeers and Gino's (billed for six months in year), among others. Bic Pen, a network-TV participating advertiser, was not in spot. INA billed in network radio (NBC) before the account moved to Young & Rubicam. DuPont also was in network radio, and AT&T, First Federal Chicago, General Motors (public-relations account) and Illinois Bell in spot radio.

25. Marschalk

Combined TV-radio billings \$40 million; \$38 million in television (\$20 million in network, \$18 million in spot); \$2 million in radio (all spot); TV radio-share of over-all billings: 68%.

Little change occurred in broadcast billings at Marschalk, one of several agencies owned by Interpublic. The biggest change has come about in spot TV which is up over last year and, which despite a 1972 drop in network, puts Marschalk about \$1 million ahead in total broadcast this year as against 1971. Broadcast contributors include Coca-Cola (USA and Foods Division), Heublein, Avco's Ezee Flow, Jantzen, Standard Oil of Ohio, Ohio Bell Telephone.

26. Campbell-Mithun

Combined TV-radio billings \$32.9 million; \$24 million in television (\$4.5 million in network, \$19.5 million in spot); \$8.9 million in radio (\$500,000 in spot, \$8.4 million in network); TV-radio share of over-all billings: 43.9%.

New broadcast accounts and a gain of nearly two percentage points in the TV-radio share of total business highlight Minneapolis-based Campbell-Mithun's 1972 performance that was up \$1.9 million in billings. Television increased \$3 million, radio was off \$1.1 million. Major broadcast accounts included network-TV billers General Mills, Dairy Queen, Ac'cent and Gold Seal, all also in spot TV as were Northwest Orient Airlines, G. Heileman Brewing, Kroger and Land O'Lakes. General Mills and Dairy Queen were active in network and spot radio; all of the others were in spot radio. New accounts: Addressograph Multigraph Corp. (network TV and spot radio), Sanna division of F. Beatrice Foods (network and spot radio); additional General Mills business (Protein Plus, Betty Crocker Coupon Plan and Boutique, both spot TV), Outboard Marine's snowmobiles in spot TV and radio, and Cargill seed (not yet determined). A. E. Staley (spot and network TV) was resigned.

27. Post-Keyes-Gardner

Combined TV-radio billings \$29.5 million; \$23.9 million in television (\$14.2 million in network, \$9.7 million in spot); \$5.6 million in radio (\$800,000 in network, \$4.8 million in spot); TV-radio share of over-all billings: 55%.

PKG has regained \$1.4 million of the \$2.5 million in billings it lost in broadcast last year and improved its share by two percentage points. Gains were in spot (TV and radio). Brown & Williamson (Sir Walter Raleigh tobacco), Florists' Transworld Delivery, Beatrice Foods (Beatrice frozen foods, La Choy and Mario's food products), Lennox heating-air conditioning and Marenton Marketing Corp. were among PKG accounts prominent in broadcast.

28. Tatham-Laird & Kudner

Combined TV-radio billings \$28.7 million; \$28.2 million in television (\$12.7 million in network, \$15.5 million in spot); \$500,000 in radio (\$100,000 in

WESH-TV

Covers Central Florida

Like The Surf

On The World's
Most Famous Beach



KATZ TELEVISION
TV SOUTH



WESH-TV
DAYTONA BEACH ORLANDO

10-year track record of 1972's top 10 agencies

Radio-TV billings in millions. Figures in parentheses () indicate rank.

Agency	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963
JWT	\$222.3 (1)	\$259.5 (1)	\$280.6 (1)	\$284.9 (1)	\$248.6 (1)	230 (1)	\$225 (1)	\$178 (1)	\$151 (1)	\$144 (1)
Y&R	187.4 (2)	161.5 (5)	188.6 (4)	211.5 (2)	195.2 (2)	166 (3)	162.8 (3)	146 (2)	128.8 (2)	127.1 (1)
Burnett	176.9 (3)	184.5 (2)	202 (2)	202 (3)	182.8 (3)	172.7 (2)	153.7 (4)	131.6 (5)	111.3 (5)	90.2 (7)
BBDO	172.8 (4)	167.6 (4)	173.9 (5)	182.8 (4)	167 (4)	146.5 (5)	179 (2)	132.2 (4)	123.3 (3)	104.5 (4)
Bates	166.1 (5)	184.5 (2)	196.1 (3)	162.3 (5)	154.5 (4)	154.3 (4)	144 (5)	143 (3)	126.3 (3)	113.84 (3)
D-F-S	148.0 (6)	135 (7)	130 (7)	125 (7)	125 (6)	130 (6)	120 (6)	100 (8)	92 (8)	80 (9)
B&B	137.6 (7)	138.7 (6)	127 (8)	125 (7)	104.25(11)	109 (10)	110 (9)	100 (8)	100 (6)	92 (6)
O&M	130.4 (8)	109.1 (10)	116.4 (11)	85.6 (14)	79.0 (15)	71.9 (15)	59.9 (15)	44.2 (19)	41.7 (16)	24.7 (23)
Grey	129.0 (9)	105 (11)	102 (13)	113 (11)	96.2 (12)	110 (9)	97 (10)	81 (11)	54 (15)	45 (15)
M-E	127.0 (10)	124 (8)	118 (10)	125 (7)	120 (7)	118.14 (8)	120 (6)	107 (6)	93.2 (7)	94.5 (5)

network, \$400,000 in spot): TV-radio share of over-all billings: 51.6%.

Broadcast billing at TL&K remained at virtually the same level as in 1971, with TV investment rising slightly and radio billing dipping about \$100,000.

The agency acquired Kitchens of Sara Lee during the year, while it lost Associated Brewing Co. Among major broadcast accounts during 1972 were Procter & Gamble, Libby, McNeill & Libby, Miles Laboratories, Kendall Co., Good-year Tire & Rubber Co. and Coca-Cola (foods).

29. Ketchum, MacLeod & Grove

Combined TV-radio billings \$26 million; \$20.4 million in television (\$11.3 million in network, \$9.1 million in spot); \$5.6 million in radio (all spot); TV-radio share of over-all billings: 27%.

KM&G continued this year to increase both in its broadcast share and billings, up \$1.7 million over 1971.

Prominent broadcast accounts included Clorox, Alcoa, Heinz, Stouffers, Rubbermaid, Pittsburgh National Bank, Air Jamaica, Westinghouse, Olympia, JAL (Japan Air Lines), Shiseido, Pittsburgh Brewing, Chesapeake & Potomac Telephone, Texas Commerce Bank, ASP Parts and Gulf.

Though Ketchum acquired a number of accounts during the year, broadcast allocations will not be reflected to any important extent till 1973. New business included Yamaha motorcycles, Ford Dealers Association of Newark, Rockwell Manufacturing (power tools), CIT Corp., Jackson Brewing, Western Union International, National Potato Promotion Board, Westinghouse's Coral Ridge Properties, Midlantic Banks, Hayden Stone, Gulf-Reston and Jamaica Industrial Development Corp. Resigned were American Gas Association business, H. K. Porter Co. and the footwear division that was phased out by B. F. Goodrich.

30. Gardner Advertising

Combined TV-radio billings \$25.7 million; \$20.6 million in television (\$10.7 million in network, \$9.9 million in spot); \$5.1 million in radio (\$700,000 in network, \$4.4 million in spot): TV-radio share of over-all billings: 45%.

Gardner's broadcast billing grew more than \$2 million for the year, spurred by comfortable increases in both spot TV and radio as network TV expenditures declined.

Principal broadcast business accrued from Anheuser-Busch, Ralston Purina, Decre & Co. (consumer products), Sun Oil Co. and Southwestern Bell Telephone Co.

31. Bozell & Jacobs

Combined TV-radio billings \$23.6 million: \$17.7 million in television (\$2.9 million in network, \$14.8 million in spot); \$5.9 million in radio (\$600,000 in network, \$5.3 million in spot): TV-radio share of over-all billings: 39.3%.

Bozell & Jacobs increased its broadcast share more than two percentage points and its billings by \$3.6 million. Its long-time account, Mutual of Omaha continued *Wild Kingdom* in TV syndication, and other top broadcast accounts contributing to B&J's growth were Borden's Wyler Foods, Avco Financial Services, Renfield Importers (Martini & Rossi vermouth), Winnebago Industries, Johnson Products, Tenneco, Gibson Refrigerator Sales.

New accounts included Union Pacific Railroad (\$500,000 in TV, \$50,000 in radio) and Goldblatt Brothers department store chain (\$150,000 in TV, \$40,000 in radio).

32. Arthur Meyerhoff Associates

Combined TV-radio billings \$23.5 million: \$17.7 million in television (\$1.2 million in network, \$16.5 million in spot); \$5.8 million in radio (\$1 million in network, \$4.8 million in spot): TV-radio share of over-all billings: 88%.

An increase of \$2.4 million in broadcast billings mostly appeared in spot TV and spot radio. Chicago-based Meyerhoff increased its TV-radio share two percentage points.

Prominent in broadcast at Meyerhoff were Wrigley in both radio and TV, network and spot Boyle-Midway division of American Home Products (Pam and 3-in-1 Oil), Beatrice Foods' Clark and Holloway Candies, Massey-Ferguson and Midwest Marketing—all but 3-in-1 in network and spot TV, 3-in-1, Midwest and Pam in spot radio.

33. Honig-Cooper & Harrington

Combined TV-radio billings \$23.2 million; \$19.2 million in television (\$13 million in network, \$6.2 million in spot); \$4 million in radio (all spot): TV-radio share of over-all billings: 69%.

Honig-Cooper & Harrington was on an upward trend in 1971 (\$6 million gain

in broadcast) but in 1972 the San Francisco-based agency was down one percentage point and off \$1.8 million, the major portion in radio.

Levi Straus & Co. continued as a big broadcast account (network participations and sponsor of specials, in spot TV and spot radio.) Clorox and United Vintners were in network and spot TV; C and H Sugar in spot TV and spot radio, Vintners also in spot radio and Nalley's in spot TV.

34. Carl Ally Inc.

Combined TV-radio billings \$23 million; \$21 million in TV (\$16 million in network, \$5 million in spot); \$2 million in radio (\$300,000 in network, \$1.7 million in spot); TV-radio share of over-all billings: 52%.

Carl Ally's biggest growth in broadcast-oriented accounts occurred in 1972, up in broadcast share 14 percentage points (in contrast to a drop of three points the previous year). The agency this year more than doubled its broadcast billings (from \$11 to \$23 million).

Earlier in the year—before Ally aborted plans to go public because of poor trading conditions—the agency had reported an impressive climb in its media-billing base, as well as in the broadcast share.

In TV, Ally was heavily committed to network with Pan American Airways, Fiat, IBM, Hertz, Goodyear batteries, Noxell Wash and Comb, Travelers Insurance (*NCAA Coaches Corner* on ABC), Pharmacrast's Sinarest and Allest. All but IBM and Travelers also used spot TV and Pan Am, Fiat, Noxell and Pharmacrast were represented in spot radio while Travelers and Hertz were network radio sponsors. Ally picked up Good-year and Noxell in 1972 and its new billings reflected increased activity of such accounts as Pan Am, Travelers, Pharmacrast, and Fiat U.S., all newly acquired in 1971. It resigned Carter Rise shaving cream (network and spot TV) in 1972.

35. Erwin Wasey

Combined TV-radio billings \$23 million; \$20.7 million in television (\$9.7 million in network, \$11 million in spot); \$2.3 million in radio (\$300,000 in network, \$2 million in spot): TV-radio share of over-all billings: 78%.

Erwin Wasey's total billings have declined in recent years. Estimates of its broadcast billing drop this year was sub-

stantial, some \$12 million. Active broadcast accounts included Carnation products (also Carnation's Contadina Foods division), E. & J. Gallo Winery and Gulf (household products, tires and batteries).

36. Parkson

Combined TV-radio billings \$22.5 million; \$22.25 million in television (\$20 million in network, \$2.25 million in spot); \$250,000 in radio (all spot); TV-radio share of over-all billings: 85%.

Parkson's client is J. B. Williams Co. and the broadcast billing was up a little more than \$1 million above last year's total. As usual over the years, Williams was heaviest in network television, though TV spot grew as result of advertiser syndication (billed in *Hee Haw* and *Lawrence Welk* series). Products included Geritol, Sominex, Scrutan, Femiron, Acqua Velva and Lectric Shave.

37. Lois Holland Callaway

Combined TV-radio billings \$22 million; \$21 million in television (\$5 million in network, \$16 million in spot); \$1 million in radio (all spot); TV-radio share of over-all billings: 73%.

Lois Holland Callaway continued to move up in its spot-TV billings (though not heavy in network, that category also increased). The agency in 1972 handled \$6 million more broadcast than in 1971.

Top broadcast spenders at LHC included Beechnut's Tetley Tea and Martinson coffee, Olivetti, Ovaltine, Turhorg beer (Carling brand and newly acquired this year), Sterling Drug products including Vanquish, Midol and several others, Noxell, Hunt-Wesson tomato line of Norton Simon Communications, Restaurant Associates, REA Express and Yardley of London (new products).

38. Warren, Muller & Dolobowsky

Combined TV-radio billings \$21.3 million; \$19.7 million in television (\$12.6 million in network, \$7.1 million in spot); \$1.6 million in radio (all spot); TV-radio share of over-all billings: 80%.

Warren, Muller & Dolobowsky appears for the first time in the top-50 list of broadcast agencies. The agency has been in a period of quick growth, and, it's estimated, its broadcast billings are now past the \$20-million mark.

Billings do not include accounts acquired only recently and said to represent about \$5 million in broadcast. Current list included Mennen products (Protein 21 shampoo, hair spray and conditioner, Protein 29 hair groom); Stay Dry antiperspirant; 5-Day (roll-on and pads); Winthrop Laboratories' Neo-Synephrine nasal spray and Bronch-Aid mist; Breon Laboratories' Diaparcne perianal cream, and Bonded gasoline.

39. Warwick & Legler

Combined TV-radio billings \$21.1 million; \$17.9 million in television (\$13.4 million in network, \$4.5 million in spot); \$3.2 million in radio (\$1.9 million in network, \$1.3 million in spot); TV-radio share of over-all billings: 39.8%.

Warwick & Legler bolstered its broadcast billing by more than \$4 million over

1971, attributed to the acquisition of four accounts and a rise in TV-radio share.

New accounts at W & L were Lehn & Fink Products Corp., Benjamin Moore & Co. (paint), Brooke Bond Foods Inc. and Schering-Plough Inc. Other broadcast advertisers during the year were Timex Corp., Piel Bros., U.S. Tobacco Co., Air Canada and Selchow & Righter (games).

40. McCaffrey & McCall

Combined TV-radio billings \$21 million; \$20.6 million in television (\$18.5 million in network, \$2.1 million in spot); \$400,000 in radio (all spot); TV-radio share of over-all billings: 50%.

Billings had dropped at McCaffrey & McCall a year ago (then LaRoche, McCaffrey & McCall), but this year the billing in broadcast remained strong in view of an increase in the share of 10 percentage points.

J. C. Penney (network election coverage sponsor), Standard Oil of New Jersey, Norelco and Hartford Insurance were the TV-billing mainstays. Chemical Bank of New York was in spot TV and radio spot participants included ABC Co., Merck & Co. and J. P. Stevens.

41. DKG Inc.

Combined TV-radio billings \$18.6 million; \$15.8 million in television (\$5.4 million in network, \$10.4 million in spot); \$2.8 million in radio (all spot); TV-radio share of over-all billings: 53%.

DKG's deviation from 1971's performance was slight: an increase of its broadcast share by two percentage points. It handled \$200,000 more in network TV but continued to add potential broadcast billers: Ft. Howard Paper, a \$750,000 TV account, and P.D.Q., a \$300,000 TV account. Both were in spot TV, as were West End Brewery and Getty Oil (the latter two also in spot radio). Clients in network and spot TV as well as spot radio included Consolidated Cigar and Remington Rand, while Corning Glass and Sauter Laboratories were in network and spot TV.

42. W. B. Doner & Co.

Combined TV-radio billings \$17.9 million; \$14 million in television (\$3 million in network, \$11 million in spot); \$3.9 million in radio (all in spot); TV-radio share of over-all billings: 61%.

Doner increased its broadcast spending by more than \$2 million over 1971, virtually all of it in television. Agency's most active radio-TV accounts included National Brewing, Commercial Credit Corp., General Electric (TV sets), Allied Supermarkets, Dow Chemical and Clagon Corp.

43. Clyde Maxon

Masius, Wayne-Williams,

Combined TV-radio billings \$17.7 million; \$16.4 million in television (\$9.6 million in network, \$6.8 million in spot); \$1.3 million in radio (all in spot); TV-radio share of over-all billings: 58%.

Clyde Maxon's billings were up \$300,000 over 1971, and its broadcast share was off two percentage points.

New accounts acquired included General Electric's self-cleaning iron and stainless coffeemaker products; Bronitex tablets and mist; Heather and Heet Gel. The agency resigned Buckingham Corp. Network TV and spot TV and radio were media used by GE's beauty products, food preparations and garment care appliances; Dristan and Primatene Mists, Arthritis Pain Formula and Heet ointment; GE clocks in spot TV and Primatene tablets in TV (network and spot).

44. Street & Finney

Combined TV-radio billings \$17 million; \$15.6 million in television (\$8 million in network, \$7.6 million in spot); \$1.4 million in radio (\$200,000 in network, \$1.2 million in spot); TV-radio share of over-all billings: 80%.

Broadcast billings were up \$1.5 million, the increases showing in spot TV and in radio.

Colgate-Palmolive, Campana division of Purex (Doan's pills), Mentholatum, Heublein's Bristol Cream, Lesney Products, Lorillard Corp. (chewing tobaccos, and newly billing at the agency this year) and Melitta (coffee, coffeemaker and filter paper) were the broadcast-billing accounts.

45. Daniel & Charles

Combined TV-radio billings \$16 million; \$14.5 million in television (\$5.5 million in network, \$9 million in spot); \$1.5 million in radio (all spot); TV-radio share of over-all billings: 55%.

Daniel & Charles increased its broadcast billings only \$1 million, though the TV-radio share went up five percentage points. Major broadcast clients included Bristol-Myers (network and spot TV), GAF Corp. (network and spot TV and spot radio), and spot billers Colonial Penn, Kayser-Roth, Lanvin/Jean Nate and Maidenform.

46. Tinker, Dodge & Delano

Combined TV-radio billings \$15 million; \$13.5 million in television (\$9 million in network, \$4.5 million in spot); \$1.5 million in radio (all spot); TV-radio share of over-all billings: 48%.

Paced by broadcast-active Florida Citrus Commission and Borden's business, TD&D, an Interpublic Group agency, has sharply increased broadcast billings. Estimate for 1972 was \$15 million, a \$5 million gain over 1971. Other broadcast spending came from a list that includes such clients as Coca-Cola, Exxon Chemical, Warner-Lambert Pharmaceutical and British Overseas Airways, among others.

47. Henderson Advertising

Combined TV-radio billings \$14.1 million; \$13.5 million in television (\$4.7 million in network, \$8.8 million in spot); \$600,000 in radio (all in spot); TV-radio share of over-all billings: 76%.

Broadcast spending at the Greenville, S.C.-based agency rose \$600,000 during the year, resulting from a boost in TV spending. Radio expenditures dropped slightly.

Texize Chemicals continued as Hender-

son's largest advertiser. Other broadcast-oriented accounts include Simoniz, Jim Dandy (dog food), Pet Dairy, C & S Bank of South Carolina, Blue Plate Foods and Kaiser. During the year the agency lost the McDonald's account and obtained Hungry Bull Restaurants and C & S Bank of Georgia.

48. Tracy-Locke

Combined TV-radio billings \$12.4 million; \$10.5 million in television (\$6 million in network, \$4.5 million in spot); \$1.9 million in radio (all in spot); TV-radio share of over-all billing: 45%.

Dallas-based Tracy-Locke's biggest TV accounts were Frito-Lay, Dole bananas and Beard-Poulain chain saws (network and spot), Hagger slacks (network), Borden, Mrs. Baird's Bakeries, Southern Union Gas and Mid-America and Mountain States Bankcard Associations (all spot). Borden, Dole, Mrs. Baird's, gas and banking companies used spot radio.

During 1972, Tracy-Locke resigned Pearl Brewing (TV and spot-radio users Country Club Malt Liquor and Pearl Beer), Frontier Airlines (spot TV and spot radio) and Volkswagen South Central Distributor (spot TV and spot radio), and acquired Texas Instruments (electronic calculators now in test markets).

49. Knox Reeves Advertising

Combined TV-radio billings \$11.4 million; \$11.1 million in television (\$3.4 million in network, \$7.7 million in spot); \$300,000 in radio (all spot): TV-radio share of over-all billings: 70%.

General Mills and Grain Belt Breweries were the substantial broadcast-billing clients of Minneapolis-based Knox Reeves. General Mills was in network and spot television, Grain Belt in spot TV and spot radio, while Art Instruction Schools and Palmer Writers School, both in Minneapolis, used spot TV.

50. Edward H. Weiss & Co.

Combined TV-radio billings \$9.6 million; \$9.3 million in television (\$1.3 million in network, \$8 million in spot); \$300,000 in radio (all spot): TV-radio share of over-all billings: 26%.

The Chicago-based Weiss agency dropped 21 percentage points in 1972 and the dip depressed broadcast billing, down 50% to under \$10 million for the year. Biggest fall-off was in network TV, down \$6.6 million, while spot TV also was \$2.5 million behind. Broadcast clients: Alberto-Culver, Crush/Hires, Lipton, Mobil plastics, Mogen David, Montgomery Ward and National Pet Foods.

O&M, Esty land big ones. Nabisco, Co., New York, has appointed Ogilvy & Mather, New York, as agency for Chips Ahoy!, Fig Newtons and Lorna Doone shortbread cookies, and Ritz and Premium saltine crackers, effective next July 1. Broadcast-active \$6-million account has been with McCann-Erickson, New York, for past 38 years. Also last week, Magnavox, Fort Wayne, Ind., appointed William Esty Co., New York. Account bills \$5 million.

Parker assails hiring practices at TV stations

United Church, in own interpretation of FCC reports, sees little advance for minorities and women and berates NAB for inaction in recruitment

Television broadcasters were accused last week by the Office of Communication, United Church of Christ, of having compiled a "dismal" record of employment of minorities and women.

The Rev. Dr. Everett C. Parker, director of the Office of Communication, made the charge at a news conference in New York following the release of a study by the church agency titled "Television station employment practices: the status of minorities and women."

The study, conducted by Dr. Ralph M. Jennings, associate director of the office, was based on the employment statements submitted to the FCC by 609 commercial TV stations. The statements were made available to the Parker office by the FCC. Reports from another 76 commercial stations were said to have been unavailable or incomplete.

As emphasized in the news conference, the church's study found 34% of the 609 stations reported no minority employees in the four upper categories of jobs—managerial, professional, technical and sales; 18% employed no women in those categories.

The study showed that full-time and part-time minority-group employment amounted to 4,081 in 1971 and 4,781 in 1972, said to be an increase from 10% to 11% of the stations' total employment in one year. Employment of women was reported at 9,396 in 1971 and 9,647 in 1972, said by the office to be 22% of the stations' total employment in both years.

Dr. Parker later explained that the study measured percentage changes of minority and women's employment vis-a-vis the total staff of the stations and not the percentage of change in the minorities and women universes themselves.

"If a station has 100 employees and has one black employe one year and the next year has two black employes, some stations call it a 100% increase in minority employment," Dr. Parker said. "We say it's only a 1% increase, from 1% to 2% of the total employment."

The study said that more than two-thirds of the full-time employment at the 609 stations consisted of positions in the upper-four job categories—professional, managerial, technical and sales.

It reported that the proportion of minority employment in these classifications increased by about 1% from 1,816 (7%) in 1971 to 2,143 (8%) in 1972. The church agency said there was also a 1% increase in the proportion of women in the upper-four categories, with the figure rising from 1,672 (6%) in 1971 to 1,865 (7%) in 1972.

"These statistics show how little opportunity there is for blacks, Orientals, Indians, citizens of Spanish background and women to attain jobs in television and forge ahead," Dr. Parker said.

In the top-10 television markets, where the average minority population is 34%, according to the study, average employment of minority representatives amounted to 14.5%.

The Office of Communication compiled a list of 136 TV stations whose staffs were said by the church agency to be "pure white." The stations were located in 41 states and were said to serve regions that had minority-group representation.

During a question-and-answer period, Dr. Parker said the study covered only commercial-TV outlets but added that a similar study was planned for public-TV stations.

He was asked about minority-group training programs and replied that although the FCC form requires information of this type, the answers from stations were "very vague."

Questioned about the role of the National Association of Broadcasters in the minorities-employment picture, Dr. Parker replied: "The NAB has hired a black employe [Elbert Sampson] to head recruitment. I understand it's a low-level position. Though the person was to have had recruitment background, I read that he has no such experience. That's an indication of how serious the NAB is about minority recruitment."

James H. Hulbert, NAB's executive vice president for public relations, took issue with Dr. Parker's description of Mr. Sampson and his duties.

Mr. Sampson, who joined the NAB last May, was for a number of years project director of the Community Film Workshop, New York, which trained minority students in TV and film techniques, Mr. Hulbert noted. That, he emphasized, included finding jobs for graduates. And, Mr. Hulbert added, Mr. Sampson for the last two years has been a panel member of the NAB fall regional conferences where he has conferred with broadcasters on recruitment and the training of minorities.

Mr. Sampson's title is coordinator of public affairs, Mr. Hulbert emphasized, "which indicates the high level and scope of his work in the association." Recruitment is only one element of Mr. Sampson's responsibilities, Mr. Hulbert said.

Dr. Parker said he could not give an

CBS examines its ranks.

CBS Inc. issued a progress report last Wednesday (Nov. 22) showing that minority employment at the company "is now at the highest point" in its history. In a statement to employees, CBS President Arthur R. Taylor said minority employment at CBS had risen from 4.8% of the total in 1965 to 12.2% in 1969 and a record 14.3% at the end of 1971. Mr. Taylor noted that minority-group employment as officials, managers, professionals and technicians had risen "dramatically" since 1965.

TCR-100 PRIME TIME

Freeing up reel-to-reel VTRs for production use: The "Cart" keeps rolling along.

Chief engineers all over the country are sold on the TCR-100 Video Tape Cartridge Recorder. They've told us as much.

But what is the Cart doing for production people?

Well, we talked to production managers in all parts of the country, and the consensus was overwhelming! The Cart's main advantage for them is that it frees a station's reel-to-reel VTRs for more production.

New Orleans' WWL-TV, for instance. They report that with their Cart and four reel-to-reel machines, they're able to make reel-to-reel recordings even in heavy playback times, such as local news shows.

They were able to tape a pilot of a jazz show at a time of day when they'd have been hard put to do it in pre-Cart days. And they're planning more new shows.

One imaginative use of a reel-to-reel VTR freed up by the Cart is at KNTV, San Jose. According to Stew Park, program director, they use the reel machine to make two studio cameras act like three. They record a few shots like inserts or special closeups on a "wild" basis, and roll them on cue onto the work reel of another machine. "Using a reel-to-reel machine as an extra 'camera

source' was just not possible most of the time before we got our Cart," he notes.

But freeing reel machines for other uses isn't the only way the TCR-100 helps producers. Ralph Kuehn, production director at WISN-TV in

Milwaukee, reports that the Cart directly supports production at Studio 12, the station's commercial-producing arm. When the dubbing schedule gets heavy, commercials are put on the Cart in the necessary order and dubbed to spot reels for outside dis-



Freeing up reel-to-reel machines at Studio 12 in Milwaukee has increased the output of taped commercials for local and regional sponsors.

tribution. "We have as many as three machines going at once," Kuehn says. "We couldn't do it without the Cart. The engineering is amazing."

More and more stations are finding to record *all* their commercial spots, promotions, announcements, and other short segments on the Cart so that their reel machines are available for uses they're better equipped for. Many stations predict that "cartridge" and "tape spot" will eventually be synonymous.

It seems that everybody agrees on the desirability of having a TCR-100 around. That's probably the reason for another trend that stations advised us about. When people from one station see it in operation at another, they very often see to it that their own station gets a Cart.

If you haven't seen the Cart at work yet, contact your RCA representative. He'll arrange for a demo at your convenience.



TCR-100 Box Score

Number delivered	66
Number of commercials broadcast	959,000*
Present rate (commercials/day)	3,500*
Man hours saved	39,700*
*Estimate	

TCR-100's Delivered

KARD-TV, Wichita, Kan.	WDCA-TV, Washington, D. C.
KCEN-TV, Temple, Tex.	WEAT-TV, W. Palm Beach, Fla.
KHQ-TV, Spokane, Wash.	WECT-TV, Wilmington, N. C.
KIRO-TV, Seattle, Wash.	WFMY-TV, Greensboro, N. C.
KNTV, San Jose, Calif.	WGN-TV, Chicago, Ill.
KPLR-TV, St. Louis, Mo.	WGR-TV, Buffalo, N. Y.
KPRC-TV, Houston, Texas	WISN-TV, Milwaukee, Wisc.
KPTV, Portland, Ore.	WJAR-TV, Providence, R. I.
KRON-TV, San Francisco, Calif. (2)	WKBW-TV, Buffalo, N. Y.
KSLA-TV, Shreveport, La.	WKRC-TV, Cincinnati, O.
KSTP-TV, St. Paul, Minn.	WKRG-TV, Mobile, Ala.
KTBS-TV, Shreveport, La.	WKYC-TV, Cleveland, O.
KTSM-TV, El Paso, Texas	WMAL-TV, Washington, D. C.
KVRL-TV, Houston, Texas	WMAQ-TV, Chicago, Ill.
KWGN-TV, Denver, Colo.	WNCT-TV, Greenville, N. C.
KWTV, Oklahoma City, Okla.	WPTV, Palm Beach, Fla.
NBC, Network, N. Y. C. (4)	WRAL-TV, Raleigh, N. C.
NBC, Network, Burbank, Calif. (2)	WRC-TV, Washington, D. C. (2)
WAFB-TV, Baton Rouge, La.	WSAV-TV, Savannah, Ga.
WAPA-TV, San Juan, P. R.	WSB-TV, Atlanta, Ga.
WBAL-TV, Baltimore, Md.	WSPA-TV, Spartanburg, S. C.
WBAY-TV, Green Bay, Wisc.	WTAE-TV, Pittsburgh, Pa.
WBNS-TV, Columbus, O. (2)	WTAF-TV, Philadelphia, Pa.
WBRC-TV, Birmingham, Ala.	WTVC, Chattanooga, Tenn.
WBRE-TV, Wilkes Barre, Pa.	WTVN, Columbus, O.
WDAF-TV, Kansas City, Mo.	WUTV, Buffalo, N. Y.
WDAY-TV, Fargo, N. D.	WWL-TV, New Orleans, La.

Austarama TV, Melbourne, Australia
 CHAN-TV, Vancouver, B. C., Canada
 London Weekend TV, London, United Kingdom
 TIMSA, Mexico City, Mexico
 Venevision, Caracas, Venezuela

Our new UHF Pylon Antenna handles more power... without a new tower.

If you're planning to switch to a higher power UHF transmitter, here's a tip: Watch out for the problem of "critical overturn moment".

That's the difficulty you run into when you try to install a big, heavy antenna on a tower designed for a smaller, lighter one. The tower may not be able to handle the extra weight.

One solution is to build a stronger tower. But that runs into money—lots of it.

So we anticipated the problem and came up with a less expensive answer: the new TFU-24J UHF Pylon Antenna.

It's shorter and has a lower over-

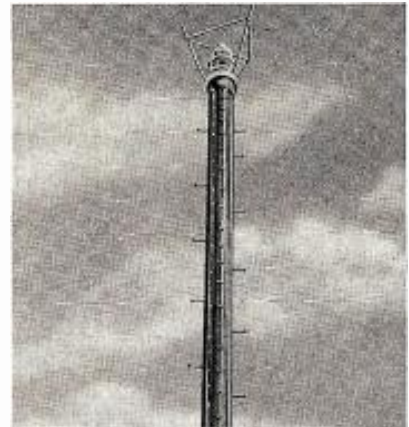
turn moment than previous TFU — "D" series antennas for comparable channels. It could save you the price of a new tower.

It's a direct replacement for early RCA and certain competitive antennas—an omnidirectional "J"-type antenna using bar couplers, a 5-inch harness, and a 10¼-inch (O.D.) outer pipe.

Power input is 60 kW at Ch. 14, decreasing to 38 kW at Ch. 70.

For more information, see your RCA representative or use the Prime Timesaver Information Card.

After all, new towers don't grow on trees.



RCA PRIME TIME

Revolution in the Film Room: Consistent quality for all your films

Year after year, color film reproduction has been a big problem for broadcasters.

Stations get their film from a lot of different sources, and the variations in picture quality are both numerous and obvious. Maintaining continuity of color quality is a difficult and sometimes almost impossible task.

But now, finally, there's a revolutionary new color camera that tackles these problems and solves them—automatically.

It's the new RCA TK-28. And it does for picture quality what no other color film camera has done before.

It actually improves on the reproduction of original film wherever necessary—automatically, dependably, economically.

Result? The kind of performance long needed to achieve continuously uniform picture quality from begin-

ning to end. Even in difficult multi-source sequences.

To realize fully how much the TK-28 can do for your station, you've got to see it in action. But basically, it can correct the following common film faults: low saturation, wide variations in density and contrast, and color errors in the film-base.

Here's how it works.

Exclusive new automatic color circuits maintain color balance and automatically correct for printing errors and color temperature variation from projector to projector. Pre-selected chromacomp, RCA's system of color masking, gives a boost to low saturation color films, compensates for scene-to-scene variations, and corrects dye transfer errors.

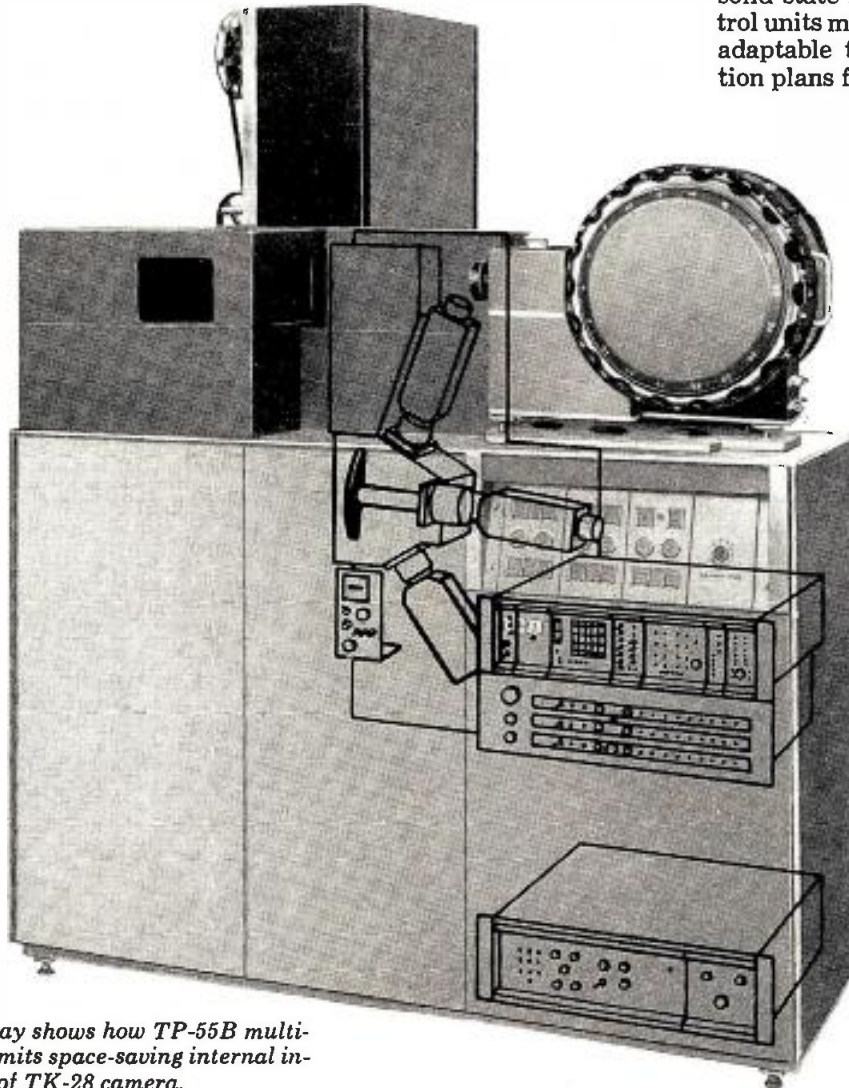
White and black levels are also maintained automatically to handle

wide variations in film density and contrast.

And a new order of circuit simplicity with three tubes (vidicon or lead oxide) gives performance approaching that previously associated only with live cameras such as the TK-44B.

Tomorrow Telecine System Today. Couple the TK-28 with RCA's new TP-55B multiplexer and the savings in space are also revolutionary. Two film islands can be installed in essentially the same space now occupied by one. The TP-55B permits numerous configurations ranging from a simple one-projector, one-camera system all the way through an interactive four-projector, two-camera island.

The camera can be installed within the multiplexer cabinet for really compact arrangements. Moreover solid state logic in multiplexer control units makes such systems readily adaptable to cost-effective automation plans for the future.



Line overlay shows how TP-55B multiplexer permits space-saving internal installation of TK-28 camera.

RCA PRIME TIME

A simple, pleasant fact for anyone interested in high-power, remote controlled UHF: One transmitter costs less than two.

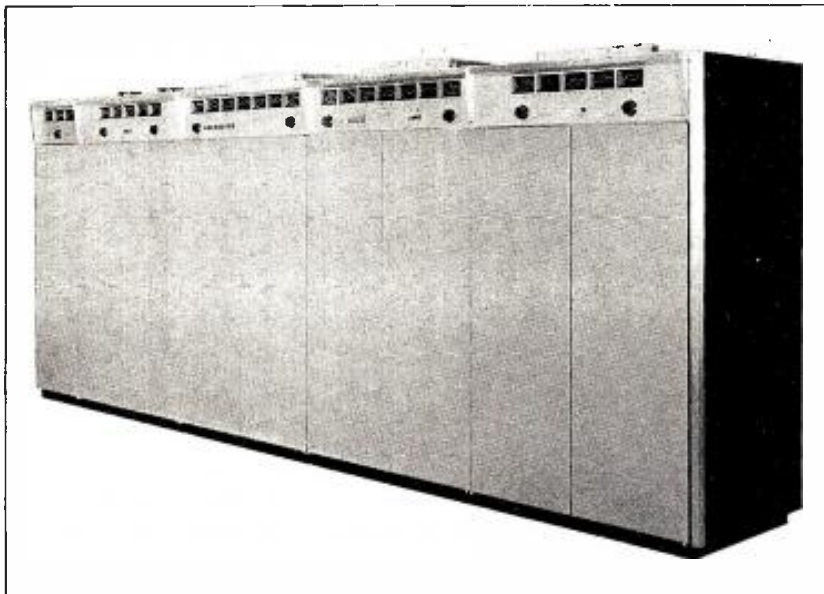
With the new RCA 60 kW TTU-60B UHF Transmitter, it's easy and economical to convert to remote operation. All you need is our new standby power package.

You *don't* need to spend money on a parallel or backup transmitter to meet FCC requirements for once-a-week inspection. Equipped with its standby power option, the TTU-60B meets them all by itself.

The big reason it does is its three identical klystron power amplifiers—two diplexed in the visual PA and one aural klystron. They can be switched in a number of combinations to maintain more than the minimum 20% operating power required for remote operation with weekly inspection.

These are the latest vapor-cooled, integral-cavity klystrons, and they're super-reliable. But should one ever fail, it can be quickly replaced using our unique "klystron carriage".

However, to get to the heart of what makes the TTU-60B a major step forward in broadcast technology, you've got to look at the exciter.



It's all solid state for unprecedented reliability and stability. And for even more savings, there are no tubes to replace.

The TTU-60B. Easily converted to remote operation. Solid-state ex-

citer. And with its standby package, it gives you the redundancy you need. Consider the possibilities...and get in touch with your RCA representative. Or use the Prime Timesaver Coupon.

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TR-70C High Band Color Recorder
TK-44B Color Camera
TK-630 booklet
TK-28 brochure

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For further information, fast, on any subject covered in this issue of Prime Time, circle the appropriate items, clip the coupon and mail to the address at left. We'll see that you get the details by return mail.

New and free from RCA.

TK-630

Informative booklet explains how the new TK-630 easily portable, low-priced broadcast color camera delivers quality pictures. Circle item on Prime Timesaver Coupon.

TK-28

14-page brochure introduces the new TK-28 Telecine System, which automatically corrects color film errors for improved television reproduction. Circle item on Coupon.

Nationwide comparative employment report for TV

(As compiled by Office of Communication, United Church of Christ)

	Total	All Employees		Female		Black		Oriental		American Indian		Spanish-American		All Minorities			
		Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female		
Full-time officials & managers																	
Current year	5515	4985	90%	530	10%	77	1%	23	—	14	12	9	3	112	15	265	5%
Prior year	5290	4832	91%	439	8%	56	1%	14	—	15	9	9	2	98	7	210	4%
Change	225+	153+	1%—	91+	2%+	21+	%	9+	—	1—	3+			14+	8+	55+	1%+
Full-time professionals																	
Current year	7925	6915	87%	1010	13%	386	5%	119	2%	35	8	16	5	172	35	776	10%
Prior year	7637	6648	87%	929	12%	339	4%	96	1%	24	6	8	4	137	22	636	8%
Change	288+	267+	%	81+	1%+	47+	1%+	23+	1%+	11+	2+	8+	1+	35+	13+	140+	2%+
Full-time technicians																	
Current year	11057	10989	99%	118	1%	486	4%	12	—	84	2	24		358	5	971	9%
Prior year	11146	11008	99%	110	1%	419	4%	11	—	71		26		333	5	865	8%
Change	89—	19—	%	8+	%	67+	%	1+	—	13+	2+	2—		25+		106+	1%+
Full-time sales workers																	
Current year	2634	2442	93%	207	8%	62	2%	10	—	4	3	4		38	10	131	5%
Prior year	2546	2350	92%	195	8%	48	2%	5	—	3	3	6	1	32	7	105	4%
Change	88+	92+	1%+	12+	%	14+	%	5+	—	1+		2—	1—	6+	3+	26+	1%+
Full-time office & clerical																	
Current year	7347	841	11%	6491	88%	166	2%	515	7%	6	70	2	35	59	219	1072	15%
Prior year	7492	915	12%	6551	87%	166	2%	427	6%	11	48	4	24	50	183	913	12%
Change	145—	74—	1%—	60—	1%+		%	88+	1%+	5—	22+	2—	11+	9+	36+	159+	3%+
Full-time craftsmen																	
Current year	2474	2329	94%	145	6%	206	8%	13	1%	9		10	1	96	5	340	14%
Prior year	2441	298	94%	119	5%	185	8%	11	—	15	1	8	1	82	3	306	13%
Change	33+	31+	%	26+	1%+	21+	%	2+	1%+	6—	1—	2+		14+	2+	34+	1%+
Full-time operatives																	
Current year	1337	1267	95%	69	5%	162	12%	9	1%	8		4		73	3	259	19%
Prior year	1427	1347	94%	79	6%	155	11%	9	1%	5		4		68	5	246	17%
Change	90—	80—	1%+	10—	1%—	7+	1%+	—	—	3+				5+	2—	13+	2%+
Full-time laborers																	
Current year	146	139	95%	7	5%	42	29%	4	3%	2		2		21		71	49%
Prior year	184	179	97%	4	2%	47	26%	2	1%	2		1		27	2	81	44%
Change	38—	40—	2%—	3+	3%+	5—	3%+	2+	2%+			1+		6—	2—	10—	5%+
Full-time service workers																	
Current year	684	590	85%	94	14%	279	41%	37	5%	1				51	6	374	55%
Prior year	736	643	87%	90	12%	316	43%	43	6%	1				45	3	412	56%
Change	52—	53—	1%—	4+	2%+	37—	2%—	6—	1%—			4—		6+	3+	38—	1%—
Full-time total																	
Current year	39071	30390	78%	8682	22%	1851	5%	793	2%	162	95	72	43	771	277	4064	10%
Prior year	38619	30125	78%	8487	22%	1664	4%	616	2%	145	67	70	33	662	196	3453	9%
Change	452+	265+	%	195+	%	187+	1%+	177+	—	17+	28+	2+	10+	109+	81+	611+	1%+

estimate now of the cost of the study but revealed that financing came partly from the Ford Foundation, which has been contributing \$100,000 annually to the Office of Communication, and partly from funds from the United Church of Christ.

The Office of Communication petitioned the FCC last spring for a review of the employment practices of Massachusetts stations before licenses were renewed. The FCC dismissed the complaints on the grounds that the 1971 figures were out of date and the stations claimed that improvements had been made, the Office of Communication stated. The church agency said that in the 1972 employment reports it found no significant differences, except for one station. It said an appeal is pending.

The Office of Communication said that since that time, the FCC has been withholding renewal of some TV licenses pending examination of station employment records and has extended its cooperation so that the nationwide study could be made.

Copies of the study are available from the Office of Communication, United Church of Christ, 289 Park Avenue South, New York 10010, for \$10 post-paid. Dr. Parker said the study would be given free to poverty organizations and to citizen-action groups.

NAB seminar to hear Hooks, Chapin this week

The 50-odd blacks and other minorities who attend this week's seminar on minority ownership of broadcast stations, sponsored by the National Association of Broadcasters, will hear FCC Commissioner Benjamin Hooks, as well as NAB Chairman Richard W. Chapin, Stuart Enterprises, Lincoln, Neb. The seminar, organized by Elbert Sampson, NAB coordinator of public affairs, takes place Thursday (Nov. 30) at NAB headquarters in Washington.

Leaders of the discussion also include Vincent T. Wasilewski, NAB president; Richard C. Block, Kaiser stations; Joseph Sitrick, Blackburn & Co.; Eugene F. Mullin, Washington lawyer; John Summers, NAB general counsel, and a still unchosen speaker on financing.

Race has already begun for NAB TV board slots

Six broadcasters have tipped their hands; four of the six incumbents are likely to seek re-election

Election to the National Association of Broadcasters TV board does not take

place until March at the association's annual convention, but the list of candidates is beginning to swell.

Among those who have announced, or have let it be known they are thinking of announcing, are Max Bice, KTNT-TV Tacoma-Seattle, chairman of the TV code review board; Lloyd Cooney, KIRO-TV Seattle; Robert Gordon, WCPO-TV Cincinnati; Fred Weber, Rust Craft Broadcasting; Clayton Brace, KGTV(TV) San Diego, and Kathryn F. Broman, WWLP-TV Springfield, Mass.

There will be six vacancies on the TV board, but four of the six incumbents are expected to seek re-election. They are Earl Hickerson, WCEE-TV Rockford, Ill.; Leonard Patricelli, WTIC-TV Hartford, Conn.; Wilson Wearn, Multimedia Broadcasting, Greenville, S.C., and Robert Wright, WTOK-TV Meridian, Miss.

Two of the incumbents have served two consecutive two-year terms and are, under NAB by-laws, ineligible to run again: they are Peter Storer, Storer Broadcasting Co., Miami Beach, who is chairman of the TV board, and William Grant, KOAA-TV Pueblo, Colo.

The race for election to the NAB radio board so far has drawn only one announced candidate: Virginia Pate Welter, WASA-AM-FM Havre de Grace, Md., a former president of American Women in Radio and Television.

Changing Hands

Announced

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

▪ **KHVV-TV Honolulu** and satellites **KMVI-TV** Wailuku and **KHVO-TV** Hilo, all Hawaii: Sold by Western Telestations Inc. to Starr Broadcast Group Inc. for \$4 million (see page 34). Western Telestations Inc. plans to retain its **KHVV-AM-FM Honolulu**.

▪ **KSOM-AM-FM Ontario, Calif.:** Sold by Conrad Sprenger to AR Communications Inc. for \$600,000. Mr. Sprenger is sole owner of the present **KSOM** license, Pacific Coast Broadcasting Corp. AR Communications, a new firm based in Minneapolis, is headed by A. William Retzlaff, a businessman there. None of the buying principals presently have any broadcast interests. **KSOM** is on 1510 kHz with 10 kw day and 1 kw night. **KSOM-FM** operates on 93.5 mhz with 3 kw and an antenna height of minus 400 feet. Broker: Larson-Walker & Co.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 57):

▪ **WFMS(FM) Indianapolis:** Sold by

Martin R. Williams Sr. and others to Radio Indianapolis Inc. for \$605,000. Buying firm is controlled by group broadcaster Susquehanna Broadcasting Co. and its principals: Louis J. Appell Jr., Arthur W. Carlson, Alvin L. Steinwedel and William H. Simpson. The York, Pa.-based firm owns **WSBA-AM-FM-TV York**, **WQBA-AM** Miami and **WKIS(AM)** Orlando, Fla., and has a majority interest in **WHLO-AM** Akron, **WLQR(FM)** Toledo, **WHLQ-AM** Canton, **WLQA(FM)** Cincinnati, all Ohio, and **WGBB(AM)** Freeport, N.Y., **WARM(AM)** Scranton, Pa., and **WICE(AM)** Providence, R.I. **WFMS** operates on 95.5 mhz with 25 kw and an antenna 275 feet above average terrain.

▪ **WRVI(FM) Winnebago, Ill.:** Sold by **WRVI Radio Inc.** to William R. Walker, Joseph D. Mackin, Philip Fisher and Charles D. Mefford for \$125,000 less any outstanding station debt assumed by the buyers. Buying principals own Heart O' Wisconsin Broadcasters Inc., corporate entity that will take over **WRVI**. They also have a controlling interest in **WYFE-AM** Rockford, Ill.; **WITL-AM-FM** Lansing, Mich.; **WSJM-AM-FM** St. Joseph, Mich., and **WISM-AM-FM** Madison, **WBEV-AM-FM** Beaver Dam, and **WOSH-AM-FM** Oshkosh, all Wisconsin, and a 10% interest in **WIZM(AM)** LaCrosse, Wis. **WRVI** operates on 95.3 mhz with 1.2 kw and an antenna 180 feet above the average terrain.

AFTRA stalled on plan to honor IBEW picketing in CBS strike

Court finds conflict between newsmen's individual contracts and union order to walk out

CBS won a preliminary injunction last week blocking an ordered walkout of CBS newsmen in support of the 18-day-old strike of CBS technicians.

The American Federation of Television and Radio Artists, against which the injunction was issued last Tuesday (Nov. 21), said it would file "an immediate appeal" to a higher court but that in the meantime all its CBS members—performers and announcers as well as newsmen—would continue working "until further notice."

Thus it was back to square one for both CBS and AFTRA members, at least temporarily. The union had ordered its members to start honoring the International Brotherhood of Electrical Workers picket lines around network facilities and owned TV and radio stations at 6 p.m. Tuesday (BROADCASTING, Nov. 20).

CBS News executives had been auditioning management, supervisory and other nonunion personnel and selecting substitutes for Walter Cronkite, Roger Mudd and all the other on-air newsmen—and the CBS-TV network had gone so far as to announce that a new program of old movies, *CBS Matinee Theater*, would replace the two hours of soap operas—when the court acted, less than an hour before the AFTRA order was to take effect.

The CBS court action, filed by Emanuel Dannett, New York attorney, contended that most if not all the approximately 100 newsmen employed by CBS at its network and owned television stations have personal contracts with CBS extending beyond the Nov. 15 termination date of the AFTRA contract. Therefore, CBS contended, AFTRA's order to its members to honor IBEW picket lines was in effect an order to the newsmen to breach their personal contracts.

New York State Supreme Court Justice Hyman Korn, who heard the case, agreed. "Moreover," his order added, "AFTRA has done so not in furtherance of any labor dispute between it and CBS but rather to aid another union. Neither the AFTRA master agreement nor the individual contracts submitted reserved to AFTRA or its members expressly the right to honor picket lines of other unions. . . ."

"In the instant case, it seems clear that the possible irreparable injury that would flow to CBS from withholding the injunction is far greater than any injury that defendants might sustain if the injunction is granted. The use of managerial personnel to carry on CBS newsmen's functions is possible but clearly would not afford CBS a salable commodity

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72-56

equivalent to the recognized present professional staff."

Justice Korn granted the preliminary injunction pending trial of the issues, but AFTRA apparently decided it would save time by appealing. Union spokesmen said the appeal would be filed as soon as possible in the New York Appellate Division.

While AFTRA was in the limelight, the IBEW strike continued with no indication as to when negotiations might be resumed. CBS executives and nonunion personnel were filling in for the striking technicians, as they had been since the strike had started Nov. 3. There were no reports of major disruptions, although CBS-TV did have to abandon plans to cover one Nov. 19 pro football game and faced the possibility of another such loss yesterday.

CBS has obtained—also from Justice Korn and also through attorney Dannett (whose other clients, incidentally, include the All-Industry Radio Music License Committee)—a temporary restraining order against IBEW, prohibiting damage to property or threats to CBS employees.

The CBS-IBEW dispute is hung up primarily over jurisdictional questions involving new technology (BROADCASTING, Nov. 20). Indications last week were that it could be a long strike, with or without AFTRA support. AFTRA negotiations for new network contracts—with CBS as well as with the ABC and NBC TV and radio networks and Mutual Radio—are due to resume today (Nov. 27). All those contracts expired Nov. 15. AFTRA is also involved in another set of negotiations scheduled to resume tomorrow (Nov. 28). That is the AFTRA and Screen Actors Guild negotiations with advertiser and agency representatives for new TV talent contracts.

In CBS News's auditioning for the plum assignment in event of an AFTRA walkout—the stand-in for Walter Cronkite—the choice was reported at one point to have narrowed to Thomas Smith, manager of programing for WCBS-TV New York, and Joel Heller of the CBS-TV Saturday-morning *In the News* series for children, with subsequent indication that Mr. Smith probably would have gotten the nod—and may yet, if a walkout does occur.

CBS-TV had only two live soap operas that would be directly affected by an AFTRA walkout, *As the World Turns* at 1:30-2 p.m. NYT and *Edge of Night* at 2:30-3. But it had planned to pre-empt two others as well and present a *CBS Matinee Theater* at 1:30-3:30 with "Ground for Marriage," starring Van Johnson and Kathryn Grayson, announced as Wednesday's opening entry. The plan was promptly revoked when the preliminary injunction was announced but presumably will be reinstated if the need arises. The other soap operas involved were *Guiding Light* at 2-2:30 and *Love Is a Many Splendored Thing* at 3-3:30.

Among CBS's taped shows, whose performers are also under AFTRA jurisdiction, *Sonny and Cher* was said to have

been pretaped only through Dec. 1, but new episodes of the others were reported available to mid-December or later. The *Carol Burnett Show* was said to be pretaped through Dec. 13, *All in the Family* through Dec. 16 (although star Carroll O'Connor was reported to be refusing to cross IBEW picket lines even without an AFTRA order), *Maude* through Dec. 19 and *Bill Cosby Show* through Jan. 8. Repeats presumably would be scheduled in the event of an AFTRA walkout lasting beyond the pretaped limits.

CBS-TV scheduled four pro football games yesterday (Nov. 26) but network sources said one, Philadelphia at New York, might be "turned back" to the football league before the week was out because of difficulties created by the IBEW strike. This is the procedure followed when network officials think they will be unable to cover a scheduled game. It gives the league a chance to arrange for alternate coverage back to the market of the "away" team.

CBS-TV had to follow this procedure with the Nov. 19 San Francisco at Chicago game after the city of Chicago, owner of Soldiers Field, refused to let CBS supervisory and other nonunion people into the stadium on the preceding Friday to begin setting up for the game. The league arranged for an independent company to cover the game for San Francisco-area stations.

Coverage of five other games by CBS-TV on Nov. 19 went off without a seri-

ous hitch, according to CBS sources.

When word of the temporary injunction against AFTRA came late Wednesday, CBS-TV sources said stand-by assignments for coverage of yesterday's (Nov. 26) pro football games had not been finally made, but those for the single Thanksgiving Day game scheduled by CBS for last Thursday afternoon had been. These would have had Paul Douglas, a salesman at CBS-owned KMOX(AM), St. Louis, handling the play-by-play of the San Francisco-Dallas game, with Gene Lothery, eastern sales manager of KMOX-TV, handling the color, and Dick Brescia, eastern sales manager for the CBS Radio network, doing the pre- and post-game shows.

On CBS Radio, stand-bys set to take over the network sports reports—if necessary were Mr. Brescia; Jim Blashill and Thom Leidner, network account executives; Ron Bain, sports director for the CBS-TV network, and Joe Meier, mid-western manager of affiliate relations for the radio network.

In addition, since the on-air reporters and commentators on CBS Radio's *Sports World Roundup*, *Game Plan* and *Sports Central USA* normally write their own material, stand-by writers had been chosen to back up the stand-by air men. These were Joe Illigasch, production manager, CBS News, Dick Kraut, film operations manager, CBS News; Bob Fuller, manager of press relations, CBS Radio; Norman Ginsburg, director of informa-

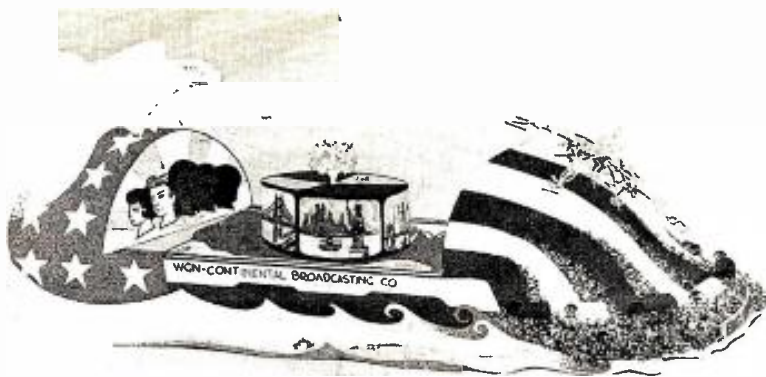
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Subject is roses. Chicago-based WGN Continental Broadcasting Co. will enter the 1973 Tournament of Roses parade at Pasadena, Calif., on New Year's Day. Representing the theme, "It's a big country," the vehicle is being heralded as "the longest single animated float ever attempted." Highlight of the project, which was designed by Robert Stebbins, manager of arts and facilities for the WGN stations, is a giant representation of the American flag which will unfurl every 20 seconds to reveal a rotating mural of Americana. It will feature more than 100 varieties of flowers including over 40,000 carnations and 35,000 roses. The float is the only Rose Bowl entry from the Chicago area and the only participant in the parade from broadcasting.

tion services, CBS Radio, and Don Frazier, sports producer.

Whether these and other radio and TV stand-bys might yet be activated appeared last week to depend on the outcome of AFTRA's promised appeal of the temporary injunction.

Sevareid on the strikes

His on-air message for nation: 'By force . . . union loyalty is made to supersede a journalist's loyalty to his employers, his profession and his concept of his duties to public'

A few days before CBS obtained a temporary court injunction barring the American Federation of Television and Radio Artists from ordering its member newsmen to honor picket lines of the striking International Brotherhood of Electrical Workers (see page 32), CBS News correspondent Eric Sevareid had some caustic comments on how the strike was already hampering the work of broadcast journalists.

On the Nov. 17 edition of the *CBS Evening News*, Mr. Sevareid pointed out that AFTRA, in voting to respect IBEW's picket lines, was returning the favor; IBEW had done the same for AFTRA when that union struck several years ago.

Newsmen are a minority in AFTRA, he said, but they must go along "when the majority votes to strike or stay out or perform a rain dance." The free-flow-of-news concept is "just an academic notion to a union majority," he charged.

"The two unions are the two blades of a scissors," he said. "As they work together the news process is shredded up. By force, then, union loyalty is made to supersede a journalist's loyalty to his employers, his profession and his concept of his duties to the public."

IBEW pickets, he said, are interfering with the filming of news events in cities

around the country. "Striking technicians are presuming to decide what news the American people shall receive, at least via this network.

"This is not only profoundly wrong," he said, "it is profoundly embarrassing to broadcasters like this one who have worried aloud about governmental threats to the free flow of information. At the moment, tyranny from below smells about as bad as tyranny from above."

IBEW pickets parading in front of CBS headquarters in New York last week distributed copies of an "Open Letter to Eric Sevareid" to passers-by. The letter said the union called his commentary on Nov. 17 "probably the most disturbing of recent events pertaining to our strike against CBS."

The letter said that "no one has ever denied the right of the free flow of news," and added:

"To allege, as you did, that we have flying squads trying to suppress the news is, of course, echoing management, not reflecting fact . . . Were you being objective when, as a reputed quarter-of-a-million-dollar newsman, you tried to deprecate the reasons those earning a few hundred dollars a week after taxes are out on strike?"

Status quo on 820 khz

Supreme Court's refusal to hear case means WBAP(AM) will keep exclusive nighttime custody of clear channel

WAIT(AM) Chicago, a daytime-only station operating on 820 khz, has lost again in a persistent campaign to win FCC permission to operate full time on the channel, which is reserved at night for the exclusive use of WBAP(AM) Fort Worth, Tex. The U.S. Supreme Court last week refused to review the decision of a lower court that went against the station.

At issue is FCC's refusal to alter the

status of the 820 khz frequency as a clear channel by twice denying WAIT's request for a waiver of the clear-channel rules—the first time in 1967, the second time in 1970.

WAIT had claimed that the rules interfere with the First Amendment rights of both broadcasters and listeners. And the U.S. Court of Appeals in Washington, after the commission's first rejection of the waiver request, directed the commission to take a "hard look" at the case. It said an agency may not dismiss an application in a routine manner when "a non-frivolous First Amendment contention" is raised.

The court last March upheld the commission following its "hard look" and WAIT's second appeal (BROADCASTING, March 27). The station had argued that its proposal would not interfere with the underlying principle of the clear-channel rule—to prevent "objectionable" interference on clear channels. WAIT conceded its night-time operation would cause "slight interference" with WBAP's signal in a crescent-shaped area running from Kentucky to South Dakota, and noted that the area is served by two other stations at night.

WAIT proposed to operate full time on 10,000 w (it now operates with 5,000 w), and said it would reach a nighttime audience of 4.4 million with a "quality music" format. The merit of its service would more than offset any deficiency, WAIT maintained.

The commission disagreed, declaring that the proposal would hamper it in future allocation matters regarding night-time broadcasting on 820 khz. And the court said the commission's decision was neither irrational nor "arbitrary and an abuse of discretion."

Another Starr buy

Company agrees to purchase KHVH-TV Honolulu for \$4 million

Starr Broadcast Group, New Orleans, last week moved to acquire its second television property. It announced that it has agreed to purchase KHVH-TV (ch. 4) Honolulu for \$4 million. The transaction, which is subject to FCC approval, is the fifth station trade with which Starr has been associated in the past year.

Starr's purchase of KHVH-TV, an ABC-TV affiliate, would include two satellite stations serving other portions of the state—KMVI(TV) (ch. 12) Wailuku, on the island of Maui, and KHVO(TV) (ch. 13) Hilo, on the island of Hawaii. All three are being sold by Western Telestations Inc., which retains KHVH-AM-FM Honolulu. Lawrence S. Berger is president of the selling firm.

Within the past year, Starr has been one of the most active interests in broadcast station trading. Among its recent acquisitions are three stations purchased from the Gordon McLendon chain: KABL-AM-FM Oakland-San Francisco, and WWWW(FM) Detroit. The latter sale is still awaiting FCC approval. The firm has also sold KISD(AM) Sioux Falls, S.D., to

a vital public affairs issue

It's time to end the shameful neglect of the chronically ill.

Unless you've met and talked with some of America's 18-million chronically ill and disabled citizens, it's possible you're unaware of the tragedy of their neglect and the vastness of the problem. Their number is expected to increase to 24-million by 1980!

The truth is that our National Health Insurance programs are inadequate to today's needs. Our entire health care system has begun to collapse. It is this fact that makes the enactment of realistic, long-term health care legislation an item of high priority for the 93rd Congress.

Nearly four years ago President Nixon warned that if we didn't meet the crisis soon, "we will have a breakdown in our medical care system which could have consequences affecting millions of people throughout the country."

The nation's major health organizations have responded to this urgent need. There is no argument that both the *financing* and *providing* of health care must undergo major improvement. The disagreement is over *how* the need should be met.

Six major National Health Insurance plans have been proposed: The President's *National Health Insurance Partnership*, Senator Kennedy's *Health Security Program*, Senator Javits' expansion of *Medicare* to cover all ages, Senator Long's plan to add *Catastrophic Health Insurance* to present programs, the American Medical Association's *Medi-credit*, and *Healthcare*, a plan of the Health Insurance Association of America.

Unfortunately, each of these plans have a major flaw. Except in minor ways, they would continue the historic neglect of the

chronically ill—younger persons with severe permanent disabilities, people of all ages afflicted with severe mental illness or retardation, older persons with severe chronic conditions, and the blind needing attendance.

To fill this gap, the American Nursing Home Association developed CHRONICARE. We worked on it for almost two years because we believe that a comprehensive, nationwide program must be adopted by Congress if we are to end the tragic neglect of our chronically ill. Their needs are too intense, too widespread, too heartbreaking to leave unfilled any longer.

No group of health providers is in a better position to know. We deal with their problems daily. And we know that the present hodge-podge methods of health care reimbursements are not working. They are inadequate, inefficient and archaic.

CHRONICARE can work. It's a program not merely of payments, but rather a comprehensive system of health services. It's bold, new and innovative. We designed it to meet America's urgent need of a plan to provide high-quality, convenient, long-term health care. It promises an end to the historic neglect of our chronically ill citizens, regardless of age, color, race, creed or income.

We care.

AMERICAN NURSING HOME ASSOCIATION



1025 Connecticut Avenue, N.W.
Washington, D.C. 20036

Stan Deck, a transfer that received the commission's authorization last April.

Starr's other television station is WCYB-TV (ch. 5) Bristol, Va., NBC affiliate which it purchased two years ago. The company also owns KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas; KXLR(AM) North Little Rock, Ark.; WROK(AM) New Orleans; KYOK(AM) Houston; WLOK(AM) Memphis; and KDTX(FM) Dallas. Starr is a publicly owned corporation whose principals include columnist William F. Buckley Jr., who owns 10.8% of the firm's stock; and brothers Peter H. Starr (12%), the company's president and largest stockholder, and Michael F. Starr, vice president and treasurer (7.1%). The company has about 2,000 other minority stockholders.

KHVH-TV operates on channel 4 with 100 kw visual, 20 kw aural and an antenna 140 feet above average terrain. Broker was Blackburn & Co.

Radio code rulings: sex, OTB and drug ads

Review subcommittee also set up at NAB session in Atlanta

The radio code board of the National Association of Broadcasters has warned subscribers about talk shows featuring sex.

At its meeting last week in Atlanta, the board cautioned broadcasters to avoid sensationalism, make sure that management is aware of what is going on, and to take into account the sensitivities of the communities that are served.

The board said that care is essential to make sure that moderators of such programs do not dispense advice that is counter to general medical opinion.

The radio board also named a subcommittee to review radio program and advertising standards, something that has not been done in recent years. Like its sister committee, the TV Code Review Board that has recommended changes in the TV code (BROADCASTING, Oct. 23), the radio board feels that some program policies are outdated, and is also aware that there have been recent complaints that the allowable 18 minutes of commercials per hour are too lenient.

Members of the subcommittee are Jack Hinton, CBS Radio; Lee Allen Smith, WKY(AM) Oklahoma City; and James H. Ward, WLAC-AM-FM Nashville.

The radio board also rejected an appeal by New York's Off-Track Betting Corp. that sought to relax policies that now require off-track betting advertisements to be institutional only and to avoid exhortations to bet. The New York OTB wanted to utilize first-person and dramatic elements in its advertisements.

The board also ruled unacceptable advertising for a home cigarette-making machine, and discussed at length over-the-counter drug advertising and recent threats to such advertising on TV and radio, highlighted two weeks ago during hearings by the National Council of Churches of Christ in Washington (BROADCASTING, Nov. 20).

Harvey foresees quick Hill action on renewal bills

He names that subject and CPB as front-burner issues next year; Wiley assures same NAB conference that re-regulation is on track

License-renewal legislation and public broadcasting are likely to be given high priority in the 93d Congress, a member of the House Commerce Committee predicted last week. He also indicated that Congress is interested in dealing with counteradvertising but first wants to hear much more from broadcasters on that subject.

Representative James Harvey (R-Mich.) told the southeastern fall conference of the National Association of Broadcasters that an attempt to overhaul the renewal process now belongs high on the agenda, because "the facts pretty well speak for themselves" on the need for it.

"In 1967," he said, "only one petition to deny a license was filed with the FCC; in 1970 there were 32 such petitions; in 1971 the number had grown to 68; and there will be many more than that unless a basic change in the law is made."

Mr. Harvey noted that he supported the license-renewal bill originally introduced in the House by Representative James T. Broyhill (R-N.C.). That measure, based on recommendations made by the NAB, calls for five-year licenses and provides that in a hearing the incumbent would be granted renewal if he shows he has made a good-faith effort to serve his community.

"There was strong support for this sort of legislation in the last Congress," Mr. Harvey said. "More than 165 members were persuaded to introduce the legislation as a show of support, and I feel certain that if it had been permitted to come before our full committee, or before the full membership of the House, something very close to that procedure on licenses would have been enacted into law."

He urged the broadcasters to contact their congressmen about the need for renewal legislation. "I am optimistic that next year your message will be heeded by the leadership of our committee so that hearings will be held."

In a speech to the NAB regional in San Antonio, Tex., two weeks ago, House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) repeated an earlier pledge that renewals will get high priority in a hearing early in the 93d Congress (BROADCASTING, Nov. 20).

On the problem of counteradvertising, Mr. Harvey recalled that the Communications Subcommittee held a hearing on the fairness doctrine a few years ago but no changes resulted. "If there are going to be any changes, if you as broadcasters fear the extension of the doctrine that has until recently been applied only to

cigarette advertising, then you will have to convey a message much louder than I have heard so far in Congress," he said.

Mr. Harvey, turning to noncommercial-broadcasting prospects, implied an endorsement of the prevailing administration view.

In vetoing a two-year, \$155-million authorization for the Corporation for Public Broadcasting, he said, the administration "made clear its objection that many have shared: namely, that public broadcasting, originally conceived as a vehicle to assist in local programming with emphasis on local issues, has instead become a fourth network." (CPB now has a one-year, \$45-million authorization, but two appropriations bills were vetoed by the President and CPB is operating at \$35 million under a continuing resolution that expires at the end of February 1973.)

Mr. Harvey said there will probably be a "compromise" on this issue. "I believe the White House can be reasonably expected to come forth relatively swiftly with their plan for long-range financing, and the type of programming will eventually be changed by the [CPB] board to more closely reflect local issues." He said the subject will be one of the first on the Commerce Committee's agenda next year.

But the congressman anticipated neither immediate action on sports blackouts, nor resolution by Congress of CATV and copyright issues.

If a bill to limit or eliminate TV blackouts does manage to reach the House or Senate floor, he said, "you can be sure it will be swiftly passed."

CATV and copyright legislation has been "on the back burner for a long time," he said, but because of the complex problems involved "it is more likely the solution will come from the [FCC] or the industry itself."

Broadcasters at the NAB meeting also heard FCC Commissioner Richard E. Wiley report that another group of regulation modifications should be issued before the end of the year. Major changes in regulation that require more formal proceedings will be issued as rulemaking early next year, he told those attending.

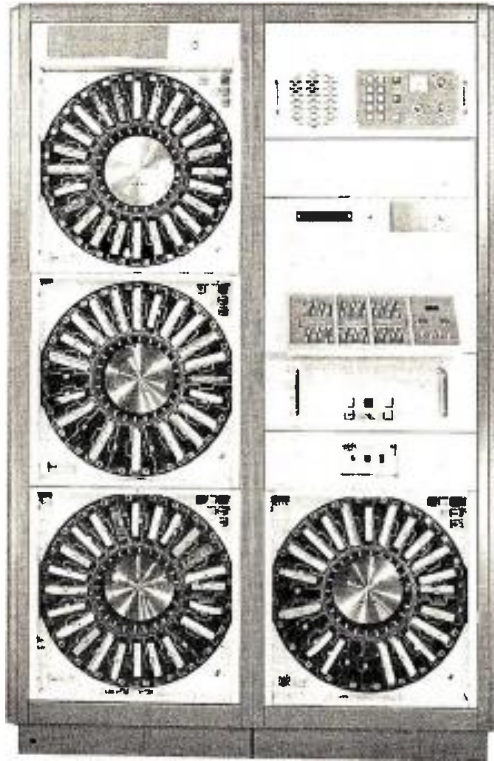
He also said that a final decision in the current fairness-doctrine proceedings at the FCC probably will not be issued until after the U.S. Supreme Court rules on the Business Executives Move for Vietnam Peace case. A Washington circuit court overturned the FCC decision that held that broadcasters may refuse to accept advertisements on public issues that have been covered in news and public affairs programs. The FCC asked the Supreme Court for review.

Commenting on attacks on advertising, Mr. Wiley noted that it is the economic foundation for free-enterprise broadcasting. "And until the people's representatives [Congress] dictate to the contrary," he said, "it seems clear that a detrimental restructuring of that system is neither within the mandate of the FCC nor, at least in the opinion of this commissioner, in the public interest."

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Media Briefs

Minority advisers. McGraw-Hill Broadcasting Co.-owned KGTV(TV) San Diego, has formed minority advisory council consisting of two blacks and three chicanos. New concept initiated by station is to provide KGTV with input from minority community, including recommendations on program topics, formats and treatments for programs. Council also will advise on talent to be used in program production. Among other functions, council further will assist in compiling lists of minority persons or companies capable of providing goods and services to station. Council is expected to meet with KGTV executive staff at least six times annually.

Klarman in Westport. Firm specializing in public relations and broadcast counseling opened in Westport, Conn., by Howard Klarman, former executive director, New York Market Radio Broadcasters Association. Activities include corporate involvement, broadcast consulting to station management on promotion and sales development and to advertisers moving into broadcast. *Howard Klarman Associates, 155 State Street East, Westport, Conn.; phone (203) 226-1023.*

Print expansion. The Des Moines Register and Tribune Co. has reached agreement in principle to purchase Sun Publishing Co., Jackson, Tenn. Sun Publishing operates Jackson *Sun*, daily with circulation of 30,000, and WTJS-AM-FM Jackson. Radio properties, however, will not be included in transaction. Spokesman said WTJS stations would either be spun off or retained by selling principals. No final decision on that issue has been reached, he said. Purchase price of Sun company was not disclosed. Broker was Hamilton-Landis & Associates.

Joiners. Mutual Broadcasting System and Mutual Black Network have added 17 more affiliates, increasing size of MBS to 568 stations and MBN to 67 stations. Joining MBS are WKXR-FM Exeter, N.H.; KIWA-AM-FM Shelton, Iowa; KCHF-AM-FM Sioux Falls, S.D.; WCND(AM) Shelbyville, Ky.; WFON-FM Fond du Lac, Wis.; WLSW-FM Connellsville, Pa.; KLEU(AM) Waterloo, Iowa, and KSPT(AM) Sandpoint, Idaho. Stations joining MBN on full-time basis are KOWH-AM-FM Omaha; WOKS(AM) Columbus, Ga.; WKEU(AM) Griffin, Ga., and WXOK(AM) Baton Rouge. Clearing MBN at special time periods are WSNY(AM) Schenectady, N.Y., and WINE(AM) Danbury, Conn.

Growth for Growth. Reno-based marketing firm, Growth Diversified Inc., has established new division to offer broadcasting management and consultant services. Growth has 10 wholly owned subsidiaries—including Growth Advertising/Public Relations, Linger Music Co. and Entas Records Co.—and owns 18% of Sui Vaca Enterprises Inc., Windsor, Calif., recording and publishing company. President of Growth is former TV and radio executive Lee F. Peer, who will direct new division. *35 Stewart Street, Reno 89502 (702) 329-6661.*

New broadcast calendar. Members of Station Representatives Association of Canada have voted unanimously to recommend adoption of standard broadcast week calendar by all Canadian radio and TV stations. Calendar, which will be suggested to 1973 Canadian Association of Broadcasters convention, consists of weeks running from Monday to Sunday, regardless of whether calendar months begin or end during week. Calendar is said to offer advantage of smoother computerized billing operations and lead to faster bill payment.

Broadcast Bureau wants Burden licenses lifted

Star Stations get adverse ruling on each of 22 issues involved, including illegal free time to Vance Hartke and favored on-air treatment to Mark Hatfield

The FCC's Broadcast Bureau has concluded that multiple-station owner Don Burden made illegal gifts of free time to Senator Vance Hartke (D-Ind.) in his 1964 re-election campaign and favored Senator Mark Hatfield (R-Ore.) with biased news coverage and an illegal \$1,000 donation in his 1966 bid for the Senate.

The bureau expressed its views last week in proposed findings and conclusions filed in a license-renewal hearing in which it recommended that the commission strip Mr. Burden of his licenses for five AM and FM stations. In all, the bureau found against Mr. Burden on each of 22 hearing issues related to operations of his stations.

Star Stations Inc., the Burden-owned parent corporation of the three licensees involved, said the charges were based on "rumor, gossip, hostility and bias toward Star and unfounded allegations based upon deliberate untruth," and should be rejected.

At stake are the licenses of WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha, and KISN(AM) Vancouver, Wash. Besides responding to the commission's charges, Star is defending its WIFE licenses against competing applications filed by a group of Indianapolis businessmen organized as Indianapolis Broadcasting Inc.

The hearing order, issued in December 1970 (BROADCASTING, Dec. 7, 1970), came after the commission had given WIFE two short-term probationary licenses since 1964. The first, for one year, was for hypoing ratings; the second, for six months, was for conducting fraudulent contests.

The bureau linked the 310 60-second spots, valued at \$5,890 and allegedly given Senator Hartke on WIFE plus favorable mentions in the station's newscasts, to an effort to obtain the senator's help in connection with Mr. Burden's difficulties with the commission on the hypoing

charge. (The alleged gift of free time is the basis for issues aimed at determining whether WIFE violated the corrupt practices act and the commission's fairness doctrine.)

Ron Mercer, general manager of the station at the time, is quoted as saying that Mr. Burden told him that "Hartke wanted to help him on his FCC problem if WIFE would give him publicity on each newscast and some free publicity." Senator Hartke did not testify in the proceeding.

Star said there was never any intention on the part of the station that the spots were not to be paid for in full. Star contended that a misunderstanding apparently led to the senator's failure to pay the bill by 1965, by which time Mr. Mercer "recommended that it be charged off as a bad debt." That, Star said, is what was done. (Senator Hartke finally paid the bill, in 1969, after it was again brought to his attention, Star noted.)

And it said that while Mr. Mercer was the only witness testifying to a charge that Mr. Burden instructed newsmen to give Senator Hartke favorable mention in news shows, the station newsmen who testified agreed nothing was broadcast "concerning Senator Hartke that was either untrue or un-newsworthy."

The bureau's conclusions regarding alleged favored treatment of Senator Hatfield by KISN are based on testimony of Burden employees as well as on what the bureau said was a preponderance of coverage given the then Oregon governor as compared with his Democratic opponent for the Senate. The bureau said that Mr. Burden deliberately set out to favor Senator Hatfield—although, it added, there is "no evidence that Hatfield was aware of Burden's scheme."

The \$1,000 donation was said by the bureau—citing testimony of Star's former bookkeeper and secretary-treasurer, Dorothy Storz—to have been made from Star funds, in violation of the corrupt practices act, although the bureau said "the record is not clear as to the disposition of the money after it was received by Hatfield's staff." The bureau noted that the \$1,000 was later charged to Mr. Burden's personal account.

As Star saw the record, the station's coverage of the 1966 Senate race in Oregon was "reasonably balanced." And it noted that both Senator Hatfield and Mr. Burden denied that a \$1,000 contribution was made or received. Star also said that Mrs. Storz cannot be believed "because of the overt hostility and bias she held with respect to Don Burden."

The Broadcast Bureau, in recommending denial of the five renewals, noted that the commission had warned Star about any deviations from a high standard of performance when it granted WIFE-AM-FM a six-month probationary license. "As demonstrated by the record in this proceeding," the bureau added, "the licensees did not heed the commission's admonition. The scope and magnitude of the transgressions revealed by this record are unparalleled."

Broadcast Advertising

On tap for ANA: sun, sand, surf and consumerism

Advertisers take their problems
to Puerto Rico for convention

The roles of advertising—and of advertisers—in an increasingly consumer-oriented society will be put in the spotlight for the country's top advertisers this week at the annual meeting of the Association of National Advertisers.

Some 650 members and guests are expected to attend the three-day meeting, which opens today (Nov. 27) at the Cerromar Beach hotel at Dorado Beach, Puerto Rico.

Elton H. Rule, president of ABC Inc., is one of the key speakers at the Monday-morning examination of "The Roles of Advertising." He will discuss "Advertising and Broadcasting: Responsible Partners in the New Society."

Others at the Monday session include Under Secretary of Commerce James T. Lynn, the keynote speaker, who is slated to sketch the role of advertising as a contributor to the economy; Edgar H. Lotspeich, advertising vice president of Procter & Gamble, who as co-chairman of a task force of the Business Council for Consumer Affairs is expected to present highlights of the task force's findings on how advertising can and does serve consumer interests; Commissioner David Dennison Jr. of the Federal Trade Commission, presenting a regulator's viewpoint, and Pierre A. Rinfret, president of Rinfret-Boston Associates, Boston-based economic and financial consulting firm.

The "disciplines of advertising," specifically as they relate to the advertiser's responsibilities, will be examined at Tuesday's sessions. Speakers will include Donald S. Perkins, chairman of Jewel Companies Inc. and co-chairman of the National Business Council for Consumer Affairs; Edward P. Reavey Jr., vice president and general manager of the consumer products division of Motorola Inc.; Robert E. Oliver, president of the Canadian Advertising Advisory Board, and the Rev. Arthur G. Gibson, chairman of the department of religious studies at St. Michael's College, Toronto.

A panel on "A Business Response to Consumerism," also at the Tuesday meeting, will include Roland P. Campbell, director of creative services for General Foods, and three executives of the Council of Better Business Bureaus; H. Bruce Palmer, president; Bette Clemens, director of consumer affairs, and Dean W. Determan, vice president for government and legal affairs.

A final session on Wednesday will consider what to expect in 1973, with reports and appraisals by James S. Turner, a consultant to Ralph Nader's Center for the Study of Responsive Law; Victor P. Buell, associate professor of marketing at the University of Massachusetts Grad-

Squelched: 500 nasty rumors



WHBF-TV

"Rumor Control Center" helps cool
the threat of racial violence.

Recent racial strife spreading from a metro area high school forced Rock Island mayor Jim Haymaker to declare a state of civil emergency and order a city-wide curfew.

Alerted to the impending action, the WHBF-TV staff, in cooperation with the City's Human Relations Commission, organized "Rumor Control Center."

The Center's battery of telephones, manned by WHBF-TV staff and volunteers, handled nearly 500 citizen calls for accurate and reliable information.

Hundreds of nasty, unfounded rumors of burnings, beatings, and murder were thereby effectively squelched by the WHBF-TV "Rumor Control Center," a service recognized by Mayor Haymaker as contributing significantly to the successful cooling of threatened racial violence.

We were glad to be of service.

WHBF-TV4

It's our habit to help.

CBS for the No. 2 market
in Illinois-Iowa (Davenport
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Six Secrets of Radio Programming Revealed.

1.

How to find out what the 99%, who don't take time to write, are thinking.

Listeners don't usually write in to say why they switch stations, or what they like or dislike about certain air personalities.

ARB's Radio Program Preference Poll

gets you meaningful opinions about programming, and does so faster and at far less cost than conventional market research firms because ARB already knows who your listeners are.

2.

You know they're gone; wouldn't you like to know where?

The ARB Radio Program Evaluator is a programmer's dream. It gives you the opportunity to track station loyalty and dial switching.

It not only tells you who your audience turned to when they tuned you out, but who they were listening to before they tuned you in.

3.

What the kids do when the news comes on.

Newscaster Analysis is a valuable service for stations programming anything but all news, and especially important for those that carry the news at times other than on the hour and half-hour. For example, what do the kids do when

the news comes on? To enable you to study the effect of news broadcasts on reported audience estimates, we will provide average and cume listening estimates for a period of time before, during, and after your news.

4.

Sharing an audience is like sharing your bank account; wouldn't you like to know who you're sharing it with?

ARB Radioscope tells you which other stations you are sharing your audience with during an average week. This includes not only your two or three format competitors, but all the others that are battling you for the listener's

attention.

ARB Radioscope lists the call letters of the other stations your audience listens to during an average week by demographic groups. There are no audience data involved.

5.

What it's like on the other side of the fence.

ARB Radio Reports from Other Markets (including Radio Market Reports and Radio Demographic Buyers) are regularly available to ARB clients, to provide an overview of listening patterns in markets other than your own.

These reports enable you to determine the effectiveness of program formats elsewhere, and to discover the differ-

ence in listening habits across markets. They're also a key aid in evaluating station properties.

If an ordering client isn't listed in the Other Market reports the price is \$5.50 per report. Please refer to the ARB radio market schedule for a list of the markets and survey periods covered.

6.

Unique signal areas surveyed by computer.

ARB Customized Computer Radio Reports meet the needs of broadcasters with unique signal coverage, including those whose signals extend beyond market definitions and those with limited signals which may not cover the entire Metro Area. These special computer-generated reports allow you to demon-

strate audience effectiveness in those areas that your station actually serves.

These are only a few of the special ways ARB can help solve your programming and sales problems. Whenever an important decision calls for more information, get in touch with an ARB representative.



American Research Bureau
A Subsidiary of Control Data Corporation
New York Chicago Atlanta
Los Angeles San Francisco Dallas

BAR reports: television-network sales as of Nov. 5

CBS \$537,985,900 (36.3%); NBC \$485,910,000 (32.8%); ABC \$459,069,100 (30.9%)*

Day parts	Total minutes week ended Nov. 5	Total dollars week ended Nov. 5	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	99	\$ 591,100	3,311	\$ 19,775,300	\$ 19,867,800
Monday-Friday 10 a.m.-6 p.m.	1040	9,175,200	42,767	306,613,200	274,895,000
Saturday-Sunday Sign-on-6 p.m.	334	6,057,300	13,657	177,907,700	141,410,500
Monday-Saturday 6 p.m.-7:30 p.m.	97	2,216,100	4,139	76,230,300	63,694,300
Sunday 6 p.m.-7:30 p.m.	13	382,600	586	13,152,500	17,198,100
Monday-Sunday 7:30 p.m.-11 p.m.	426	23,656,600	17,450	803,462,500	765,651,000
Monday-Sunday 11 p.m.-Sign-off	146	2,369,500	6,635	85,823,500	61,329,900
Total	2,155	\$44,448,400	88,545	\$1,482,965,000	\$1,344,046,700

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

uate School of Business, and Gilbert H. Weil, ANA general counsel.

Award-winning and other selected TV commercials will be shown as creative features at the opening of each morning meeting, and informal luncheon and afternoon sessions will deal with a variety of issues including children's advertising and the activities of the National Advertising Review Board, the advertising industry's self-regulatory arm.

NARB names three

In an expansion of the National Advertising Review Board's steering committee, N. W. Markus Jr., vice president, group executive, Scott Paper Co., Philadelphia; Archibald McG. Foster, chairman and chief executive officer, Ted Bates & Co., New York, and Dr. Aurelia Toyer Miller, director, data center, national board of Young Women's Christian Association, have been elected as adviser, agency and

public members, respectively. This increases the committee from five to eight. Re-elected were advertiser members Sam Thurm, vice president - advertising and public relations, Ethan Allen Inc., and F. Kent Mitchel, vice president and corporate marketing services, General Foods; agency member Neal W. O'Connor, president and chief executive officer, N. W. Ayer & Son, New York, and public member Professor A. Bauer, Harvard Business School.

TVB picks the best local TV commercials

KDAL-TV Duluth, Minn., and WCSH-TV Portland, Me., were grand prize winners in the Television Bureau of Advertising's fifth annual local commercials competition.

A Glass Block department store commercial won KDAL-TV its prize for best commercial produced and created by a station. A commercial for Canal National Bank earned the prize for WCSH-TV as the best commercial produced or created by an outside producer.

First prizes in top-50 markets category went to WBTV(TV) Charlotte, N.C. ("Six Days About Dope" on-air promotion spot), and WRTV(TV) Indianapolis (Hook Drugs Inc., drug stores).

Awards of merit in the top-50 markets category went to WRTV for two commercials (Instant Plumber household product and Indianapolis Power & Light, public utility).

In other awards, KGW-TV Portland, Ore., received first prize in the all-markets category for the best community-service message. WAGA-TV Atlanta received an award of merit in that classification.

Awards were announced at TVB's annual meeting in New York (BROADCASTING, Nov. 20). The 1972 winners were selected from among 263 entries. Deadline for the sixth local commercials competition is August 15, 1973.

CallForAction WELCOMES WOW CALL FOR ACTION Omaha, Nebraska



Albany	WROW	Huntington	WGSM	Raleigh-Durham	WRAL-TV
Altoona	WFBG	Indianapolis	WFBM	Rochester, N.Y.	WBBF
Baltimore	WBAL	Little Rock	KARK-TV	San Diego	KGTV
Binghamton	WNBF	Memphis	WDIA	San Francisco	KABL
Birmingham	WYDE	Milwaukee	WISN	Seattle	KING
Boston	WBZ	Nashville	WVOL	Syracuse	WHEN
Buffalo	WYSL	New Bedford	WBSM	Tucson	KTKT
Charleston	WTIP	New Haven	WELI	Utica/Rome	WTLB
Chicago	WIND	New York	WMCA	Washington	Complaint Center
Cincinnati	WLW	Oklahoma City	KWTV		WWVA
Cleveland	WERE	Orlando	WDBO	Wheeling	
Dallas	KLIF	Peoria	WRAU-TV	Winnipeg,	
Denver	KLZ	Philadelphia	WFIL	Canada	CKY
Fort Wayne	WOWO	Pittsburgh	KDKA	Wilkes-Barre	WILK
Houston	KILT	Pittsfield	WBEC	Youngstown	WFMJ
		Providence	WJAR		

"Call For Action is a program which has proven itself and one which is worthy of your attention."

Dean Burch, June 2, 1970

"These efforts . . . (Call For Action) . . . demonstrate the potential broadcasters have for enriching the community and they deserve recognition."

Virginia H. Knauer, October 14, 1972

BROADCAST POWER + VOLUNTEER POWER = CIVIC POWER

Call For Action, 1735 I St., N.W., Washington, D.C. 20006
Suzanne P. Roosevelt, Executive Director

Girl's best friend. Television will get its first major commitment from DeBeers Consolidated Mines Ltd., Kimberly, South Africa, in a pre-Christmas spot campaign, according to the agency, N. W. Ayer & Son, Philadelphia and New York. In the 33 years the account has been with Ayer, DeBeers used only print advertising through 1970 "because of the unique, generic nature of the ads" but the advertiser was encouraged with results in 1971 from a small-scale test of spot television. The spot campaign—starting three weeks before Christmas—will be in 24 markets and will use two new 30-second commercials carrying a theme of "Diamonds Make a Christmas Gift of Love." The commercials, said Ayer in disclosing the campaign in an internal news pamphlet, are aimed at "above-average income adults, particularly men." For its campaign, Ayer bought heavily in prime and fringe time and in sports.

Nierman relinquishes chair. Martin L. Nierman has resigned as chairman of Edward Petry & Co., TV station representative, but will continue as stockholder and member of board of directors. Martin F. Connelly continues as president and chief executive officer, and office of chairman will be eliminated. Mr. Nierman was president from 1963, when firm's employees acquired company from founder, late Edward Petry, until December 1970 when Mr. Connelly was named president and chief executive in management reorganization.

Business Briefs

Agency appointments. Theodore Hamm Co., St. Paul, which since termination of its estimated \$5-million-plus account for several beer brands at J. Walter Thompson Co., Chicago, has been interviewing new agencies (BROADCASTING, Sept. 18), has tapped Dancer-Fitzgerald-Sample, New York and San Francisco. Hamm has breweries in San Francisco and Los Angeles in addition to St. Paul. Major regional advertiser, Hamm is in 35 states in Midwest and on West Coast. ■ Oscar Mayer & Co., Madison, Wis., has named Clinton E. Frank Inc., Chicago, as second agency to handle product advertising yet to be determined. Firm retains J. Walter Thompson Co., Chicago, on major portion of account. ■ Yardley of London, Totowa, N.J., has selected Warren, Muller, Dolobowsky, New York, to work on new products. Yardley's other agencies include Benton & Bowles and Lois Holland Callaway. ■ Homelite Division of Textron, Port Chester, N.Y., has moved all of its business (almost \$2 million) from Needham, Harper & Steers, New York, to other agencies: Scali, McCabe, Sloves, New York, gets creative and marketing work of major portion of Homelite (chain saws and lawn and garden equipment) and SFM Media Services will handle media planning and buying (Includes network and spot TV, radio); Wilson, Haight & Welch, Hartford, Conn., has remainder of account (construction equipment) on full-service basis. ■ Newly formed National Potato Promotion Board, Denver, has appointed Ketchum, MacLeod & Grove, New York, and Botsford Ketchum, San Francisco, to handle initial advertising and public relations (in excess of \$1.5 million) to promote Irish potatoes. Media will involve print and broadcast.

Shoe spots. Karl's Shoe Stores Ltd., Los Angeles, through Stern, Walters & Simmons, Beverly Hills, Calif., is scheduling saturation-TV campaign as Christmas promotion with one 60-second and two 30-second spots to be used on 10 stations in Los Angeles, Las Vegas, San Diego, Fresno, Calif., and Sacramento-Stockton, Calif. Campaign is to run Nov. 29 through Dec. 22. Spots were produced by The Film Factory, Hollywood.

Fun on HSN. Hughes Sports Network

on Nov. 23 broadcast second special to be placed on HSN by General Mills Fun Group, Minneapolis. It followed Oct. 28 airing of *Halloween Tales of Washington Irving*. Fun Group, which consists of Parker Brothers, Lionel, Craftmaster and Kenner toy companies, previously announced its sponsorship of five animated specials on CBS-TV, all to run this fall (BROADCASTING, Oct. 18). Agency for project is Leonard M. Sive and Associates, Cincinnati

Spot-TV campaign. Monsanto Textiles for its new flame-retardant Modacrylic fiber breaks with 60-second commercial flights Nov. 27-Dec. 13 in such major TV markets as New York, Chicago, Los Angeles, Philadelphia, Minneapolis and San Francisco. Featured in commercial is use of fiber in children's sleepware. During pre-holiday period, advertiser on Nov. 29 will also have its one-hour syndicated *Monsanto Night Presents Jose Feliciano* in 36 major markets. Chirug & Cairns, New York, is agency.

Benny via RCA ■ RCA, through J. Walter Thompson Co., both New York, will sponsor *Jack Benny's First Farewell Special* on NBC-TV Thursday, Jan. 18 (9-10 p.m. NYT). Irving Fein is executive producer of program, produced by J. B. Productions in association with network.

Rep appointments ■ WQXR-AM-FM, New York: Petry Radio Sales, New York. WRUN-AM-FM Utica-Rome, N.Y.: Katz Radio, New York.

Programing

SAG threatens harder policy on TV reruns

Actors talk of getting first pay over and over and over again, hear of progress on commercials

The three television networks again have been put on notice by the Screen Actors Guild that unless they agree to modify their current prime-time rerun patterns actors are going to demand the equivalent of original salaries every time programs are rerun. Actor John Gavin, appearing as the newly re-elected president of the guild, told SAG's annual membership meeting in Hollywood that the first order of business in 1974 contract talks with the networks and TV producers "will be a strict and effective limitation on the number of reruns permitted on network TV in prime time," coupled with a demand for "100% of original salary every time an actor's performance is shown on the television screen." SAG officials, at an earlier meeting, made a similar declaration (BROADCASTING, June 12).

Reporting on current commercial-contract negotiations in New York, SAG's national executive secretary, John L. Dales (who retires on Dec. 31), told the

The Colonel's quote...

"I maintain that business can serve mankind. Does serve mankind. Good business, run well, delivering quality, and making a fair profit serves mankind one hell of a lot better than any welfare system or public dole yet devised from Roman times down to the present!"

Patrick O'Malley
President, Canteen Corporation
before the International Food Service
Manufacturers Association, 1972

PGW

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PETERS GRIFFIN WOODWARD, INC. • Atlanta • Boston • Charlotte • Chicago • Dallas • Detroit • Los Angeles • Minneapolis • New York • Philadelphia • St. Louis • San Francisco

membership meeting that the guild is avoiding straight across-the-board wage increases in its talks with the joint policy committee of the American Association of Advertising Agencies and the Association of National Advertisers, but is asking for increases in special classifications of work. According to Mr. Dales, SAG, acting for the first time jointly with the American Federation of Television and Radio Artists, has been negotiating since Oct. 16 and has made 39 proposals. The AAAA and ANA, he said, have made 31 proposals of their own and added 16 counterproposals to those of SAG and AFTRA.

Mr. Dales further reported that after three weeks of negotiations (with a current two-week break so that AFTRA can conduct separate negotiations with the three networks), "we are making progress—good progress—but we're not yet set. We're not yet satisfied by any means. In fact we're just now approaching the crisis—the top of the hill lies just ahead of us." Indicating that the guild may soon have to call on members for "real support," Mr. Dales expressed "a fair degree of optimism" that "a good deal" would be negotiated.

Guild Treasurer Gilbert Perkins reported that SAG completed the most recent fiscal year, ending Oct. 31, 1972, with a scant surplus of \$16,296. Income for the 12-month period was \$1,705,988, with expenses totaling \$1,689,692.

Actor Frank Sinatra was honored at the meeting with SAG's annual award "for outstanding achievement in fostering the finest ideals of the acting profession." Mr. Sinatra was singled out for his works of charity.

Why the trend toward separate AM-FM calls?

What used to be WOR-FM New York starts expensive promotion to emphasize its own identity

WXLO(FM) New York—the RKO General-owned former WOR-FM—will spend more than \$100,000 before the end of the year to facilitate and promote its call-letter change, according to Ron Ruth, general manager. Changing call letters, once perceived by broadcasters as akin to selling one's soul because of the problems of a new identification, has become a commonplace occurrence among many FM stations for the very fact that it does re-vamp a station's image. The WXLO switch—which took place Oct. 23—is part of a plan to "completely separate" the identities of WOR(AM), a talk station, and its commonly owned FM, a rocker.

Although it is difficult to pinpoint a time when radio management decided that having the same call letters for AM and FM outlets on different formats was a detriment to the FM operation, the collective switch of all the ABC-owned FM stations in late 1970 was an important milestone. At that time, it was the purpose of ABC's vice president in charge of owned-FM's, Allen Shaw, to remove all identification with the owned-AM con-

Ratings in election week: CBS-TV edged NBC-TV by three-tenths of a rating point in the 7-11 p.m. NYT portion of election-night (Nov. 7) coverage in the national Niensens for the week ended Nov. 12, out last Monday (Nov. 20). The report showed CBS with a 17.6 rating and 38.1 three-network share for the period, as against 17.3 and 37.4 for NBC and 11.3 and 24.5 for ABC.

In the 70-market multinetwork-area (MNA) Nielsen for the longer election-night period of 7 p.m. to 1 a.m. NYT, NBC led with a 15.5 rating to CBS's 13.8 and ABC's 11.4 (BROADCASTING, Nov. 20), and NBC sources said last week they were confident NBC would be in the lead again—by about six-tenths of a point over CBS—when the later hours of common coverage are taken into account. National Nielsen for the complete period of common coverage, 7 p.m. to 1:30 a.m., will be available, they said, in the Nielsen pocketpiece due out today (Nov. 27).

For the week, CBS won Monday, Friday and Saturday nights, NBC won Wednesday and Thursday, ABC won Sunday, and NBC and CBS tied in the prime-time (8-11 p.m.) portion of Tuesday (election night).

In the 7-11 p.m. election-night period, CBS's and NBC's ratings were off substantially from 1968 election night, by 24% and 33% respectively, presumably reflecting lack of suspense as the expected landslide for President Nixon began to materialize early. ABC's ratings, however, were 18% higher than in 1968.

Following are the national rankings for the week ended Nov. 12 (ratings are also shown for the top 15):

(1) ABC Sunday Movie (ABC) 38.9; (2) All In The Family (CBS) 31.7; (3) Gunsmoke (CBS) 31.4; (4) Snoopy at the Follies (NBC) 26.4; (5) Miracle of P.S. 14 (NBC) 25.5; (6) Sanford & Son (NBC) 25.1; (7) Bridget Loves Bernie (CBS) 24.9; (8) Flip Wilson (NBC) 24.6; (9) Ironsides (NBC) 24.2; (10) Adam 12 (NBC) 23.5; (11) Medical Center (CBS) 23.3; (12) FBI (ABC) 23.0; (13) CBS Thursday Movie (CBS) 22.4; (14) Mary Tyler Moore (CBS) 22.3; (15) Lucy (CBS) 22.2; (16) NBC Saturday Movie (NBC); (17) Search (NBC); (18) NFL Football (ABC); (19) Carol Burnett (CBS); (20) Partridge Family (ABC); (21) CBS Friday Movie (CBS); (22) Bob Newhart (CBS); (23) Waltons (CBS); (24) Little People (NBC); (25) Wednesday Mystery Movie (NBC); (26) Paul Lynde (ABC); (27) Doris Day (CBS); (28) Brady Bunch (ABC); (29) Love American Style (ABC); (30) Room 222 (ABC); (31) Odd Couple (ABC);

(32) Emergency (NBC); (33) Ghost Story (NBC); (34) Sonny & Cher (CBS); (35) Dean Martin (NBC); (36) Wednesday Movie (ABC); (37) Mod Squad (ABC); (38) Trouble with People (NBC); (39) Mission Impossible (CBS); (40) Julie Andrews (ABC) and M*A*S*H (CBS); (42) Owen Marshall (ABC); (43) Bill Cosby (CBS); (44) Streets of San Francisco (ABC); (45) Anna and the King (CBS); (46) Monday Night at the Movies (NBC); (47) Banyon (NBC); (48) Kung Fu (ABC); (49) Sandy Duncan (CBS); (50) McGovern political—Monday (NBC); (51) Mannix (CBS); (52) Sixth Sense (ABC); (53) The Man (ABC); (54) Dick Van Dyke (CBS); (55) What Happened Last Night (CBS); (56) Nixon political—Monday (NBC); (57) Night Gallery (NBC); (58) American Independent Party political—Monday (ABC); (59) Nixon political—Monday (ABC).

temporary and MOR formats from the newly enfranchised rock format.

RKO has also changed the calls of its San Francisco outlet (from KFRC-FM to KKEE[FM]) and Los Angeles station (from KHJ-FM to KRTH[FM]), as well as New York, for all are on formats different from the AM's that bore the same calls.

"The thing that finally convinced me to change the call letters," Mr. Ruth of WXLO said, "was going down to Beltsville [Md.] and looking at our American Research Bureau diaries." If respondents who had been listening to WOR-FM, as it was called then, had filled out the diary correctly (i.e. dial placement, name of on-air personality, type of music, etc.) but had neglected to check the FM column on the form, credit for that listener would have gone to WOR(AM). Stations in similar situations must separate, Mr. Ruth emphasized.

"I think you'll see FM's being ranked number one in major markets within five years," he said. "As long as I've been in this business, people have been saying FM is around the corner. But, to my mind, unless the separation is complete between commonly owned AM's and FM's, it'll take much longer."

Changing Formats

WAZI-FM (formerly WMTN-FM) Morristown, Tenn., previously simulcasting modern country-western music with WMTN(AM), began separate contemporary rock programming Nov. 1. The format change was accompanied by the appointment of a new program manager, Bob

Reed, formerly announcer and sales representative at WMTN-AM-FM.

WMBF-FM Rock Island, Ill., has dropped its own library of MOR-contemporary music and adopted Peters Productions' "Music Just for the Two of Us," daily 6 a.m. to midnight. Aimed at the 20-45 age group, the new format features "easy listening" interspersed with contemporary verse readings twice hourly. The change took place Oct. 16.

WNLC(AM)-WTYD(FM) New London, Conn., have extended their programming to 24 hours, providing the first local 24-hour service in the New London area. The AM MOR format and the FM "good music" format remain unchanged.

CPI to revamp

Details still to be announced, but it may involve production merger on the West Coast

Plans for merger of unspecified "various facilities and personnel of Columbia Pictures and Screen Gems" have been announced by Columbia Pictures Industries, the parent company.

Although officials said they could not reveal details, reports persisted that the mergers would primarily affect the West Coast production operations of the motion-picture and TV divisions.

Jerome S. Hyams, senior executive vice president of the parent company, said that "in recent years we have seen a natural evolution in which many motion-picture and television production and

distribution activities have become virtually inseparable. Technical and administrative personnel have demonstrated their ability to move easily between films and television."

The integration moves are to be carried out over the next few months. Mr. Hyams said they "will enable us to maximize the productivity and responsibilities of our personnel and effect economies that will be felt immediately and in the years ahead."

Johnson: The buck and good programing can be compatible

FCC commissioner says business is beginning to get that message

FCC Commissioner Nicholas Johnson, who can damn broadcasters or charm them, depending on the occasion, was, as one of his listeners put it, his "witty, and charming self" last week, in an appearance before the Federal Communications Bar Association in Washington.

His subject was the upbeat and uplift one of how broadcasters can make money and present quality programing, too. And he said the proof of his thesis was already being demonstrated by many broadcasters.

Commissioner Johnson, who has frequently criticized television for what he called bland, unimaginative programing, said American business is beginning to understand that it is not necessary and may be self-defeating "to grind the public's faces in order to make a buck."

He cited "information programing," like the *Today Show*, as well as a variety of local news and public-affairs programs that, he said, build "lasting goodwill" and also make money. He also noted that broadcasters "can smuggle a little information and stimulation into our lives while, at the same time, increasing their share of the market": For proof, there is *All in the Family*.

Program Briefs

Gutman for NBA ■ Highlights from National Basketball Association contests will be incorporated into two half-hour weekly TV series distributed to approximately 80 stations by Leo Gutman Inc., New York, starting in January. Gutman has been selected as sales agent by NBA Films, producer of series, *This Week in the NBA* and *Action Highlights—NBA*. Mr. Gutman reported that orders have been received from Colgate-Palmolive, Wilkinson Blades and Black & Decker for half-sponsorship of *This Week*, which will begin Jan. 6, 1973, for 20 weeks. Second series will begin in June and run 13 weeks.

Aspiring with cassettes. WNA Video Inc., new video-cassette and video-tape firm, has been formed in Seattle by Wally Nelskog, station owner in Northwest and president of company. WNA is licensed by Sony Corp. as one of company's five U.S. video-cassette centers. It is allied with Multi Media Productions, Seattle

production firm. Address: 1370 Stewart Street, Seattle 98119. (206) MA 2-2940.

Christmas oldies. Thirty years of "Christmas Hit Singles" are listed in new publication by The Music Director firm. Eleven-page guide lists over 90 Christmas records that made charts from 1942 to 1971. In addition to other "Oldie Guides," firm publishes "Playlist" of 45's and LP's for MOR stations. Box 177, Chestnut Hill, Mass. 02167.

MBS books the Greek. Jimmy the Greek (Snyder), odds maker, political prognosticator and syndicated columnist, has begun a five-minute commentary on Mutual Broadcasting System. Monday-through-Friday series is fed to affiliates at 10:25 a.m. and repeated at 2:25 p.m., EST. It deals with such subjects as who will win Super Bowl, odds on Pat Nixon wearing new hairstyle at Inaugural Ball, chances of Joe Frazier successfully defending his heavyweight crown against Muhammad Ali.

New serial. CBS-TV plans new half-hour daytime drama next spring. Tentatively titled *The Innocent Years*, it was created by William J. Bell, creator and writer of number of daytime serials and current head writer of *Days of Our Lives* on NBC. New series will be produced by Corday Productions in association with Screen Gems at CBS Television City in Hollywood. Mr. Bell will also be head writer.

Special/pilot. *NBC Follies*, hour of comedy sketches, musical production numbers and variety acts, featuring star performers, will be taped Dec. 17 before live audience at NBC studios in Burbank, Calif., for broadcast as special during 1972-73 season and as pilot for series for 1973-74. Stars set so far include Sammy Davis Jr., Andy Griffith, Connie Stevens, John Davidson and Mickey Rooney.

For Wometco in N.Y. Wometco Productions, newly formed facility associated with WTUV(TV) Miami, has named John B. Lanigan & Associates, New York, to represent it in eastern U.S. for production of TV commercials and programs. Lanigan said representation will be handled by the 3rd Bid, New York, newly formed Lanigan division, of which Roslyn Dickens has been named account executive.

MPC buy. Metromedia Producers Corp., producer-distributor of made-for-TV movies, has picked up foreign and domestic syndication rights to three new features. Nine others, announced previously, were made by Metromedia for slotting on networks during 1972-73 season. Three new made-for-TV movies are: Phil D'Antoni's production of *The Connection*, an adventure drama; *Your Money or Your Wife*, a comedy whose executive producer is Alexander H. Cohen, and *Mr. Inside/Mr. Outside*, mystery feature also produced by Mr. D'Antoni.

New to Dallas. Ralph Stachon and Associates, jingle-production firm formerly located in Memphis, has moved to Dallas

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11. Solid state digital clock.
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and expanded its facilities to include recording and commercial production. Stachon enterprise has combined with new all-purpose recording center, Sound Techniques, to become what firm calls "the only facility of its kind in the U.S.—a complete recording and creative center for audio-commercial production under one roof." 1322 Inwood Road, Dallas 75235. (214) 638-6231.

Syndication for talk. Diamond P Enterprises Inc., Hollywood-based radio producer and distributor, is syndicating *The Blackwell Report*, series of 60-second radio vignettes featuring designer, Mr. Blackwell. Reportedly, series already has been sold to CBS-owned KCBS(AM) San Francisco and WBBM(AM) Chicago and will run for 26 weeks. Mr. Blackwell does regular talk program for KABC(AM) Los Angeles. Diamond P also is in radio syndication with "audio-biography" documentaries on major talents in contemporary music.

R&B history. Programming Aids and Services Inc., Los Angeles, is syndicating radio series on history of rhythm and blues, *The Soul Music Story*. Series, produced and created by distributor firm's vice president, Roger Christian, runs 39 hours. It's being made available on one-station-to-market basis with fees ranging from \$10 to \$60 per hour, depending upon market size. Series is currently being carried on all of American Armed Forces radio stations.

Oncoming. Latest BBC-TV import due for a splash in the States is *Vision On*, a children's program designed for the hearing-impaired that will be directed to the general American children's audience beginning in January. The series is being distributed here by Time-Life Films, which premiered it last week at a Washington screening. Some 42 stations had bought the 26-episode first run as of last Tuesday (Nov. 21), including the five ABC-owned stations (which will play it in "station-prime" time—6-7 p.m.), the Post-Newsweek chain (WTOP-TV Washington was the host last week), and the Avco and Capital Cities groups.

As the title suggests, *Vision On* plays to the eye. Dialogue is minimal, and important descriptions are conveyed in sign language as well as words. Each half-hour comprises segments built around such themes as string, bicycles, eggs, rubbish, etc.

It was evident at the Washington screening that the distributor and the initial buyers thought they had a hit on their hands. They were assured of success in at least two critical corners: on hand to lend their endorsement were Dr. Sidney Marland, assistant secretary for education of the Department of Health, Education and Welfare (which helps fund *Sesame Street*), and Evelyn Sarson of Action for Children's Television (which would unfund almost everything).

Broadcast Journalism

SDX criticizes government power

Report by Freedom of Information Committee cites repression of media and suppression of news

Newsmen assembled in Dallas for the convention of Sigma Delta Chi, the professional journalism fraternity, heard a report by the society's Freedom of Information Committee that deplored the big-brother tactics the government has employed against their profession and suggested ways of combatting them.

The report, authored by various members of the 14-man committee, was particularly critical of the "judicial repression of the media," which has resulted from contempt citations issued against subpoenaed journalists who refused to reveal confidential sources. When the courts resort to this type of coercion, the report asserted, "they assume power which they should not."

But on an equal note, the report contended, "when petty, despotic bureaucrats withhold news, when executive privilege is asserted, when legislators confer in secret, all are usurping power from the citizens and all are lessening the public's ability to make effective, collective judgements and decisions." If government is to become genuinely responsive, the report continued, "the people will have to firmly establish their power to govern."

The report cited several incidents of alleged government repression of the news media. Among them were recent jailings of Peter Bridge, reporter for the now-defunct *Newark (N.J.) News*, and William T. Farr, of the *Los Angeles Times*, both of whom were cited for withholding privileged information from grand-jury investigators; the government's attempted suppression of the Pentagon Papers, and the Defense Department's efforts to conceal information from the press concerning the My Lai incident.

Also covered was a report on the activities of SDX's News Access Committee, which has been working to reinstate two Taiwan journalists who were ousted from the United Nations press corps for political reasons when Red China supplanted Nationalist China on the General Assembly. The UN's failure to date to rectify this situation, the report stated, is "legally, historically, morally and philosophically indefensible."

The report also recommended the initiation of mutual education programs between the legal and journalism professions and the upgrading of journalistic standards to reduce bias in and against the media. It indicated that the public would have to be the arbiter in the dispute between clashing interests of those two professions.

Another section of the report was critical of President Nixon's infrequent scheduling of news conferences which, it

said, was "particularly frustrating" in a year that saw such premiere news events as the trips to Russia and China and the public concern with such election issues as the Vietnam war, inflated taxes, military spending and welfare.

Included among the major journalistic problems plaguing the broadcast industry in particular were disputes with the Nixon administration over program content, the Justice Department's concern with network prime-time schedules and the continued promulgation of the equal-time provisions of Section 315.

Dick Fogel, assistant managing editor of the *Oakland (Calif.) Tribune*, is chairman of the committee. Vice chairmen include Grant Dillman, UPI, Washington; Robert Harrod, *Cincinnati Enquirer*, and William Small, CBS News, Washington.

No moon-shot coverage for public television

Idea has been vetoed, Loomis says, because of time, program disruptions and plans by commercial networks

The controversial proposal that public television provide extensive live coverage of the next moon flight has been turned down by industry officials.

Henry Loomis, president of the Corporation for Public Broadcasting, told the nation's public television managers in a message that three factors contributed to the decision:

- "Time is too short to gather required staff, scientific expertise, technical facilities and production elements to insure distinctive, high-quality coverage.

- "Delays in the space mission, which have been normal in the past, would intolerably disrupt both national and local public television schedules.

- "Coverage by the commercial networks will be more extensive than first expected."

Another factor, which Mr. Loomis mentioned in passing, was the "mixed reaction" of stations to the proposal itself. As planned, the coverage would have been undertaken in cooperation with the National Aeronautics and Space Administration, which first advanced the idea. When CPB polled the stations for their reactions, a few responded positively and about an equal number negatively; most, however, did not answer with a flat yes or no but raised serious questions about the desirability of the plan.

The strongest dissent, however, came from representatives of stations working through the broadcasters' Washington organizations. The Public Broadcasting Service and the National Association of Educational Broadcasters took quick exception to the idea, principally because it was an "apparent shift in program responsibility" from PBS—which has had responsibility for selecting and scheduling programs—to CPB, which has traditionally kept its distance from that function ("Closed Circuit," Nov. 6).

As a result of that disagreement, CPB

and PBS representatives met last week as a step toward working out in more detail the lines of responsibility for program judgments.

Efron to Salant to Efron. A widely publicized book called "The News Twisters" last year charged the three television networks with betraying consistent left-liberal bias in their news broadcasts. It also inspired a series of rebuttals from CBS News President Richard Salant, who questioned everything from the methodology to the political attitudes of the book's author, Edith Efron of *TV Guide*. From that episode has come yet another Efron book, devoted to the disagreement between herself and Mr. Salant. Its title: "How CBS Tried to Kill a Book."

The \$6.95 book presents charges such as these: that Mr. Salant, in collaboration with a CBS public-relations executive, contested the book's findings, fed erroneous information to the media, inferred the existence of a right-wing conspiracy against the press, and claimed to have "refuted" the book's findings—all without ever agreeing to sit down and look at the raw data upon which those findings were based.

Mr. Salant declined comment on most of these charges. He said that his arguments had already inspired one book, and that he had no intention of inspiring another one. He did react, however, to the charge that he had avoided confronting Miss Efron's raw data. "That's absolutely not true," he said. "Our consultant requested the information and she refused to provide it."

Cronkite due to return

He's reported in 'excellent' condition after surgery that kept him sidelined two weeks

CBS newsman Walter Cronkite was reported by CBS News sources last week to be in "excellent" condition after surgery to remove a tumor of the throat. They said the tumor proved to be benign, that the only effect of the operation was a temporary hoarseness and that Mr. Cronkite would return to *CBS Evening News* tonight (Nov. 27).

Mr. Cronkite entered Lenox Hill hospital in New York on Nov. 15 for what was described only as "medical tests." Speculation at the time suggested the tests would seek the cause of a huskiness in his voice that had been apparent to viewers and listeners for some months.

CBS News sources reported last week that the operation was performed Nov. 16 and Mr. Cronkite returned to his home the following weekend. They said his doctor preferred but did not categorically insist that he take a few days off and that Mr. Cronkite decided—since it then appeared he and other members of the American Federation of Television

and Radio Artists would be involved in an AFTRA-ordered walkout within two days anyway—to stay out during those two days as well. The AFTRA order was subsequently blocked by a temporary injunction (story page 32), but CBS News sources said Mr. Cronkite would remain out all of last week and return tonight, union conditions permitting. CBS newsman Roger Mudd had been filling in for Mr. Cronkite on the news program.

What's on tap for the RTNDA

Election of VP, award to Ervin and speeches by Wiley and Van Deerlin highlight annual meeting

A contest for election as vice president of the Radio Television News Directors Association is assured at the annual convention that begins today (Nov. 27) in Nassau, British West Indies.

The two contenders are C. Bosworth Johnson, news director of WSAZ-TV Huntington, W. Va., who is this year's RTNDA treasurer, and Travis Linn, executive news director of WFAA-AM-FM-TV Dallas, who is an RTNDA director-at-large. The RTNDA vice president normally is elected president the following year.

Kcynote speaker at the convention will be Sig Mickelson, now at Northwestern University's Medill School of Journalism and former president of CBS News. Among the other speakers: FCC Commissioner Richard E. Wiley; Representative Lionel Van Deerlin (D-Calif.); John Shaffer, Federal Aviation Agency; Franklin Kroml, Motor Vehicle Manufacturers Association; Philip McHugh, TV consultant, and R. Peter Straus, WMCA(AM) New York.

The association's Paul White Award is to be made to Senator Sam J. Ervin Jr. (D-N.C.), who, as chairman of the Subcommittee on Constitutional Rights, has championed the cause of broadcast journalism (see "Profile," page 67).

The National Broadcast Editorial Conference is being held in conjunction with the RTNDA meeting.

A number of professional problems face the broadcast newsman; among them First Amendment rights, access to courts and government hearings and meetings, accreditation to political conventions, and the growing practice of having on-camera TV newsmen josh among themselves. The principal association problem is fiscal (BROADCASTING, Nov. 6).

The latest financial figures for the association are for the nine months ended Sept. 30, showing over \$38,000 in income and with almost \$37,500 in outlays. Among the expenses for the January-September period were \$5,890 for general and administrative activities; \$5,861 for the upkeep of the Washington office; \$13,800 for publication of the monthly news bulletin, *The Communicator*; \$10,712 for the East Lansing, Mich., executive office, and almost \$1,100 for convention expenses. RTNDA also has \$34,000 de-

posited in interest-bearing savings certificates.

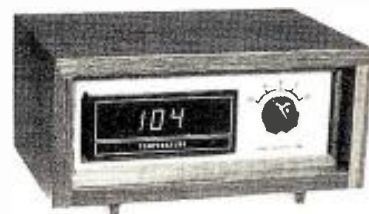
The Washington office was established last June on an experimental 18-month basis. It is headed by Theodore F. Koop, retired CBS Washington vice president and one-time RTNDA president. Mr. Koop is under a \$1,000-a-month retainer but for the first four months has drawn only \$2,700.

Journalism Briefs

Both sides of issues. Semit Corp., St. Petersburg, Fla., will introduce new television and radio news service at Radio and Television News Directors Association Convention in Nassau, Bahamas, Nov. 28. Program, produced for Congressional Quarterly Inc., is three-times-a-week taped special on controversial national issues in balanced pro-and-con format. Entitled, "Looking Ahead with CQ," segments feature public reaction to specific national issue, exclusive interviews with national leaders and heads of special-interest groups, and wrap-up segment excerpting portions from first two segments.

On the move. Golf Network Inc., New York, which provides radio coverage of golf tournaments and offers it to advertisers on package basis, has moved headquarters to 557 Post Road, Darien, Conn. (203) 655-9718.

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An old-fashioned 'cover battle'

Two versions of 'You're a Lady' vie for success; one may win—or neither—but not both

Battles for popularity among different versions of the same song were once common in the music business. Today, when many artists are writing their own songs, the "cover battle" is rare. There is one going on now, though, between two New York-based record companies over which will enjoy the hit version of "You're a Lady" in America, if the song itself does not become a fatality.

Peter Skellerin, the songwriter and artist of one of the competing records, had a hit with "You're a Lady" in England where it rose to number three on the charts last month. Dawn, the creation of Tony Orlando, a former music-publishing executive who is the group's lead singer, has the cover version of the record that was delivered to radio stations around the country at about the same time. And now, their record companies, London and Bell Records, respectively, are immersed in something that nobody in the business says he likes a "cover battle."

Sy Warner, the man who runs the promotion department for London, shakes his head and says. "This is the worst I've seen. The mud-slinging is really bad. The worst I've ever seen it."

There are really only two possible results to any cover battle. One record will catch and the other will quietly die, or both records will be ignored and the records that have been shipped to record stores will be shipped back to the manufacturers for a 100% refund—as is the policy on all records.

"I honestly believe that this song is going to be a hit," Oscar Fields, head of singles sales for Bell Records, said emphatically. "The song is a great song. One of us will get it, I know. If [the battle] hadn't happened I think it would have been one of the biggest records of the year. But now, instead of a smash, I think somebody just has a hit."

The two versions of the song are extremely similar. Both begin with a muted horn line—reminiscent of some ancient collegiate alma mater—and both are fully orchestrated with hacking vocals in the same places. The song—a long song—is understated. "You're a lady/ I'm a man/ You're supposed to understand/ How these things/ Are often planned."

Airplay on the two records has been almost equally split. The Dawn record is being played on a few more key contemporary stations than the Skellerin version, while the Skellerin seems to outdistance the Dawn by a hit among MOR formats. As far as most programmers are concerned, though, it is too early to tell what will happen and many freely admit that they are staying off both records until the smoke clears. Chuck Dunaway, programmer at WIXY(AM) Cleveland, put

the Skellerin version on several weeks ago but last week moved the record into afternoon play only. He said the audience reaction to the record has not been large, but it had not been played very long. "I'm backing out of the battle," he said, "I just hope the record companies don't kill it themselves."

Independent record distributors that handle both Bell and London product in major cities were reluctant to tout one record over another, for the most part. "I'm trying to be as evasive as possible," one joked.

"I serviced all my stations with both versions," another said, "and have let them decide. We're kind of caught in the middle."

"I think one of the companies could have had a hit," one promotion man for an independent distributor said, "if it had come out with a three-minute version." Both records are about four-and-one-half minutes, comparatively long.

Bell believes Dawn has the edge in this fight because they are a known group in this country. They had two major hits with "Knock Three Times" and "Candida." London thinks that programmers will choose the original version by the songwriter over a cover. "I do believe radio people are hip enough not to be hyped," Sy Warner said.

London, with its larger, permanent promotion staff, thinks it can outpush Bell, which must depend heavily on independent promotion men. Bell thinks that because it is one of the largest record companies to use independent distributors and rack-jobbers, the rackers will give the Dawn record wider circulation than London, with its own distribution company in many cities, can.

Of the effects of this cover-battle, which is far from over, most of the people involved simply say: It's no fun.

With Nesci off air, government abandons its obscenity case

Fact that Norfolk DJ 'is no longer broadcasting' leads Justice to duck litigation of broader questions; Stern law firm, however, may seek ruling on constitutional issue

The government has dropped its case against John Nesci, a Norfolk (Va.) disk jockey who was charged with violating the federal prohibition against "obscene, indecent and profane language by means of radio communication." But attorneys involved in the case claim to have accomplished their mission, because, as a Justice Department official put it, "getting this guy out of the business of broadcasting was what was important."

John Murphy, chief of the government regulation section of Justice's criminal division, said the authorities "accomplished everything that was necessary to protect the public interest" after Mr. Nesci was "dismissed" from his position at WOTI(FM) Norfolk, a progressive rock station. Roger Williams, the attorney for the government, also said that in request-

ing dismissal he gave a reason that Mr. Nesci "is no longer broadcasting."

Mr. Nesci and his station manager, Stewart Brinsfield, say that the announcer's on-air shift was terminated, but that he remains at the station in an off-air capacity.

According to Mr. Williams, another factor was that the case was determined to be "an isolated transaction"; he said "the ends of justice would not be justified by a criminal case." Whatever questions remain can be settled administratively by the FCC, he said. That decision was reached after discussions with the Justice Department two weeks ago.

John Nesci was indicted in early September for playing a record that contained a common, allegedly "indecent" word (BROADCASTING, Oct. 9). His trial on charges of violating Section 1464 of Title 18 of the U.S. Code was to have begun tomorrow (Nov. 28), in Norfolk's U.S. district court. However, his lawyers were notified by telephone on Nov. 17 and by letter three days later that an order to drop the charges would be filed.

Mr. Williams said the government's case was weakened because the word was neither "obscene" nor "indecent" according to present Supreme Court standards.

The Stern Community Law Firm, which is representing Mr. Nesci, wants to pursue the issue. It may now file a request to convene a three-judge panel to rule on the constitutionality of the "obscenity" provision of Title 18 on behalf of Mr. Nesci and, perhaps, the Yale Broadcasting Co., operator of WYBC(FM) New Haven, Conn., another Stern client. The management of WYBC had been considering a similar test case when the Nesci case came up, a spokesman said.

The request to convene a panel would be filed in either Washington or Norfolk. The panel would be composed of two U.S. district court judges and an appeals court judge.

Music Briefs

September in December ■ Film of John Lennon's and wife Yoko Ono's benefit concert at Madison Square Garden in early September will be telecast by ABC-TV on Dec. 15 (10-11 p.m. NYT). Proceeds of that concert—and \$300,000 ABC paid for rights—have gone to set up small centers in New York City for treatment of mentally retarded children. Also featured on *One-To-One Concert* will be Sha Na Na, Roberta Flack and Stevie Wonder.

Music service. Charles H. Stern Agency Inc., Los Angeles, which produces music tracks for radio and TV commercials and represents arranger-composers in contemporary music field, is introducing contemporary music service for youth market-oriented advertisers. At heart of new service is music review that evaluates current campaigns by advertisers and recommends new ways of reaching youth market with music. Review is conducted by committee of contemporary music professionals such as Mark Lindsay, Dennis Lambert, Brian Potter, Artie Butler, Perry Kotkin Jr., J. J. Johnson, Jimmie Haskell and Mort Garson.

**The most performed
rhythm and blues songs
in BMI repertoire for the period
from July 1, 1970 to March 31, 1972:**

Ain't it a shame
Deve Bartholomew,
Antoine (Fats) Domino
Trovis Music Co

Ain't no sunshine
Bill Withers
Interior Music

Baby I need your loving
Eddie Holland, Lamont Dozier,
Brian Holland
Stone Agate Music Division

Baby I'm yours
Van McCoy
Blackwood Music, Inc.

Ball of confusion (that's what
the world is today)
Norman Whitfield,
Barrett Strong
Stone Agate Music Division

Band of gold
Ronald Dunbar, Edythe Wayne
Gold Forever Music, Inc.

Be my baby
Phil Spector, Elton Greenwich,
Jeff Barry
Hudson Bay Music Publishers
Mather Bartha Music, Inc.

Becho by golly wow
Thomas Bell, Linda Creed
Assorted Music
Bell Boy Music

A brand new me
Kenneth Gamble, Theresa Bell,
Jerry Briller
Parabut Music Corp.
Assorted Music

Bright lights, big city
Jimmy Reed
Conrod Music

Bring the boys home
Angelo Bond, Greg S. Perry,
General Johnson
Gold Forever Music, Inc.

Can I get a witness
Eddie Holland, Brian Holland,
Lamont Dozier
Stone Agate Music Division

Clean up woman
Clarence Reid, Willie Clarke
Sheryl Publishing Co.

Deeper and deeper
Ronald Dunbar, Edythe Wayne,
Norma Toney
Gold Forever Music, Inc.

Do right woman, do right man
Dan Penn, Chips Moman
Presk Music Co., Inc.

(Sittin' on) the dock of the bay
Otis Redding, Steve Cropper
East/Memphis Music Corp.
Time Music Co., Inc.

Don't knock my love
Wilson Pickett, Brad Shapiro
Ervo Music Publishing Co., Inc.

Don't let the green grass
fool you
Larry Akines, Johnnie Beilman,
Victor Drayton,
Reginald Turner
Assorted Music

Don't play that song (you lied)
Ahmet Ertegun, Betty Nelson
Hill and Range Songs, Inc.

Double lovin'
George H. Jackson,
Charles M. Buckins
Fame Publishing Co.

Drowning in the sea of love
Kenneth Gamble, Leon Huff
Assorted Music

**Congratulations
to the winners of
this year's BMI
RHYTHM & BLUES
achievement awards**

Empty arms
Ivory Joe Hunter
Unart Music Corp.

Endlessly
Clyde Otis, Brook Benton
Vogue Music, Inc.

Everybody's everything
Groag Rele, Carlos Santana,
Tyrone Moss,
Milton S. Brown, Jr.,
Michael Shrieve
Dandelinn Music Co.
Petra Music

Everybody's got the right
to love
Lou Snellman
Think Stallman Productions, Ltd.

Everything is good about you
James Dean, Eddie Holland
Stone Agate Music Division

Evil ways
Clarence A. Henry

Family affair
Sly Stewart
Stone Flower Music

5-10-15-20-25-30 years
of love
Walter Boyd, Archie Powell
Van McCoy Music
Interior Music

Funky nassau
Raphael Munings,
Tyrone Fitzgerald
Sheryl Publishing Co.
Franky Nassau Publishing Co.

Grandma's hands
Bill Withers
Interior Music

Groove me
King Floyd III
Pattiarne Music Co.
Malone Music Co.

Groovy situation
Herman Davis, Russell Lewis
Corband Music, Inc.
Pat-hool Music

Guess who
Jasen Bolvin, Jo Ann Bolvin
Michael Publishing Co.

Gypsy woman
Chris Mayfield
Crom Publishing Co., Inc.

Have you seen her
Eugene Record, Barbara Acklin
Julia Brian Music, Inc.

I gotcha
Leo Ter
Tro Publishing Co., Inc.

I hear you knocking
Deve Bartholomew, Pearl King
Trovis Music Co.

I heard it through the
grapevine
Barrett Strong,
Norman Whitfield
Stone Agate Music Division

I love you for all seasons
Sheila Young
Ferneliff Music
Jamf Music

(I know) I'm losing you
Cornelius Grant,
Norman Whitfield,
Eddie Holland
Stone Agate Music Division

It's a shame
Lue Gerritt, Sylvia Wright,
Stevin Wonder
Stone Agate Music Division

I've found someone of my own
Frank Robinson
Run-A-Muck Music

Just my imagination (running
away with me)
Barrett Strong,
Norman Whitfield
Stone Agate Music Division

Let's stay together
Willie Mitchell, Al Green,
Al Jackson, Jr.
JFC Publishing Corp.

Loveland
Don Trotter, Charles W. Wright,
James Lee, Barney Williams
Wright-Gerst Productions
Warner-Tamerlane
Publishing Corp.

Mr. big stuff
Joseph B. Bessard,
Rebek Williams,
Carol Washington
Malone Music Co.
Carallo Music Co.

My cherie amour
Sylvia May, Henry Cosby,
Stevin Wonder
Stone Agate Music Division

Nathan Jones
Kathy Whitfield,
Leonard Caston
Stone Agate Music Division

Never can say goodbye
Clifton Davis
Parable Music Co., Inc.

One bad apple don't spoil
the whole bunch
George H. Jackson
Fame Publishing Co.

One monkey don't stop
no show
General Johnson, Greg S. Perry
Gold Forever Music, Inc.

Ooh child
Stan Vincent
Kama Sutra Music, Inc.
Sleeping Sun

Patches (I'm depending on you)
General Johnson,
Ronald Dunbar
Gold Forever Music, Inc.

Pay to the piper
General Johnson,
Greg S. Perry,
Ronald Dunbar, Angelo Bond
Gold Forever Music, Inc.

The promised land
Chuck Berry
Arc Music Corp.

A rainy night in Georgia
Tony Joe White
Combine Music Corp.

Reach out I'll be there
Brian Holland, Eddie Holland,
Lamont Dozier
Stone Agate Music Division

Respect yourself
Mack Rice, Luther Ingram
East/Memphis Music Corp.
Klondike Enterprises, Ltd.

River deep—mountain high
Phil Spector, Jeff Barry,
Elton Greenwich
Mather Bartha Music, Inc.
Hudson Bay Music Publishers

Rock steady
Artha Franklin
Prindit Music, Inc.

Rockin' robin
Jimmie Thomas
Records Music Publishers

Runnin' away
Sly Stewart
Stone Flower Music

She's all I got
Jerry Williams, Jr., Gary Bonds
Jerry Williams Music
Fredderick Music Co., Inc.

She's not just another woman
Ronald Dunbar,
Clyde D. Wilson
Gold Forever Music, Inc.

Smiling faces sometimes
Norman Whitfield,
Barrett Strong
Stone Agate Music Division

Somebody's been sleeping
General Johnson,
Greg S. Perry, Angelo Bond
Gold Forever Music, Inc.

Somebody's watching you
Sly Stewart
Daly City Music

Someday we'll be together
Harvey Fuqua, Jackey Beavers,
Johnny Bristol
Stone Agate Music Division

Soulful strut
Eugene Record,
William Sanders
Dakar Productions, Inc.
BRC Music Corp.

Spanish Harlem
Jerry Leiber, Phil Spector
Hill and Range Songs, Inc.
Hudson Bay Music Publishers

Stagger Lee
Harold Logan, Lloyd Price
Trovis Music Co.

Stand by your man
Tommy Wynnita, Billy Sherrill
Al Gallican Music Corp.

Stick-up
General Johnson, Angelo Bond,
Greg S. Perry
Gold Forever Music, Inc.

Still water (love)
William Robinson,
Frank E. Wilson
Stone Agate Music Division

Stoned love
Frank E. Wilson,
Yenik Samoht
Stone Agate Music Division

Sunny
Bobby Hobb
MRC Music Corp.
Parable Music Co., Inc.

Superstar (remember how
you got where you are)
Norman Whitfield,
Barrett Strong
Stone Agate Music Division

Theme from Shaft
Isaac Hayes
East/Memphis Music Corp.

Tired of being alone
Al Green
JEC Publishing Corp.

Trooped by a thing
called love
Denise LaSalle
Orlando Music Co.
Bridgeport Music, Inc.

Treat her like a lady
Eddie Lee Cornelius, Jr.
Stage Door Music Publishing
Unart Music Corp.

Treat her right
Roy Hend
Don Music Co.

Up on the roof
Gerry Goffin, Carole King
Screen Gems-Columbia
Music, Inc.

Up the ladder to the roof
Vincent Dimico,
Frank E. Wilson
Stone Agate Music Division

Wont oads
General Johnson,
Barney Perkins,
Greg S. Perry
Gold Forever Music, Inc.

War
Norman Whitfield,
Barrett Strong
Stone Agate Music Division

What's going on
Parolea Brown, Al Cleveland,
Greg S. Perry
Stone Agate Music Division

Whatcho see is whatcho get
Tony Hester
Crownville Music

Where did our love go
Eddie Holland, Lamont Dozier,
Brian Holland
Stone Agate Music Division

You are everything
Thomas Bell, Linda Creed
Assorted Music
Bell Boy Music

You've lost that lovin' feelin'
Barry Mann, Cynthia Weil,
Phil Spector
Screen Gems-Columbia
Music, Inc.

You've made me so very happy
Barry Gordy, Jr.,
Frank E. Wilson,
Branda Holloway,
Patricia Holloway
Stone Agate Music Division



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Cable

A federal role in making cables meet promises?

**That's what expert committee
now wants FCC to assume—
reinforcing local authority**

The FCC is being urged to interpret its rules on cable-franchise fees in a way that would make it clear to local franchise authorities that prospective cable operators are to make a full disclosure of the monetary and service commitments they have undertaken. The aim would be to permit a reasoned judgment on the ability of systems to perform as promised.

The urging is being done by the commission's steering committee on federal-state-local matters, which is composed of representatives of all levels of government as well as of industry. Its function is to aid the commission in resolving questions that arise as a result of the separate roles the three levels of government play in cable regulation.

The committee, expressing concern about the apparent unwillingness of many franchise authorities to make judgments as to whether prospective cable operators can keep the promises they may have been driven by competitive pressures to make, suggested that the commission interpret its rules in a manner that will:

- "Place the initial responsibility for balancing franchise commitments and capabilities squarely on franchising authorities."

- "Permit the commission to review such judgments for abuse of discretion and to accumulate information necessary to determine if additional requirements or maxima are called for."

The rules now limit franchise fees to 3% to 5% of gross subscriber revenues.

The committee cited the rule that requires the commission, before issuing a certificate of compliance, to determine that a franchisee's qualifications, including financial, and the "feasibility of its construction arrangements" have been approved by the franchising authority "as part of a full public proceeding affording due process." It added that most of the monetary and service commitments that a franchise applicant undertakes affect its ability to provide promised services and that without public disclosure of such commitments, "there can be no meaningful due process."

Accordingly, the committee said, the commission should issue a statement making it clear it will review applications for compliance with its rules with these factors in mind: Whether a successful franchise applicant was required in a public proceeding to enumerate in writing all of its franchising expenses, preferential equity arrangements, monetary and service grants to state/local institutions and organizations, and service commitments either volunteered in excess of commission maxima or required or

agreed to where there are no such maxima.

The committee would also require applicants to file a schedule of actual and anticipated costs and other revenue drains for each of the obligations it has undertaken, along with a justification of the costs—how the obligations will contribute to service and what the effect of the costs on the system's viability will be.

The committee predicted that the requirements, once announced, would have "a salutary effect on all pending franchise proceedings and actually reduce the policing burdens on the FCC."

Mixed blessing for cable TV

**IRS, which once said cable is not
a public utility, now says in another
context that it is; ruling's effect
is to ease controls—but industry
hopes 'utility' label doesn't stick**

The cable industry has found itself in a good news/bad news situation as the result of a ruling by the Internal Revenue Service.

IRS ruled, for the federal Price Commission, that CATV systems are "public utilities" within the meaning of Economic Stabilization rules. The reasons: They must get permission to raise subscription prices from their local franchising authorities, and their prices must be sufficient to provide an adequate rate of return in order to attract the necessary capital.

By putting cable into the public-utility category, the heavy hand of federal price regulators is lightened. Cable systems will not have to ask the Price Commission for permission to raise rates, for one thing. They will not have to notify the Price Commission of a change in their subscription price structure, for another. There are other benefits.

Cable TV leaders have mixed feelings about the move, however. They like the benefits, but they are disturbed about the implications of the public-utilities designation. The industry unanimously has fought against being classified as a public utility for years. And in more recent years, it has fought vigorously to stave off state public-service regulation—generally with success.

A principal reason for this opposition is that public-utility regulation means rate and income regulation—anathema to the entrepreneurs who largely pioneered and built the cable industry that now has systems in 5,000 communities with 6 million subscribers.

The latest IRS ruling is significant mostly to the large group CATV owners; the smaller systems were exempted from Price Commission regulations earlier this year along with all other businesses employing fewer than 60 people and with revenues not exceeding \$50 million annually.

This exemption does not apply, however, to businesses that are part of larger entities, such as the major multiple-system operators.

Countdown on cable television

Pennsylvania is generally considered both the birthplace of cable television and the most active center of today's cable activity. But it is California that has the most subscribers, the most homes passed by cable and the largest total of system miles in place.

Those figures are to be found in a compilation of statistics from BROADCASTING'S CABLE SOURCEBOOK, now being mailed. Figures show California's systems have 834,615 subscribers, Pennsylvania's 723,242. California leads in homes passed by 1,656,000 to 1,475,414, and in miles covered by 19,916 to 19,496. Pennsylvania is still far ahead of all other states in the number of its communities served by cable. It has 927; the closest competitor, California, has 391.

The nationwide subscriber total is just short of 6,000,000 (5,957,910), based on SOURCEBOOK compilations of FCC records. The top-10 states are California, Pennsylvania, New York (485,903), Texas (359,257), Ohio (279,615), Florida (257,116) Washington (184,483), West Virginia (172,276), Michigan (146,382) and Illinois (143,283).

The 10 smallest are Connecticut (where no systems are yet operating), Rhode Island (which has one system with 2,558 subscribers), Alaska (3,177), Utah (4,391), Hawaii (14,014), North Dakota (14,830), Nevada (17,735), South Dakota (22,885), Maine (26,098) and Delaware (32,694).

State	Communities served	Subscribers	Homes passed	Miles covered
Alabama	74	114,562	249,325	4,168
Alaska	6	3,177	4,030	80
Arizona	25	45,331	61,492	1,241
Arkansas	65	73,855	132,890	2,004
California	391	834,615	1,656,000	19,916
Colorado	42	54,354	110,182	1,962
Delaware	19	32,694	72,820	802
Florida	201	257,116	112,513	9,358
Georgia	82	138,781	340,013	6,233
Hawaii	8	14,014	22,152	329
Idaho	57	41,817	81,118	1,183
Illinois	97	143,283	233,814	3,597
Indiana	66	102,988	210,653	2,799
Iowa	30	41,403	75,275	892
Kansas	77	98,300	152,386	2,520
Kentucky	125	88,532	139,108	2,689
Louisiana	48	66,472	149,588	2,622
Maine	44	26,098	65,891	707
Maryland	66	59,813	98,642	1,639
Massachusetts	53	79,350	196,087	1,852
Michigan	124	146,382	333,543	4,209
Minnesota	68	80,010	124,500	1,745
Mississippi	68	93,974	156,903	2,540
Missouri	57	84,768	160,970	1,969
Montana	32	65,989	109,918	1,411
Nebraska	42	34,411	128,213	1,548
Nevada	11	17,735	23,777	620
New Hampshire	36	46,782	79,907	1,045
New Jersey	110	111,342	236,690	2,821
New Mexico	42	54,373	118,002	1,937
New York	340	486,903	680,264	8,167
North Carolina	54	87,276	232,409	4,107
North Dakota	10	14,830	46,708	416
Ohio	178	279,616	494,919	6,447
Oklahoma	69	93,902	172,641	2,498
Oregon	148	137,055	204,231	3,632
Pennsylvania	927	723,242	1,475,414	19,496
Rhode Island	1	2,558	2,928	42
South Carolina	35	32,781	78,682	1,437
South Dakota	17	22,885	43,092	634
Tennessee	62	76,016	156,857	2,765
Texas	232	359,257	702,239	12,542
Utah	14	4,391	5,869	662
Vermont	68	42,087	64,798	996
Virginia	71	84,894	144,161	2,286
Washington	176	184,483	385,659	4,760
West Virginia	228	172,276	257,725	3,964
Wisconsin	73	68,414	197,611	2,271
Wyoming	36	43,734	71,935	837
Totals	4,875	5,957,910	11,053,754	162,886

Finance

BBDO postpones its public-offering plans

Fact that agency stocks are down while general market is on upswing causes it to hold off on decision

Though about to make a public offering—in fact as early as the final week of November ("Closed Circuit," Nov. 13)—BBDO decided last week to put off the issue until next spring.

Because of the proximity of a final decision on whether or not to go with an offering now, BBDO's President Tom Dillon issued a statement at midweek announcing the postponement. Mr. Dillon noted that when BBDO had initiated steps toward going public last June, "agency stocks were selling at about 15 times earnings, while they are currently selling at below 12 times earnings despite the rise in the market averages." It was precisely that movement—market averages up but agency stock prices flat—that has struck a note of concern among Wall Streeters dealing with advertising agency stocks. In a recent look at public companies performing broadcast-related services, eight out of 10 agencies traded were down in mid-November (BROADCASTING, Nov. 20).

Also pending is an offering by Carl Ally Inc., New York. The Ally agency had delayed its move for the same reasons originally given by BBDO when it temporarily held back an offering (BROADCASTING, Oct. 23). But as of last week, Ally was continuing to study market conditions.

Mr. Dillon said that while agency stock prices were depressed in a rising market, "no one seems to have a good explanation for this disparity." He said "publicly-owned agencies seem to be enjoying a good year and the outlook for 1973 is one of even further growth. BBDO will probably have the biggest year in its history in 1972, and I am very optimistic about what we will do in 1973."

LIN ends long dispute

Stockholders' suits against firm are settled out of court

LIN Broadcasting Corp., New York, announced last week it has agreed to settle four law suits brought in 1969 against the company, some of its directors and former directors resulting from statements allegedly made by LIN's previous management.

A group of stockholders alleged that Frederic Gregg Jr., president of LIN in 1968 but no longer with the company, made certain statements about LIN's earnings in 1968 in violation of the Securities Act of 1934. Three suits were filed in U.S. Southern District Court of New York and one in New York Supreme Court.

Under terms of the settlement LIN will

issue three-year warrants enabling its shareholders to purchase not fewer than 250,000 nor more than 400,000 shares of its common stock; the price will be equal to 85% of the stock's average market price during the 10 trading days before court approval becomes final. LIN also agrees to pay the legal fees of plaintiff's attorney.

LIN said the amount of the settlement, which is tax deductible in 1973, will be charged against 1969 earnings in the company's financial statements. LIN also has agreed to register the warrants.

Financial Briefs

Ampex Corp., Redwood City, Calif., reported decreasing loss for first half of current fiscal year as result of net income of \$271,000 for second quarter (first profitable quarter in two years). Company, which did not make previous year's comparative figures available, indicated that second-quarter results benefited from sales of computer data storage equipment.

For six months ended Oct. 28, 1972:

1972	
Earned per share	—
Revenues	\$146,847,000
Net income (loss)	(2,894,000)

Note: 1971 comparative figures not available.

Warner Communications Inc., New York, reported increases in revenues and income for first three quarters of 1972. Company also noted it had concluded

acquisition of Cypress Communications Corp., "establishing us as a major cable communications company." For nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 1.56	\$ 1.38
Revenues	354,272,000	281,121,000
Net income	37,820,000	31,976,000

Sonderling Broadcasting Corp., New York, diversified communications company, reported slightly increased revenues but decline in net income for nine months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.96	\$ 1.14
Revenues	17,908,000	17,663,000
Net income	983,000	1,222,000

Rahall Communications Corp., St. Petersburg, Fla., reported jump in revenues and net income for first quarter of 1972. For three months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.30	\$ 0.29
Revenues	2,209,000	1,248,000
Net income	310,000	305,000

Walt Disney Productions, Burbank, Calif., reported company has achieved best financial performance in its history for both fiscal year and latest quarter. For year, revenues increased 90% and net income was up 51%. For fiscal year ended Sept. 30:

	1972	1971
Earned per share	\$ 2.90	\$ 2.03
Revenues	328,800,000	175,611,000
Net income	40,300,000	26,721,000
Shares outstanding	13,918,000	13,143,000

Note: When fully diluted average shares outstanding for 1972 are 14,282,000 and earned per share \$2.82.

Four Star International Inc., Beverly Hills, Calif., reported increased unaudited net income for first fiscal quarter despite decreased gross revenues. TV production and distribution firm also told shareholders at annual meeting that it had acquired full ownership of *The Big Valley*, *The Detectives* and *Wanted—Dead or Alive* series in syndication.

For three months ended Sept. 30:

	1972	1971
Earned per share	\$ 0.36	\$ 0.08
Revenues	915,820	967,335
Net income	239,856	59,799

Not much action. Simply put, there just wasn't much movement one way or the other last week in the stock prices of the 136 companies in *Broadcasting's* index. Two sets of figures tell the story: (1) Of the 136 broadcast-related companies listed, almost equal numbers gained and lost—57 up, 56 down and 33 the same. (2) Only 10 companies went up or down by as much as two points.

Of the 10 whose prices moved that much, most went up. Walt Disney Productions rose 5% to 193¼; Ogilvy & Mather was up 4, to 35; Cartridge Television Inc. went up 3½, to 20¼; Pacific Southwest Airlines rose 2½, to 22½; John Blair went up 2¼, to 17%; Teleprompter gained 2¼ to 33¼; Metromedia was up 2¼ to 34.

Losses were registered by ABC, which fell 2¼ to 72¼ and Rahall Communications, down 2 to 14¼.

Broadcasting Stock Index

Weekly market summary of 136 stocks allied with broadcasting

Stock symbol	Exch.	Closing Nov. 21	Closing Nov. 15	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)
Broadcasting									
ARC	ABC	N 72 1/4	75	- 2 3/4	- 3.66	81 1/2	51 1/4	8,418	608,200
ASI COMMUNICATIONS	ASIC	O 1 1/8	1 1/4	- 1/8	- 10.00	5	1 1/8	1,815	2,041
CAPITAL CITIES	CCB	N 57	58	- 1	- 1.72	64 1/4	48	6,496	370,272
CBS	CBS	N 51 3/4	53 1/8	- 1 3/8	- 2.58	63	45 1/2	28,096	1,453,968
COX	COX	N 39 7/8	40	- 1/8	- .31	51	36 1/4	5,838	232,790
FEDERATED MEDIA	D	2 1/2	2 1/2		.00	4 1/8	2	820	2,050
GROSS TELECASTING	GCG	A 17 5/8	16 3/4	+ 7/8	+ 5.22	23 7/8	12 1/4	800	14,100
LIN	LINB	O 11 3/4	12	- 1/4	- 2.08	22 3/8	11	2,341	27,506
MOONEY	MJON	O 9 1/4	9 5/8	- 3/8	- 3.89	11 5/8	4	250	2,312
PACIFIC & SOUTHERN	PSQU	O 7 1/2	7 1/2		.00	18 1/4	6 1/2	2,010	15,075
RAHALL COMMUNICATIONS	RAHL	O 14 1/4	16 1/4	- 2	- 12.30	29	8	1,037	14,777
SCRIPPS-HOWARD*	SCRP	D 22 1/2	23	- 1/2	- 2.17	27	18	2,589	58,252
STARR*	SHG	M 26 1/2	27	- 1/2	- 1.85	30 1/2	15 1/2	1,042	27,613
STORER	SHK	N 42 3/4	42 1/4	+ 1/2	+ 1.18	49 3/8	31	4,223	180,533
TAFT	TFB	N 57 1/4	57 5/8	- 3/8	- .65	59 1/4	41 3/4	4,064	232,664
TOTAL								69,839	3,242,153
Broadcasting with other major interests									
ADAMS-RUSSELL	AAR	A 5	5		.00	8 3/4	4 1/2	1,250	6,250
AVCO	AV	N 17	16 3/4	+ 1/4	+ 1.49	20 7/8	13 7/8	11,497	195,449
BARTELL MEDIA	BMC	A 3 1/8	4	- 7/8	- 21.87	7 1/8	2 3/4	2,257	7,053
CHRIS-CRAFT	CCN	N 6 1/4	6	+ 1/4	+ 4.16	8 3/4	4 5/8	4,007	25,043
COMBINED COMMUNICATIONS	CCA	A 36 1/2	36 3/8	+ 1/8	+ .34	42 1/2	28 1/2	3,405	124,282
COWLES COMMUNICATIONS	CWL	N 9 5/8	9 3/4	- 1/8	- 1.28	13 1/8	9 1/2	3,969	138,201
DUN & BRADSTREET	DNR	N 77 1/2	76 1/4	+ 1 1/4	+ 1.63	81 3/8	63	12,982	1,006,105
FAIRCHILD INDUSTRIES INC.	FEN	N 10	9 5/8	+ 3/8	+ 3.89	14 1/4	9	4,562	45,620
FUDJA	FOA	N 21 1/2	21	+ 1/2	+ 2.38	27 7/8	15 5/8	9,587	206,120
GABLE INDUSTRIES	GRI	N 26 1/8	26 1/2	- 3/8	- 1.41	32 1/4	23	2,551	66,644
GENERAL TIRE & RUBBER	GY	N 29 3/4	30 1/8	- 3/8	- 1.24	32 5/8	24 5/8	19,483	579,619
GLOHETROTTER COMMUNICATION INC	GLMTA	O 7 1/2	7 1/2		.00	20 1/2	7 1/2	2,843	21,322
GRAY COMMUNICATIONS	O	10 3/4	10 3/4		.00	14	6 1/2	475	5,106
ISC INDUSTRIES	ISC	A 7	7		.00	9 1/8	6	1,655	11,585
KAISER INDUSTRIES	KI	A 6 1/8	6 1/8		.00	9 5/8	5 1/2	26,948	165,056
KANSAS STATE NETWORK	KSN	D 5 3/4	5 7/8	- 1/8	- 2.12	7 7/8	5 3/4	1,621	9,320
KINGSTIP INC.	KTP	A 11 5/8	11 1/2	+ 1/8	+ 1.08	16 1/8	10 7/8	1,154	13,415
LAMB COMMUNICATIONS*	L	3	3		.00	4 7/8	2	475	1,425
LEE ENTERPRISES	LNT	A 25	23 3/4	+ 1 1/4	+ 5.26	30	17 1/2	3,357	83,925
LIBERTY CORP.	LC	N 23	23		.00	24 1/4	17 1/2	6,753	155,319

Stock symbol	Exch.	Closing Nov. 21	Closing Nov. 15	Net change in week	% change in week	High 1972	Low	Approx. shares out (000)	Total market capitalization (000)
AMPEX	APX	N 7 1/8	6 1/4	+ 7/8	+ 14.00	15 1/8	5	10,875	77,484
CARTRIDGE TELEVISION INC.		O 20 1/4	16 3/4	+ 3 1/2	+ 20.89	43 1/2	16 1/2	2,083	42,180
CCA ELECTRONICS	CCAE	O 3 1/8	3 1/8		.00	6 1/4	2 1/4	881	2,753
COLLINS RADIO	CRI	N 19	17 3/8	+ 1 5/8	+ 9.35	19 7/8	13 1/4	2,968	56,392
COMPUTER EQUIPMENT	CEC	A 2 1/2	2 5/8	- 1/8	- 4.76	4 5/8	2 1/2	2,421	6,052
CONRAC	CAX	N 32 1/2	32 1/2		.00	39 3/8	24	1,261	40,982
GENERAL ELECTRIC	GE	N 67 1/8	67	+ 1/8	+ .18	70 7/8	58 1/4	182,123	12,225,006
HARRIS-INTERTYPE	HI	N 48	48 5/8	- 5/8	- 1.28	59	45 1/2	6,358	305,184
MAGNAVOX	MAG	N 28	26 1/2	+ 1 1/2	+ 5.66	52 1/4	25 5/8	17,685	495,180
3M	MMM	N 83 1/4	81 1/2	+ 1 3/4	+ 2.14	87 1/8	74 1/4	112,867	9,396,177
MOTOROLA	MDT	N 121	120 3/4	+ 1/4	+ .20	129 7/8	80	13,609	1,646,689
OAK INDUSTRIES	OEN	N 19 5/8	18	+ 1 5/8	+ 9.02	21 3/4	9 5/8	1,638	32,145
RCA	RCA	N 38 1/4	37 7/8	+ 3/8	+ .99	45	32 1/8	74,432	2,847,024
RSC INDUSTRIES	RSC	A 2	2 3/8	- 3/8	- 15.78	4 3/8	1 5/8	3,458	6,916
SONY CORP.	SNE	N 47	46 5/8	+ 3/8	+ .80	48 3/8	21 1/4	53,000	2,491,000
TECHNICAL OPERATIONS, INC.	TD	A 9 5/8	9 1/4	+ 3/8	+ 4.05	17 7/8	9	1,386	13,340
TEKTRONIX	TEK	N 46 7/8	48	- 1 1/8	- 2.34	65 1/2	32 3/4	8,157	382,359
TELEMATION	TIMT	O 4 5/8	4 1/2	+ 1/8	+ 2.77	13 3/4	4 1/4	1,050	4,856
WESTINGHOUSE	WX	N 42 3/4	42 7/8	- 1/8	- .29	54 7/8	38 3/8	88,235	3,772,046
ZENITH	ZE	N 49 3/4	50 1/2	- 3/4	- 1.48	51	39 3/4	19,040	947,240
TOTAL								609,340	34,893,459
GRAND TOTAL								1,210,081	56,320,047

Standard & Poor's Industrial Average	129.49	127.70	+1.79
American Stock Exchange	N-New York Stock Exchange	A blank in closing price columns	Over-the-counter bid prices supplied by Merrill Lynch,
M-Midwest Stock Exchange	O-Over the counter (bid price shown)	indicates no trading in stock.	Pierce Fenner & Smith Inc., Washington.
*Closing prices are for Monday.			

Fates & Fortunes®

Broadcast Advertising

John G. Barnes and Donald W. Clark, account directors, McCann-Erickson, New York, named VP's.



Mr. Clark



Mr. Riley

Leonard W. Riley, account supervisor, SSC&B, New York, elected VP.



Mrs. Lafontant

Jewel S. Lafontant, Chicago attorney and UN representative, elected member of board, Foote, Cone & Belding, New York.

Ted Huston, senior VP and manager, Los Angeles office, Barnes-Chase Advertising, San Diego, joins Boylhart, Lovett and Dean, Los Angeles, as director of marketing services.

W. Ralph Abell and Robert S. Billingsley, account executives, Blair Television's Sta-

tion Division, Los Angeles, appointed managers, Los Angeles and San Francisco offices respectively. Mr. Abell replaces Don Saraceno and Mr. Billingsley succeeds Oliver T. Tritter, who were named VP-general manager and VP-general sales manager, respectively, New York division (BROADCASTING, Nov. 6).

Dale E. Landsman and Keith L. Reinhard, creative directors, Needham, Harper & Steers, Chicago; Daniel H. Bockman, creative director, NH&S, Los Angeles; and Robert B. MacDonald, media director and general manager, NH&S, New York, named senior agency VP's.

Marty Schmidt, associate media director, BBDO, New York, named director of media planning of New York division, Needham, Harper & Steers.



Mr. Huening

James F. Huening, advertising manager, Midas - International Corp., Chicago, joins Grey Advertising Inc., Detroit, as senior account executive on Ford corporate account.

Dan W. Clark, account supervisor, Norman Craig & Kummel, New York, joins Kenyon & Eckhardt there as senior account executive on Maclean account. Charles R. McDermott, marketing manager, Esso Chemical, Standard Oil of New Jersey, New York, joins K & E as account executive.

WSAAA's man. Louis E. Scott, senior executive in charge of Western office of Foote, Cone & Belding, Los Angeles, named "Man of the Year" by Western States Advertising Agencies Association, Los Angeles. Mr. Scott is also chairman of executive committee and member, board of directors, Foote, Cone & Belding Communications Inc., New York.

Eli W. Kaufman, with WCBS(AM) New York, joins CBS/FM Sales there as Eastern manager.



Mr. Cohen

Aaron M. Cohen, manager, daytime sales, NBC-TV, New York, appointed director, daytime program sales.

Albert M. Holtz, sales manager, KYW-TV Philadelphia, joins KDKA-TV Pittsburgh, as general sales manager. Both are Westinghouse stations.

Robert E. Mahlman, general sales manager, WPLG-TV Miami, Fla., joins WJBK-TV Detroit as national sales manager.

Paul M. Nugent, with WXIX-TV Cincinnati, appointed local sales manager. He succeeds Adam Polacek who joins WTTG-TV Washington in similar capacity.

James C. Kelly, national sales manager,

WOR(AM) New York, appointed to newly created post, sales manager of station.

Alan Goodman, local sales manager KRIZ(AM) Phoenix, appointed general sales manager.

Jack Wamsley, with WOL(AM) Washington, appointed local sales manager.

Kenneth R. Richard, management and business consultant, Warwick, R.I., joins WARV(AM) there as general sales manager.

Karl Vollmer, creative director, Campbell-Mithun, Minneapolis, rejoins Young & Rubicam International as creative director, Houston office.

Donald H. Kinsley, regional and local account executive, WDRC(AM) Hartford, Conn., leaves to form own agency, Kingsley Advertising, Coventry, Conn.

Gary L. Greenshields, research account executive, D'Arcy-MacManus & Masius, St. Louis, appointed account executive.

Geoff Meredith, account executive, Ketchum MacLeod & Grove, Pittsburgh, joins Botsford Ketchum, San Francisco, as account executive on Clorox account. KM&G is parent of BK.

Dave Perl, art director, and **Hal Friedman**, copywriter, Warren, Muller, Dolobowsky, New York, named VP's. **Jeff Ceppos**, product manager, Chesebrough-Pond's, New York, named account supervisor, WMD.

Laura Brant, copywriter, Rosenfeld Sirowitz Lawson, New York, joins Kenyon & Eckhardt, New York, in similar capacity.

Julio Dilorio, art director, Case & McGrath, New York, appointed head art director.

John Prizeman, art director, Leber Katz & Partners, New York, joins Ted Bates & Co., New York, in similar capacity. Copywriters **Glen Hetrick**, **Doyle Dane Bernbach**, New York, and **Danny Altman**, The Lampert Agency, New York, join Bates in similar capacities.

Allan Wash, copywriter, BBDO, Minneapolis, joins Dancer-Fitzgerald-Sample, New York, in similar capacity. **Helen Ayers Davis**, copy supervisor and food consultant, D-F-S, elected VP.

Terence N. Tiffany, with Wyman Co., Los Angeles agency, joins Clinton E. Frank, San Francisco, as copywriter.

Dan Weiss, freelance artist and former art director, Benton & Bowles, New York, appointed executive art director, Firestone & Associates, New York.

Jay Baierle, media director, Brand Advertising, Chicago, joins Media Corp. of America's Chicago office as media negotiator.

Blake Hunter, with N. W. Ayer/Jorgensen/MacDonald, Los Angeles, and **Lynn Bertucci**, with Westcliff Advertising, Newport Beach, Calif., join Chiat/Day Advertising, Los Angeles, as copywriters. **Newell Nesheim**, with Knox Reeves, Minneapolis, joins Chiat/Day as art director.

William Herdegen, with Herdegen Co., Madison, N.J., joins Aitkin-Kynett Co., Philadelphia agency, as copywriter.

Media



Mr. Calibraro

Daniel D. Calibraro, VP and assistant to the president, WGN Continental Broadcasting Co., Chicago, elected director. Company is licensee of WGN-AM-TV Chicago.

Paul Levesque, general manager, WNBH-AM-FM New Bedford, Mass., elected VP, New Bedford Radio

Inc.; **Richard P. Reed**, general manager, WICH-AM-FM Norwich, Conn., elected VP, WICH Inc.; **Walter Broadhurst**, general manager, WBVP-AM-FM Beaver Falls, Pa., elected VP, Beaver Valley Broadcasting Corp. **Claude Frazier**, station manager, WATE(AM) Knoxville, Tenn., appointed VP and general manager, WETE (formerly WATE). **Glynn Theg**, assistant sales manager, WATE, named VP and station manager, WETE. All are Hall Communications stations.

Robert C. Waddill, assistant news director, Kansas State Network, appointed director of corporate relations.

Al Mackay, local sales manager, KFRC(AM) San Francisco, joins KKEE(FM) there as station manager. Both are RKO General-owned stations.

Henry J. Cauthen, executive director, South Carolina Educational Television Network, Columbia, named president and general manager. Mr. Cauthen is board member, Public Broadcasting Service and only broadcaster member, National Council on the Arts.

Joseph A. Finan, VP-general manager, KTLK(AM) Denver, named VP-special projects in public service-public affairs.

Jim Lloyd, sales manager, WDLR(AM) Delaware, Ohio, named general manager.

Alfred W. Hill, VP and treasurer, Warwick Radio Station Inc., licensee of WARV(AM) Warwick, R.I., appointed station manager.

Barry Williams, news director, WBGN(AM) Bowling Green, Ky., appointed assistant station manager.

David H. Kenworthy, director, promo-

tion and publicity, WLWI(TV) Indianapolis, joins WXYZ-TV Detroit, as director, advertising and press information.

Jan Fisher, with WJXT(TV) Jacksonville, Fla., appointed director of public affairs.

Timotheus W. Lawing, former teacher, joins WLVA-AM-TV Lynchburg, Va., as manager of personnel and community relations.

Robert C. Butler, senior VP, Inmont Corp., New York, elected VP, financial analysis, RCA, New York.

Programing



Mr. Wagner

Alan Wagner, VP, program development, CBS-TV, named to new post, VP, program planning and development, CBS-TV, New York, with responsibility for supervising development of prime-time entertainment programming in New York, summer-time programming for network, and for liaison with European and other foreign broadcasting organizations.

Franklin Barton, program executive, CBS-TV, Hollywood, named VP, program development, Hollywood, with responsibility for all program development projects on West Coast.

Wheeler Coberly, director of business affairs, 20th Century Fox TV, Hollywood, named to same post at MGM Television, Culver City, Calif. **Charles Gersch**, supervisor of program research, ABC-TV, appointed manager of research and sales planning, MGM TV, New York.

Mike Eisler, VP and general sales manager, TM productions, joins Century 21 Productions, Dallas, as VP, general manager, and chief operating officer. Century 21 is creator of musical commercials, radio and TV ID's, and musical productions for commercial purposes.

William H. Barnett, executive producer and director, creative services, EUE-Screen Gems, division of Columbia Pictures, joins Raylin Productions, Carefree, Ariz., as executive producer. Raylin is

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TV and motion-picture production company.

John Beard Jr., VP and general manager, Future Resources and Development Inc., subsidiary of FAS International Inc., Westport, Conn., named VP-marketing, Columbia Pictures Cassettes, New York.

Barton E. Farber, legal counsel, United Artists Television, New York, elected VP. He also serves as VP, United Artists Broadcasting.

Jay Harvey, with WAYE(AM) Baltimore, appointed program director.

Ron St. Charles, production manager, WUAB(TV) Lorain, Ohio, appointed program director.

Dennis M. Grayson, with WXIX-TV Cincinnati, appointed production manager. He succeeds **Michael Anderson**, who becomes account executive there.

Broadcast Journalism

Mel Bernstein, director, public education and information, Massachusetts Department of Correction, joins WNAC-TV Boston as news director.

Anthony P. Hatch, executive news producer, WCBS-TV New York, appointed assistant news director. **Martin Haag** continues as assistant news director in charge of operations. **Eric Ober** and **Ronald Tindiglia**, news producers, named executive producers of station's *6 O'Clock Report* and *11 O'Clock Report*, respectively.



Mr. Gilmartin



Mr. Luczak

Robert L. Gilmartin, news producer and assignment editor, WOAI-TV San Antonio, Tex., joins WGR-TV Buffalo, N.Y. as managing editor, news. **Gary A. Luczak**, news assignment editor, KTVI(TV) St. Louis, joins WGR-TV in similar position. **Joe**

Pope, correspondent with KYW-TV Philadelphia, joins WGR-TV as week-end anchorman.

Neil Carmean, with news staff, WSPD-AM-FM Toledo, Ohio, appointed news director. **Don Edwards**, anchorman, WTOL-TV Toledo, joins WSPD-AM-FM news staff.

Connie Lawn, president, Video News Bureau, Washington, appointed Washington correspondent, WKEF(TV) Dayton, Ohio.

Carl Twentier, producer, writer, and reporter, KOOL-TV Phoenix, joins WSB-TV Atlanta, as producer, *6 O'Clock Newsroom*.

Music

Joe Talbot, president, Precision Record Pressing Co., Nashville, elected chairman, Country Music Association there. **Francis Preston**, VP, Broadcast Music Inc., elected CMA president.

Cable



Mr. Herman

Frank J. Herman, Western programing manager, Teleprompter Corp., New York, appointed program director, Teleprompter's CATV division, New York. **John W. Lyons**, district engineer, east Florida CATV franchises, Teleprompter, appointed Southeast regional director of engineering with headquarters in Atlanta. He succeeds **Paul E. Inghram**, appointed director of system development.

Howard Levine, advertising manager, Columbia Pictures Industries, joins Gridtronic Inc., subsidiary of Television Communications Corp., New York, as director of marketing. Gridtronic is developer of hardware-software system for delivery of motion-picture and special program material to CATV subscribers.

John W. Atwood, VP, Theta Cable of California, Santa Monica, Calif., named president.

Ivan F. Bigelow, former engineer and sales representative, joins CATV division, Magnavox Co., Manlius, N.Y., as Western regional sales engineer.

Equipment & Engineering

Jules Collins, who retired as sales manager, American Society of Composers, Authors and Publishers last June after 35 years with performing-rights society (BROADCASTING, June 5), opens copyright consultancy at 685 Fifth Avenue, New York.

Robert W. Flanders, director of engineering, WRTV(TV) Indianapolis, one of four TV stations owned by McGraw-Hill Broadcasting Co., New York, named to additional post of VP and director of engineering for parent company. He will continue to make his headquarters in Indianapolis.

John W. Findlater, senior officer and VP, MCA Inc., North Hollywood, Calif., appointed president, MCA Disco-Vision Inc., subsidiary company developing color video-disc system.

Leonard Goldman, associate house counsel, GAC Inc., Allentown, Pa., joins Jerrold Electronics Corp., Philadelphia, as house counsel and assistant secretary.

Allied Fields

Frederick Williams, director, Center for Communication Research, University of Texas, Austin, named first dean, Annenberg School of Communications, University of Southern California. The new school, partially funded by University of Pennsylvania's Annenberg School of Communications, is designed to foster study of art and science of communications.

Charles W. Roberts, contributing editor and White House correspondent, *Newsweek*, joins Washington Journalism Center as associate director.

Deaths

H. Ben Dechard, 57, board chairman, A. H. Belo Corp., publisher of *The Dallas Morning News* and owner of WFAA-AM-FM-TV Dallas and KFDM-TV Beaumont, Tex., died Nov. 18 in M. D. Anderson Hospital and Tumor Clinic. Mr. Dechard joined *The Dallas Morning News* as cub reporter in 1936, became a member of the advertising staff, and was named chairman in 1968. He is survived by his wife, Isabelle, one daughter and one son.

Mac Benoff, 57, radio, TV, and screen writer, died Nov. 16 at Mt. Sinai hospital, Los Angeles, after long illness. Mr. Benoff was creator of *Duffy's Tavern*, long-running 1940's radio show, and recipient of Emmy award for his creation of lead role portrayed by Danny Thomas in *Make Room for Daddy* TV series. Mr. Benoff also wrote for performers Fannie Brice and Jack Benny and for *Texaco Star Theater*. He is survived by his wife, Miki, two sons and one daughter.

Virginia Caldwell, 54, media director, Caldwell-Van Riper, Indianapolis advertising and public-relations firm, died Nov. 10 at Indianapolis home of her brother. Miss Caldwell was with Chicago firms of VanAuken, Ragland and Stevens and George Hartman Agency before joining CVR in 1960, of which her father,

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Howard C. Caldwell Sr., was co-founder and president.

Neil J. Schreckinger, 46, VP and senior account supervisor, Doyle Dane Bern-

bach, New York, died Nov. 19 of cardiac arrest. Mr. Schreckinger joined DDB in 1950 and had been in charge of Polaroid account for past 18 years. He is survived by his wife Demetra, daughter, twin sons.

Franklin (Lonny) Starr, 57, director of broadcast standards at WHN(AM) New York, died Nov. 12 at his home at Valley Stream, L.I. Survivors include his wife, Edna, one daughter and one son.

For the Record®

As compiled by BROADCASTING Nov. 15 through Nov. 20, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Applications

■ Corpus Christi, Tex.—U-Anchor Broadcasting, division of U-Anchor Advertising Inc. Seeks UHF ch. 28 (554-560 mhz); ERP 220 kw vis. 44.8 kw aur. HAAT 327.5 ft.; ant. height above ground 302.1 ft. P.O. address: c/o Robert W. Manley Jr., Box 190, Amarillo, Tex. 79105. Estimated construction cost \$27,000 (equipment to be leased); first-year operating cost \$290,191; revenue \$350,000. Geographic coordinates 27° 47' 46" north lat.; 97° 23' 47" west long. Type trans. G.E. TT25A. Type ant. RCA TFF-24DL. Legal counsel Daly, Joyce and Borsari, 1830 Jefferson Place N.W., Washington; consulting engineer none. Principals: U-Anchor Enterprises (80%), et al. Eugene J. McCart III and Joseph Robert McCart each own 25% of U-Anchor Enterprises, cattle and oil firm in Amarillo, and are officers of that company. Ann. Nov. 7.

■ *Colfax, Wis.—Educational Communications Board. Seeks UHF ch. 28 (554-560 mhz); ERP 1382 kw vis., 276.4 kw aur. HAAT 1142.6 ft.; ant. height above ground 1,196 ft. P.O. address: c/o William C. Woods, 732 North Midvale Boulevard, Madison, Wis. 53705. Estimated construction cost \$1,035,779; first-year operating cost \$348,600; revenue none. Geographic coordinates 54° 02' 47" north lat.; 91° 51' 42" west long. Type trans. RCA TTU-60B. Type ant. RCA TFF-36J. Consulting engineer W. J. Kessler. Principals: Anton J. Moe, executive director, et al. Ann. Nov. 14.

Start authorized

■ *KOCE-TV Huntington Beach, Calif.—Authorized program operation on ch. 50 (686-692 mhz), 288 kw vis., 28.8 kw aur. Action Nov. 7.

Rulemaking action

■ Houston, Miss.—FCC proposed assignment of UHF ch. 45 to Houston. Action Nov. 15.

Call letter application

■ Lola Goelet Yoakem, Oxnard, Calif.—Seeks KIIIE(TV).

Call letter actions

■ Viewer Sponsored Television Foundation, Los Angeles—Granted *KVST-TV.
■ Christian Broadcasting Network Inc., Boston—Granted WXNE-TV.
■ TV Networks Inc., State College, Pa.—Granted WTIE-TV.

Existing TV stations

Final actions

■ William B. Ray, Chief of Complainants and Com-

pliance Division, ruled that decision by NBC that views expressed by David Brinkley in television commentary on career of federal employe Otto F. Oepka did not involve current controversial issue of public importance was not unreasonable. Ann. Nov. 16.

■ William B. Ray, Chief of Complainants and Compliance, ruled that KPLR-TV St. Louis did not act improperly in refusing to accept paid advertisements from Citizens Council of America dealing with civil rights, law and order and race relations. Ann. Nov. 16.

■ FCC denied request by Syd Cassyd that commission conduct inquiry or investigation in Los Angeles to determine how VHF channel may be assigned to that city to be used for noncommercial educational purposes by *KCET(TV). Action Nov. 15.

■ KBSC-TV Corona, Calif.—Broadcast Bureau granted authority to operate trans. by remote control from 5746 Sunset Boulevard, Los Angeles. Action Nov. 7.

■ KBHK-TV San Francisco—Broadcast Bureau granted authority to operate trans. by remote control from 420 Taylor Street, San Francisco. Action Nov. 7.

■ KGSC-TV San Jose, Calif.—Broadcast Bureau granted authority to operate trans. by remote control from 1536 Kerkey Drive, San Jose. Action Nov. 7.

■ KMGH-TV Denver—FCC waived prime-time access rule and authorized station to present up to 3½ hours of CBS programming during prime time on Nov. 25. CBS will present two hours of regular programming followed by live 90-minute "Miss Teenage America" program, from 10 to 11:30 p.m. EST. Action Nov. 15.

■ WLTV(TV) Miami—Broadcast Bureau granted license covering utilization of former main trans. as aux. trans. at main trans. and ant. location. Action Nov. 13.

■ WQXI-TV Atlanta—FCC granted request by Pacific and Southern Broadcasting Co., licensee, for waiver of prime-time access rule for Thanksgiving Day and authorized station to carry up to 3½ hours of network programming during prime time, provided that half hour of it is network news. WQXI-TV requested waiver to present one half-hour of network news at 7 p.m. in addition to three hours of ABC football starting at 8 p.m. Action Nov. 15.

■ WBOC-TV Salisbury, Md.—Broadcast Bureau granted license covering use of former main trans. as aux. trans. at main trans. and ant. location. Action Nov. 7.

■ WKBS-TV Burlington, N.J.—Broadcast Bureau granted authority to operate trans. by remote control from 3201 South 26th Street, Philadelphia. Action Nov. 7.

■ WBTV(TV) Charlotte, N.C.—Broadcast Bureau granted mod. of license covering change in name from Jefferson Standard Broadcasting Co. to Jefferson-Pilot Broadcasting Co. Action Nov. 7.

■ WKBF-TV Cleveland—Broadcast Bureau granted authority to operate trans. by remote control from 213000 St. Clair Avenue, Euclid, Ohio. Action Nov. 7.

■ WWBT(TV) Richmond, Va.—Broadcast Bureau granted mod. of license covering change in name from Jefferson Standard Broadcasting Co. of Virginia to Jefferson-Pilot Broadcasting Co. of Virginia. Action Nov. 9.

■ KIRO-TV Seattle—Broadcast Bureau granted authority to operate trans. by remote control from Broadcast House, 2807 3d Avenue, Seattle. Action Nov. 8.

■ *KCTS-TV Seattle—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from drama-TV building, University of Washington, Seattle. Action Nov. 9.

Action on motion

■ Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted petition by Community Broadcasting of Boston Inc. for leave to amend application (Docs. 18759-61). Action Nov. 10.

Call letter actions

■ WBNF-TV Binghamton, N.Y.—Granted WBNG-TV.

■ WFBG-TV Altoona, Pa.—Granted WTAI-TV.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WJAC-TV Johnstown, Pa. (WJAC Inc.)—Agreement dated Sept. 15, effective Oct. 1 through Oct. 1, 1974, replacing previous agreement dated Oct. 20, 1970. Network rate \$1,216; compensation paid at 30%.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full

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Summary of broadcasting

Compiled by FCC Oct. 30, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,358	5	13	4,376	51	4,427 ¹
Commercial FM	2,331	1	54	2,386	117	2,503
Commercial TV-VHF	504	1	6	511 ³	11	523 ²
Commercial TV-UHF	185	0	8	193 ³	49	255 ³
Total commercial TV	689	1	14	704	60	778
Educational FM	520	0	24	544	72	616
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	120	0	9	129	7	137
Total educational TV	206	0	14	220	8	229

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes 15 educational stations.

³ Indicates four educational stations on nonreserved channels.

rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ **WAAY-TV** Huntsville, Ala. (Rocket City Television Inc.)—Amendment to original agreement, changing network rate to \$351, effective Jan. 1, 1973.

■ **KMJ-TV** Fresno, Calif. (McClatchy Newspapers)—Amendment to agreement dated Dec. 1, 1967, changing network rate to \$702, effective Jan. 1, 1973.

■ **KSBW-TV** Salinas, Calif. (Central California Communications Corp.)—Amendment to original agreement, changing network rate to \$842, effective Jan. 1, 1973.

■ **WRDW-TV** Augusta, Ga. (Rust Craft Broadcasting Co.)—Amendment to original agreement, changing network rate to \$700, effective Jan. 1, 1973.

■ **WYEA-TV** Columbus, Ga. (Eagle Broadcasting Co.)—Amendment to original agreement dated Feb. 24, 1970, changing network rate to \$150, effective Jan. 1, 1973.

■ **WNDU-TV** South Bend, Ind. (Michigan Telecasting Corp.)—Amendment to original agreement, changing network rate to \$491, effective Jan. 1, 1973.

■ **WDSU-TV** New Orleans (WDSU-TV Inc.)—Amendment to original agreement, changing network rate to \$1,309, effective Jan. 1, 1973.

■ **WAGM-TV** Presque Isle, Me. (Aroostook Broadcasting Corp.)—Amendment to original agreement, changing network rate to \$175, effective Jan. 1, 1973.

■ **WDAM-TV** Laurel, Miss. (Chapman Television of Tuscaloosa Inc.)—Amendment to original agreement, changing network rate to \$351, effective Jan. 1, 1973.

■ **KSWS-TV** Roswell, N.M. (State Telecasting Co.)—Amendment to original agreement, changing network rate to \$304, effective Jan. 1, 1973.

■ **WKY-TV** Oklahoma City (WKY Television System Inc.)—Amendment to original agreement changing network rate to \$1,193, effective Jan. 1, 1973.

■ **WICU-TV** Erie, Pa. (Great Lakes Communications Inc.)—Amendment to original agreement, changing network rate to \$795, effective Jan. 1, 1973.

■ **KSOO-TV** Sioux Falls, S.D. (KSOO-TV Inc.)—Amendment to original agreement, changing network rate to \$421, effective Jan. 1, 1973.

■ **WRCB-TV** Chattanooga (Rust Craft Broadcasting Co.)—Amendment to original agreement, changing network rate to \$608, effective Jan. 1, 1973.

■ **KCBD-TV** Lubbock, Tex. (State Telecasting Co.)—Amendment to original agreement, changing network rate to \$561, effective Jan. 1, 1973.

■ **KUTV(TV)** Salt Lake City (KUTV Inc.)—Amendment to original agreement, changing network rate to \$895, effective Jan. 1, 1973.

■ **WHIS-TV** Bluefield, W. Va. (Daily Telegraph Printing Co.)—Amendment to original agreement, changing network rate to \$374, effective Jan. 1, 1973.

New AM stations

Starts authorized

- **KLEU** Waterloo, Iowa—Authorized program operation on 850 khz, 500 w, DA-D. Action Oct. 25.
- **WKCM** Hawesville, Ky.—Authorized program operation on 1140 khz, 500 w-D. Action Nov. 6.

Final action

- **Greenwood, S.C.**—United Community Enterprises Inc. Review Board Members Nelson, Berkemeyer and Pincock granted 1090 khz, 1 kw-D. P.O. address Box 2365, Greenwood. First-year operating and construction costs \$60,626. Principals: John V. Davenport and Wallace A. Mullinax (each 50%). Mr. Davenport is vice president and general manager of and Mr. Mullinax is station and sales manager of WESC-AM-FM Greenville, S.C. Ann. Nov. 1.

Action on motion

- **Administrative Law Judge Forest L. McClenning** in Cleveland, Tex. (Billy D. Pirtle, et al.), AM proceeding, granted petition by Billy D. Pirtle for acceptance of publication of notice (Docs. 19577-9). Action Nov. 10.

Other action

- **Review board** in Corvallis, Ore., AM-FM proceeding, granted request by Corvallis Broadcasting Corp. to withdraw petition for enlargement of issues in proceeding involving mutually exclusive applications of Corvallis, Ted A. Jackson and Western Radio Corp. for facilities formerly authorized to WFLF-AM-FM Corvallis (Docs. 19439-44). Action Nov. 10.

Call letter applications

- **P&C Broadcasting**, New Bern, N.C.—Seeks WGSE.
- **Radio Holly Hill Inc.**, Holly Hill, S.C.—Seeks WKHJ.

Designated for hearing

- **Vinita, Okla.**—FCC designated for hearing mutually exclusive applications of Northwest Oklahoma Broadcasting Inc. and P B L Broadcasting Co. for authority to operate, on regular basis, facilities of KVIN Vinita (1470 khz, with 500 w-D). Action Nov. 15.

Existing AM stations

Application

- **KIFN** Phoenix—Seeks CP to change ant.-trans. site to Broadway Road, 0.45 mile west of 27th Avenue, Phoenix. Ann. Nov. 20.

Final actions

- **KBON** San Bernardino, Calif.—Broadcast Bureau granted CP to install new aux. trans. Action Nov. 13.
- **WERD** Jacksonville, Fla.—Broadcast Bureau granted mod. of license covering change in name from Radio Station WPHC Inc. to Radio Station WERD Inc. Action Nov. 9.
- **WRFC** Athens, Ga.—Broadcast Bureau granted mod. of license covering remote control operation from main studio location with DA-N. Action Nov. 13.
- **Clare, Mich.**—FCC denied requests by Mid-Michigan Broadcasting Corp. for waiver of procedural rules to permit acceptance of applications for authority to operate facilities of WCRM (990 khz, 250 w, DA-D and WCRM-FM (95.3 mhz, ch. 237, 3 kw) in Clare and for STA to operate stations, and returned applications. Action Nov. 15.
- **KXOX** St. Louis—Broadcast Bureau granted mod. of license covering change in main studio and remote control location to 7777 Bonhomme Avenue, Clayton, Mo., effective upon notification to commis-

sion that programing has commenced from new studio. St. Louis station identification to be continued. Action Nov. 9.

■ **WBT-AM-FM** Charlotte, N.C.—Broadcast Bureau granted mod. of licenses covering change of name from Jefferson Standard Broadcasting Co. to Jefferson-Pilot Broadcasting Co. Action Nov. 7.

■ **WHBC-AM-FM** Canton, Ohio, and **WFIR** Roanoke, Va.—Broadcast Bureau granted mod. of licenses to change corporate name from WHBC Inc. to Beaverkettle Co. Action Nov. 7.

■ **WERE** Cleveland—Broadcast Bureau granted mod. of license covering remote control operation of trans. from main studio location. Action Nov. 13.

■ **KVIN** Vinita, Okla.—FCC denied request by Northeast Oklahoma Broadcasting Inc. for joint interim authority to operate facilities of KVIN with P B L Broadcasting Co., competing applicant for regular authority. Action Nov. 15.

■ **WJNL** Johnstown, Pa.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Nov. 10.

■ **WKBI** St. Marys, Pa.—Broadcast Bureau granted license covering use of former main-trans. (composite) as aux. trans., for aux. purposes only. Action Nov. 14.

■ **WVJP** Caguas, Puerto Rico—Broadcast Bureau permitted remote control from main studio location, 0.5 mile southeast of city limits. Action Nov. 14.

■ **KBEN** Carrizo Springs, Tex.—Broadcast Bureau granted license covering changes in AM; trans-studio location 203 South 4th Street, Carrizo Springs. Action Nov. 6.

■ **WBTX** Broadway-Timberville, Va.—Broadcast Bureau granted license covering new AM's main studio and remote control to Main Street, Broadway. Action Nov. 6.

■ **KCLK** Clarkston, Wash.—Broadcast Bureau granted license covering changes; studio location same as trans. location; delete remote control. Action Nov. 6.

Action on motion

- **Administrative Law Judge David I. Kraushaar** in Fargo, N.D. (Northwestern College [KFNW]), AM proceeding, on request of applicant, continued hearing to Feb. 5, 1973, and set certain procedural dates (Doc. 19313). Action Nov. 13.

Other action

- **Review board** in Centreville, Va., AM proceeding, denied motion by O. K. Broadcasting Corp., licensee of WVEL Fairfax, Va., to add new financial issue against Centreville Broadcasting Co. in proceeding involving CBC's application for new AM at Centreville (Doc. 18888). Action Nov. 16.

Call letter actions

- **WQXT** Palm Beach, Fla.—Granted WPBR.
- **WTAP** Parkersburg, W. Va.—Granted WKYG.

Designated for hearing

- **KQXI** Arvada, Colo.—FCC designated for hearing application by Media Enterprises Inc. to change city of designation of KQXI (1550 khz, 10 kw-D) from Arvada to Denver. Action Nov. 15.
- **Carrollton, Ga.**—FCC consolidated for hearing application of Faulkner Radio Inc. for renewal of license for WLBB Carrollton with that of Radio Carrollton for new AM in Carrollton. Action Nov. 15.

New FM stations

Applications

- **Winchester, Ky.**—David H. Greenlee dba Clark Communications Co. Seeks 100.1 mhz, 3 kw. HAAT 220 ft. P.O. address Route 1, Wayland, Winchester 40391. Estimated construction cost \$4,550 (most of equipment to be leased); first-year operating cost \$32,111; revenue \$44,931. Principal: David H. Greenlee (100%). Mr. Greenlee is technician at Kentucky Educational Television Network in Lexington, Ky. He is also chief engineer at WWKY-(AM) Winchester. Ann. Nov. 15.
- **Presque Isle, Me.**—WDHP Inc. Seeks 96.9 mhz, 100 kw. HAAT 430 ft. P.O. address Drawer N, Caribou, Me. 04736. Estimated construction cost \$95,843; first-year operating cost \$48,762; revenue \$50,000. Principals: Clarence B. Dow Jr., Philip G. Plourde, Henry Hebert and John Hebert (each 25%). Messrs. Dow, Plourde and Henry Hebert have interests in Dow, Hebert & Plourde Inc., real estate and electronic equipment retail firm. They all have interests in CATV systems in area, and have interests in Maine Background Music Inc., Caribou. Ann. Nov. 6.
- **McComb, Miss.**—Empire Inc. Seeks 105.7 mhz, 100 kw. HAAT 221 ft. P.O. address 118 South President Street, Jackson, Miss. 39205. Estimated con-

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struction cost \$24,800; first-year operating cost \$36,000; revenue \$36,000. Principals: Robert L. Bolden and Cecil F. Taylor (each 50%). Messrs. Bolden and Taylor are principals in Nationwide Office & School Supplies Inc. and Mississippi Food Distributors Inc., both in Jackson. They also have real estate interests in Jackson. Ann. Nov. 14.

■ Farmington, N.M.—Music Men Inc. Seeks 92.9 mhz, 30 kw. HAAT 429 ft. P.O. address 212 West Apache, Box K, Farmington 87401. Estimated construction cost \$66,855; first-year operating cost \$22,908; revenue \$24,090. Principals: Cloyd O. Kendrick, Bob G. Williams (each 40%), et al. Mr. Kendrick is general manager and owns 42% of KENN(AM) Farmington. He also has interests in KURV(AM) Edinburg, Tex. Mr. Williams has minority interest in KENN. Ann. Nov. 15.

Final actions

■ *Elk Grove, Calif.—Elk Grove Unified School District. Broadcast Bureau granted 90.1 mhz, 10 w. HAAT 102 ft. P.O. address Elk Grove Boulevard, Elk Grove 95624. Estimated construction cost \$405; first-year operating cost \$50; revenue none. Principals: Jordan W. Montana, president of school district, et al. Action Nov. 7.

■ *Findlay, Ohio—Findlay College. Broadcast Bureau granted 88.3 mhz, 10 w. HAAT 50 ft. P.O. address 1000 North Main Street. Findlay 45840. Estimated construction cost \$1,839; first-year operating cost \$1,150; revenue none. Principals: Glen R. Rasmussen, president of college, et al. Action Nov. 3.

■ *Beckley, W. Va.—West Virginia Educational Broadcast Authority. Broadcast Bureau granted 91.7 mhz, 10.5 kw. HAAT 920 ft. P.O. address Suite B-424, State Capitol. Charleston, W. Va. 25305. Estimated construction cost \$179,880; first-year operating cost \$58,355; revenue none. Principals: K. Duane Hurley, chairman of authority, et al. Action Nov. 3.

Initial decision

■ Administrative Law Judge Charles J. Frederick proposed, in initial decision, grant of application of Payne of Virginia Inc. for CP for new FM on ch. 235 (94.9 mhz) in Virginia Beach, Va. (Doc. 19095). Competing application of Virginia Seashore Broadcasting Corp. would be denied (Doc. 19096). Ann. Nov. 14.

Actions on motions

■ Administrative Law Judge Frederick W. Dennison in Dinuba, Calif. (Radio Dinuba Co. and Korus Corp.), FM proceeding, granted motion by Radio Dinuba Co. and postponed date for exchange of exhibits to Dec. 8 and for notification of witnesses until Dec. 22 (Docs. 19566-7). Action Nov. 10.

■ Administrative Law Judge David I. Kraushaar in Carlisle, Pa. (WJOO Inc., et al.), FM proceeding, denied request by WJOO Inc. asking judge to convene hearing conference to determine status of discovery order requiring production of certain documents by Cumberland Broadcasting Co. for discovery and inspection (Docs. 19468-9, 19471). Action Nov. 10.

■ Administrative Law Judge Herbert Sharfman in Southern Pines, N.C. (William R. Gaston and Sandhill Community Broadcasters Inc.), FM proceeding, approved joint request by applicants subject to condition that reimbursement by Gaston of \$8,500 await resolution of character issue against Sandhill; dismissed Sandhill's application; granted application of Gaston (Docs. 19349-50). Action Nov. 10.

Other actions

■ KCUR-FM Kansas City, Mo.—FCC granted request by curators of University of Missouri for waiver of interference rules and accepted for filing application to move trans. site and increase facilities of station. Action Nov. 15.

■ Review board in Ogallala, Neb., FM proceeding, granted motion by Ogallala Broadcasting Co. for extension of time through Dec. 8 to file reply to opposition to its petition to enlarge issues filed by Broadcast Bureau. Proceeding involves competing applications of Industrial Business Corp. and Ogallala Broadcasting for new FM on ch. 228 (93.5 mhz) with 3 kw and ant. height of 300 ft. in Ogallala (Doc. 19559-60). Action Nov. 16.

Call letter applications

■ Harold R. Harkins, Apache Junction, Ariz.—Seeks KSTM(FM).

■ Hartford Board of Education, Hartford, Conn.—Seeks *WHSS(FM).

■ Peoria Valley Broadcasting Inc., Pekin, Ill.—Seeks WZRO(FM).

■ Keowa Broadcasting Inc., Keokuk, Iowa—Seeks KIMI(FM).

■ Punxsutawney Broadcasting Co., Punxsutawney, Pa.—Seeks WPME-FM.

Call letter actions

■ Idabel Broadcasting Co., Idabel, Okla.—Granted KWGD(FM).

■ Sterling Broadcasting Corp., Petersburg, Va.—Granted WPVA-FM.

■ KDUX Inc., Aberdeen, Wash.—Granted KDUX-FM.

Designated for hearing

■ Sioux City, Iowa—FCC designated for hearing mutually exclusive applications of G and G Broadcasting Inc., John L. Breece, and Jim and Tom Hassenger Broadcasting Co., for new FM on ch. 238 (95.5 mhz) at Sioux City. Mr. Breece and Hassenger Broadcasting propose independent programming, and G and G proposes to duplicate programming of its KSCJ Sioux City at least 50% of time. Action Nov. 15.

Existing FM stations

Final actions

■ KECR(FM) El Cajon, Calif.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location on 93.3 mhz (ch. 227); change TPO; ERP 950 w for aux. purposes only; HAAT 1,850 ft.; remote control permitted from main studio at 312 West Douglas, El Cajon. Action Nov. 14.

■ *KEDC-FM Northridge, Calif.—Broadcast Bureau granted mod. of license covering change in name to State of California, California State University, Northridge; change exciter. Action Nov. 7.

■ *KERS(FM) Sacramento, *KSJS(FM) San Jose and *KCPR(FM) San Luis Obispo, all California.—Broadcast Bureau granted mod. of licenses covering change in names to California State University, Sacramento; California State University, San Jose, and California State Polytechnic University, San Luis Obispo. Action Nov. 7.

■ *KPBS-FM San Diego.—Broadcast Bureau granted mod. of license covering change in name to California State University, San Diego. Action Nov. 7.

■ KCBS-FM San Francisco.—Broadcast Bureau granted CP to change trans. location to Mount Sutro, San Francisco; change trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 4.3 kw; HAAT 1,450 ft.; remote control permitted from 1 Embarcadero Center, San Francisco; granted CP to install new alt. main trans. Action Nov. 10.

■ KUNA(FM) San Luis Obispo, Calif.—Broadcast Bureau granted CP to change trans. location to Cuesta Peak, Los Padres National Forest, San Luis Obispo; change studio location to 1020 Marsh Street, San Luis Obispo; operate trans. by remote control from proposed studio site; install new trans.; install new ant.; make changes in ant. system (decrease height); ERP 3.8 kw; ant. height 1,410 ft. Action Nov. 7.

■ KNL(FM) Truckee, Calif.—Broadcast Bureau granted mod. of license covering change of studio location to trans. site at Brockway Summit, seven miles southeast of Truckee. Action Nov. 10.

■ WJOF(FM) Waterbury, Conn.—Broadcast Bureau granted CP to change trans. and studio location to 0.25 mile southeast of Waterbury city limits on Connecticut Highway 69, Prospect, Conn.; delete remote control; install new trans.; install new ant.; make changes in ant. system (decrease height); change TPO; ERP 12.5 kw; HAAT 600 ft. Action Nov. 14.

■ *WGTB-FM Washington.—Broadcast Bureau granted CP to change trans. location to 2660 Woodley Road N.W., Washington; operate trans. by remote control from studio location at 37th and O Streets N.W., Washington; install new ant.; make change in ant. system (increase height); ERP 10 kw; ant. height 285 ft. Action Nov. 6.

■ *WBEZ(FM) Chicago.—Broadcast Bureau granted request for SCA to transmit special educational and instructional programs for shut-in students on multiplex basis using subcarrier frequency of 67 khz. Action Nov. 14.

■ WGNU-FM Granite City, Ill.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 500 ft. Action Nov. 10.

■ KWBW-FM Hutchinson, Kan.—Broadcast Bureau granted license covering new station. Action Nov. 14.

■ WABI-FM Bangor, Me.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 5 kw; HAAT 1,230 ft. Action Nov. 10.

■ WAQY(FM) Springfield, Mass.—Broadcast Bureau granted mod. of license covering change of studio and remote control locations to 45 Fisher Street, East Longmeadow, Mass. Action Nov. 13.

■ WMBN-FM Petoskey, Mich.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 1 kw; HAAT 320 ft. Action Nov. 14.

■ WOST(FM) Forest, Miss.—Broadcast Bureau

granted CP to replace expired permit. Action Nov. 10.

■ *KXCV(FM) Maryville, Mo.—Broadcast Bureau granted mod. of license covering change of licensee name to Board of Regents for Northwest Missouri State University. Action Nov. 7.

■ *KCMW-FM Warrenburg, Mo.—Broadcast Bureau granted mod. of license covering change in licensee name to Board of Regents, Central Missouri State University. Action Nov. 7.

■ KOOO-FM Omaha.—Broadcast Bureau granted license covering new station; ERP 31 kw; ant. height 285 ft. Action Nov. 14.

■ WKRO(FM) Cincinnati.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 23 kw; HAAT 690 ft. Action Nov. 14.

■ WJAS-FM Pittsburgh.—Broadcast Bureau granted CP to change trans. location to 341 Rising Main Street, Pittsburgh (WJIC-TV site); install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 10.5 kw; HAAT 930 ft.; remote control permitted from main studio at 100 Forbes Avenue, Pittsburgh. Action Nov. 14.

■ *KAUR(FM) Sioux Falls, S.D.—Broadcast Bureau granted license covering new noncommercial FM; trans-studio location changed to 28th and Walts Avenues. Action Nov. 6.

■ WREC-FM Memphis.—Broadcast Bureau granted CP to install new ant.; change TPO and ant. height; ERP 98 kw. Action Nov. 10.

■ KAMC(FM) Arlington, Tex.—FCC denied request by Jim Gordon Inc., licensee, to delete Cleburne from presently required station identification of Arlington-Cleburne. Action Nov. 15.

■ KRLY(FM) Houston.—Broadcast Bureau granted license covering changes; studio and remote control location rescribed as 3935 Westheimer, Suite 94; ERP 32 kw; ant. height 790 ft. Action Nov. 6.

■ WRGT-FM Clarksburg, W. Va.—Broadcast Bureau granted license covering new FM; ERP 50 kw; ant. height 500 ft. Action Nov. 6.

■ WHAW-FM Weston, W. Va.—Broadcast Bureau granted license covering new station. Action Nov. 14.

■ WAPL-FM Appleton, Wis.—Broadcast Bureau granted CP to change ant.; change TPO; ERP 48 kw (horiz.), 3.8 kw (vert.); HAAT 215 ft. (horiz.), 200 ft. (vert.); remote control permitted from main studio at 103 West College Avenue, Appleton. Action Nov. 10.

■ WFAW-FM Fort Atkinson, Wis.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 50 kw; HAAT 210 ft. Action Nov. 10.

Call letter application

■ KAYN(FM) Tucson, Ariz.—Seeks KAIR-FM.
■ WGPA-FM Bethlehem, Pa.—Seeks WEZV(FM).

Call letter actions

■ WLTO(FM) Miami.—Granted WCMQ(FM).
■ KYNA(FM) Des Moines, Iowa.—Granted KIOA-FM.
■ KAUS-FM Austin, Minn.—Granted KAAL(FM).
■ WTAP-FM Parkersburg, W. Va.—Granted WKYG-FM.

Designated for hearing

■ KMOD(FM) Tulsa, Okla.—FCC designated for hearing application for assignment of license of KMOD(FM) from Turnpike Broadcasting Corp. to KMOD Broadcasting Corp. Petition opposing assignment, filed by KFMJ Inc., licensee of KRAV-FM Tulsa, was denied. Action Nov. 15.

Renewal of licenses, all stations

■ Broad Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: WEIR Weirton, W. Va.; WEMD Easton and WHFS(FM) Bethesda, both Maryland; WHUR-FM Washington; WPAT-AM-FM Paterson, N.J.; WTRA Latrobe, Penn.; WTSL Hanover, N.H.; WVAR Richwood, W. Va. Actions Nov. 17.

Modification of CP's, all stations

■ *KSUL(FM) Long Beach, Calif.—Broadcast Bureau granted mod. of CP to change name from California State College to California State University; extend completion date to June 1, 1973. Action Nov. 10.

■ KSFX(FM) San Francisco.—Broadcast Bureau granted mod. of CP to change trans.; change ant.; change TPO; ERP 7 kw; HAAT 1,450 ft.; remote

Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted. 40¢ per word—\$5.00 minimum.
- Situations Wanted, 30¢ per word—\$5.00 minimum.
- All other classifications, 50¢ per word—\$5.00 minimum.
- Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- 5" or over billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

RADIO

Help Wanted Management

Vice President—General Manager—prestige, medium market Northeast fulltimer seeks young broadcaster with strong programming and sales experience. Age late twenties to early thirties with family, interested in being active in service clubs and community activities. This is a historic AM profit maker ready to appoint a young solid citizen to assure continued profit and success. Box L-90, BROADCASTING.

All around professional General Manager with top sales experience needed for growing Northeast station with terrific potential. Primary service area over 1 million. Excellent salary plus incentives can mean big money. Stock options for right man. Rush resume to Box L-129, BROADCASTING.

Sales

Wanted Radio Salesman for new 10,000 watt 24 hour AM facility in Rocky Mountain West highest commission paid in the area. Great opportunity for go getter. Send pic and resume to Church Hughes, KCHY Radio, Box 1530, Cheyenne, Wyoming 82001.

Solid opportunity if you know sales and are willing to work. You can be a part of a very capable staff in one of New Mexico's best markets. Contact Jack Chapman, KGAK, Gallup, New Mexico. 505-863-4444.

Central Florida. Full-time MOR station, owned by major group, has opening for a quality-oriented salesman with the ambition and drive it takes to make it to the top. For a confidential discussion of your abilities and the opportunity available, contact Jerry Norman, Vice-Pres, Gen'l Mgr., WBJW, 222 Hazard St., Orlando, Florida. 305-425-6631.

Immediate opening experienced salesman with the area's fastest growing radio station. WCCC AM-FM Hartford, Conn. 203-549-3456.

Sales Continued

Kewanee, Illinois, seeking young aggressive experienced salesman. Send resume, salary requirements, references to George Walker, WKEL, Kewanee, Illinois 61443.

If you're a good radio salesman—desire to locate in a medium size 5 station, New England market—sell for the leading Contemporary station in the market—want an income limited only by your ability to sell—contact Murray Howard, WORC, 617-799-0581.

Announcers

50KW Canadian Contemporary MOR needs a real radio personality that can work within a format and use the phones on occasion. No inexperienced, no time and temperature people. Send picture, resume and tape to Box L-1, BROADCASTING.

Wanted: Two middle of road announcers. Bright, mature, must have previous experience. Willing to follow orders and grow with a young corp. Send tape, photo and resume to Box L-28, BROADCASTING.

Top 40 talent with FM leanings for #1 FM/AM metro NYC area. Right pay for right talent. Some production. Send tape and resume. Box L-164, BROADCASTING.

Pennsylvania sports minded radio station wants an announcer who lives and loves sports, with basketball and football play-by-play experience, who is also able to provide a good di performance on afternoon record show and do daily sports show with interviews. Send experience record, references, tape, salary requirements immediately to Box L-168, BROADCASTING.

Morning man for modern Golden MOR Midwest 5KW daytime in good sized market. Prefer those over 25 to relate to music. Cooperative but inventive temperament. Stable. Good income. Send tape & resume to Box L-237, BROADCASTING.

Established station in Colorado Rocky Mountain resort area with major college seeking professional morning man. K11X, Fort Collins, Colo.

Beautiful Music station seeks quality announcer for on air and production. Send tape, photo, salary requirements and all particulars to Randy Anson, KKNG, 110 NE 48th St., Oklahoma City, Okla. 73105.

Experienced mature announcer for Up-Tempo MOR midday. Must have big voice—creative production—able to communicate. Permanent position for community minded adult. Salary commensurate with ability. Great place to live and raise family. Equal Opportunity Employer. KUDE, Box K-1320, Oceanside, Calif. 92054. 714-757-1320, Lyle R. Richardson.

Needed good announcer. Excellent opportunity. Prosperous AM-FM station. Lively professional sound. Programed Modern Country and Gospel. Like new equipment. Tight format. Production. Top salary for right man. Advancement for dedicated, constructive efforts. Minimum three years experience. Send air check and resume to KXOW Radio, Box 579, Hot Springs, Arkansas 71901. No collect calls please.

First phone with experience and personality for S.E. NY MOR. WBNR, Beacon-Newburgh, N.Y. EOE. 914-831-1260.

Combo man first ticket. Midnight-6 shift. Salary negotiable. Full benefits. Tape and resume. WINR, 1913 Vestal Parkway, Vestal, NY 13850.

This may be the break you are waiting for. Just show above average potential. Submit resume and tape to General Manager, WTWA, Box 591, Thomson, Ga.

Announcers Continued

Massachusetts city—20,000—looking for a bright, warm announcer who can communicate with good voice/production. Call 617-632-1340, ask for a real pro, our P.D., Ken Ash.

Need single pro quality announcer (no floaters), also good on production, who is looking for good future in beautiful city with world's finest climate. Send demo tapes (but no doctored tapes) on small roll to Cedena Internacional S.A., A.P. Postal 32-67, Guadalajara 6, Jal., Mexico.

Technical

Assistant radio chief for radio, TV, CATV group in Southeast. Opportunity for advancement. Immediate opening. An Equal Opportunity Employer. Send resume, references, picture. Box K-69, BROADCASTING.

AM/FM Stereo combination Midwest needs chief engineer. Good salary and working conditions. Box L-84, BROADCASTING.

Wanted Chief Engineer: Chief Engineer for Central Michigan 5,000 watt AM directional and Class A automated FM. Chief allowed to assume full engineering responsibilities. Ideal work conditions in modern facility. Must be neat, familiar with directional systems, able to lead and motivate engineering staff, be innovative, demonstrate initiative and possess a pleasing personality. Send resume to Box L-94, BROADCASTING.

Chief Engineer for five KW (directional) and SM in West Virginia. Experience with directional operation a must. Excellent salary and working conditions with opportunity for advancement in chain. Send resume and salary requirements, EOE, to Box L-127, BROADCASTING.

Chief Engineer for Southwest Virginia AM-FM-Stereo, SCA, automation, Background Music. Must be strong on maintenance. No announcing. Start \$150. Send complete resume in first letter. Box L-195, BROADCASTING.

Chief Engineer AM-FM station located in South Jersey resort area. Knowledgeable on FCC rules and regs; ability to deal with FR problems and develop good PM program. Send resume with salary requirements and references to Box L-242, BROADCASTING.

Chief Engineer wanted for combination AM/FM Stereo radio station. Immediate opening. Call KATI at 307-234-4545 or write Box 2006, Casper, Wyoming 82601. Attention Larry Wakefield.

Needed immediately. Qualified, first ticket maintenance engineer for AM-Stereo operation in major market. Good salary, excellent working conditions and modern equipment. Send resume and picture to Ron Taylor, WAVI-WDAO, Dayton, Ohio or call 513-224-1137.

First ticket. Transmitter, studio maintenance. Full benefits. Salary negotiable. Experience a must. Possible promotion to Chief. WINR, 1913 Vestal Parkway, Vestal, N.Y. 13850.

News

Sports announcer for major West Coast station. Must be aggressive knowledgeable self starter able to dig out the stories behind closed doors. Should have good voice, exciting delivery and neat appearance. Send tape and resume to Box L-233, BROADCASTING.

News Continued

News-caster. Opportunity for experienced newsman-reporter to join staff of five at Midwestern Contemporary. Looking for solid, no scream delivery at station, interested in responsible reporting. Contact Don Wilson, News Director, KSTT, Davenport, Iowa. 319-326-2541.

Small market New England AM/FM looking for second newsman with production capabilities for PM shift. Send tape, resume and salary requirements to WKNE, Box 466, Keene, NH 03431.

Programing, Production, Others

Copywriter for New England medium market. AM-FM. We are looking for creative selling copy in quality and quantity. Send samples, salary desired, resume. Equal Opportunity. Box L-166, BROADCASTING.

Experienced Program Director needed by Texas medium market group. Move up from smaller market, enjoy our recreational advantages and delightful climate. Excellent benefits and advancement plus stability. Send resume, tape and snapshot if you feel qualified for this excellent position. Box L-176, BROADCASTING.

Copywriter/production. Wisconsin Contemporary station in 50,000 market needs super-experienced copywriter/production person. Copy must sell! Send resume to Box L-221, BROADCASTING.

Urgently needed. Advertising-Promotion exec. who can handle it all. Experience not as important as potential. Prefer college grad. Located in top ten market. Resume and photo in first letter. Confidential of course. Box L-227, BROADCASTING.

KOY, Phoenix is looking for production man who can handle one day weekend air shift. Send tape to Brian Connor, KOY, 840 N. Central Ave., Phoenix, Ariz. 85004.

Need PD. Send tape, resume, salary to WMEL, Melbourne, Fla. 32935.

Situations Wanted, Management

General Manager: Experienced all aspects of station operation, technical, programing, sales, FCC, etc. Prefer medium market. Box L-149, BROADCASTING.

10 Year. Fut First. All facets. Went back into management. Family. Small-medium market. Call Bob 315-782-5786. Box L-187, BROADCASTING.

If you have considered selling because of poor management or low profits listen to our offer. A General Manager, Sales Manager, Engineer and key man are accepting inquiries. We are stable, talented professionals. If your market interests us a personal detailed presentation will be made. Box L-194, BROADCASTING.

Do you want strong, vigorous management for your important AM and/or FM property(s)? I'm totally skilled, self-starting, trustworthy individual able to operate station(s) effectively with minimal call on time of owner busy with other interests. Plentiful large market experience. Successful record in turn-around situations. Proven leadership. Fine personal, administrative, sales, programing reputation. Present employer aware I'm looking. Box L-223, BROADCASTING.

Problem solver. Great Christmas gift for you. My policy: employees (including managers) should solve problems, not create them. Experienced, effective, and honest. Sales heavyweight. Currently working. Excellent references. Box L-232, BROADCASTING.

Sales

46 year old Executive Marketing Vice President of billion dollar corporation seeking Sales Managers position with Midwestern radio or TV station. 8 years radio sales and management previous to current position. Professional individual with outstanding sales record including recruiting, training, supervision and motivation. Would welcome your thorough investigation of both family and work background. Will consider small, medium, or metropolitan market. Interest geared only to prestige station. Call 402-489-9088.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box J-169, BROADCASTING.

Tight board, cooking drivetime or night jock looking for major or medium Top 40 Rocker. Three endorsed with 3 years experience. \$175 salary. Reply Box K-196, BROADCASTING.

Black jock pro first phone seeking top job. Box L-85, BROADCASTING.

International talent seeking Feminine Forum or similar format; excellent references, 7 years experience, 2B, sincere. Box L-122, BROADCASTING.

Announcers Continued

7 years experience, 2B, married. Unique communicator seeking MOR or Good Music. Perfect for Midday. Outstanding music knowledge, creative production, leadership qualities. Sincere, community minded, excellent references. Box L-126, BROADCASTING.

Ten year pro with good programing background. Can do the job you want. Let me prove it. No floater. Tape and resume upon request. Box L-137, BROADCASTING.

A 20 year old bachelor who's willing to stay put? If you'll help me refine a one-to-one MOR or Top 40 air approach, let me spread my production wings and maybe nag me a little so I don't get lazy, I'll give you an aggressive, competitive 24 hours a day perfectionist. And I'll stay long enough to give you your money's worth. The facts: 3rd endorsed, experience with air work, production copy, news, play-by-play. Box L-159, BROADCASTING.

Professional broadcaster, conscientious and imaginative, degree, eight years experience, looking for position with progressive concern. Announcing, production, news and management experience have made me multifaceted. Currently in major market, resume and tape on request. Box L-189, BROADCASTING.

Anc'r 25 years exp. Desire NY State. Good music station, but will consider all. Box L-190, BROADCASTING.

Attention! First phone, 21, married, disc jockey with experience is ready for your station. Tight board, news, production, Top 40-MOR, good voice, versatile. East Coast, permanent job. Dependable, need challenge. Box L-191, BROADCASTING.

Professionally trained announcer will go anywhere, do anything for minimum salary to gain experience. Hard worker, likeable. Box L-205, BROADCASTING.

Experienced announcer looking for a step forward. Good voice and excellent production. 3rd phone, married and will relocate. If your station needs that added personality, write Box L-231, BROADCASTING.

Announcer, experienced in programing, news. Prefer Rock or MOR. Contact me—you'll be pleased with results. Box L-234, BROADCASTING.

SOS Need full time job. Need 170/week. Will complete BS Communications-Management degree in mid-Dec. Currently working part-time Top 40 in market of one million. Box L-238, BROADCASTING.

DJ, tight board, good news, commercials, needy now. Box L-244, BROADCASTING.

I've done music, continuity, production, and air work. Aggressive, ready to move up, any shift, draft exempt, 3rd ticket. Call Michael, 616-422-1364.

Sex. Thanks for your attention Michigan, experienced sports minded dj with copy production ability seeks challenge. GES, 181 Lakeview, Grosse Pointe, Mich.

Good Morning! "The Rise and Shine, Get Up and Go, Wake up Show" can be yours for only \$135 a week to start. Previous experience in small market of 10,000. Third endorsed, tight board. I want a competitive market Contemporary or Top 40, in the East, Southeast, or Florida only. Guaranteed to destroy your competitor's ratings! Write: Occupant, 75 Randolph Ave., Buffalo, NY 14211.

1st, experienced, strong production, John Sullivan, 3327 Freeman St., San Diego, Calif. 92106.

Professionally trained, experience limited, middle age, hard worker, will relocate. Looking for a permanent job. 3rd endorsement. Give me that first break. Fred Brown, 733 Chandler Dr., Dayton, Ohio 45426.

2 1/2 years morning voice with natural delivery appeal. First phone, married, good production. Desire Up-MOR West Coast home. Collect 506-482-2771.

Women Grabber! Adult dj, experienced, selling delivery, 3rd. Copywriter, well-informed, responsible. Great potential for TV announcing! Top TV appearance but inexperienced. Desire weekends with you; the personality MOR radio and/or TV station in suburban NYC. Call me, Dsan Stuart, 212-TA 9-6717 for tape, resume and pic now.

Peanuts! Month's work, pay peanuts, literally! Three years college radio, third endorsed. In the shell, jock, MD, APD, news, production, writer. College broadcasting graduate, May, 1973. Will relocate. John Rabick, Elliott Hall, Box 38, Muncie, Ind. 47306.

Don Martin graduate. 1st phone. Relocate anywhere, prefer Rock. Ken Burke, 8165 Katherine Ave., Panorama City, Calif. 91402. 213-785-9281.

Announcer 3rd New Yorker, great sportscaster, newscaster, copywriter. College grad, young, experienced. Mike, 63 Tilrose Ave., Malverne, NY 516-593-8103.

They used to call me the original Duke of Farmingdale, but for your format I'm just plain Bill Duke; Top 40 Soul jock, willing to relocate, free full time after 2/17/73; James Duke, 816 East 229 St., Bronx, NY 10466.

Announcers Continued

Desire Pacific Northwest position now. Am marrying beautiful girl from your wonderful area. Big voice, former PD, creative production. Some automation experience. Very funny guy. Box 9076, Gary, Ind. 46401.

Technical

Quality chief seeks organization dedicated to high standards. Solid experience in all phases of broadcast engineering. Box L-239, BROADCASTING.

Chief directional or non directional. 30 years experience. Own tools and proof gear. Currently employed. Marlin Moss, 1121 SW 2nd Ave., Ocala, Fla., 914-622-7773 after 6 PM.

Chief engineer. Years upon years experience. I may cost more but Management can completely forget engineering under my guidance. David O. Guthrie, 228 East Danville St., South Hill, Va. 23970. 703-689-2259.

News

Reliable, ambitious, award winning, hard working radio newsman looking for new challenge. Three years experience in medium market, good on public affairs. Box L-77, BROADCASTING.

Experienced news director. Degree in Journalism. Dedicated, professional delivery, leadership qualities. TV news/newspaper experience. Original writing style. Box L-133, BROADCASTING.

Award winning 10 year News Director, Program Director, Operations Manager, talk show host, music personality. Currently working close to New York City. Wants the Boston, Providence market. Play-by-play all sports, college and high school level. I've got the talent if you've got the scratch. Box L-193, BROADCASTING.

Sportscaster play-by-play, sports reporting and features. Also very strong in news. Have done dj work. Will accept a good combo job, but desires straight sportswork. Box L-206, BROADCASTING.

News pro, young, experience in radio and TV seeking career opportunity. State min. and max. salary limits first letter. Box L-222, BROADCASTING.

Hard working young play-by-play man with three years experience in football, basketball, baseball seeks move up from small market. Box L-235, BROADCASTING.

Help—Need a break anywhere inside/outside news, third phone, 2 years college radio. 1-313-534-0251.

Young newsman with six years experience, journalism degree, strong West Coast references, and family. Seeks opportunity. Hardworking; presently employed in northern California. After 6 PM, 415-939-0116. Box L-208, BROADCASTING.

Programing, Production, Others

Fully qualified program director small or medium markets. Box G-279, BROADCASTING.

Program Manager: Excellent track record. Looking for medium to large market station in trouble. Reasonable autonomy required. Box L-150, BROADCASTING.

Personable young man can do anything. College, CSB graduate, writer, musician, intelligent and witty. Will go anywhere. Box L-188, BROADCASTING.

Good professional voice, 20 years broadcasting radio and television. Also experienced in editing and splicing audio tape working for commercial recording studio. Box L-214, BROADCASTING.

Music Director with first ticket, who knows music and does sales work, wants to move up. Helped build and operate Top 40 student FM in St. Paul. Worked part time at number one Country in Minneapolis. Currently doing mid-morning progressive MOR. Rick Burnett, c/o Lake Hayward Motel, Room 3, Hayward, Wisc. 54843. 715-634-4836, 8:45 A.M. to 1:30 P.M.

TELEVISION

Help Wanted Management

Commercial Manager with sales know-how and administrative ability. VHF in Southwest market. Box L-217, BROADCASTING.

Management trainee. Young, bright, business oriented. If you are well educated, grounded in the fundamentals, have the entrepreneurial spirit, attractive personality and ability to learn quickly, we can teach you the rest. Unusual opportunity in a highly respected and successful company as direct understudy to our top executives. All responses confidential. Box L-226, BROADCASTING.

Sales

Salesman—Saginaw, Flint, Bay City, Michigan market. Experience in local TV sales. Solid track record. Base plus commission. Management opportunity. Resume, picture and letter. Equal Opportunity Employer. Box L-174, BROADCASTING.

We need an aggressive creative salesman. A top producer of local sales. To be sales manager in 4-5 months. Good opportunity to grow with young growing Group station. Good salary plus high incentive. Call Mr. McQueen. 603-448-4550.

Technical

Well qualified engineer trainee with first phone. Texas VHF. Box L-219, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer, Southwest VHF. Box L-220, BROADCASTING.

Leading Eastern VHF station seeks experienced maintenance/construction technical personnel. Top union rates. Equal Opportunity Employer. Send interest and resume to Box L-229, BROADCASTING.

Design Engineer. TV broadcast design engineer, BSEE or equivalent. Five years experience all phases network broadcasting. Digital design also required. Send resume to: Public Broadcasting Service, 485 L'Enfant Plaza, West, S.W., Washington, D.C. 20024. Attn: Mr. R. D. McCormick.

Gravco Sales, Inc., a subsidiary of the Grass Valley Group, Inc., needs a regional salesman for the Northeast area. A strong technical background in broadcasting is essential. Please send a resume to Robert E. Lynch, Gravco Sales, Inc., Station Plaza East, Great Neck, NY 11021.

First class studio engineer needed for expanding UHF. Resume, salary first letter. WKID-TV, Box 38, Dania, Fla. 33004.

Tired of snowstorms? Come to sunny Atlanta, Ga. Looking for qualified maintenance and operating engineers also transmitter engineer. Contact Chief Engineer, WTCG-TV, Atlanta, Ga. 404-873-2242.

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Night editor/producer with keen news judgment, creative production skills to run night operation of highly professional news department. Top 60's market. Box L-155, BROADCASTING.

Television anchorman for 6 & 11. Large Florida market. Must have TV experience. Prefer 28 to 40 age bracket. Must be good writer with clear, fast delivery for conversational news format. Send tape and resume to Box L-156, BROADCASTING.

TV Newsmen, medium size market, preferable with Midwest experience, must be capable of filling in on sports and weather, must be willing to become member of small but highly energetic team, job vacancy last of November. Box L-201, BROADCASTING.

Newsman-photographer with proven ability for top news station in South Texas. Box L-218, BROADCASTING.

Montana TV net needs general assignment reporter for Butte station. Good on air appearance, film experience or training desired. Journalism graduate preferred. Resume, VTR to Bill Whitsitt, Box 1331, Great Falls, Montana 59403.

Small UHF Television station in New Hampshire needs news director-anchorman. Some experience necessary but we want someone who will work hard and learn the business. Call Mr. Nixon. 603-448-4550.

Programing, Production, Others

Operations manager for top five Eastern independent to assume responsibility for all studio and remote operations. Applicant must be a take charge type and presently be a production or operations manager ready to move up to a larger market. Good salary and opportunity to grow for the right individual. All applications will be treated confidentially and will be acknowledged. Send resume with photo to Box L-135, BROADCASTING. An Equal Opportunity Employer.

Promotion. If you are a Promotion Manager or #2 person and you are looking for the big step up, this is the ad you answer. Top 10 independent needs a promotion oriented person with drive and ambition enough to carry them to the top. Money, security, opportunity are no problem to the right person. EOE. All replies confidential. Reply Box L-157, BROADCASTING.

Producer-Director. Excellent professional opportunity at full color public television station operated by West Virginia University. Work in broadcast and CCTV studios with opportunities in motion picture projects. Bachelor's Degree. One to two years of related work experience. Starting salary \$9,708 annually. Excellent benefits. Apply by resume to: E. J. Podeszwa, Personnel Office, West Virginia University, Morgantown, West Virginia 26506. An Equal Opportunity Employer.

Situations Wanted, Management

Managerial expertise all broadcast phases. Eighteen years experience. Strong sales. Believes profit is a clean word. Current 4A Association. Will negotiate for top TV or radio assignment. Reply in confidence to Box L-11.

Operations/Production Director for medium to medium-large station. 18 years administrative ability and production know-how, solid in all phases. Creativity a way of life. Family man, references. Resume, photo on request. Box L-224, BROADCASTING.

Sales

Seek medium-large Southern market (consider others). Self starter, honest, creative, knowledgeable. Very successful professional (records, references). Box L-203, BROADCASTING.

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 638. Tyler, Texas 75701. 214-592-6280.

Technical

Film director, 20 years top Texas market, excellent references, family man. Box L-64, BROADCASTING.

News

Best buy around. Twenty-five years as Net Correspondent, Top 10 News Director and radio TV anchorman, Salary secondary to company benefits and security. All markets considered. All inquiries answered. Box L-160, BROADCASTING.

December graduate looking ahead. College television, 2½ years pro radio. Tape, photo, resume, top references. Knows sports. Relocate. Box L-178, BROADCASTING.

Network newscaster, New York City, wants to relocate for challenging TV anchor-reporter position in major or medium market. 15 years solid news background. Prefer East Coast or Midwest. Box L-198, BROADCASTING.

Anchorman, reporter currently employed top 15 market station. More than 10 years experience all phases of news. Would like to join news oriented station. Box L-211, BROADCASTING.

Successful radio-TV broadcaster, nearly 25 years varied market experience, seeking better company benefits, opportunities, currently employed, under 40. Communications degree, film, edit, write, produce, anchor prime time news. Active in church, community, professional groups, will go anywhere for next challenge. Local SDX Emmy winner. Salary open all inquiries considered. Write Box L-216, BROADCASTING.

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Television or CATV production manager. Experienced all phases of production in major city. Seeking smaller community environment. Box K-185, BROADCASTING.

Broadcasting major with BS Degree wants chance to prove his production abilities to you. Dependable cameraman, audio engineer, floor manager, switcher, technician, and much more. Third ticket, single, will relocate, money no object. All inquiries considered and answered. Box L-132, BROADCASTING.

Major network director/producer. Heavy news background. Professional, experienced, young and aggressive. Currently employed in NYC. Willing to relocate for the right opportunity. Contact me at Box L-161, BROADCASTING.

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Seasoned Production Manager Administrator with fifteen years in UHF-VHF and industrial films, remotes and sophisticated production equipment, interested in improving working conditions. Box L-197, BROADCASTING.

Young director with major market experience in all production functions seeks medium market position. Late shift preferred. Box L-202, BROADCASTING.

Creative Program Director with 15 years ETV experience wants to move into commercial television market. Have impressive record of awards and believe I can create popular community related programing your station needs. Box L-207, BROADCASTING.

Programing, Production, Others

Continued

Award winning producer/director seeks greater challenge with major market commercial or PTV station. 6 years experience in TV and film. I've done it all; news, talk, sports, entertainment, etc. M.A., single, will travel. Box L-241, BROADCASTING.

B.S. Degree. College radio TV experience. 3rd phone, 22, married. Willing to work hard if given chance. Prefer Midwest or West. Paul Lukas, 3422 South 9th, Sheboygan, Wisc, 53081. 414-458-3428.

New York University graduate of Institute of Film and Television seeks employment in production—production operations or news coverage. Live studio and location videotape experience. Qualified all phases of production and photography. Available immediately. Will relocate. Resume upon request. Ray Retiner, 55 Bonita Vista Rd., Mount Vernon, NY 10552. 914-664-2691.

Available now. Married, 23, university graduate, degree in Radio-TV. Several years of production experience, including direction at public TV station and cable station. Sales management experience in Chicago. Kevin Smith, 8840 Western Ave., Des Plaines, Ill. 60016. 312-827-1602.

CABLE

Help Wanted Sales

Sales manager to manage expanding Cable TV sales department. Excellent opportunity. An Equal Opportunity Employer. Reply Box L-225, BROADCASTING.

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Need used console, turntables, cartridge, tape equipment. Send price, condition. Box L-199, BROADCASTING.

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Wanted: complete Stereo STL and remote, Marti or Moseley. Must be in excellent condition, not more than 3 years use. J. Bahr-C. Rivera 1-A, Mexico St. Esq. Sein, H. Rey, Puerto Rico 00917. 809-767-4545 from 8:00 AM to 11:00 AM AST time.

FOR SALE EQUIPMENT

For Sale: General Electric 100 watt UHF television transmitter, Type TT24A; TY25C five bay TV antenna, Channel 30; Filterplexer, use with same. Make offer. Box L-243, BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

One (1) AMPEX 3200 Tape Duplicator System—including one master and two (2) slaves with Mono—and Stacked Stereo Heads. Just three (3) months old, with a full year guarantee. Price \$8,000. For more information call collect Broadcast Automation Associates, 563-3166 or 563-3167, at 3101 North Federal Hwy., Ft. Lauderdale, Fla.

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One (1) ATC 55 unit Mono—in mint condition, \$1,500. One (1) COLLINS 900 C-2 Stereo Modulation Monitor, \$1,500. Two (2) AMPEX 440B Mono Record Playback machines priced at \$1,650. One (1) SCHAFFER 800 Automation System complete. All of which carries a one year guarantee. Call collect Broadcast Automation Associates, 563-3166 or 563-3167, at 3101 N. Federal Hwy., in Ft. Lauderdale, Fla.

Carousels. Like new. Completely rebuilt, tested and guaranteed. Limited supply. \$995. Autodyne, Box 1004, Rockville, Md. 20850. Phone: 301-762-7626.

1 RCA ITU12A transmitter. On Channel 33 but can be returned for other frequencies. Including: 1 ITU 1B Driver; 2 12 KW power amplifiers with power supply; 1 filterplexer; 1 heat exchanger with spare water coil; 1 set of spare cavities for all stages; 1 set of miscellaneous parts and tubes. This transmitter is currently in operation and will be available in January, 1973. 600 ft. 6½" EIA bolt flange type transmission line. Used and in good condition. Contact A. W. Taylor, WYTV, Inc., Youngstown, Ohio. 215-783-2930.

For Sale Equipment

Continued

GE-Sony 1/2" video tape recorder-camera-monitor. Modern mobile console. Used less than ten hours. Sold new at \$1995. Make offer, Washington, D.C. 202-783-0903.

Mint Cond.—Ampex AG-600, full track, mono, rack mount, manual, all connecting cables included, \$490. Rolcar Co., Box 1682, Athens, Ga. 30601.

Bird 50KW Dummy Load with 4902 Line & Wattmeter, \$1500. Also, Bird 6KW Dummy Load, \$300. F.O.B. Woodlyn, Pa. 215-874-5236.

Dumont Oak Series VHFCH8 5KW transmitter. Excellent condition. Operational hours 9090 Aux. Can be checked until removal from line 11/29. Price \$5,000. On site. Contact C. Iannucci 203-777-3611.

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Use your head—Don't keep it in a drawer! The worn recording heads gathering dust in your junk drawer can be relapped and returned to service for \$4.95. Send one to E. Scott Restoring Co., Box 6354, Daytona Beach, Fla. and we'll prove it!

For Rent: 1 Spotmaster record unit and 1 Spotmaster record/playback unit. Factory reconditioned. \$25 per month. Address inquiries to: Channing Leasing Co., Inc., Box 447, Natick, Mass. 01760. 617-655-5360.

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RADIO

Help Wanted Technical

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WANTED: COMBO OPERATOR FOR LEADING MIDWEST GOOD MUSIC FM STATION IN MAJOR MARKET. EXCELLENT PAY, PLUS FRINGE BENEFITS . . . 37 HOUR WEEK.

SEND TAPE AND RESUME TO

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Are you searching for a top-level Manager for your radio station? My record is outstanding . . . I am a knowledgeable, hard-working producer, with an unerring judgment for fat-parsing, and turning a handsome profit. In short . . . I can make you money!

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Can fit into any cultural environment. Sincere voice in lower register. Low key to medium delivery. Fifteen years in theatre arts, switching to Radio. Broadcast trained. 3rd ticket. Gimme a Board and Mike and tell me what you want. Delivery guaranteed, from news to Blues to Stereo smooth. Will relocate.

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Help Wanted Technical

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Dominant station in market with forward-looking management. Diversified, progressive top-50 market. Excellent living conditions. Send resume to Box L-228, Broadcasting.

An Equal Opportunity Employer

**Help Wanted News
Continued**

TELEVISION ANCHORMAN

For 6 & 11. Large Florida market. Must have TV experience. Prefer 28 to 40 age bracket. Must be good writer with clear, fast delivery for conversational news format. Send tape and resume to

Box L-156, BROADCASTING

**Help Wanted
Programing, Production, Others**

**TV PROMOTION MANAGER
A WORKER—NOT A TALKER**

This station is not looking for a person with 10 years' experience in promotion, bally hoo, PR or razz-ma-tazz. We want a no-nonsense advertising pro, certainly with creativity, but primarily good sense, knowledge of research and ability to write good copy and develop good ads. There will be great growth opportunity for the person who can deliver in this job. Age and experience far less important than proof that you can handle the job. Major market group ownership. An Equal Opportunity Employer. M/F.

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West Coast based communications firm seeks Executive Director of its radio/TV chain. This is a newly created position. Selected individual will have profit and operations responsibility. Experience must include a successful record of managerial responsibility within a multi-outlet corporation. Compensation is open.

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Situations Wanted News

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DRAWS
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BOX L-86, BROADCASTING

**Situations Wanted News
Continued**

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E	Medium	AM/FM	365M	Terms	E	Metro	AM/FM	565M	Nego
E	Metro	Daytime	175M	Terms	MW	Metro	FM	135M	Cash
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Profile

Senator Sam Ervin: a formidable ally of free broadcasting

Absolutes are out of fashion, even (perhaps especially) in the realm of civil liberties. The First Amendment's command that Congress shall make *no* law restricting the freedoms of speech, press, religion or assembly is often interpreted to mean "no law, except. . ." There are a few diehards, however, who insist that the founding fathers meant precisely what they said, even as applied to media that were unimaginable two centuries ago. In the United States Congress, the acknowledged leader of that breed is Senator Sam Ervin (D-N.C.), chairman of the Senate Judiciary Committee's Subcommittee on Constitutional Rights.

Senator Ervin, a folksy septuagenarian and former judge who is generally regarded as the foremost congressional authority on constitutional law, gives meticulous legislative attention to the First Amendment. The most recent example was his round of hearings on freedom of the press, conducted late last year and early this year: they took 13 days, involved testimony from nearly 60 witnesses, and resulted in a transcript of over 1,300 pages. Through it all, Senator Ervin's active interest never flagged; he was constantly commenting, philosophizing, badgering on the subject of First Amendment freedoms.

The hearings produced some vintage Ervin. "I am a great believer in freedom of speech; I am not speaking with respect to any media, but as to all the media," he said. "I think that the founding fathers wrote the First Amendment to cover all media of communications for two reasons: They recognized that there must be freedom of speech and freedom of the press if the people of this nation were going to be free from the worst kind of tyranny there is—that is, tyranny over the mind of man. Secondly, they . . . recognized that the kind of governmental institution they created could not function properly without freedom of speech and freedom of the press." And, he warned: "If First Amendment principles are held not to apply to the broadcast media, it may well be that the Constitution's guarantee of a free press is on its death bed."

A lawyer with 18 years of judicial experience, Senator Ervin has been applying such principles with rigorous consistency ever since he went to the Senate in 1954. Broadcasters know it: the Radio Television News Directors Association is honoring him this week for his contributions to the cause of freedom of information (see page 47).

The free-press hearings gave Senator Ervin numerous and varied opportunities to express his convictions on this subject, and on government actions generally.



Samuel James Ervin Jr., member, U.S. Senate (D-N.C.); b. Sept. 27, 1896, Morganton, N.C.; BA, University of North Carolina, 1917; enlisted in U.S. Army in 1917 and served 18 months with First Division in France, receiving Purple Heart with Oak Leaf Cluster, Silver Star, Distinguished Service Cross and French Fourragere; subsequent service as captain in National Guard; LLB, Harvard Law School, 1922; private law practice in Morganton, 1922-31; member, North Carolina General Assembly from Burke county, 1923, 1925, 1931; judge, Burke County Criminal Court, 1931-37; judge, North Carolina Superior Court, 1937-43; member, North Carolina State Board of Law Examiners, 1944-45; elected to U.S. House of Representatives in 1946 to complete unexpired term of his brother, Joe W. Ervin; chairman, North Carolina Commission for the Improvement of the Administration of Justice, 1947-49; associate justice, North Carolina Supreme Court, 1948-54; appointed temporarily to fill unexpired term of late Senator Clyde R. Hoey, June 1954, and elected following November to complete remaining two years of that term; re-elected to Senate since 1956; member, Committees on Armed Services, Government Operations, Judiciary and Select Committee on Equal Educational Opportunity; subcommittee chairmanships include Judiciary's unit on Constitutional Rights; m. Margaret Bruce Bell, June 18, 1924; children—Samuel James III, 46; Margaret Leslie (Mrs. Gerald M. Hansler), 42, and Laura Powe (Mrs. William Smith), 38. Hobbies—local history, fishing.

His voting record has consistently favored less federal intervention, not more; more states' rights, not fewer. For example, he voted against legislation to ban cigarette advertising and during the hearing said that "Congress has no constitutional power to ban the advertising of anything which is legal to sell to the general public."

There was more. On the *Selling of the Pentagon* controversy, for example, he said:

"I can't imagine anything that would do more to inhibit a free press or free

broadcasts than for a congressional committee to arrogate to itself the power to say whether some broadcaster exercised his freedom of speech in a manner that met with the committee's approval."

The senator also expressed concern over the "centralization and control of the public broadcasting system" and said that there is a good case for the proposition that the justifications for regulating broadcasting do not apply to cable television.

He described the license-renewal system as a "Damocles sword hanging over broadcasters" and indiscriminate use of the fairness doctrine as a factor that could inhibit, rather than promote, the discussion of controversial issues.

And, he voiced support for legislation, if needed, to protect newsmen's confidential information and sources from government subpoena. Five months after the hearing, the Supreme Court ruled that newsmen cannot be afforded such protection (BROADCASTING, July 3).

Senator Ervin, along with Senator James Pearson (R-Kan.), subsequently introduced S. 3925, the newsmen's-privilege bill Senator Ervin believed would stand the best chance for gaining widespread support in Congress. The measure specifies that a newsmen can be compelled to testify in a criminal proceeding before a federal grand jury or a criminal action in a federal court only if the information sought is based on the newsmen's personal knowledge; the information tends to prove or disprove commission of a crime, and the information is not available elsewhere.

It gives the newsmen the right to move to quash the subpoena on the ground that one or more of those conditions have not been met.

Senator Ervin announced last month that his subcommittee would give the newsmen's-privilege issue top priority next year (BROADCASTING, Oct. 23).

The portly, silver-haired Senate veteran, who looks like a filibustering Senator Claghorn or the stereotype grandfather, is a Southern gentleman who takes his work, but not himself, seriously. It's said he always appears to be in a good humor that overflows into anecdotes he will tell, his bushy eyebrows bouncing up and down, at the slightest opportunity. You name the subject; he can probably dredge up a story about it from his vast memory.

With a full Senate schedule that includes painstaking homework on hearings and debates, he is surprisingly self-sufficient around his office—writing letters, handling mail and answering phones if an aide is not immediately at hand. He finds time to do a weekly 15-minute radio program for North Carolina stations and began writing a book several months ago—about the First Amendment, of course.

Editorials

Resistance movement

Several different instances and kinds of governmental pressure on newsmen were reported in this magazine last week. Charles W. Colson, a special counsel to the President, accused CBS and the *Washington Post* of McCarthyism in their coverage of the Watergate affair. CBS newsmen John Hart told of getting a personal letter (but with carbons going to two administration aides) from Frank Shakespeare, former CBS executive and now head of the U.S. Information Agency, criticizing Mr. Hart's reports on Hanoi—and also of learning, coincidentally, that his income-tax returns were being investigated. NBC newsmen John Chancellor reported that the White House had tried to get an advance copy of a talk he made on election coverage.

Whether these incidents are part of a pattern of intimidation that is being deliberately attempted by the administration is really beside the point. If they are, they are only in the tradition of earlier administrations, going back to the first. Mr. Washington distrusted the press.

It is not to endorse Mr. Colson's conclusions or Mr. Shakespeare's heavy-handed letter—and certainly not to condone even a hint of Internal Revenue retaliation (a difficult connection to prove in a world where tax audits are perhaps as much the rule as the exception at Mr. Hart's income level)—to suggest that the answers to all are at hand. David Brinkley summed them up in still another forum reported here.

"People," said Mr. Brinkley, accepting an award from the University of Southern California, "project their own biases on us." Criticism, he said, is a fact of the journalist's life.

Mr. Brinkley might have stated it a little more firmly: Criticism ought to be heeded, but journalists must not be cowed. The whole week would have left us with a better taste if Harry Reasoner, an eminently realistic newsmen, had not said that network news in general had turned "a little softer" since the current spate of political attacks on it began.

Sanctimonious smear

The Office of Communication of the United Church of Christ is ever looking for new ways to hang the tag of racism on U.S. broadcasters. Last week it produced a bale of charts to prove—surprise, surprise—that minorities are in the minority on broadcast-station payrolls.

The charts were presented at a news conference convened by the Rev. Everett C. Parker, director of the office, who volunteered his own stern judgment of their meaning. The good Dr. Parker dismissed the broadcasters' efforts to recruit and train minority personnel as "dismal." In keeping with the objectivity of the occasion, Dr. Parker explained the statistical principles underlying his interpretations: If in a year a station's Chinese employment grew from one out of 100 total employees to two, the rate of increase in Chinese would not be 100% (two instead of one) but 1% (from 1% of 100 to 2% of 100).

All this could be dismissed as just another exercise in righteousness if Dr. Parker were performing as a solo in his own tent. This time, however, there is a quasi-official connection between him and the federal government. The statistics compiled by the Office of Communication of the United Church of Christ came from employment reports that stations had submitted to the FCC by formal, governmental order. Whatever distortions may result from the church's manipulations, the figures themselves will be taken as dependable, if only because they have come from governmental files.

This raises a disquieting question about the FCC's responsi-

bilities in the collection of information from its licensees. Why, if it had all those figures in its possession, did the FCC delegate to an outside organization the right to synthesize them into a general report on industry practices—especially to an organization that had consistently displayed animosity toward the commercial-broadcasting system it was purporting to appraise? Granted that if the information were public, the FCC had to make it available for public use, it may still be suggested that it was the FCC's job to do its own summary, without editorializing, and let that be the basic work for future reference.

The prospects in this case are worse than disquieting. If the government is to go on using its enormous powers to assemble information for processing by organizations that have previously demonstrated bias, there is no way for the individual licensee to win, no matter how energetic and progressive its practices have been. In this sort of mass defamation by quantitative analysis, the innocent and guilty are equally maligned.

Spaced out

A severe curtailment of drug advertising on television is to be proposed in legislation now being drafted for Representative Claude Pepper (D-Fla.). That a politician as experienced and canny as the 72-year-old Mr. Pepper would seize upon this issue bespeaks its political appeal. The threat to drug revenues must now be taken seriously.

The theory behind Mr. Pepper's legislation is that television advertising for nonprescription remedies conditions the young to the use of hard drugs. The intellectual quality of that argument was perhaps best articulated by a Pepper sympathizer, FCC Commissioner Nicholas Johnson, who attracted some attention a week ago by identifying television as the biggest drug problem in the United States.

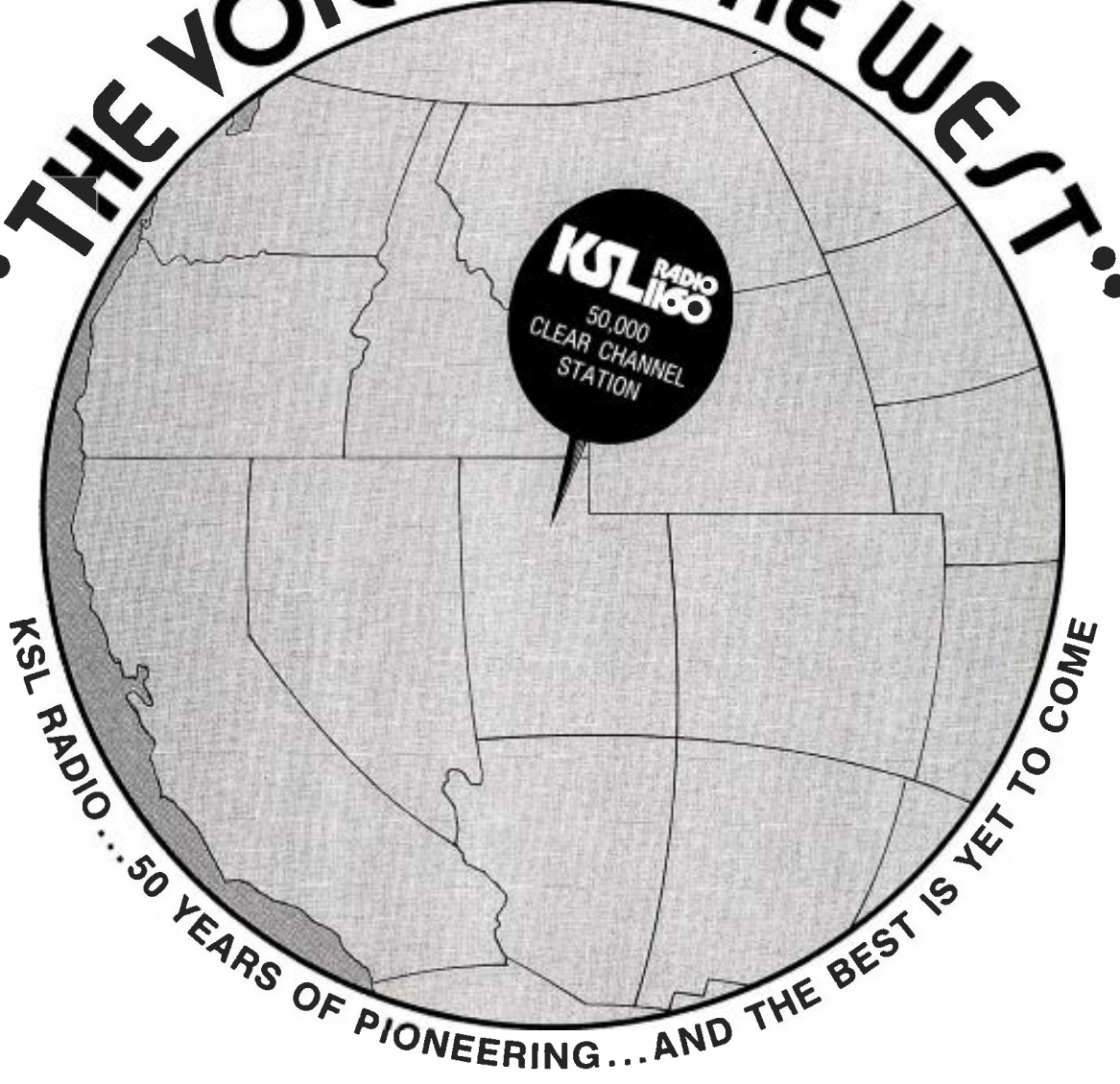
Logic may be of no more use in this dispute than it was several years ago when the Peppers and Johnsons were assuring the world that a prohibition of broadcast advertising for cigarettes would reduce, if not eliminate, smoking. Sheer political clout is needed, and no broadcaster or manufacturer of legitimate remedies should be ashamed to apply it in defense of the general sanity.



Drawn for BROADCASTING by Sid Hix

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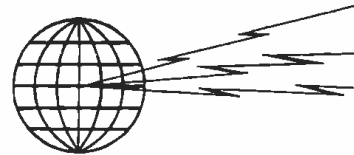
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- First with what is today the oldest continuing radio program in America, the Salt Lake Tabernacle Choir.
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First with FM, first FM Stereo, and now the first FM Quad to the Mountain West.

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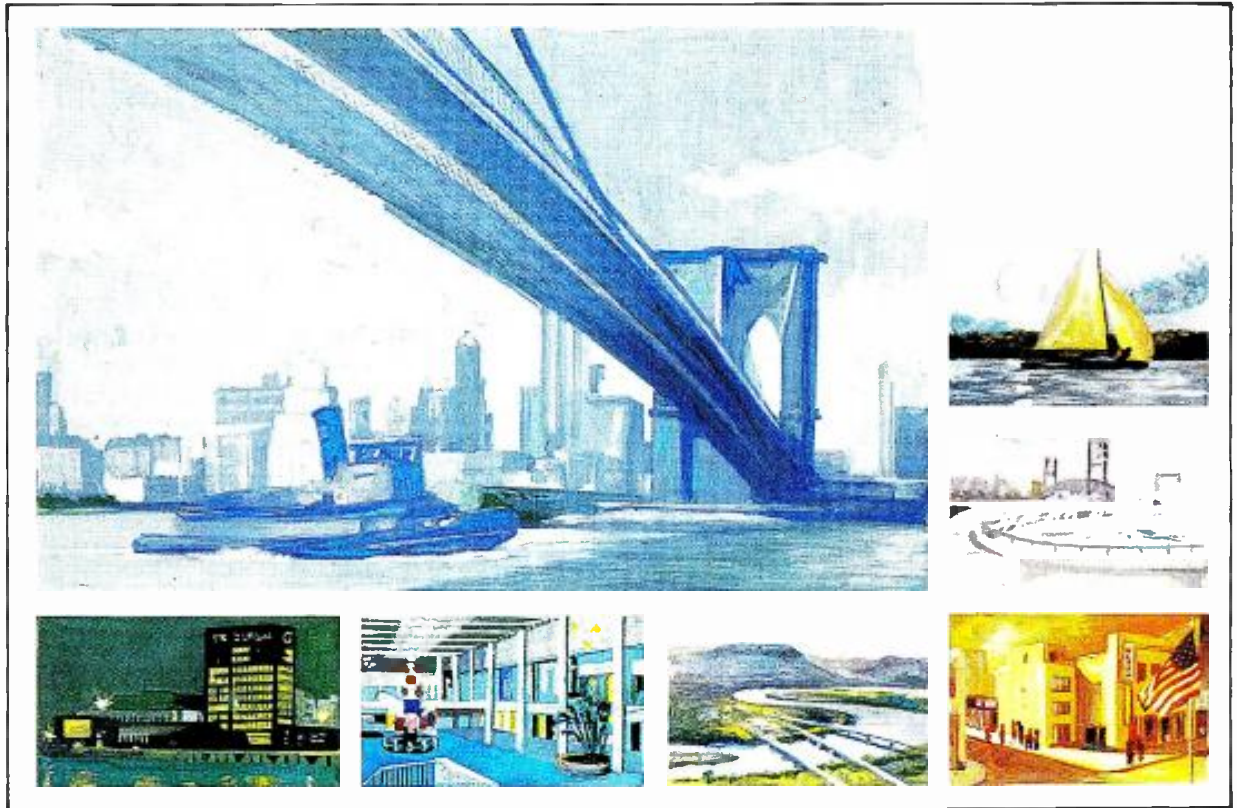
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WWOL/AM/FM (NBC) Buffalo



OHIO
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