

Next question in antisiphoning: what happens beyond cable?  
There's a new spin on revolving door in station trading

# Broadcasting Jan 22

The newsweekly of broadcasting and allied arts

Our 42nd Year 1973



## It's a big country.

That was the theme of our award winning float in the 84th annual Tournament of Roses Parade.

And it was with deep humility and extreme pleasure that we initiated this salute to the Big 10 and tribute to our great country and the people who live and work here.

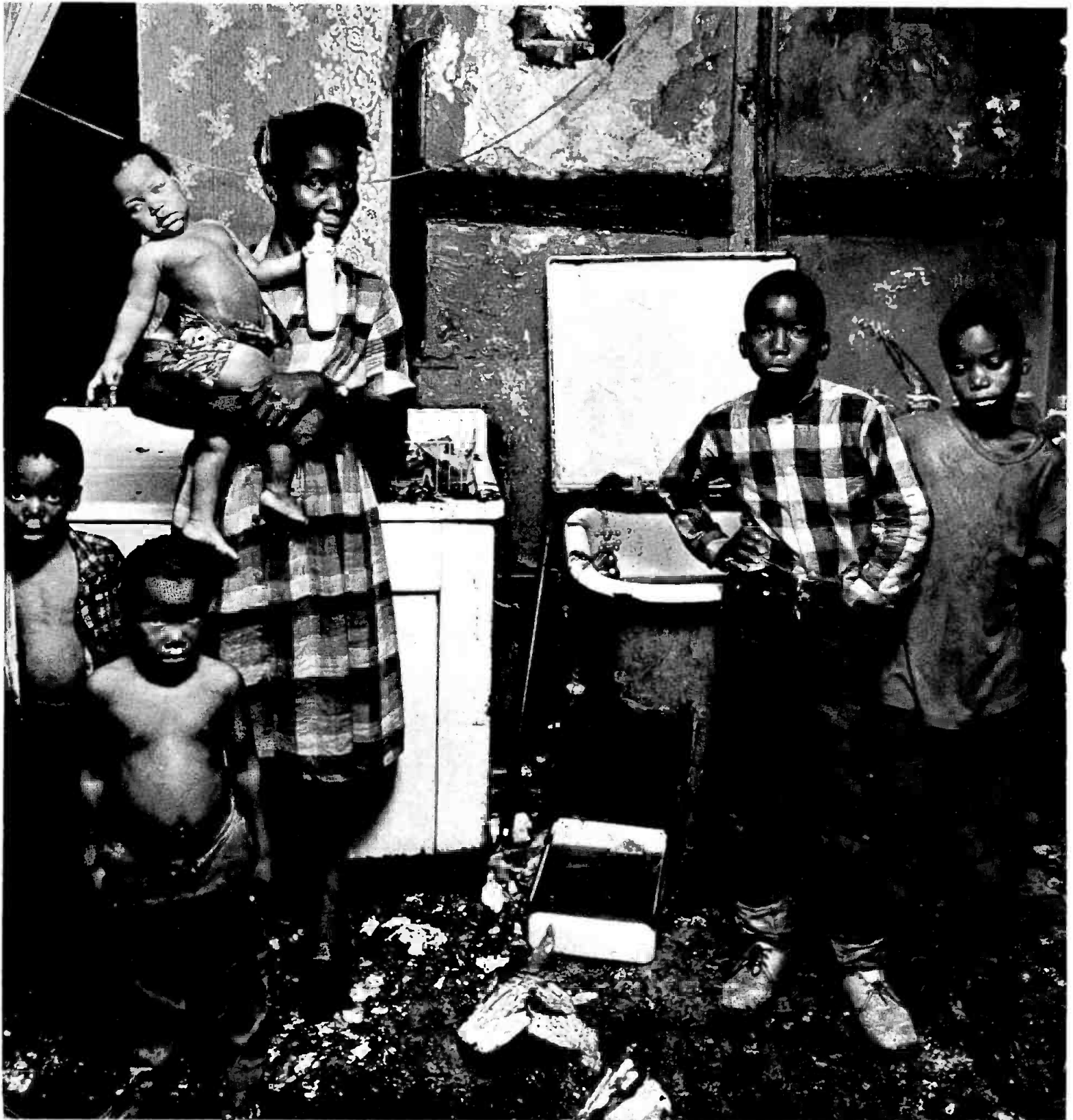
A tribute that was witnessed via television by millions of people in America and throughout the world.

**WGN Continental Broadcasting Company**

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NEWSPAPER

# **POVERTY IN A TRILLION-DOLLAR ECONOMY IS A CRYING SHAME.**

**Broadcasters are concerned  
and are doing something about it.**





Poverty is a subject that's been hidden in the closet for a long time. And closet space has run out. Because there are now 25 million people in the U.S. living in poverty. That's 13% of the population (in New York City alone, one out of every six persons is on welfare).

More statistics: One-third of the country is considered ill-housed. And by 1975, there will be 16 million on relief. Collecting about 25 billion in welfare payments.

Very sobering facts for the richest nation in the world.

And it's not just poverty that's having a heyday. Poverty has a way of breeding other things. Like crime and violence. Squalor. Drug abuse. Malnutrition. Riots. Even death.

America's broadcasters feel that poverty has had it too easy for too long in this country. And that's why Storer Broadcasting, through its radio and TV stations, is trying to do a lot of things to make sure that poverty gets exactly what it deserves. Extinction.

**WAGA-TV in Atlanta fights poverty and related diseases in many different ways.**

In a series of editorials, WAGA-TV backed Mayor Massell's proposals for a two-city plan for North and South Fulton. It emphasized that the opening up of new sites for more and smaller housing projects was necessary for real progress. Channel 5 stressed the fact that low income must not carry a label of bad citizenship. Nor should it condemn people to the slums. The station also actively backed passage of a bill that would give people protection against "blockbusting" tactics used by salesmen to scare and intimidate people into selling their houses—a practice that can turn neighborhoods into ghettos.

Among other proposals backed by WAGA-TV with strong editorial support: Put a ceiling on

Metro Atlanta's population. Overhaul the welfare system.

Establish a green

belt around Atlanta by means of state zoning, building permits or water connection. Annex some of the suburbs to Atlanta. Start federal and state action to provide jobs and houses outside the metro area. And build more outlying clinics for better medical care for low income and impoverished people.

**WSPD-Radio Toledo believes in spreading the wealth around.**

WSPD-Radio spoke out for the principle of widely "scattered" public housing units as opposed to the clustering of subsidized dwellings in a relatively few blocks or neighborhoods. It helped. For as a result of the editorial, Toledo's housing authorities started to look for "scattered" lots in older sections of the city. In another series of programs the housing problems of greater Toledo were discussed. The YMCA Town Meeting also covered such subjects as the rehabilitating of neighborhoods and the capital investment program.

**WJBK-TV Detroit puts it this way: Get the people involved who can do something about poverty.**

Every year WJBK-TV invites the Michigan Legislature, the Mayor of Detroit, and the Common Council on a personal tour of Detroit. They get a first-hand look at what conditions are in the inner-city, what the problems are and what's being done to make things better. The annual tour helps spotlight the legislative and financial support the inner-city must have if it is to survive. Has the tour been successful? It has. This is the third year the station's done it.

The station has also aired live discussions with Detroit's Mayor Gribbs and City Controller Robert Roselle concerning financial problems threatening Detroit. And with area housing experts on problems cities face in providing adequate housing of all types, urban renewal and financing.

**WITI-TV Milwaukee thinks editorials are important. But people have to do something about them.**

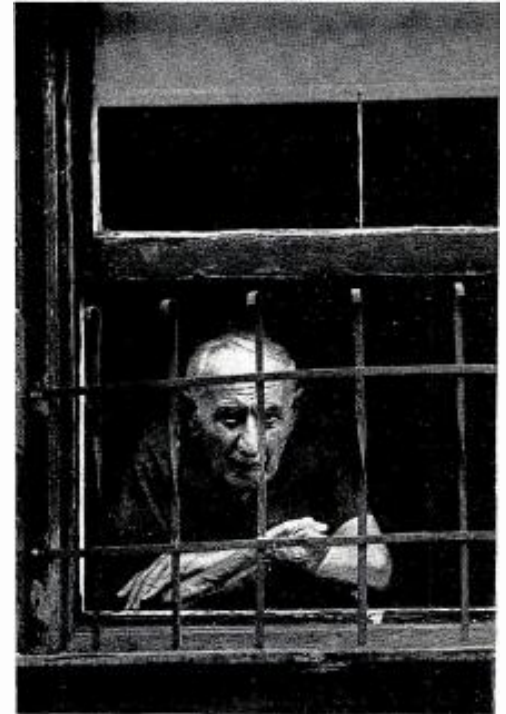
During the last year over 50 editorials and programs have been carried by Channel 6 dealing with topics ranging from urban development to poverty and what can be done about them.

One was a progress report on the black-operated health care delivery program that aims to partially fulfill an urgent need in the inner-city. Another backed a 7-county plan for low income housing.

**WJW-Radio Cleveland says you can't have a home unless you have a house first.**

On a program called "City Club Forum" WJW interviewed Bob Fitz-

gerald of the Cleveland Metro Housing Authority. He discussed its aims, history of subsidized housing and government policy change toward home ownership. "Mission to Metropolis" invited figures from major religious organizations on the program. They discussed how they worked together to improve housing for low income groups. They also covered the housing situation of the poor, and the problems of racial and economic discrimination.



The program invited the Director of Interfaith Housing Corporation to talk about ways to improve housing for low income groups (the prime need: replacement of housing for persons already in the area).

**Concerned stations—talking to concerned citizens.**

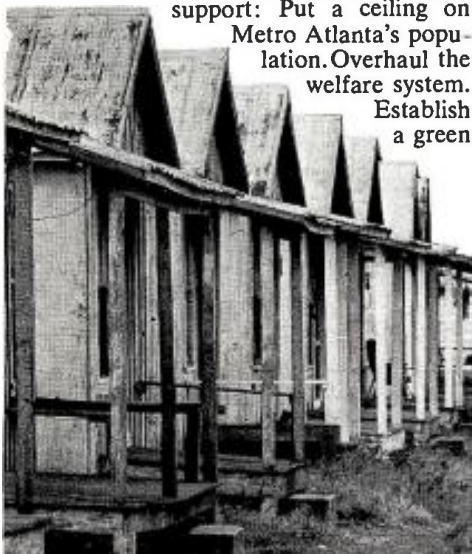
All Storer stations get involved in the vital affairs of the communities they serve. It's a matter of policy with us, and a matter of pride for the people who staff our stations.

That's why our stations often do as routine, things that community leaders consider rather special.

We look at it this way. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

**Broadcasting that serves.**

THE **STORER STATIONS**  
STORER BROADCASTING COMPANY



WAGA-TV Atlanta / WSBK-TV Boston / WJW-TV Cleveland / WJBK-TV Detroit / WITI-TV Milwaukee / WSPD-TV Toledo  
WJW Cleveland / WDEE Detroit / KGBS Los Angeles / WGBS Miami / WHN New York / WSPD Toledo



# THE SATURDAY NIGHT SPECIAL.

*Violence and death can come in a small, steel package called a "Saturday Night Special." The sale of, and market for these handguns represent abuses of one of our fundamental rights. . .the right to bear arms. WSOC was the first to break the story on the confiscation of three hundred of these "specials." In an editorial we called for public cooperation in ending this traffic of terror. In response to our plea, we were given an unusual piece of art fashioned from the melted steel remains of these deadly weapons. It's unusual, it's ominous. What a conversation piece. Three hundred "Saturday Night Specials" serving as a paper weight instead of potential, lethal weights on our community.*

## **WSOC-TV9 CHARLOTTE**

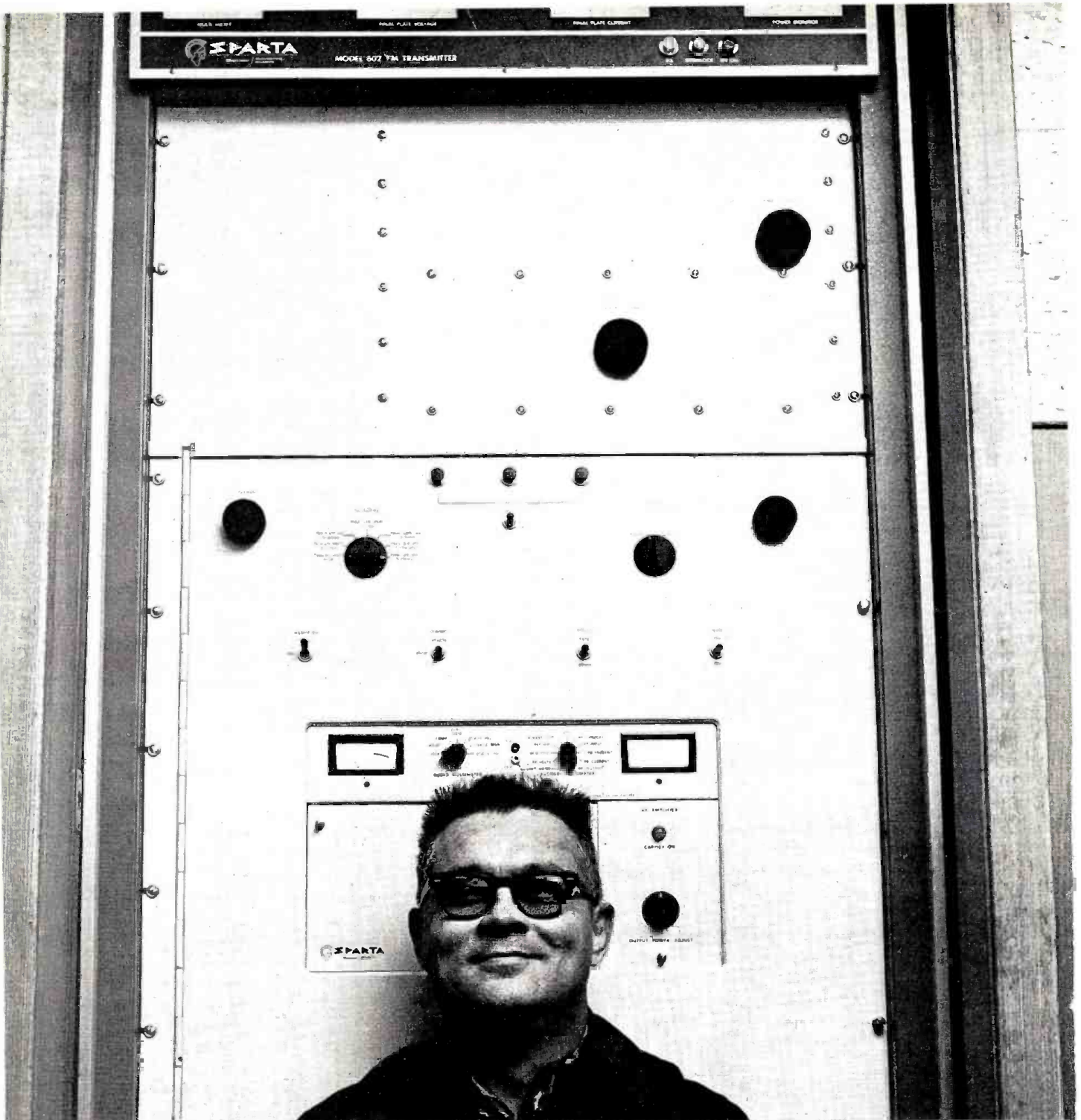


COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV Atlanta; WHIO AM-FM-TV Dayton;  
WSOC AM-FM-TV Charlotte; WIOD-AM, WA1A-FM, Miami; KTVU (TV), San Francisco-Oakland; WIIC-TV, Pittsburgh.



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## Quality and Service make Sparta 'just right'

Harry C. Snyder grew up with KHUB, Fremont, Nebraska. He became its C.E. at 16, owner at 29. Harry's experience with KHUB's Sparta 701 AM transmitter convinced him that a Sparta 602 FM transmitter would be a *just right* investment also. But more than QUALITY made the difference. Ask Harry about Sparta SERVICE. The quick response, the helpful attitude, and that personal interest Sparta always has in the well-being of its friends and their equipment.

SPARTA . . . small enough to be a first name friend . . . big enough to offer EVERYTHING. The *just right* company. Call us. Collect.

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# Closed Circuit®

## Puzzlement

FCC hashed over administration's proposed license-renewal bill in special meeting last week but reached no conclusions. Questions being raised, particularly by staff, however, indicate measure is getting critical going-over. For instance, what does bill mean by "good-faith effort" being required of broadcaster to meet local needs and interests? Does anything go if done in good faith? And what about provision preventing commission from looking at criteria other than those specified in bill—whether, for example, renewal applicant has complied with all rules and regulations?

What about policies—like those relating to overcommercialization? Commission, which has until Feb. 2 to submit comments to Office of Management and Budget, will have at least one more meeting on measure. In meantime, only provision said to be sure of majority support is one lengthening license term from three to five years.

## Hidden helpers

Their experts are still studying, but at this point it seems unlikely that TV networks' business practices under administration's new Phase 3 economic policy will differ significantly from what they were in Phase 2. And indications now are that Phase 2 turned out pretty well for them. CBS and NBC, for example, finally negotiated agreement with Price Commission that recognized hit/failure fluctuations in programing on terms now described as quite favorable: They could raise rates on individual shows as much as they wanted above 1968-69 base, provided raises were offset by below-base rates elsewhere in schedule. Beauty part, though never advertised, was that base rates on average tended to be higher than going prices. Thus NBC and CBS in many cases apparently have been able to raise on hits without necessarily cutting on others.

ABC has different problem. Raising prices invoked profit-margin limitations, and ABC-TV network, though profitable last year, had been in red during base years. So it elected to avoid profit-margin restrictions by not raising any rates. Apparently it, too, has done very well. As one source said, "Prices have been strong, with few of the discounts everybody was giving when business was soft, so sales can go up dramatically even without any increase in rates."

## Price of radio

It's now disclosed that value assigned to WBAP-AM-FM Fort Worth in that \$115-million sale of Carter Publications properties to Capital Cities and LIN Broadcasting (BROADCASTING, Jan. 8) was \$10 million. In 1970 WBAP paid WFAA(AM)

Dallas \$3.5 million to obtain full-time occupancy of 820 khz with 50 kw, clear-channel facility it had previously shared with WFAA since early radio days. WFAA wound up on regional 570 khz with 5 kw. Until deal, stations had alternated 12-hour uses of the two frequencies. In addition to radio stations, Capacities gets *Fort Worth Star-Telegram* and two suburban papers for \$70 million. LIN gets WBAP-TV for \$35 million.

## Colleagues

Casual, platonic or whatever, fact that two members of FCC—Robert E. Lee, and Charlotte Reid—are dating is giving both FCC staff and outside observers conversation piece. Comely Mrs. Reid, 59, who succeeded her late husband in Congress in 1962 and served until sworn in at FCC on Oct. 8, 1971, was escorted by Commissioner Lee to round of inauguration festivities last weekend. Both are from Illinois, Republicans and golfers. Mr. Lee, 61, widowed last year, joined FCC in 1953.

## Worth keeping?

NBC, which has always said it was not pushing for sale of its radio stations, though keeping them on block for couple of years, may stop even being interested in selling. It has sold WKYC-AM-FM Cleveland, and sale of WJAS-AM-FM Pittsburgh is awaiting FCC approval. Word now is that, once Pittsburgh situation is set, NBC officials plan to re-evaluate whole radio situation. Aside from Pittsburgh, they have AM-FM combinations in New York, Washington, Chicago and San Francisco.

## Face lifters

Look for new faces on U.S. Advisory Commission on Information which sits over U.S. Information Agency on matters of policy. Term of Dr. Frank Stanton, incumbent chairman, expires Jan. 31. Since he retires as vice chairman of CBS March 31 he is expected also to relinquish advisory commission chairmanship he has held since 1971. New chairman may be Hobart D. Lewis, president of *Reader's Digest*, now on commission. J. Leonard Reinsch, president of Cox Broadcasting, Atlanta, former chairman of advisory commission, may be asked to return as broadcast-authority member.

## Upset about sex

California Broadcasters Association board of directors, in closed-door meeting last week in Palm Springs, Calif., discussed resolution disavowing sex-oriented programing, with wording directed particularly against two-way telephone sex shows on radio. Current of opposition to sex in broadcasting was even strong enough to generate some consideration of adopting separate California code, similar to National Association of Broad-

casters code, but presumably one that would take tougher stance on permissiveness. Both suggestions were shot down at meeting, with major argument being that California broadcasters would be themselves tampering with First Amendment privileges.

## Unscheduled departure

FCC Chairman Dean Burch who by staying on job as long as he has—more than three years—has disproved many predictions of his departure, is now said to be eyeing late summer as time to leave. Chairman insists he has "no plans," but word is he intends to enter private law practice in Washington, perhaps by Labor Day. This would give Mr. Burch option of moving fast to enter race for Republican nomination for Senate from Arizona, provided Senator Barry Goldwater, whom he has served in various capacities and to whom he feels deep loyalty, chooses not to seek reelection. Senator Goldwater's term ends in 1974.

## Republican shift

Insiders are predicting that vacancy on majority side of House Communications Subcommittee, caused by switch of Robert Tiernan (R.I.) to Appropriations Committee (see page 22), will be filled by John Murphy (N.Y.), member of parent Commerce Committee. At Senate hearings last year Mr. Murphy crossed Capitol to express dissatisfaction over efforts of networks to eliminate televised violence, and later introduced bill to empower FCC to regulate them.

## Tomorrow the world

Clay T. Whitehead, director of Office of Telecommunications Policy, who made headlines last month with criticism of network news, may make news again soon with statement of U.S. policy on international communications. Administration reportedly favors giving carriers of written messages (Western Union, for example) more participation in ownership of trans-Atlantic cables, removing presidential directors from board of Communications Satellite Corp., permitting Comsat to resume full ownership of earth stations (FCC had required Comsat to share ownership 50-50 with carriers), and allowing anyone with capability of providing new specialized services (TV-program transmission, navigation systems) to do so.

Meanwhile, Comsat is said to be preparing to send team to Peoples Republic of China to help establish domestic communications-satellite system there. Comsat spokesmen say they were unaware of it, but competent sources insist that request was made of Comsat by high Chinese leaders, that State Department knows of it and that Comsat has agreed to honor it.

# At Deadline

## AFTRA goes to court on new NAB code change

Union charges restrictions on program hosts hurts members

American Federation of Television and Radio Artists has filed class action against National Association of Broadcasters on behalf of performers working as hosts on children's television programs.

After suit was filed in U.S. Southern District Court in New York, Sanford I. (Bud) Wolff, AFTRA national executive secretary, said Friday (Jan. 19) that recent changes in NAB code provisions forbid children's program hosts or primary cartoon characters from delivering commercial messages within or adjacent to shows that feature such hosts or cartoon characters. Mr. Wolff added that this code provision, which became effective on Jan. 1, means that right of host to earn living is "seriously circumscribed" without any proof that host's commercial participation is injurious to children in audience.

Suit claims that NAB has violated rights of AFTRA members under fifth and 14th amendments of Constitution and that NAB is "conspiring" with stations and networks to impair its members' rights to earn living.

Mr. Wolff said that if content or presentation of commercials is not in best interest of young audiences, government should prevent them from being broadcast.

## Nixon assistant believes new communications forms will dilute networks' power

Charles Colson, outgoing presidential assistant, says answer to what administration regards as concentration of power in hands of three networks will be provided by new communications technology.

Mr. Colson, in appearance on public television last week, predicted that, with cable, video cassettes, domestic satellites, local viewers in five years will be able to tune their TV sets to any one of 50 programs. "That will break the concentration of power the three networks have had," he said. "This will be a healthy thing for the country. This will come."

Mr. Colson, considered one of architects of administration's attack on network news, was interviewed along with Victor Gold, Vice President Spiro Agnew's news secretary, on government-media relations, on *Evening Edition*, in studios of WETA-TV Washington.

Issue has arisen most recently as result of speech last month by Clay T. Whitehead, director of Office of Telecommunications Policy, criticizing network news

as offering "elitist gossip" and disclosing new license-renewal bill.

Mr. Colson, who is said to have had hand in writing speech, rejected suggestion that administration is attempting to intimidate media. He also said proposed bill imposes no new obligations on broadcasters.

He and Mr. Gold said administration's concern is not only with lack of what they consider "balanced" news coverage but with power of networks to "intimidate" government. With networks having 600 affiliates, Mr. Colson said, there is "much greater danger" of that kind of intimidation.

And Mr. Gold likened networks' attitude to that of railroad barons of 75 years ago and "public-be-damned attitude" that was said to have characterized them. Member of public who complains to networks about story and seeks opportunity to present another view is met with stock "We-stand-by-our-story" response, he said.

Mr. Colson also reaffirmed President Nixon's opposition to law to provide reporters with protection against subpoenas requiring them to testify as to sources and other information. Mr. Colson said administration feels such legislation is not needed because of guidelines former Attorney General John Mitchell laid down establishing manner in which government prosecutors would issue subpoenas to reporters.

But Mr. Colson saw issue as involving "commercial interests" of news media. "Exposing good hot scandal" helps sell newspapers, he said. As public official, he said, he is more concerned with public's ability to prosecute criminal who might otherwise hide behind immunity that would be given reporter.

Attorney general's guidelines, Mr. Colson said, balance "constitutional rights of the public as a whole and of the newsman to write his story and, frankly, to sell his newspaper."

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**A last 'Laugh'?** NBC-TV's *Rowan and Martin's Laugh-In*, which made debut Jan. 22, 1968, reportedly will be canceled at end of 1972-73 season. However, despite published reports that comedy hour is definitely canceled and after March 12 will go into rerun pattern, network would only confirm that program has slipped in ratings, has taped its last show for current season, and will not be evaluated for cancellation or renewal until later in year. NBC-TV does indicate that even if *Laugh-In* goes, hosts Dick Martin and Dan Rowan will stay as stars of yet-to-be-decided series.

## FM spokesmen fear labels' adaptation to discrete system

Reports that Warners Communications Inc. group of record labels, Warner Bros., Elektra and Atlantic, will adopt discrete quadrasonic system for their future four-channel releases were greeted with dismay in many FM quarters, including National Association of FM Broadcasters and ABC FM Spot Sales, last week. In letter to Jac Holzman, president of Elektra and chairman of quad study group for three labels, Abe Voron, director, NAFMB, cautioned companies that discrete system would "seriously impede acceptance of product . . . and deprive stations of opportunity to program your recordings." Spokesman for W-E-A group would not confirm that companies would go discrete but said announcement of plans would be made around Feb. 7.

Competing matrix quad system is currently employed by about 100 FM stations around country and requires only minimal expense. Discrete quad would require two extra signals at transmitter plus turntable changes, and has not yet been approved by FCC. Only two stations have experimental clearance by FCC to broadcast in discrete: KIOI(FM) San Francisco and WGFM(FM) Schenectady, N.Y. ABC FM spot sales spokesman said 40% of programming on FM rock stations is W-E-A product.

## Advisory group to FCC: Take over all cable, then dole out regulatory authority

Government-industry committee will recommend to FCC that it pre-empt all regulatory matters dealing with cable television regulation and then delegate some of those matters back to "specific entities" of government.

Federal/state-local advisory committee, established to advise commission on relations with state and local governments, decided on that recommendation last week, in meeting in San Diego, when it began work on report to commission.

Vote of committee, composed of representatives of industry, public-interest groups and state and local governments, was 6-to-4, with three abstentions.

Recommendation is designed to eliminate what backers of proposal say is uncertainty over whether particular area of regulation has been pre-empted by federal government. Delegation of jurisdiction to state or local government, under committee's recommendation, would not preclude commission laying down broad guidelines.

Committee also listed 24 broad areas of regulation and took preliminary votes on whether it should recommend that commission retain exclusive jurisdiction,



delegate it to states, to state and local governments or to local governments—or whether no level of government should exercise jurisdiction.

List may be expanded in further committee deliberations.

### KLAS-TV gets reduced fine for Midas Muffler billing

Howard Hughes's KLAS-TV Las Vegas has been fined \$2,000 by FCC as result of findings that station engaged in double billing.

Commission noted that Hughes Tool Co., then licensee of KLAS-TV (licensee name has since been changed to Summa Corp.), had sent invoices to agency Wells, Rich, Greene for Midas Muffler spots run on station, which represented that information contained therein was taken from KLAS-TV program logs. Actually, commission said, time of broadcasts of some of those spots differed from actual time shown on station logs.

Originally, KLAS-TV had been found apparently liable for forfeiture of \$4,000. But commission reduced fine after determining that allegations pertaining to KLAS-TV's broadcast of commercials for local appliance store could not be adequately documented.

### Sterling gets FCC okay to feed other systems

FCC will permit Sterling Communications Corp. to distribute, via microwave, pay-cable transmissions it already sends to owned CATV systems in Manhattan and Long Island to unaffiliated systems. Commission allowed Sterling to interconnect from New York origination point with microwave facilities of Eastern Microwave Inc. at Highland Lakes, N.J. Eastern would then send Sterling's programming, consisting of feature films and sports presentations, to certain cable systems that are not owned by Sterling.

National Association of Theater Owners had objected to move, claiming resulting service would pose unfair competitive threat to local film exhibitors. Commission noted that it has encouraged interconnection of cable systems via microwave facilities in past and said that NATO's objections provide no basis for concluding that its reasoning was incorrect.

### WGAW ups rerun demands

As result of vote taken at general membership meeting in Beverly Hills, Calif., Writers Guild of America West has changed rerun demands in current negotiations with Association of Motion Picture and Television Producers. Guild members, apparently in move designed to show solid support for pending petitions before FCC to curb excessive network TV reruns in prime time, now have inserted clause in their contract negotiations demanding 100% of minimum as residuals for any TV film they write that is rerun on network between Sept. 1 and April 30 of any TV season.

### Super Bowl on NBC-TV clobbers Nielsen MNA's

NBC-TV's coverage of Jan. 14 Super Bowl game between Miami Dolphins and Washington Redskins had average 41.5 rating and 69% share of audience in Nielsen 70-market multinetwide area (MNA) report out Friday (Jan. 19).

In late-night race, MNA's gave Jack Paar's inaugural week in ABC-TV's new rotational series third place with average 26% share of audience as opposed to 31% for Johnny Carson on NBC and 29% for movies on CBS. However, ABC said that when compared with averages for four-week period last fall when Dick Cavett was full time in ABC late-night spot, these shares represented gain of 35% for ABC against declines of 5% for NBC and 4% for CBS. MNA report was for week ended Jan. 14.

### LIN's day in court

U.S. Southern District Court in New York has set March 8 as date of hearing to decide if proposal made by LIN Broadcasting Corp., New York, to settle four law suits against corporation should be approved (BROADCASTING, Nov. 27, 1972). Group of stockholders in 1969 brought three suits in federal court against company, some of its directors and former directors and Frederic Gregg Jr., its president in 1968 but no longer with LIN, alleging that Mr. Gregg made certain statements about company's earnings in 1968 that were in violation of the Securities Act of 1934. Fourth suit was filed in New York State Supreme Court and LIN spokesman said last week that any settlement approved in federal court would be applicable in state court.

### Lamar told its profits stopped on revocation day

FCC will impound profits made by Lamar Life Broadcasting Co. in operation of WLBT (TV) (ch. 3) Jackson, Miss., during eight-month period between time that Lamar lost its license for station and time when interim operator took over.

Commission's action is in accord with ruling of U.S. Court of Appeals in Washington in April 1972, vacating FCC order that would have enabled Lamar to retain those profits from period in question (BROADCASTING, April 17, 1972). Company lost license in September 1970 after same court reversed commission's grant of renewal on grounds that Lamar discriminated against blacks.

Commission last week instructed Lamar to place profits from WLBT operation between Sept. 8, 1970 (date firm lost its license) and April 17, 1971 (date which interim operator Communications Improvement Inc. took over WLBT), in CII account.

Action was taken after Citizens Communications Corp., one of five competing applicants for Jackson ch. 3, requested impoundment of Lamar profits. Firm claimed (and court upheld) that commission would place other applicants

for channel (Lamar is also applicant) at comparative disadvantage if it permitted Lamar to gain from WLBT operation after its license had been taken away.

### Viacom suit wrapped up

Justice Department's antitrust suit against Viacom was terminated last week when consent judgment was signed in U.S. district court in Los Angeles. Action concludes Viacom's role as antitrust defendant, preserves its rights to license or distribute programs received from CBS at time of spin-off in 1970, but restricts company in disposition of TV program-syndication rights obtained from CBS. Proposed judgment was filed last month (BROADCASTING, Dec. 18, 1972).

### In Brief

**Day quits.** James Day, president of noncommercial WNET (TV) New York, resigned Friday (Jan. 19), stating policy differences with Board Chairman Ethan Allen Hitchcock as cause.

**Reprise on little cigars.** Movement to put clamps on little cigars gained more momentum last week with report from Department of Health, Education and Welfare that little cigars may produce potential health hazards similar to those ascribed to cigarettes (banned from radio-TV advertising since January 1971).

**Beauchamp to WBAL-TV.** Jack F. Beauchamp, vice president, Chicago office, Katz Agency since 1955, named vice president - general manager of WBAL-TV Baltimore, succeeding Brent O. Gunts, resigned (see page 43).

**Miller lauded.** Tributes last Friday to late Justin Miller, former president of National Association who died Jan. 17 (see page 44) included statement from NAB President Vincent Wasilewski, who described his onetime co-worker as "one of the country's leading constitutional lawyers. . . His friendship and counsel will be greatly missed." G. Richard Shatto, retired head of Cosmos Broadcasting Co., Columbia, S.C., and long active in NAB affairs, said: "Justin Miller gave broadcasting a high degree of responsibility and purpose. . . He brought respect and dignity to our industry."

**Much ado about federal servants.** Members of Congress, White House staff and regulatory agencies will get advance look at Joseph Papp's New York Shakespeare Festival Production of *Much Ado About Nothing* tomorrow (Jan. 23) at Folger Shakespeare Library in Washington. They'll be guests of Robert D. Wood, CBS-TV president, and Richard W. Jencks, CBS Washington vice president, for cocktails and buffet dinner at 6 p.m. and screening at 7:30. Program will occupy full evening (8-11 p.m. NYT) on CBS-TV Feb. 2 with International Business Machines Corp. as full sponsor.

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# Broadcasting

The newswkly of broadcasting and allied arts

## TELEVISION

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

Sol Taishoff, *editor*.  
Lawrence B. Taishoff, *publisher*.

**EDITORIAL**

Edwin H. James, *executive editor*.  
Donald West, *managing editor*.  
Rufus Crater (New York), *chief correspondent*.  
Morris Gelman, Leonard Zeidenberg,  
*senior correspondents*.  
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Bill Criger, *subscription manager*.  
Laurie Ender, Kwentin Keenan, Michael Kelly,  
Patricia Johnson, Jean Powers.

**PRODUCTION**

Harry Stevens, *production manager*.  
Bob Sandor, *production assistant*.

**ADMINISTRATION**

Irving C. Miller, *business manager*.  
Dorothy Coll, Sheila Thacker.  
Lucile DiMauro, *secretary to the publisher*.

**BUREAUS**

NEW YORK: 7 West 51st Street, 10019.  
Phone: 212-757-3260.

Rufus Crater, *chief correspondent*.  
David Berlyn, Rocco Famighetti, *senior editors*.  
Lauralyn Bellamy, John M. Dempsey, Michael  
Shain, *assistant editors*.

Larry G. Kingen, *sales manager*; Stan Soifer, *sales manager—programming*; Susan Hirata, Harriette  
Weinberg, *advertising assistants*.

HOLLYWOOD: 1680 North Vine  
Street, 90028. Phone: 213-463-3148.

Earl B. Abrams, *senior editor*.  
Bill Merritt, *Western sales manager*.  
Sandra Klausner, *assistant*.

TORONTO: John A. Porteous, *contributing editor*, 3077 Universal Drive, Mississauga,  
Ont., Canada. Phone: 416-625-4400.

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Broadcasting-Telecasting\* was introduced in 1946.



\* Reg. U.S. Patent Office.  
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# Datebook®

■ Indicates new or revised listing.

**This Week**

Jan. 21-23—Midwinter meeting, *Idaho State Broadcasters Association*. Downtowner hotel, Boise.

Jan. 22—Meeting between *National Cable Television Association* staff and small operators, Kentucky area. Continental inn, Lexington.

Jan. 23-25—Annual radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. Featured speakers: Frank Stanton, vice chairman, CBS; Norman E. Cash, *Television Bureau of Advertising*; Gerald Thain, *Federal Trade Commission*, and Senator Herman Talmadge (D-Ga.). University of Georgia, Athens.

Jan. 24—Seminar on licensing and license renewal of radio and television stations, sponsored by *New England Broadcasting Association*. Suffolk University Law School, Boston.

Jan. 24-25—Annual consumer assembly, *Consumer Federation of America*. Keynote speaker: Senator Charles Percy (R-Ill.). Statler Hilton hotel, Washington.

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. 28-30—Annual Golden Globe Awards of *Hollywood Foreign Press Association*. Presentations in motion picture and TV categories. Century Plaza hotel, Los Angeles.

Jan. 28-31—Annual convention, *National Religious Broadcasters*. Featured speakers include: FCC Chairman Dean Burch and Commissioner Benjamin Hooks; Vincent Wasilowski, NAB president; David Foster, NCTA; W. Clement Stone, philanthropist and insurance executive, and the Rev. Billy Graham. Washington Hilton, Washington.

Jan. 28-31—Annual public affairs conference, *American Advertising Federation*. Major speakers: Richard E. Wiley, FCC commissioner; Michael Pertschuk, chief counsel, Senate Commerce Committee; Gerald Thain, Federal Trade Commission; Robert Tallman Jr., Young & Rubicam International; Lee Lovinger, Washington lawyer; Barton A. Cummings, Compton Advertising (AAF chairman); Charles W. Yost, National Advertising Review Board; Stockton Helffrich, National Association of Broadcasters Code Authority. Statler Hilton hotel, Washington.

**Also In January**

Jan. 29—Meeting between *National Cable Television Association* staff and small operators, Tennessee area. Master Hosts Inn, Nashville.

Jan. 29-30—1973 *Radio Advertising Bureau* management conference. Riviera Hyatt House, Atlanta.

Jan. 31—Seminar on contracts by radio and television stations, sponsored by *New England Broadcasting Association*. Featured speaker: Thornton Wierum, director of media services, J. Walter Thompson Co. Suffolk University Law School, Boston.

Jan. 31-Feb. 2—Convention, *Rocky Mountain CATV Association*. Stouffers Denver inn, Denver.

**February**

Feb. 1—Meeting, *Minnesota Associated Press Broadcasters*. Minnesota Press Club, Minneapolis.

Feb. 1—Deadline for entries in fifth annual *Robert F. Kennedy Memorial Journalism Awards* for coverage of problems of poverty and discrimination in America. Categories include radio and television. Robert F. Kennedy Journalism Awards Program, 1054 31st Street, N.W., Washington 20007.

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 and Mass Communication and Hotel Dyckman, Minneapolis.

Feb. 2-4—"The People's Right to Know," symposium on freedom of speech and press, sponsored by student chapter, *Women in Communications*. Featured speakers include: Bill Farr, jailed Los Angeles Times reporter; Anthony Russo, co-defendant in Pentagon Papers trial, and George Ready, former press secretary to President Johnson. University of Iowa, Iowa City.

Feb. 5-9—Annual engineering-management seminar sponsored by *National Association of Broadcasters*.

Limited to 20. Contact: George W. Bartlett, VP for engineering, NAB, Washington. Purdue University, West Lafayette, Ind.

Feb. 6—Annual managers meeting, *New Jersey Broadcasters Association*. Featured speakers: Louis Schwartz, communications attorney and Peter Bridge, newsman. Rider College, Trenton.

Feb. 7—Extended 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.

Feb. 7—Annual mid-winter meeting, *Michigan Association of Broadcasters*. Featured speaker will be Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., chairman of the National Association of Broadcasters. Olds Plaza hotel, Lansing.

Feb. 7—Seminar on laws relating to community-antenna television, sponsored by *New England Broadcasting Association*. Featured speaker: Alan C. Campbell, partner in Dow Lohnes & Albertson, Washington law firm. Suffolk University Law School, Boston.

Feb. 8—Fourth national Abe Lincoln Awards, presented by *Southern Baptist Radio and Television Commission* to honor broadcasters for outstanding community service. Featured speaker: Julian Goodman, president, NBC. Tarrant county convention center, Fort Worth.

Feb. 8-9—1973 *Radio Advertising Bureau* conference. Burlingame Hyatt house, San Francisco.

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. 11-14—Third annual seminar, *International Tape Association*. Tucson, Ariz.

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

Feb. 12—Final date for filing reply comments on FCC notice of inquiry and notice of proposed rule-making considering operation of, and proposed changes in, prime-time access rule.

Feb. 12-13—1973 *Radio Advertising Bureau* management conference. Marriott Inn, Dallas.

Feb. 13—Final date for filing comments on proposed FCC fee schedule increases.

Feb. 13—*Hollywood Radio and Television Society* luncheon meeting with *Ms.* magazine editor Gloria Steinem as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

Feb. 13-14—Annual faculty-industry symposium, sponsored by *International Television and Radio Society*. Tarrytown conference center, Tarrytown, N.Y.

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

**Major meeting dates in 1973**

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

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

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

May 13-16—Annual convention, *American Advertising Federation*. Fairmont-Roosevelt hotel, New Orleans.

May 16-19—Annual meeting, *American Association of Advertising Agencies*. The Greenbrier, White Sulphur Springs, W.Va.

May 16-20—Annual convention, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

June 17-20—Annual convention, *National Cable Television Association*, Convention Center, Anaheim, Calif.

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

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

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

■ Feb. 14—Seminar on laws of defamation and rights of privacy as they relate to broadcasting, sponsored by *New England Broadcasting Association*. Suffolk University Law School, Boston.

■ Feb. 14—Seminar for public relations professionals, sponsored by *Wagner International Photos*. Time and Life Auditorium, New York.

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

Feb. 14-16—Winter meeting, *Colorado Broadcasters Association*. Denver Inn, Denver.

Feb. 16-17—Region 7 meeting, "The Total Woman," *Women In Communications*. Downtown Ramada Inn, Topeka, Kan.

■ Feb. 15-16—1973 *Radio Advertising Bureau* management conference. Cherry Hill inn, Cherry Hill, N.J.

■ Feb. 20—Senate Constitutional Rights Subcommittee hearing on newsmen's-privilege legislation. 10 a.m., room 1202, New Senate Office building, Washington.

Feb. 20-21—Meeting of engineering committee of *Association of Maximum Service Telecasters*. Avco Broadcasting headquarters, Cincinnati.

■ Feb. 20-21—1973 *Radio Advertising Bureau* management conference. Hyatt Regency O'Hare, Chicago.

■ Feb. 21—Seminar on rules and regulations of Federal Trade Commission as they relate to radio and television, sponsored by *New England Broadcasting Association*. Featured speakers: Gerald Thain, FTC, and Roger Purden, Council of Better Business Bureaus. Suffolk University Law School, Boston.

■ Feb. 21-22—Senate Constitutional Rights Subcommittee hearing on newsmen's-privilege legislation. 10 a.m., Room 318, Old Senate Office building, Washington.

■ Feb. 23-24—Annual meeting, *Georgia Cable TV Association*. Marriott Motor hotel, Atlanta.

Feb. 24—Region 5 meeting, *Women In Communications*. Hotel Westward Ho, Phoenix.

■ Feb. 27-28—Senate Constitutional Rights Subcommittee hearing on newsmen's-privilege legislation. 10 a.m., Room 1202 New Senate Office building, Washington.

Feb. 28—Final date for filing reply comments on proposed FCC schedule increases.

■ Feb. 28—Seminar on legal requirements of political advertising on radio and television, sponsored by *New England Broadcasting Association*. Featured speaker: John Summers, general counsel, NAB. Suffolk University Law School, Boston.

## March

■ March 1—Senate Constitutional Rights Subcommittee hearing on newsmen's-privilege legislation. 10 a.m., Room 318, Old Senate Office building, Washington.

■ March 5—Meeting, board of directors, *New York State Broadcasters Association*. Albany Hyatt house, Albany.

March 6—Annual meeting, *New York State Broadcasters Association* featuring reception for Governor and Mrs. Nelson A. Rockefeller and members of New York State Legislature. Albany Hyatt house, Albany.

March 7—Seminar on legal boundaries of free speech and press, sponsored by *New England Broadcasting Association*. Featured speaker: Ralph Goldberg, CBS law department. Suffolk University Law School, Boston.

March 9—Hollywood chapter of *National Academy of Television Arts and Sciences* silver anniversary academy ball with Bob Hope as honoree. Century Plaza hotel, Los Angeles.

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

# Open Mike®

## Apples and oranges

EDITOR: Louis E. Scott of Foote, Cone & Belding is attempting to equate the death of *Life* magazine with possible future problems of television (BROADCASTING, Jan. 1). I don't think there is any basis for comparison.

*Life* died for the same reasons *Look* died: higher production, labor and postal costs, cut-rate subscriptions and not enough advertiser support.

I'm not saying television can't stand improvement, but to state, as Mr. Scott did, "I wonder if the American public is given a better alternative, what would happen as a result?" is putting a special onus on TV.

Change always takes place. Television ended the neighborhood movie house as we knew it. Does Mr. Scott really believe if the motion-picture product had been better all those movie houses would still be in operation?

If television dies it will be killed by the antitelevision attitude in Washington and by the various pressure groups that not only get their way in the courts but get their money from tax-free foundations.

The broadcasting industry is existing in troubled times, and speeches by Mr. Scott will not help find a solution.—*Albert Bressler, Philadelphia.*

## NBC takes exception

EDITOR: In attributing some of [Jack] Paar's premiere show rating weakness [in New York] to "the relatively weak lead-in from the *ABC Monday Night Movie* [BROADCASTING, Jan. 15], ABC has conveniently overlooked an entire half-hour of programing: its 11-11:30 p.m. *Eyewitness News*, which is the actual lead-in. Nielsen figures indicate that Mr. Paar enjoyed the advantage of a very strong lead-in from the local news in New York. The fact that Mr. Paar's audience dwindled as the show went along is not something which NBC "contended," as you reported, but is a matter of record,

according to Nielsen estimates.—*Josh Kane, manager, press and publicity, NBC, New York.*

## Passed along

EDITOR: In Topeka, Kan., we have an FM station that is higher-rated than most of the AM stations, probably bills as much as some and, being automated, certainly makes more profit than some; yet your radio billings figures [Jan. 1] do not reflect the existence of such stations.

When are you going to include all AM and FM as radio stations so that we will have a little more accurate figures on market performance?—*Robert F. Russell, executive vice president, KEWI(AM)-KSWT(FM) Topeka.*

(As was stated in a footnote, the market-by-market listings of radio revenues and profits for 1971 excluded independently operated FM's and FM's jointly operated with AM's but submitting separate financial reports. The figures were collected and compiled by the FCC and merely reported by BROADCASTING.)

## Point of law

EDITOR: I wish to call attention to a fundamental error contained in the lead paragraph of your Jan. 8 story about competing applications. The story states competing applications are "... aimed at taking [licensees'] property away at renewal time."

I know that many persons and corporations have paid inflated prices for broadcast stations, far exceeding the value of the physical assets of the station merely to have assigned to them the license to broadcast. Such actions reinforce the so-called "scarcity" argument used by the Supreme Court in recent decisions.

But to state that this situation results in anyone having "property" rights in a station license is clearly contrary to the Communications Act, which states in Section 301 that the purpose of the act is "... to provide for the use of, but not the ownership thereof, by persons for limited periods of time, under licenses granted by federal authority, and no such license shall be construed to create

any right beyond the terms, conditions, and periods of the license" (italics added).—*Gene R. Stebbins, telecommunications department, School of Speech, Kent State University, Kent, Ohio.*

## No connection?

EDITOR: I found your Dec. 18 editorial "The no-word word," to be a near-model of naivete concerning the issue of drug advertising on television. You choose to emphasize the contemporary lack of meaning of the word "drug," and to point out that the hard stuff doesn't actually get advertised. But it seems that the main point being voiced by critics of home-remedy advertising has to do with the fact that we are being urged to cure our ills by ingesting, rubbing, inhaling those products on the screen. If those simple pills can knock out my headache, why can't some reds knock out my blues?

You seriously underestimate the rational powers of television audiences if you can't see a connection between "mother's little helpers" and the things her kids turn to.—*Stephen Brown, East Lansing, Mich.*

## Stop and go

EDITOR: NBC President Julian Goodman and other broadcasters contend that Office of Telecommunications Policy Director Clay Whitehead's goal is to stop them "from reporting news the government does not like." I disagree.

First, there is at least a reasonable doubt that is Mr. Whitehead's goal. Second, even if that was his goal, broadcasters are not free to stop "reporting news the government does not like." The Supreme Court [in the *Red Lion* case] has held that "if present licensees should suddenly prove timorous, the [FCC] is not powerless to insist that they give adequate and fair attention to public issues." Broadcasters are not free to be timorous.—*Horace P. Rowley, III, attorney, New York.*



# Monday Memo

A broadcast advertising commentary from William J. Myers, president, Myers, Bateman and Wartnik, Los Angeles

## One man's stand for advertising

If you've been reading the same newsweeklies that I have been reading, your nerve ends must be just as exposed as mine are. We've been rubbed raw by criticism. Even the all-American boy next door wouldn't go out with the beautiful daughter of advertising. We're a no-no on the social scale and the butt of business jokes around the country. Believe me, advertising is in deep trouble.

For example: The three television networks are being sued by the federal government. Leading advertising agencies are being accused by the Federal Trade Commission of deliberately writing misleading advertising aimed at cheating the consumer. Meanwhile, back at the sales counter, the consumer is sure that anyone connected with any advertising endeavor whatsoever is a cold-blooded, conniving charlatan. And the tired, old term, Madison Avenue, is a dirtier-than-ever word that paints us all with a crummy image that we simply do not deserve.

Now, of course, I'm keenly aware that there may be a rotten apple in any barrel. But why burn down the entire orchard?

I ran across some research a few weeks ago that stated that anywhere from 15% to 20% of all consumers oppose any advertising campaign idea even before they think? Why, I do believe the animals are in charge of the zoo.

And the harping and haranguing continues. As a result of all the bad-mouthing in our business, and because we just don't seem to have anyone out there fighting for us, advertising is taking its lumps—one on top of another.

I'm sure you know that today's scripts for television often have to go through agency lawyers, client lawyers, network lawyers and production-house lawyers. A single crank letter can cause a timid client to turn off advertising expenditures. Everyone is just waiting for any of us to make one honest mistake—and sure enough, there's a lawsuit on someone's hands.

Believe me, it's "nervous time" in the old ad game. As a result, a superstructure of approval has been set up and any advertising idea is fair game for any individual's pot shot. The committee is king, and the bright ideas go begging for sponsors. Once my great brainchild, or yours, gets forced into this tunnel of negative thought, I guarantee you what comes out of the other end will most likely be deformed and about as attractive as a cold bowl of yesterday's oatmeal. It seems to me that we're being taken for a ride, and I don't like the destination. It's oblivion. I think it's time to turn this damn thing around, to fight back, to sell our strengths and forget our weaknesses. It's time to say something nice about advertising today.



William J. Myers began his career in 1956 with Regan Films, Detroit, as a motion-picture director. A year later, he joined J. Waller Thompson there as an account executive. Two years later he was transferred to Los Angeles as an account executive on Ford Dealers Association of the Phoenix district. In 1965, Mr. Myers was named to the position of account supervisor on the Ford Dealers Association of Southern California. Last September he resigned from JWT to open his own shop with two other JWT alumni: Bill Bateman, vice president and creative director, and Marvin Wartnik, executive art director. Myers, Bateman & Wartnik Advertising, Los Angeles, is the agency for the Ford Dealers Advertising Association of Southern California.

Even the boogie man will buy advertising, when it's pertinent and palatable. Good advertising is advertising that can cut through the clamor and demand attention. That's the kind of advertising we believe in—good advertising that can stand up to the critics, even in these days when nothing seems to satisfy very many people. It's the kind of effort that we hope makes you want to say something nice about advertising today.

You know, I feel sure that each of us could discuss at length all that's good about our business. We do have a lot of nice things to say about advertising. It's an exciting field of endeavor. It's a place where exciting people meet other exciting people—people who thrive on their own enthusiasm for challenge. Advertising is one business where you can measure your results at the end of a working day.

It's a business where you can reap the rewards of success, creatively and financially. It's a place where a good idea al-

ways pays off—in your pocket and in the pocket of your client. And—I know you agree or you wouldn't be in this business—advertising provides a valuable service to people.

Now, to make a point about the value of advertising, I cut out all the ads in an issue of *New Yorker* magazine. All that was left was 132 pages of beautifully written prose that all of a sudden seemed dry and dull when you remove the stimulus of advertising that makes it all come alive. I wonder how many subscribers would put down their 26 dollars a year without advertising as part of the deal?

To make another point about the value of advertising, I cut out all the ads in a recent issue of a six-pound *Los Angeles Sunday Times*. All that was left was 12 ounces of news—most of it bad. Suddenly there's no vitality, no urgency, no interest, because there's no advertising. I wonder how many *Times* subscribers would put down their 42 dollars a year if advertising were not part of the bargain?

It's true in TV, too. When you cross out all the commercial slots on a TV station's schedule, just about all that is left are some old reruns, some early and late news and occasionally, a "Love Story," or a Bob Hope special. Once again, I wonder just how many people would really enjoy television without the commercials?

My point is simply this: Good advertising has earned its place in the sun—yesterday and today. And because good advertising works, and works hard, it will always be a force on the American business scene regardless of its critics.

For example, can you imagine any adult in these 50 states who hasn't heard the Alka-Seltzer line—"I can't believe I ate the whole thing!" Even Senator McGovern played it back to national television audiences the night after the California primary. His version went, "I can't believe we won the whole thing."

I'm sure you've heard a few versions of your own. And that's good advertising at work. And either you or I could recite the names of client after client who have published equally good advertising in any medium you can think of.

Now this is the kind of advertising I want to defend—good advertising. This is the kind of advertising I want you to speak out for—good advertising. Let's forget the C-minus stuff. Let's forget the pabulum of our business. But let's remember what's good and what's right and let's say something nice about it today.

So, I'd like to suggest that the next time anyone of us hears a critic of advertising telling the old canard about how TV commercials pollute the air or how outdoor advertising is junking up the landscape, we should give argument. If we say something nice about advertising today, just maybe somebody else will too!

# NOT ALL FARM SURPLUS ENDS UP IN SILOS.

Besides filling America's granaries to overflowing, the technological revolution in agriculture has produced a bumper crop of something else.

Surplus people. Farm workers forced off the land and into the cities by mechanization, and small farmers forced out of business by rising costs.

"...And the Rich Shall Inherit the Earth", a one-hour documentary produced by Group W's Urban America Unit, examines this and other disturbing developments in American agriculture.

Like the growth of vast corporate farming operations.

The use of federal subsidies to develop new machines which will cost thousands of farm workers their jobs.

And, how the quest for automation and efficiency has not only forced changes in the way farms operate, but in the quality of the food they produce.

"...And the Rich Shall Inherit the Earth" proves that to be affected by what's happening on America's farms, you don't have to live on one.



WESTINGHOUSE BROADCASTING COMPANY

## The anomalies that shape station trading these days

**Government threats of restructuring scare some established owners into selling while prices stay high, but buyers, some new to business, have no trouble finding financing**

"If I went out one night and saw that my doorway was about to fall down on me, I'd move out of that house."

Those words belong to a Washington media broker who was describing the dynamics of station trading in 1972. For brokers the climate has never been better. Government moves against media combinations are causing multimedia owners to take hard looks at their portfolios. Buyers, consequently, are looking at the same portfolios with acquisitive eyes. At the same time the general economy remains strong enough to generate the financing of station trading.

"There are always more buyers than sellers in this business," one broker pointed out. "But when you feel that there is optimism and speculation on the part of the buyers, that creates an influence on those who might otherwise be less inclined to sell."

On the negative side, 1972 was a year in which external pressures on the industry were intensified. Still pending at the FCC is a proposal that would outlaw the crossownership of newspapers and broadcast stations in the same market. Already effected are commission rules banning similar combinations of television stations and cable systems. Another rule has made obsolete the acquisitions of co-located TV and radio facilities. In areas where the commission hasn't moved, the Justice Department has. In 1972 Justice's prodding was responsible for two station-trading events—the sale by Frontier Broadcasting Co., a multimedia owner in Cheyenne, Wyo., of its television inventory, and the abandonment of the Newhouse station group of plans to acquire sole interest in KOIN-TV Portland, Ore., in which it now owns 50%.

In 1972 the FCC approved the transfer of 276 broadcast stations. The dollar volume associated with those transactions—\$268,330,537—was second only to the total registered in 1971—\$393,547,824. The 1971 dollar volume had been considerably buttressed by two major trans-

actions and their associated spin-offs—the \$147-million Triangle Publications-Capital Cities transfer and the \$137-million merger of Corinthian Broadcasting into Dun & Bradstreet. In comparison, the largest station transfer completed last year—the sale of four Time-Life Broadcast television stations to McGraw-Hill Inc.—was worth \$57,180,000. If the prices of those three transactions are omitted from consideration, the two years are roughly equivalent in the money that changed hands.

Of all the transactions that were approved last year, one that generated unusual interest was NBC's sale of WKYC-AM-FM Cleveland to Nick J. Miletti, a sports entrepreneur, and C. F. Kettering Inc., a Dayton, Ohio, investment firm. The \$5.5-million transfer was the network's first sale of its owned radio properties, which have been on the block for some time. Still pending commission approval is NBC's sale of WJAS-AM-FM Pittsburgh to a Hawaii broadcaster, Cecil Heftel, for \$1.8 million. NBC's decision to sell radio (though keeping its five television stations), said one broker, "undoubtedly caused others to take a long look at their own properties."

Another established group broadcaster that was adjusting its holdings was the McLendon Corp. After selling its KLIF-AM Dallas in 1971 for \$10.5 million, the McLendon firm last year parted with KABL-AM-FM Oakland-San Francisco for \$10.8 million and contracted to sell WWWW(FM) Detroit for \$750,000. In both cases, the buyer was the Starr Broadcast Group of New Orleans.

Another formerly prominent station owner, Triangle Publications Inc., broke its final ties with the broadcast industry (at least as an insider; it still publishes *TV Guide*) after selling most of its station inventory in 1971 to Capcities. Triangle's remaining TV stations, WFBG-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pennsylvania, and WNBFTV Binghamton, N.Y., went to Gateway Communications Inc., a new firm headed by Triangle Broadcast Group President George Koehler and controlled by the Malcolm Borg family, publishers, of Bergen county, N.J., for \$14.4 million. Triangle's last radio stations—WFBG-AM-FM Altoona and WNBFTV-AM-FM Binghamton—were spun off for \$425,000 and \$1.1 million to, respectively, a group headed by WFBG Manager Edward Giller and to Stoner Systems Inc. of Des Moines, Iowa.

The biggest transfer of the year was the Time sale to McGraw-Hill. Originally the television package McGraw-Hill intended to acquire from Time included five stations with a total consideration of

\$69.3 million. The FCC approved that transaction—after months of deliberation—last March. But under pressure from two separate citizen coalitions who had fought the transfer at the commission and had threatened further litigation in the courts, McGraw-Hill elected to drop its plans to buy one of the three top-50-market facilities involved, WOOD-TV Grand Rapids, Mich. (now WOTV). That deletion brought the price for the four other stations—WFBM-TV Indianapolis, KLZ-TV Denver, KERO-TV Bakersfield, Calif., and KOGO-TV San Diego—down to \$57,180,000.

In addition, McGraw-Hill entered into an extensive agreement with the challenging groups calling for substantial commitments in terms of minority hiring and programing.

McGraw-Hill's action was in response to a kind of pressure that has increasingly been applied to station sales by third-party interests. Earlier in the year, two San Francisco-area community groups had secured a binding commitment from the Starr group in connection with its purchase of KABL-AM-FM Oakland, Calif., obligating the buyer to permit one of the groups to nominate three of the KABL governing board's seven members, to hire community "liaison assistants" of the challengers' choosing, and to expand the stations' news staff with the hiring of minority personnel.

Another area that continued to be the target of citizen-group activity was transfer cases in which the buyer proposed a change in a station program format. Last year, such protests resulted in the cancellation of at least one sale, that of KFSD-FM San Diego from Time-Life to Kelly Broadcasting. Kelly had proposed to abandon KFSD-FM's classical-music format and replace it with a contemporary sound, but it ran into opposition from a local chapter of the National Business League. The FCC eventually found that it was unable to approve the sale without weighing the public-interest considerations of the Kelly format proposal in a hearing. In effect, the commission's action killed the sale.

A citizen-group dispute over the desirability of public versus private ownership led last year to the Starr firm's abandonment of plans to purchase WCAM-AM, a city-owned facility in Camden, N.J. It was the third time the city of Camden had failed in an attempt to sell the station. Another dispute over a proposed format change at KPHO(AM) Phoenix was resolved, but only after a strange turn of events that saw KPHO's all-news format switched over to KHAT(AM) there when that station was purchased by Melvin Himelstein for \$216,803. KPHO,



which Dairyland Managers Inc. purchased from Meredith Corp. for \$1,651,000, proceeded with a format change to country music.

In 1972, the FCC denied three citizen oppositions to sales involving format switches—to Zenith Radio Corp.'s \$1-million sale of WEFM(FM) Chicago to General Cinema Corp. (where a classical format, but one that was duplicated by two other local stations, was at issue); to Midwestern Broadcasting Co.'s \$125,000 purchase of WGLN(FM) Sylvania, Ohio, where the buyer's right to drop a progressive-rock format was in dispute, and to Mission Denver Corp.'s \$1.25-million acquisition of KBTR(AM) Denver, involving an all-news format. Of the three, the KBTR case is now in the hands of the Washington appeals court, from which a ruling is expected shortly. If the court doesn't affirm the FCC's grant, one broker asserted, "it will be opening up a real can of worms."

Many media specialists are taking note that, with the departure or retreat of several established owners, doors are opening for new entities to take their place. Time-Life's near-total exodus from the industry (it retains only WOTV-TV Grand Rapids, Mich.) produced the emergence of McGraw-Hill as a major broadcast voice. Triangle's final parting led to the establishment of Gateway Communications. The same can be said of Fairchild Industries, which got off to a start in 1971 with the purchase of McLendon's KLIF, accelerated its broadcast activities last year in buying WPBC-AM-FM Richfield, Minn. (now WYOO[AM]-WRAH[FM] from People's Broadcasting for \$1.75 million, and has made clear that other acquisitions are on the way. But perhaps the most dynamic entrance last year was made by Cecil Heftel, who within a few months moved from minority interests in some stations owned principally by his late father-in-

law, A. L. Glasmann, to acquisition on his own of 10 outlets. Since last June Mr. Heftel has purchased RKO General's WROR(AM) Boston for \$2 million, NBC's WJAS-AM-FM Pittsburgh for \$1.8 million, the Parent Corp.'s noncommercial KDNA(FM) St. Louis for \$1 million, and WMJR Inc.'s WMJR(FM) Ft. Lauderdale, Fla., for a sum in excess of \$1 million. Those transactions are pending FCC approval. Mr. Heftel has already received the commission's authorization to acquire 100% of KGMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, both Hawaii, through a stock transfer with members of his family.

Some other significant transfers that cleared the FCC during 1972 follow:

- Columbia Pictures Industries expanded its station holdings with the acquisition of Basic Communications Inc. The \$5.6-million deal brought to the Screen Gems Stations Basic's WWVA-AM-FM Wheeling, W. Va., and WYDE(AM) Birmingham, Ala. The merger did not include Basic's WIGO(AM) Atlanta, which was spun off to Basic stockholders.

- Group owner Mooney Broadcasting Co. purchased Taft Broadcasting's WBRC-AM-FM Birmingham, Ala., for \$2.05 million.

- Metromedia Inc. revised its broadcast inventory with the purchase of two television stations—UHF WXIX-TV Cincinnati from U.S. Communications Corp. for \$3 million, and VHF WTCN-TV Minneapolis from Chris-Craft Industries for \$18 million. It also picked up an FM, WMC Detroit, from Sparks Broadcasting for \$506,500, and sold an AM-FM combination, WHK(AM)-WMMS(FM) Cleveland, to Malrite of Ohio for \$3.5 million.

- Six of the seven radio stations remaining in Time-Life's fold at the beginning of 1972 passed to others with FCC approval. WOOD-AM-FM Grand Rapids, Mich., were sold to a local group headed by Willard Schroeder, the stations' man-

ager, for \$2,111,000. KLZ-AM-FM Denver went to Group One Broadcasting for \$2,750,000. Rahall Communications purchased WFBM-AM-FM Indianapolis for \$3.05 million. The seventh station, KFSD-FM San Diego, was to have been sold to Kelly Broadcasting for \$250,000, but after Kelly terminated the transaction, Time sold the station to Number One Radio of Tucson, Ariz. The new transfer, which is pending the commission's approval, is worth \$300,000.

- WLBD(TV) Lima, Ohio, changed hands from Northwestern Ohio Broadcasting Co. to Lima Communications Corp., which is principally owned by the Toledo (Ohio) Blade. Price was \$1.5-million.

- Firestone Communications Inc., a new firm headed by Bertram R. Firestone, a real-estate developer, acquired its first station, KSDO(AM) San Diego, from Sherwood R. Gordon for \$2.5-million.

- The estate of the late John C. Mullins sold KBTV(TV) Denver and KARK-TV Little Rock, Ark., to a group owner, Combined Communications Corp., for \$22.5 million. KARK-AM-FM were spun off to a group headed by Ted Snider for \$1 million. The remaining Mullins station, KBTR(AM) Denver, is being purchased by Mission Denver Corp., but the sale is still in litigation (see above).

- WLOF(AM) Orlando and WLOQ(FM) Winter Park, Fla., were purchased for \$2.6 million by the Home Security Life Insurance Co., Durham, N.C., from John T. Rutledge and others.

- Lake Huron Broadcasting Corp. sold WKNX-TV Saginaw, Mich., to Rust Craft Broadcasting for \$1.6 million.

- Democratic National Committee Chairman Robert Strauss and his brother, Pat, sold KIXL-AM-FM Dallas to Robert A. Stuart for \$1,775,000.

- Group broadcaster Roy H. Park sold WSLs-AM-FM Roanoke, Va., to Bass

## A 19-year record of station trading

Dollar volume of transactions approved by FCC

	Total	Radio only	Combined Radio-TV†	TV only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,560	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,533	59,670,053	32,086,247	40,316,223
1968	152,455,412	71,310,709	47,755,634	33,388,164
1969	231,697,570	108,866,538	35,037,000	87,794,032
1970	203,785,442	86,292,899	1,038,465	87,454,078
1971	393,547,924	125,501,514	750,000	267,296,410
1972	268,330,537	114,424,673	0	156,905,864
<b>Total</b>	<b>\$2,958,230,825</b>	<b>\$1,181,836,608</b>	<b>\$637,407,439</b>	<b>\$1,099,286,778</b>

Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC.

Number of stations changing hands

	Radio only*	Combined Radio-TV†	TV only
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	13	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
1969	343	5	32
1970	268	3	19
1971	270	1	27
1972	239	0	37
<b>Total</b>	<b>5,121</b>	<b>231</b>	<b>520</b>

\* Note: In computing the number of stations traded, an AM-FM facility, or an AM-only or FM-only was counted as one radio unit.

† Includes single properties consisting of radio and TV stations.

Brothers Enterprises of San Diego for \$1.35 million.

Black-programed but white-owned WLIB(AM) New York became black-owned as well when New Broadcasting Co. sold the station to Inner City Broadcasting, a firm headed by Manhattan Borough President Percy Sutton and a Harlem publisher, Clarence Jones, for \$1.7 million.

Frontier Broadcasting Co., which in 1971 elected to sell all its TV stations rather than go through a Justice Department-inspired hearing at the FCC on grounds of concentration of control, sold KFBC-TV Cheyenne, Wyo., satellite KTUS-TV Sterling, Colo., and KSTF-TV Scottsbluff, Neb., and its construction permit for KVRW-TV Rawlins, Wyo., to Wyneco Communications Inc., a subsidiary of Lamb Communications, for \$3 million.

KBBQ(AM) Burbank, Calif., was purchased for \$2.2 million from George E. Cameron Jr. by a group of 14 local businessmen who quickly changed the call letters to KROQ and initiated a mammoth promotional campaign to carve out a place in the Los Angeles market.

The Lotus Theater Corp. picked up KRUX(AM) Glendale and KTXN(AM) Tucson, both Arizona, from Leland Bisbee Jr. and others for \$1.36 million.

The Outlet Co., Providence, R.I., acquired 79% interest in WNYN-TV Syracuse, N.Y., from W.R.G. Baker Television Corp. for \$4.8 million.

Gordon Gray's Triangle Broadcasting Corp. sold its WSJS-TV Winston-Salem, N.C., to Multimedia Inc. for \$7,312,500.

Cascade Broadcasting, a subsidiary of Filmways Inc., sold KLEW-TV Lewiston, Idaho, and KIMA-TV Yakima, Wash., to NWG Broadcasting Co. for \$1 million.

KDWB(AM) St. Paul was sold by Val Jon Inc. to Doubleday Broadcasting for \$3.25 million.

R. M. Brown and others sold KPOK-AM-FM Portland, Ore., to Richard Stevens for \$1,050,000.

The Stern family's Royal Street Corp. exited from the broadcast business with the sale of its WDSU-TV New Orleans to Cosmos Broadcasting, a subsidiary of the Liberty Corp., Columbia, S.C., for \$16 million. Royal Street sold WDSU-AM-FM to Covenant Broadcasting, New Haven, Conn., for \$1.5 million.

Following the expression of concern by the Justice Department over its combined print and broadcast holdings in Tucson, Ariz., Pulitzer Broadcasting sold KVOA-TV there to Richard L. Bloch, Donald R. Diamond and Donald Pitt, local businessmen, for \$2,725,000.

WTRY-AM-FM Troy, N.Y., were sold by Kops-Monahan Communications to Herbert Scott for \$1.9 million.

The Peoria Star-Journal purchased KNOX(AM) - KTYN(FM) Grand Forks, N.D., from Justin Hoberg and others for \$1,260,000.

McCormick Communications Inc., a new firm principally owned by Technical Operations Inc., Boston, acquired its first three broadcast stations with the \$1-million purchase of WLKW-AM-FM Providence, R.I. (from General Cinema

Corp.) and the \$588,000 purchase of WBNY(FM) Buffalo, N.Y. (from Niagra Frontier Broadcasting Corp.). McCormick is awaiting FCC approval of its purchase of WEZE(AM) Boston for \$2.55-million.

In what is believed to be the largest transaction involving a single FM property in history, Kaiser Broadcasting sold WJIB(FM) Boston to General Electric Broadcasting for \$3.6 million. GE's purchase of Kaiser's KFOG(FM) San Francisco, for \$1.4 million, is being held up due to a format dispute.

Media brokers are predicting no let-up in trading. Ted Hepburn of R. C. Crisler & Co., Cincinnati, pointed to the selling activity of such established interests as NBC, and the corresponding emergence of the Fairchild and McCormicks as signs that a new generation of major broadcast interests is entering the market. "That kind of activity is the type of thing that motivates everybody to re-evaluate their thinking," he said.

James Blackburn Sr. of Blackburn & Co. sees "considerable" sale activity in 1973—if not at an increase, at least at a corresponding level with last year. Mr. Blackburn is particularly impressed with some of the commanding sums sellers have been getting for FM stations. "FM has really come of age," he said. While Mr. Blackburn acknowledges that he doesn't feel some of these sums have been justified in comparison with the track record of the property, he speculates that buyers are not as interested in FM's past as they are in its potential.

Ray Hamilton, Hamilton-Landis & Associates, said: "There are now some FM stations that you couldn't give away this time last year that are going for \$400,000 or \$500,000." Mr. Hamilton is a staunch believer that government-inspired divestiture—either forced or threatened—will cause a scrambling of multimedia owners to the selling block.

Bill Walker, Larson-Walker Inc., emphasizes that it's a seller's market. "With the present AM freeze and the fact that most FM and TV allocations have already been made," he said, "anyone who wants a station just has to go out and buy one." Unlike some of his colleagues, Mr. Walker discounts the prospect of forced divestiture as an inducement to sales now. "The first shoe has already been dropped," said Mr. Walker, referring to the FCC's mandates on radio-TV and station-cable crossownership, and its proposed ban on broadcast-print combinations. "Those that hung in there up to now will continue to do so."

Paul Chapman, Chapman Associates, reports recent increases in outside financing available to station buyers, estimating that there are three times as many lending institutions willing to finance broadcast ventures as there were five years ago. "And you can thank the CATV industry for this," he said, pointing out that much of cable's physical development has been financed by external sources, which in turn stimulated lenders' interest in broadcast.

A sampling of media brokers in New York found general agreement that sta-

tion sales activity and prices should remain strong in 1973.

"There are always good buyers for good properties," said Howard E. Stark. But he feels—and has felt for some time—that the number of big-market stations likely to become available for purchase is steadily diminishing. Currently, he said, opportunities to buy in the 50 or 60 biggest markets are "very limited" and those that do develop are likely to be "specialized situations."

Edwin Tornberg of Edwin Tornberg & Co. and Hugh Ben La Rue of La Rue & McGavren Media Brokers also expect trading to remain strong and prices firm. Financing is no big problem; in fact, Mr. Tornberg said, "Some banks are trying to increase their positions in broadcasting, which is a novel situation."

Mr. La Rue said FM sales are proving to be a special boon, because often an FM buyer almost immediately wants to buy an AM in the same market. To some extent, he says, AM buyers also want to add FM. Either way, "we get two chances to sell somebody something in the same market."

Though 1973 is less than a month old, there is already evidence that supports predictions of heavy trading this year. Leading off the list of already-conceived transactions that should come before the commission this year is the \$115-million media deal in which Carter Publications Inc. will sell its Fort Worth print and broadcast holdings. Agreements call for Carter to sell WBAP-AM-FM and its commonly owned Fort Worth Star-Telegram to Capital Cities Broadcasting for \$80-million. WBAP-TV would go to LIN Broadcasting for \$35 million.

In another major transfer, Cox Broadcasting Corp. will purchase KFI(AM) Los Angeles from trustees of the estate of the late Earle C. Anthony for \$15.1 million—by far the largest price ever offered for a radio station. Another superlative due for consideration is Greater Media's \$2.2-million purchase of WQTE(AM) Monroe (Detroit), Mich., from Richard E. Jones. That price is believed to be the highest ever paid for a daytime AM facility.

Another transaction of more than routine interest is the proposed merger of Reeves-Telecom Corp. into Starr Broadcast Group. The deal, which would be effected through a stock exchange, has a projected value of \$6.2 million and would bring to Starr WKEE-AM-FM and WHTN-TV Huntington, W. Va., WITH-AM-FM Baltimore and a 50% interest in WBLG-TV Lexington, Ky.

Other transfers currently pending FCC approval include the acquisition by black-owned Sheridan Broadcasting Co. of four radio stations licensed by Dynamic Broadcasting, WAMO-AM-FM Pittsburgh, WILD(AM) Boston and WUFO(AM) Buffalo, N.Y. (\$2 million); the sale of KTBC-TV Austin, Tex., principally owned by the family of former President Lyndon B. Johnson, to Times-Mirror Co., Los Angeles (\$8 million), and the merger of Kaiser Broadcasting and Field Communications, which would bring together Kaiser's five independent UHF stations and Field's Chicago U, WFLD-TV.

**WXPX-TV**

Petersburg-Richmond, Virginia  
Channel 8-ABC announces  
the appointment of  
Harrington, Richter & Parsons, Inc.  
as national representative.

**hrp** *Effective February 1, 1973*



## Norelco claims mistreatment in Schick ads

It's the outgrowth of the growing practice of advertisers using competitors' names in commercials

North American Philips Corp. announced last week in New York that it would take legal action against Schick Electric Inc. for the TV commercial that claims (and supposedly shows) a Schick Flexamatic electric shaver giving a closer shave than a Norelco VIP Triple-Header. Observers were also waiting to see if Remington (its Mark III electric shaver is also outperformed in the Schick spot) will join forces with Norelco against Schick.

Tom Nickols, Schick vice president of marketing, said that Schick spent \$4 million on TV to show that spot during the last quarter of 1972 alone and found it "extremely effective." It plans to spend almost as much the first quarter of this year with the same spot.

But Schick is not the only TV advertiser to name names of competitors.

Since last spring, there has been a growing trend for TV advertisers to name and/or show competitor's products in their commercials.

This followed the removal of prohibitions against specifying competitors' products by ABC-TV and CBS-TV. NBC-TV has encouraged advertisers to be specific and name what (or whom) they're talking about for seven years. Carl Watson, director of broadcast standards for NBC-TV, feel NBC's policy promotes candor and honesty with the consumer. ABC-TV and CBS-TV felt such commercials would only cause confusion and consumer distrust.

Mr. Watson says he is disappointed with what has happened since all three networks opened up to gloves-off commercials: "I am critical of what has happened. I don't believe the same degree of care has been taken by the competing networks. Advertisers are simply naming leaders, trying to upgrade their product by association."

Norman Nelson, director of program practices at CBS-TV, concedes: "It does lead to potential misuse." Grace Johnson, ABC vice president, broadcast standards and practices, emphasizes that "comparisons must be accurate, substantiated . . . not disparaging."

The first big showdown was a sudsy one that has to be declared a draw: Pink pad (Brillo) and Blue pad (S.O.S.) started taking pot shots at each other. By last spring, Broderick Crawford (first the voice-over for pink pad, then the on-camera spokesman) was growling (voice over): "Hi, I'm Brillo, the pink pad. You remember me, from that—blue pad commercial . . . Well, you haven't seen that commercial around

much lately. That's because, due to a new Brillo formula, my soap now outlasts that blue pad's. And I couldn't say that on TV if it weren't true. So, if that blue pad claims longer lasting soap than Brillo, don't you believe it!"

S.O.S. got the last shot before the two pads left the airwaves last summer. S.O.S. showed a spokesman standing behind a counter with a box of Brillo and a box of S.O.S. in front of him. He acknowledged that, lately, each product had claimed to have "longest lasting soap." He agreed with the viewer that they couldn't both be right. He then removed the Brillo box from sight.

At this point, the pads are pleading their cases before the National Association of Broadcasters Code Authority and Broderick Crawford is now on-camera scouring pots and pans with Brillo pads. Neither Miles Laboratories, Elkhart, Ind. (S.O.S.—blue pad), Purex Corp., Lakewood, Calif. (Brillo—pink pad), nor their respective advertising agencies (Doyle Dane Bernbach, New York; Hoefrich, Dieterich & Brown, San Francisco, original agency on campaign, now replaced by Erwin Wasey, Los Angeles) will discuss their campaigns for fear of watering down their cases at the NAB.

Last spring telev viewers got another dose of confrontation: An unseen interviewer went around thrusting packs of Beech-Nut and Wrigley's gum beneath the normally suspicious eyes of New Yorkers to show them that Beech-Nut gave them "eight sticks for the price of seven—ain't that great?"

As one taxi driver points out in the commercial: "Anybody playin' with a full deck'll take Beech-Nut."

Last week, Dancer-Fitzgerald-Sample, New York (agency for Beech-Nut Confections Division, New York) began running its latest series of TV spots on



Names names. In its current commercial campaign on TV, Schick states: "Tests prove the Schick Flexamatic shaves closer than Norelco's or Remington's leading sellers."



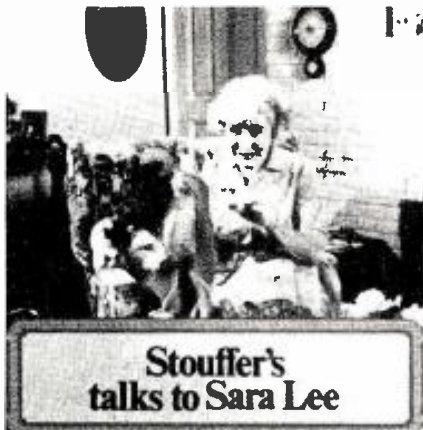
Too close for comfort. The competition comes up in this Goodrich commercial: "Yesterday one of my customers came in. 'Eddy,' he said, 'I'm your friend, right? Change the name. Goodrich sounds like Goodyear.'"

all three networks. The second series emphasizes that, while eight sticks are still sold for the price of seven, no flavor is lost. So far, Wrigley's is content to show people carrying around a five-foot package of gum while the chorus sings: "Carry the big fresh flavor, wherever you go, whatever you do . . ." Agency for William Wrigley Jr. Co., Chicago, is Arthur Meyerhoff Associates, Chicago.

Grace Johnsen of ABC-TV observed: "Auto comparisons are the most prevalent, more so than any other category." She cited Ford and Fiat specifically as drawing comparisons with other car brands. The Ford Maverick contrasts itself with the VW Super Beetle. The Ford Capri is shown driving up a sharp mountain road, passing every famous compact car on the market. And the Ford line draws comparison with the prestigious British Jaguar. The Ford Motor Co. will not discuss its nationally famous commercials, however. It will not even release photographs, though its commercials can be seen nightly on network TV. A spokesman for the company explained: "It is a breakthrough and there are still some people who have reservations about this."

One company which has no reservations about its name-dropping campaign is the B. F. Goodrich Co. According to Dick Trafas, advertising manager, while his company was first to domesticate the radial tire, Goodyear Tire & Rubber Co., with its much larger ad budget, got all the credit in the minds of the consumer. So beginning last Dec. 21, Goodrich began running two commercials on network sports presentations. One showed Patrick Ross, Goodrich president, riding in the rear of a car while he confesses to the viewers: "I'm Patrick Ross, president of the B. F. Goodrich Tire Co.—not Goodyear, Goodrich. As if our names weren't confusing enough, Goodyear advertises more than we do. So I'm not too surprised a lot of people forget Goodrich and remember Goodyear." He concludes: "If you want Goodrich you'll just have to remember Goodrich."

The other has a Goodrich dealer talk-



**Friendly enemies?** "Sara, dear," says the Stouffer's ad, "I wanted to tell you the news first. Stouffer's is making fresh frozen cakes now." Sara Lee and Stouffer's compete in the frozen-foods area.

ing to the camera: "Yesterday, one of my customers came in. 'Eddy,' he said, 'I'm your friend, right? Change the name. Goodrich sounds like Goodyear, and they've done more advertising. They've got a blimp, right? Out there in television land, Eddy, Goodyear's the name they remember.' Maybe he's right." He mentions Goodrich's pioneering the radial tire and concludes: "But this time, if you get confused, look up in the sky. You see an enormous blimp with somebody's name on it; we're the other guys."

The commercials were created by Grey Advertising, New York, and Mr. Trafas says the feedback has been "fantastic, with calls and letters from people 7 to 70."

To take a last example, Stouffer's Food Services Group commercials are in the form of announcements about its baked goods which are directed to its competitor, Sara Lee. Beginning in March of 1971 in Pittsburgh, and expanding into 18 major markets. Stouffer's granny spokeswoman asks Sara to listen while she tells about Stouffer's cupcakes and other baked goods. At the end, she gestures toward the camera and offers Sara

a piece of cake. Produced by Ketchum, MacLeod & Grove, Pittsburgh, the commercials have had a tremendous effect on Sara Lee's sales in the markets Stouffer's has gone into, according to Stouffer's. In the first market in which the commercial was used, Pittsburgh, it is claimed that Sara Lee's share of frozen sweet goods went from 50% to 30%, while Stouffer's rose to 16%. Stouffer's baked goods division puts 50% of its ad budget into TV and 40% into radio.

The list of advertisers who name their competition in TV commercials will grow longer in 1973. And as the name-calling grows, the question of what constitutes substantial substantiation will become more acute for the networks, the FTC, the Code Authority and the advertisers.

## Pastore for rewrite on campaign limits

**He introduces bill that would repeal Section 315 and place a ceiling on total campaign expenditures, rather than on media outlays only**

The chairman of the Senate Communications Subcommittee last week introduced legislation designed to make the Federal Election Campaign Act of 1971 more effective in limiting the cost of running for federal office.

The bill (S. 372), offered by Senator John O. Pastore (D-R.I.), consists of two basic provisions that have long been favored by broadcasters.

First, the measure would repeal Section 315 of the Communications Act as it applies to candidates for President and Vice President. Senator Pastore, who offered a bill containing this provision in the 92d Congress, noted in introducing S.372 last Tuesday (Jan. 16) that repeal of the equal-time requirement would help hold down the costs of presidential campaigns and enable the networks to provide major-party candidates with free TV time without having to give equal time to other candidates.

Second, the Pastore bill would estab-

lish a ceiling that covers all campaign expenditures, not just media expenditures. The over-all ceiling would be equivalent to 25 cents per eligible voter in the geographic area in which the election is held. Separate limitations would apply to primaries, primary runoffs, general and special elections. The current media-spending limitation (10 cents per eligible voter, no more than six cents of which may be spent in broadcast) would be abolished.

The media-spending limitation "has not gone far enough" in keeping campaign costs down, Senator Pastore said, and with an over-all ceiling for all campaign spending "there will be no question of effectively stopping these escalating costs."

The senator said he plans "early and extensive hearings" on the measure "so that Congress will have ample opportunity to consider it before the 1974 congressional elections."

Senator Pastore's bill would not affect the lowest-unit-rate provision of Section 315, which as amended by the law requires broadcasters to charge federal-office candidates no more than "the lowest unit charge for the same class and amount of time for the same period" in specified pre-election periods. Nor does the bill eliminate the law's provision empowering the FCC to revoke the licenses of stations "for willful or repeated failure to allow reasonable access to or to permit purchase of reasonable amounts of time" by federal-office candidates.

## AAF to re-examine its wounds in D.C.

**Top government, advertising spokesman on convention agenda**

The problems that the advertising industry faces in the early days of 1973 will be the focus of the American Advertising Federation's 15th annual public affairs conference in Washington Jan. 28-31.

Critical issues, including counteradvertising, substantiation of claims, children's advertising, drug abuse and advertising, and self-regulation, are the topics to be discussed during the four-day conference with leading advertising, government and other figures.

Advertising leaders speaking at the conference include Barton A. Cummings, chairman of the executive committee of Compton Advertising, New York, who is chairman of AAF; Joseph E. Lonning, president of Kellogg Co., Battle Creek, Mich., a firm that up to recently has kept a low profile in industry-government affairs; James Badgett, president, Schick Inc., Lancaster, Pa.; Dr. Seymour Banks, Leo Burnett Co., Chicago; Bill Sharpe, Coca-Cola Co., Atlanta, and Robert Tallman Jr., Young & Rubicam International, New York.

Government spokesmen include Rogers C. B. Morton, secretary of the interior; David Dennison Jr., Federal Trade Commission; Senator John Tunney (D-Calif.), just named to the Senate Commerce Com-

## BAR reports television-network sales as of Dec. 24

CBS \$660,252,500 (36.7%), NBC \$585,345,800 (32.6%), ABC \$550,960,600 (30.7%)\*

Day parts	Total minutes week ended Dec. 24	Total dollars week ended Dec. 24	1972 total minutes	1972 total dollars	1971 total dollars
Monday-Friday Sign-on-10 a.m.	83	\$ 513,600	4,037	\$ 24,177,800	\$ 24,036,800
Monday-Friday 10 a.m.-6 p.m.	804	5,881,200	49,473	367,526,600	324,573,900
Saturday-Sunday Sign-on-6 p.m.	211	6,875,500	15,758	221,407,300	178,434,100
Monday-Saturday 6 p.m.-7:30 p.m.	94	2,410,100	4,824	92,712,200	77,648,000
Sunday 6 p.m.-7:30 p.m.	12	223,000	675	15,615,400	19,535,300
Monday-Sunday 7:30 p.m.-11 p.m.	395	22,177,700	20,224	968,799,900	911,693,500
Monday-Sunday 11 p.m.-Sign-off	141	2,247,400	7,739	106,319,700	73,614,600
<b>Total</b>	<b>1,740</b>	<b>\$40,328,500</b>	<b>102,730</b>	<b>\$1,796,558,900</b>	<b>\$1,609,536,200</b>

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

mittee (BROADCASTING, Jan. 8); FCC Commissioner Richard E. Wiley; Gerald Thain, FTC, and Michael Pertschuk, chief counsel, Senate Commerce Committee.

Others: Lee Loevinger, Washington lawyer; Dr. Ari Kiev, Cornell Medical Center, New York; Philip Nelson, State University of New York, Buffalo, and Dr. Ogden Johnson, director of nutrition, Food and Drug Administration. Howard H. Bell, AAF president, will moderate a panel on self-regulation, a program he was instrumental in initiating along with other AAF officials two years ago. On the panel are Kenneth A. Cox, Washington lawyer and former FCC commissioner; Stockton Helffrich, director of the National Association of Broadcasters Code Authority; Neal O'Connor, N. W. Ayer & Son, New York; William Tankersley, executive vice president of the Council of Better Business Bureaus, Washington, and Charles W. Yost, retired ambassador to the United Nations, and who is now chairman of the National Advertising Review Board.

Jonah Gitlitz, executive vice president of AAF, is to present an introduction to "Major Issues Facing Advertising—Federal and State Review."

## Business Briefs

**KLG to handle.** International Council of Ballroom Dancing, New York, has assigned exclusive TV rights for two-day "World Olympiad of Dance" to Kane, Light, Gladney, New York. Competition will be held (and video-taped) in New York next October. KLG is currently negotiating with networks and a "major cosmetics firm" interested in sponsorship.

**Rep appointments.** KRLA(AM) Los Angeles: Buckley Radio Sales, New York ■ WYDE(AM) Birmingham, Ala.: Katz Radio, New York ■ KVVU(TV) Las Vegas/Henderson, Nev.: Adam Young, New York ■ KEZY(AM) Anaheim, Calif.: Avery-Knodel, Los Angeles.

**'Beautiful' sponsor.** The American Gas Association, Arlington, Va., through J. Walter Thompson, New York, will sponsor NBC-TV special *Keep America Beautiful* starring Raymond Burr, on Tuesday, March 27 (8-9 p.m. NYT). This is one of six specials being presented on NBC-TV this season under full sponsorship of AGA.

**Keeps the grapes.** California Table Grape Commission, Fresno, Calif., has reappointed Botsford Ketchum, San Francisco, to handle its national advertising and public-relations program. Agency, which has handled advertising for commission since its formation in April 1968, was selected after review of Botsford and three other agencies.

**More Wold golf.** Robert Wold Co., Los Angeles-based sports specialist which produced radio coverage of U.S. Open, British Open and PGA tournaments last year, is expanding its radio coverage of golf in 1973. Wold is scheduled to pro-

duce total of 25 five- and 10-minute reports from at least 16 professional men's golf tournaments during year. These will be distributed by Mutual Broadcasting System. Additionally, Wold also has acquired from Tournament Players Division of Professional Golf Association exclusive national rights to produce special radio reports of 14 other golf tour events.

**April buy.** Timex Watches, through Warwick & Legler, both New York, will be sole sponsor of musical-variety special starring Ann-Margret, on NBC-TV Wednesday, April 4 (10-11 p.m., NYT).

**Duffers.** Texaco, New York, through Benton & Bowles, New York, and Allstate Insurance Companies, Northbrook, Ill., through Leo Burnett Co., Chicago, will sponsor eight 90-second golf reports broadcast each weekend during each of 39 PGA 1973 tournaments on NBC Radio.

## Top-100 markets increase their share of spot dollar

**Torbet analysis of FCC data shows 81.5% of national-regional billings was there in 1971**

The tendency of national and regional radio advertisers to concentrate their spot dollars in the top markets intensified slightly in 1971, according to an analysis of FCC financial data by Alan Torbet Associates, radio station representative.

The study, based on FCC radio figures released last month (BROADCASTING, Jan. 1), showed that the top-10 markets accounted for 24.3% of total radio billings, but 40.2% of national and regional spot billings; the top 25 had 37.7% of the total but 57.6% of the spot; the top 50 had 49.1% of the total but 71.4% of the spot, and the top 100 claimed 60.5% of the total but 81.5% of the spot. All markets below the top 100—2,161—had 39.5% of the total but 18.5% of the spot.

Alan Torbet, president of the rep firm, said the top-market spot concentrations were only slightly more pronounced than in 1970: the top 10's percentage was up from 39.8% to 40.2%; the top 25's from 57.1% to 57.6% and the top 50's from 70.3% to 71.4%. But he said 1972 sales experience suggested that a bigger shift toward the top markets occurred last year.

The difference between national-re-

## ARB settles hassle over tape service

**Criticized contract with Katz ended, new agreement available to all reps**

The American Research Bureau brought a sticky issue to an apparent end last week by announcing its controversial radio tape-service contract with The Katz Agency had expired and that a new tape-service arrangement would be made available to all station representatives.

Although prices and terms for the new service had not been finally set, ARB officials said the 2½% "marketing commission" that ARB had allowed Katz—a main target of criticism from other reps—was definitely out.

Katz meanwhile announced that it and ARB were preparing a new agreement that would permit Katz to continue using

gional spot billings and total billings is essentially local sales, which account for more than two-thirds of all radio billings, with network sales a relatively minor factor.

Thus the figures showed that while national and regional sales were concentrated in the big markets, local sales were relatively stronger in the smaller ones: in the 2,161 markets below the top 100, for example, 85.4% of their total radio billings derived essentially from local sales. In the 76th through 100th markets, the comparable figure was 75.3%, in the 51st through 75th it was 70%. In the top 10, on the other hand, it was less than half—48.2%—and in the top 25, 52.1%.

National-regional billings as a percentage of total billings within given markets varied widely. Among reported metro areas, the Torbet study found San Francisco-Oakland with the highest national-regional percentage (67.4%) and Ogden, Utah, with the lowest (2.1%).

Markets	% of billings from national-regional sponsors
Top 10	51.8%
Top 25	47.9%
26th to 50th	38.0%
51st to 75th	30.0%
76th to 100th	24.7%
Other 2,161 markets	14.6%

Markets	Total radio billings	% of U.S. total	National-regional billings	% of U.S. total
Top 10	\$ 273,978,131	24.3%	\$142,175,642	40.2%
Top 25	424,984,572	37.7%	203,972,909	57.6%
26th to 50th	128,450,960	11.4%	48,833,313	13.8%
Top 50	553,435,532	49.1%	252,806,222	71.4%
51st to 75th	76,850,258	6.8%	23,085,788	6.5%
Top 75	630,285,790	55.9%	275,892,010	77.9%
76th to 100th	51,795,218	4.6%	12,807,001	3.6%
Top 100	682,081,008	60.5%	288,699,011	81.5%
Other 2,161 radio markets	444,977,114	39.5%	65,158,842	18.5%
Total U.S. radio (2,261 markets)	\$1,127,058,122	100.0%	\$353,858,344	100.0%



Only one nationally available syndicated show in the country gets the big, booming, do-it-yourself market where it lives. It's Wally's Workshop, starring former "What's My Line?" host Wally Bruner.

Every week Wally and his co-star wife Natalie tackle a different do-it-yourself project. Some are easy, some not-so, but all of them are right-on for that vast—and select—group of men and women who want to learn more about how-to around the house.

Wally's Workshop is zipping into its second successful year (proof that trendsetting stations know a good thing when they see one). The new sales opportunities it offers are almost endless—hardware stores, lumber yards, building supply dealers, garden supply centers, any and every account that's do-it-yourself oriented.

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the tapes—computerized version of the audience research reports ARB provides on some U.S. markets—in further developing Katz's computerized radio-research system. ARB officials said the new Katz agreement would be on the same terms and conditions to be offered all reps.

Officials of Avery-Knodel, who had led the criticism of the ARB-Katz contract on grounds that it was not available to all reps ("Closed Circuit," Jan. 1), said when advised of last week's development that they were satisfied. "All we wanted was equal access with Katz," said Bill Abbott, radio vice president. Whether Avery-Knodel will subscribe to the new service will depend on the terms and prices at which it is offered, he said.

ARB officials insisted all along that they had offered other reps deals like the one they had with Katz, but got no takers.

## Up to speed

The American Research Bureau, which in the past has often been criticized for tardiness in delivering its local-market TV and radio audience reports, said last week it set a new speed record with its November 1972 TV sweeps—and beat rival A. C. Nielsen Co. to boot. ARB officials said it surveyed 213 TV markets Nov. 1-21 and delivered all 213 reports within 38 days, a week less than it took a year ago and six days less than it took Nielsen this time. Moreover, they said, ARB at the same time was conducting a 60-market radio survey with two overlapping survey weeks, and delivered those reports, too, within 43 days, a week ahead of the announced delivery date.

For their part, Nielsen officials disputed ARB's implications about their performance. They said they surveyed 221 TV markets—more than ARB did—and delivered reports on 220 in 38 days, the same time ARB took, with only their Duluth, Minn., report taking 44 days. That one, they said, was hung up by problems involving Canadian audiences.

## The singers and the song

What do Peggy Lee, Roberta Flack, B. J. Thomas, the Mills brothers, Max Morath, Sammi Smith and O. C. Smith have in common? Each has recorded a 60-second version of the song "Call Me" for AT&T's Long Lines Division, New York. The soft-sell radio campaign is scheduled to brighten the airwaves the end of this month. The format has each performer sing the song straight through the first 45 seconds, then identify himself and comment, "Calling long-distance is the next best thing to being there," then finish the song. N. W. Ayer & Son, New York, created the campaign, produced by David Lucas Associates in Nashville, Los Angeles and New York studios. A 60-second TV commercial will also have the "Call Me" music but will not use any name performers on or off camera.

## FCC stands pat on crossownership

**Commission still convinced goals of rule are valid, but grants two-year extension of deadline to '75 and invites requests for waivers**

The FCC has rejected petitions that it reconsider its Feb. 16, 1972, order banning crossownership of television stations and cable-television systems in the same market, and of TV networks and cable anywhere. But it invited licensees affected by the rule to seek a waiver, and it extended the deadline for breaking up the banned crossownerships to Aug. 10, 1975, two years beyond the original date.

The commission said it was persuaded the original goals set for the rule—"increased competition in the economic marketplace" and "increased competition in the marketplace of ideas"—were still valid. And, it said, it did not choose to wait until cable television had reached its maturity before acting to achieve those goals.

The commission was split on the issue. The final vote was 4-to-3, but only Chairman Dean Burch and Commissioner H. Rex Lee voted for the order as it stood; Commissioners Charlotte Reid and Richard E. Wiley concurred. Commissioners Robert E. Lee, Nicholas Johnson and Benjamin L. Hooks dissented.

The commission rejected arguments of those seeking reconsideration that the rule would hinder cable's growth. It said that cable is more likely to grow if not under common ownership with co-located television stations and that it had not been demonstrated that the unavailability of financial investment by such stations would retard cable's growth.

The commission specifically rejected

pleas that it exempt UHF stations and educational outlets from the rule. It also dismissed the argument it lacked the jurisdiction to adopt the rule. The commission contends that since it has authority to consider ownership of other communications media in licensing television and radio stations, it has the same authority in connection with CATV. Cable systems, it notes, are engaged in activity incidental to communication by radio, which is subject to commission jurisdiction.

The commission's invitation to licensees that would benefit from grandfathering to seek waivers indicated that the commission would be sympathetic to such requests. It noted that the CATV rules adopted last year require cable systems by March 31, 1977, to maintain access channels for the public, for education and for local government, and to expand their facilities to meet demand for leased-access nonbroadcast channels. Accordingly, the commission said, there may be situations where a waiver of the mandatory-divestiture requirement might be considered.

The commission asked that waiver requests be filed within 120 days, and said it would carefully review them to pick out those that would serve the aims of the diversification-of-ownership rule and avoid unnecessary hardship. It also said that when a waiver is granted, the petitioner's interest in the affected properties could not be transferred to a new joint owner without commission approval.

## Six new faces on House Commerce

New members for the majority and minority sides of the House Commerce Committee were selected last week.

The new Democrat is freshman Congressman John Breckinridge (Ky.). Losses on the Democratic side are Robert



**Re-regulation plans.** Meeting in Washington to discuss national "Radio Re-Regulation Day," Feb. 22, sponsored by the National Association of FM Broadcasters, are (from left): Harold Kassens, assistant chief, Broadcast Bureau; Abe Voron, executive director, NAFMB; John L. Richer, president of NAFMB, and FCC Commissioner Richard E. Wiley. The meetings will be held at central cities in each state under the auspices of NAFMB state directors to discuss areas where revisions can be made in FCC regulations. Mr. Voron said that members of the FCC task force on re-regulation will attend the meeting, and that it is open to both AM and FM broadcasters whether or not they are members of the association. West Coast broadcasters will meet in San Francisco on that day on a regional basis (for California, Washington, Oregon, and other nearby states).

Tiernan (R.I.), who is moving to the Appropriations Committee, and Ray Blanton (Tenn.), who ran unsuccessfully for a Senate seat.

On the Republican side the new members are John Heinz (Pa.), Barry Goldwater Jr. (Calif.), Norman Lent (N.Y.) and freshmen Samuel Young (Ill.) and William Hudnut III (Ind.). Republican losses are William Springer (Ill.), Hastings Keith (Mass.), Fletcher Thompson (Ga.) and John Schmitz (Calif.).

There are 24 Democrats and 19 Republicans on the committee in the 93d Congress. There were 25 Democrats and 18 Republicans in the 92d Congress. The make-up of the committee is subject to later ratification by the House.

## Macdonald takes a poke at OTP, urges broadcasters to fight for rights

House Communications Subcommittee Chairman Torbert H. Macdonald (D-Mass.) last week told broadcasters to put up a strong defense against what he said were attempts by the Nixon administration to control news programming ("Closed Circuit," Jan. 15). He also warned the Office of Telecommunications Policy that it is out of bounds in running the offensive on license renewals for the executive branch.

In a strongly worded speech delivered last Friday (Jan. 17) to the annual meeting of the California Broadcasters Association in Palm Springs, Mr. Macdonald accused the administration of having "Nixon network neurosis." Mr. Macdonald said OTP Director Clay T. Whitehead is the most frequent spokesman on the theme of "stop the criticism or we'll stop you." The latest example of that tactic, he said, was Mr. Whitehead's speech in which, according to Mr. Macdonald, he threatened stations with losing their licenses if they failed to correct alleged network news bias, which he called "elitist gossip" and "ideological plugola."

Mr. Macdonald said OTP's actions were "a striking example" of the erosion of powers delegated to Congress by the Constitution. He cited Mr. Whitehead's admission—to the *New York Times* two weeks ago—that the license-renewal proposals would take power away from the FCC—as an example of the executive branch's intrusion into the FCC's authority.

OTP was created to work with Congress and the FCC, Mr. Macdonald said, and it is regrettable that the administration's definition of OTP's role "takes the form of dispatching Mr. Whitehead around the country making surprise speeches that have only one purpose—to control what goes on on the nation's TV screens, so that it will conform to the wishes of the Chief Executive."

The congressman renewed his pledge to hold "long, thorough" license-renewal hearings early this year, with special

Introducing . . . Ten more license-renewal bills, identical to legislation backed by the National Association of Broadcasters, have been introduced in the House. They are: H.R. 1737 by Thomas Downing (D-Va.), H.R. 1864 by Paul Rogers (D-Fla.), H.R. 1895 by John Taylor (R-Pa.), H.R. 1923 by Olin Teague (D-Tex.), H.R. 1938 by Jim Wright (D-Tex.), H.R. 2001 by James Collins (R-Tex.), H.R. 2010 by Edwin Forsythe (R-N.J.), H.R. 2030 by Abraham Kazen Jr. (D-Tex.), H.R. 2100 by Claude Pepper (D-Fla.) and H.R. 2186 by Joe Waggoner Jr. (D-La.).

Additional newsmen's-privilege bills that have been offered in the House include: H.R.'s 1818 and 1819 by Wilbur Mills (D-Ark.), H.R. 1985 by Alphonzo Bell (R-Calif.), H.R. 2002 by George Danielson (D-Calif.), H.R. 2015 by Elwood Hillis (R-Ind.), H.R. 2101 by Claude Pepper (D-Fla.), H.R. 2187 by Jerome Waldie (D-Calif.), H.R. 2200 by Charles Wilson (D-Calif.) and H.R. 2230 by Representative Charles Whalen Jr. (R-Ohio).

Other broadcast-related legislation introduced in Congress: H.R. 1747 by Dante Fascell and 16 co-sponsors to require that meetings of government agencies and congressional committees be open to the media and the public; H. Con. Res. 62 by Henry Helstoski (D-N.J.) and H. Con. Res. 72 by Melvin Price (D-Ill.), expressing the opposition of Congress to films and broadcasts that defame or stereotype ethnic, racial and religious groups; H.R. 2239 by Representative Les Aspin (D-Wis.) to prohibit presentation of any major sporting event on closed-circuit TV. In addition, Senator Harrison Williams (D-N.J.) plans to offer a bill this week to allow the broadcast of information concerning state-run lotteries.

attention to be given to radio. But he warned: "If the hearings and the subsequent legislative history of a license-renewal bill indicate that broadcasters are willing to give away their news independence in order to please the government, I predict there will be little sympathy in my committee for your case."

For OTP there was this message from Mr. Macdonald: "Stick to your congressional-granted authority, and stop trying to force-feed the American people."

### Schneider says Whitehead speech was mixture of the good and bad; Klein takes an arms-length approach; elsewhere on the Hill, Van Deerlin, Pastore and Cranston take dim view of the carrot-and-stick approach

John A. Schneider, president of CBS/Broadcast Group, has advised CBS's TV and radio affiliates that White House aide Clay T. Whitehead's "rhetoric" in announcing the administration's license-renewal bill (BROADCASTING, Jan. 1, et seq.) should be divorced from the bill itself. Subject to certain "modifications," he said, the bill "would appear to be very much in the public interest as well as that of broadcast licensees."

Among the "modifications" he suggested was inclusion of a provision incorporating an earlier Whitehead suggestion that the FCC be empowered to suspend the fairness doctrine—on an experimental basis—in cities having at least 25 radio licensees. He also hoped the bill would not be interpreted to mean that fairness-doctrine complainants could save up their complaints until the end of a license term so as to use them in a license-renewal proceeding.

As for the Whitehead speech "rhetoric"—which criticized network news particularly—Mr. Schneider called it "unwarranted" and some of its implications deplorable. Even a member of the White House team—Herbert G. Klein, director of communications for the executive branch—is uncomfortable with some of the rhetoric. He told reporters last week that, although he believes there is an "imbalance" in TV news commentary, the Whitehead speech contained some

phrases "I don't want to associate myself with." He did not elaborate. But he did say he favors the proposed license-renewal bill. Mr. Klein began disassociating himself from these uncited phrases earlier, in his appearance on *Meet the Press*, on Jan. 7.

And on Capitol Hill, Representative Lionel Van Deerlin (D-Calif.) called the administration's renewal bill a "carrot-and-stick" attempt to persuade local broadcasters to downgrade network newscasts.

Speaking at a journalism seminar at California State College in San Diego, Mr. Van Deerlin, a member of the House Communications Subcommittee, said that "the promise of easier license renewals for compliant stations turns out to be a very small carrot" because under existing FCC rules "a station must be almost felonious to lose its license." In the past 24 years, he noted, over 37,000 license renewals have been approved, while only 72 licenses have been revoked or denied renewal.

Licensing procedures should be tightened, he said, "but not at the expense of First Amendment free speech guarantees."

Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee is also opposed to the administration's renewal proposal, a spokesman said last week. He said the Senate Democratic Policy Committee, of which Senator Pastore is a member, has requested the senator to examine the administration's proposal. Senator Pastore is opposed to legislation holding TV and radio stations responsible for network news content, the spokesman said.

In his speech to the California Broadcasters last Thursday (Jan. 18), Senator Alan Cranston (D-Calif.) focused most of his remarks on the need for a statutory newsmen's privilege. But he also had sharp words for OTP.

Vowing to "fight any legislative effort by the White House to muzzle television news and commentary," Senator Cranston accused Mr. Whitehead of "threatening to use the First Amendment to institute government control over network newscasts."



## Hooks suggests radio-TV speak up while it can

Commissioner also gives his opinions on current problems of broadcasters

FCC Commissioner Benjamin Hooks advised broadcasters last week to "get up off your tails and fight back if you think you're being mistreated."

"You have the most powerful means of communications in the world and yet you sit there crying that nobody understands you," he said.

The FCC's first black commissioner offered this assessment and advice in a wide-ranging speech Tuesday (Jan. 16) before the New York Market Radio Broadcasters Association, which rewarded him with an ovation at the end.

Mr. Hooks let it be known he would oppose limitations on citizen participation in the administration's new license-renewal bill. "It was not till 1966 that we had a chance to talk back, and now they're going to take it away again," he said.

He cited predictions that cable TV may supplant the present communications system and told broadcasters that, if that is correct, they'd better let the public know about it. He said he was not anti-CATV but felt that free broadcasting performs a service and people ought to be alerted if they're in danger of having

it replaced by something they must pay for.

He also touched on radio re-regulation, the difficulty of devising rules that would officially show how radio stations might operate without meeting the total needs of their communities, and the importance of stations taking public positions on issues.

## KDUB-TV cleared in payoff inquiry

FCC judge says Green was naive in dealing with ABC executives, but suggests no sanctions

An FCC administrative law judge has absolved KDUB-TV Dubuque, Iowa, of wrongdoing in connection with alleged payoffs to ABC employees in return for network affiliation. In an initial decision released last week, Judge Frederick W. Denniston found that Gerald Green, president of KDUB-TV licensee Dubuque Communications Corp., had demonstrated "gullibility, naivete and incompetence in a field in which he was inexperienced" but recommended that the station's application for an initial FCC license be granted without sanctions.

Judge Denniston's ruling is the first to come out of an FCC inquiry initiated in March 1970 on the question of whether

certain licensees had given illegal payments to network employees to insure an affiliation. The inquiry stemmed from the disclosure that ABC had accused Thomas G. Sullivan, then an ABC regional station-relations manager, of receiving a payoff in connection with the affiliation of WKTR-TV Dayton, Ohio.

KDUB-TV's license application was designated for hearing in November 1971 to resolve questions of the legality of two payments—in the amounts of \$5,000 and \$14,000—made by Mr. Green to Mr. Sullivan. The commission's Broadcast Bureau had contended that Mr. Green had willfully participated in a bribery conspiracy to obtain an ABC-TV affiliation. Mr. Green, in turn, claimed that he had been "duped by a confidence man" (i.e. Mr. Sullivan) into making the payments.

In his decision, Judge Denniston reported that the first payment—of \$5,000—was made by Mr. Green to cover a "market survey" allegedly conducted by Mr. Sullivan at the recommendation of former ABC Director of Station Relations Carmine Patti (who has since been implicated in the general inquiry). The second payment, Judge Denniston said, was represented to have covered an initial two months of AT&T line charges for the ch. 40 outlet.

Judge Denniston said that while Mr. Green was "naive and unbusinessman-like" in making the two payments without having first procured a written agreement, he had been justified in anticipating that his dealings with Messrs. Sullivan and Patti represented "the full authority and prestige of a large New York corporation occupying an important position in the broadcasting field." He said there is no evidence that Mr. Green willfully concealed information about the case, nor is there any indication that Mr. Green's conduct adversely affected his firm's qualifications to be a licensee.

## Changing Hands

### Announced

■ WTRX(AM) Flint, Mich.: Sold by Robert Eastman Co. to Mid-America Media Inc. for an estimated \$900,000. The Eastman firm is a New York station rep. Mid-America, whose principal owner and president is Burrell L. Small, owns WKAN(AM) Kankakee, WIRL(AM) Peoria and WQUA(AM) Moline, all Illinois, WIRE(AM) Indianapolis and KIOA(AM) Des Moines, Iowa. WTRX operates full time on 1330 khz with 5 kw day and 1 kw night.

■ WJEF(AM) Grand Rapids, Mich.: Sold by Fetzter Broadcasting Co. to Northeastern Indiana Radio Inc., owner of WMEE(AM)-WMEF(FM) Fort Wayne, Ind., for \$515,000. Fetzter, owned principally by veteran broadcaster John E. Fetzter (who also owns Detroit Tigers baseball team), retains WJFM(FM) Grand Rapids and its 11 other radio and television stations in Michigan, Nebraska and Iowa. Northeastern is owned by John F. Dille Jr. and family. Mr. Dille is also majority owner of *Elkhart* (Ind.) *Truth*, WSJV-TV Elkhart-South



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73-7

Bend, and WTRC(AM)-WFIM(FM) Elkhart. WJEF operates on 1230 khz with 1 kw day and 250 w night.

▪ KMOD(FM) Tulsa, Okla.: Sold by Turnpike Broadcasting Co. to Tracy-Locke Inc. for \$85,000. Tracy-Locke, a diversified communications firm based in Dallas, also owns KCNW(AM) Tulsa and KJIM(AM) Fort Worth. Morris L. Hite is chairman and president of the publicly owned firm. KMOD operates on 97.5 mhz with 50 kw and an antenna 380 feet above average terrain.

## NRB meets in D.C. next week

More than 1,000 delegates are expected to attend the 30th annual convention of National Religious Broadcasters Jan. 28-31 in Washington at the Washington Hilton hotel.

Featured speakers will include FCC Chairman Dean Burch and Commissioner Benjamin Hooks; National Association of Broadcasters President Vincent Wasilewski; David Foster, president of the National Cable Television Association, and the Rev. Billy Graham.

Seminars and workshops will cover such key issues as pending copyright legislation, radio deregulation and license-renewal policies.

Advance registration fee is \$40 for NRB members and \$55 for nonmembers. Inquiries should be made to Dr. Ben Armstrong, NRB executive director, Box 512, Madison, N.J. 07940.

## WPIX wrap-up nearer

The record in the FCC comparative hearing involving challenge to the license renewal of WPIX(TV) New York has been closed, some two and one-half years after the case was designated for hearing. FCC Administrative Law Judge James Tierney has ordered the record closed following testimony of Lawrence Grossman, president of the challenging group, Forum Communications Inc., on aspects of Forum's ascertainment of community needs. Judge Tierney set May 11 for the submission of proposed findings and June 11 for the filing of reply findings by competing applicants and by the FCC's Broadcast Bureau.

**AMST dates.** The annual membership meeting of the Association of Maximum Service Telecasters is scheduled for March 25 at the Shoreham hotel, Washington. The meeting, normally held during the annual convention of the National Association of Broadcasters (this year March 25-28 in Washington), takes place during the first day of the NAB meeting. New directors of AMST will be chosen at that meeting. A special meeting of the AMST board has been called for March 24, and a regular board meeting, for March 25 after the membership meeting, both also at the Shoreham hotel in Washington. At the second meeting, officers and the executive committee will be elected.

## Programming

# FCC to study new pay systems and their impact

**Main question to be answered: must cable systems and on-air TV be given regulatory protection?**

The FCC has initiated a wide-ranging inquiry designed to help it keep regulatory pace with new ways of distributing program material by wire or air for a fee.

The proceeding, announced last week, was precipitated principally by the move of Columbia Pictures and a subsidiary, Trans-World Communications, into the business of transmitting motion pictures to hotel rooms in five major cities, including New York.

And the basic question to be explored is whether television broadcasting and cable television require protection against the competitive impact of the new technologies that transmit motion pictures to hotels, and whether steps should be taken to prevent the "siphoning" of program material from those media.

The commission asked for comment on whether it should limit the nature of material transmitted to hotel television re-

ceivers by common-carrier wire or radio, noncommon-carrier wire or radio, or laser techniques in order to protect the older services.

It also said the inquiry may go beyond the hotel-motel issue and explore the problem as it relates to apartment buildings and similar locations that are predominantly nontransient, and even private homes. And it asked for information on the nature of existing and potential transmission methods and the impact they might have on other services. The commission has already obtained comments on the competitive aspects of one of the new services—Multipoint Distribution Service, which employs omnidirectional microwave—and will incorporate them in the new inquiry.

The inquiry seeks comment on whether free or limited competition is more in the public interest, and if restrictions are desirable what they should be; whether restrictions should apply to transmissions sent to any television receivers, even if the transmissions are limited to hotels serving transients; whether existing restrictions on pay cable and subscription television should be relaxed; whether the new forms of transmission should be required to provide the other services required of cable television, and if so, whether the definition of a cable system should be expanded to include hotel or apartment-building systems.

The irony of the inquiry is that many

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broadcasters have long contended that broadcasting is not yet fully protected against siphoning by pay-cable operations. The commission has adopted pay-cable rules, but is now reviewing them in light of complaints they had been improperly adopted. Officials say the matter is expected to reach the commission's agenda "soon"—within a month.

The commission is not holding up service by the new systems while the inquiry proceeds; it declined to act on Sterling Manhattan Cable Television Inc.'s complaint against New York Telephone Co. for furnishing closed-circuit video service to Trans-World for transmitting motion pictures to New York hotels. The movies are relayed to hotel rooms where guests can pay a separate fee to view them on conventional sets.

And the commission authorized Columbia Pictures to use Business Radio Service microwave facilities to distribute films to hotels in Boston, Las Vegas, Dallas and New Orleans. Columbia will transmit films on two microwave channels for viewing by hotel guests at rates it establishes, and, on a third, information about the films. Columbia's additional request for permission to use two other channels for coverage of hotel events and for transmitting paid advertising was denied as being inconsistent with the purposes of the Business Radio Service.

During the pendency of the inquiry, the commission will waive the so-called two-to-10-year film rule for cable-television systems which are competing with other transmission systems for rights to distribute motion pictures to hotels and motels ("Closed Circuit," Jan. 8). The commission said the cable systems should be permitted to compete on an equal footing. The rule prohibits cable systems from distributing for pay feature films that have been in general release for more than two years; films more than 10 years old may be cablecast during one week of each month of the calendar year.

In denying Sterling's complaint, the commission said Sterling had not made its case that the commission has jurisdiction over the Telco service provided Trans-World. The commission also said that Sterling's contention that the Trans-World operations would have an adverse impact on television viewing in New York was "speculative." However, the commission said that if Trans-World develops plans drastically different from those involved in the inquiry, the FCC would take appropriate action. The commission said it would be concerned if Trans-World were to propose service to residential apartments rather than hotels, or to transmit program material other than feature films.

The commission's grant to Columbia was conditioned on the outcome of the inquiry. And in the proceeding, the commission will conduct a broad review of the questions raised by Columbia's proposal. Should those Business Radio facilities be used for a subscription service and if so should restrictions be imposed? The commission also asked what the relationship of that service should be to cable television.

The commission, which acted unani-

mously, rejected a request by ABC and the Illinois Commerce Commission that it consolidate into one proceeding various rulemakings dealing with programs-for-a-fee and a number of applications raising that question. It said the competitive-impact question would be treated as an issue in the inquiry. But it said that to consolidate all of the proceedings would cause unnecessary delay.

Comments in the inquiry are due May 21, replies on July 23.

## Sharp divisions seen on proposal to kill or change TV access rule

**ABC, independents, small producers urge retention of network limits in prime time, but majors, CBS, NBC say rule fails in avowed purposes**

The FCC's prime-time access rule, now under review after little more than a year in operation, has split the broadcasting and program-production industries like few FCC-related issues in recent years.

CBS, NBC, most major production companies and a number of licensees urged the FCC last week to write the rule off as a failure. ABC, smaller production companies and a number of licensees said that the rule is succeeding in the goals set for it and that, at a minimum, has earned the right to a longer trial.

Indeed, one of the most striking features of the comments filed last week in the commission's inquiry into the impact the rule has had and whether any changes in it should be made—whether the rule should be rescinded—was the intense loyalty some parties have developed for prime-time access.

Independent producers who organized themselves into the National Association of Independent Producers for the sole purpose of supporting the rule, filed a 191-page pleading urging its retention "as the most positive contribution to affording true diversity to the American television viewer and the prospect of a healthy, competitive program production industry."

The recently organized Association of Independent Television Stations Inc. (INTV), composed of 44 VHF and UHF stations that lack network affiliations, also filed a hefty pleading in support of the rule. INTV said the rule is working and should be given a chance to prove further its effectiveness in promoting diversity in sources and types of television programs.

The rule, which became effective in October 1971, bars stations in the top-50 markets from taking more than three hours of network programming in prime time. Last fall the rule became fully effective, when off-network programming was banned from the cleared time.

The purpose of the rule—the product of a proceeding dating back more than a decade—is to increase diversity in programming, to spur the television-production business and to increase the supply of

programming for stations. Two weeks ago, FCC Chairman Dean Burch, who had opposed the rule's adoption, cited data developed by his staff to support the conclusion that the rule had failed in all three respects. The same conclusion was supported by statistics compiled for four major production companies—Warner Brothers Television, MCA Inc., Screen Gems and Paramount Pictures Corp.—and filed with the commission (BROADCASTING, Jan. 15).

NBC, which has petitioned the FCC to repeal the rule, and CBS made the same arguments in the comments they filed last week. NBC also said the rule has "deprived the [production] industry of \$60 million each year that networks typically would have spent for programs for the affected time periods" and has substituted first-run syndicated programming with much lower production expenditures.

CBS attacked the rule as an "unprecedented and unwise interference with the freedom of television licensees to choose programs from all sources on their merits."

It also noted that syndicated programming has been given a start in the market "due to its protected position" and should be allowed to stand or fall on its competitive merits.

ABC, which has always supported the rule, said that "only the most tentative judgments about the prime-time access rule in operation are possible because it has been fully effective for such a short time." It said a test for at least two more years—"without the chilling effect upon independent producers of threatened repeal"—should provide reliable answers. But it also said the rule appears to be functioning effectively—less network influence over prime-time schedules, greater diversity of program sources and, probably, of programming, in access time, and enhanced competitive opportunities for program producers. Westinghouse Broadcasting Co., which had originally suggested the prime-time-access rule to the commission, saw the same positive benefits.

ABC also said the rule has improved competition among the networks—and cited its own experience. It noted that between 1963 and 1971, the network had lost more than \$100 million; but in 1972, the first year of the prime-time-access rule, it produced a profit, despite the loss of cigarette ad revenue. ABC said various factors were involved, but that the shorter evening schedule had been helpful, since it resulted in better clearances for network programs.

MCA, in the comments it filed last week, provided data helping explain the successful year all three networks have had. It said that in the two seasons since the rule was adopted, there has been a rise in the average charge per commercial minute from \$50,200 to \$59,000. MCA cited the figures to support its claim that, rather than loosening the reins of network power, the rule has strengthened network control of prime-time programming. It said network charges to advertisers provide a "barometer" of such power.

ABC, the independent producers association and INTV supported their contentions with statistics that countered



those filed by opponents of the rule. For instance, the producers said that diversity of sources was evident in the fact that, in the rule's first season, 70 different programs from over 40 different sources were used to replace 21 network programs offered before the rule was adopted.

And while many of the rule's opponents contend that the access time is being filled with cheap programming—game shows or audience-participation programs—ABC and INTV submitted data indicating that there was more of different kinds of syndicated programming—adventure, drama, entertainment and the like—available after the rule was adopted than before. INTV said Broadcast Information Bureau Inc. information shows a large increase in the number of pilots of projected syndicated series.

To INTV, the rule has benefits going beyond those the commission said it was seeking in adopting it. "The rule has the ancillary public-interest value of enhancing the ability of independent television stations to compete with network affiliates for large audiences and in turn to increase the demand still more for new and expensive program product."

One point hit hard by many of those urging retention of the rule was that the commission has not yet given it a fair test. Metromedia Inc., licensee of one network affiliated station and five independents, hit the point harder than most, contending that "uncertainty" regarding the future of the rule, "carefully orchestrated by elements of the industry and the government," has retarded development of new program sources.

And NAIP, while also expressing concern about the impact on the public, said that if the rule is repealed or weakened, its members will suffer economic injury as a result of their reliance on the commission's adoption of the rule. It said that independent producers are tooling up for expansion and that many who previously acted only as network producers are entering syndication.

Among the broadcasters opposing the rule was Corinthian Broadcasting Co. It said the rule has placed the commission "in the impossible if not the unlawful position of acting as monitor of the content of prime-time programming, even to the point of approving or disapproving individual programs based on commission judgment as to the worth of their content."

Apart from urging repeal or retention of the rule, the parties urged conflicting positions on the commission regarding possible modifications. Generally, those seeking to retain the rule opposed any substantial change as well. ABC would not oppose adoption of a so-called 21-hour rule to allow the stations more flexibility in scheduling their network programs over a week's time, so long as it was circumscribed by a limit of three and a half hours per night two nights per week. ABC would also approve of a codification and amplification of existing waiver policy regarding early-evening network news (when preceded by comparable amount of local news), all public-affairs programs and one-time-only news programs.

However, Metromedia said proposals like the 21-hour rule are advanced by

those who "disembowel" the rule and should be rejected.

And NAIP would endorse an exemption for on the spot coverage of news events but not for news and public-affairs documentaries—they do not have to be cleared in access time.

A number of the rule's opponents said that if the commission does not repeal the measure, it should at least modify it to the extent of permitting stations to carry off-network programming and feature films (now banned if they have been shown in the market in the preceding two years) in the cleared time. (However, NBC said it opposes any change in the two-year "clearance" period for feature films since stations "have become accustomed" to the provisions and may well have made purchases accordingly.)

Among the matters on which the commission sought comment was MCA's proposal to permit stations to carry off-network series in access time so long as 25% of the material was new.

MCA itself shied away from the proposal; it said that if the commission does not repeal the rule—MCA's first choice—it should at least delete the off-network program ban entirely. That would provide the relief MCA had originally sought, and more.

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## ABC won't support waiver with strings for prime-time children's program

**FCC told that workshop's plan for commercial show involves too much advertising restriction**

ABC has disclosed that it was the network the Children's Television Workshop had in mind when CTW asked the FCC for a waiver of the prime-time access rule in connection with a weekly half-hour program with a "family orientation" the workshop hopes to produce.

But, ABC also told the FCC last week, it seriously doubts whether it could justify the substantial costs involved if CTW—which is the producer of public broadcasting's widely heralded *Sesame Street* and *Electric Co.* and which would be making its first venture into commercial television—imposed the kind of restrictions on commercials it had told the commission it would. ABC said it has made no commitment regarding the program.

CBS said the FCC should issue no waiver because of program character.

CTW had said there would be no commercial interruptions in the programs, that commercials would be clustered at the beginning and end of programs. What's more, the spots would not attempt to sell products to children; they would be institutional in nature (BROADCASTING, Dec. 4, 1972).

Even without those restrictions, ABC said, it was not sure it could carry the program on anything even approaching a break-even basis. CTW estimates that it will cost \$3 million to produce 26 weekly episodes of the program, which would be

aimed at children between the ages of 6 and 12. The plan envisages a rerun of the series.

ABC, which along with the other networks had denied being involved in the CTW project when it was originally disclosed, made its comments in a pleading filed in response to CTW's petition for waiver. ABC said that if the waiver is granted, it should not be conditioned on the sponsorship restrictions CTW described. "CTW's plans for sponsorship," ABC said, "may prove to be unrealistic."

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## AFTRA negotiators reach accord with ABC, CBS

**One-year extension must be ratified; NBC not accepting; MBS talks due**

Negotiators for ABC and CBS have reached an agreement with the American Federation of Television and Radio Artists on a proposal that would extend the old contract for one year to Nov. 16, 1973, and call for moderate increases in fees and salaries, plus fringe benefits.

The eastern section of the union's board has accepted a recommendation of union negotiators headed by Sanford Wolff, national executive secretary of AFTRA, at a meeting in New York Jan. 11. The proposal will be placed before the boards of the western and midwestern sections shortly. NBC has not accepted the arrangement and the eastern section voted to call a work stoppage at that network if no agreement is reached.

AFTRA's eastern board also voted to accept the union negotiators' proposal on agreements with advertisers and agencies covering taped and filmed commercials (previously approved by Screen Actors Guild) and radio transcriptions.

The negotiations with TV-radio networks covered their performers and newsmen as well as personnel at the owned stations. Separate talks will be held with Mutual.

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## NBC gets a leg up on the new season

**Network is 'previewing' this spring pilot projects for next season**

NBC-TV said last week that it plans to broadcast at least 16 pilot episodes, or about half of its program-development projects for the 1973-74 season, over a 10-week period. The first such presentation, *Hernandez*, starring Henry Darrow as a Houston police detective, was telecast last Tuesday (Jan. 16) at 9-10 p.m.

Other dates, time periods and pilot episodes. Feb. 8, 10-11, *NBC Follies*; Feb. 12, 9-11, *Tenafly* and *Lady Luck*; Feb. 14, 8:30-10, *Poor Devil*; Feb. 21, 8:30-10, *The Norliss Tapes*; Feb. 26, 9-11, *The Stranger*; March 3, 9-11, *Key West*; March 13, 9-11, *Police Story*; March 14, 8:30-10, *Mr. Inside/Mr. Outside*; March 17, 8-11, double-feature movie: *Chase* and *Partners*; March 24, 8-11, double feature with *The Magician*



**Sneak Peek.** NBC-TV pilot preview episode, *Poor Devil*, to be aired Feb. 14, 8:30-10 p.m. NYT, stars Sammy Davis Jr. (l) as an inept devil trying to persuade an overworked accountant (portrayed by Jack Klugman) to sell his soul.

and *Jarrett*; March 31, 8-11, double feature with *Hitched* and *Savage*.

NBC-TV's president, Don Durgin, said additional programs would be scheduled at later dates as production of other pilot shows is completed. The 30 projects in development for NBC were reported last month (BROADCASTING, Dec. 18, 1972).

Mr. Durgin said that NBC had not in the past shown pilots on the air on this scale, though the concept was not an "entirely new one" for the network. He said that an evaluation of such factors as viewer reaction, on-air research and critical response would assist the network in making scheduling decisions.

### Program Briefs

**Clemente appeals.** Broadcasters are helping to set up fund in memory of Pittsburgh Pirates' Roberto Clemente, who died in crash of mercy plane being sent to Nicaragua. KDKA-TV Pittsburgh has dubbed and sent to all TV stations 30-second public-service spots recorded at KDKA-TV and WHIC-TV, also Pittsburgh, by Pirates players. WTAE-TV Pittsburgh has also done spots. Spots urge contributions to help Managua earthquake victims and to build youth sports complex in Puerto Rico. TV material has been sent to Baseball Players Association, to enable other major-league teams to record spots, and to stations in Puerto Rico. In addition, special 30-second spot was broadcast on NBC-TV during Jan. 14 Super Bowl game by cooperation of the National Football League.

**British still coming.** NBC-TV has acquired American television rights to *The Zoo Gang*—a group of six one-hour dramatic programs to be telecast during the 1973-74 season—from Independent Television Corp., New York, U.S. distributor for Associated Television Corp., London, which is producing the programs. The mini-series is based on Paul Gallico's novel of a small group of former World War II underground fighters who reunite 25 years later to combat a criminal plot.

## TVN: a new name and new supplier of television news

**With John Gilbert and Bob Pauley as its chief executives, service will operate domestic bureaus and use Visnews for overseas film**

Formation of a new news-film service to supply national and international news coverage to television stations is being announced today (Jan. 22) by John O. Gilbert, veteran broadcast executive who is president of the company, TVN, Inc.

He said TVN, shooting for a spring start date, hopefully in April, will have fully staffed domestic bureaus in New York, Washington, Chicago and Los Angeles, and later elsewhere, and has an arrangement with Visnews Inc., the London-based cooperative, to provide its international news coverage.

The plan is to feed 12 to 15 top news stories in color, totaling about 30 minutes a day, by leased lines to client stations for inclusion in local newscasts at the stations' discretion. Each client station will be charged its published one-hour rate for a week's service, which as currently contemplated will be Monday through Friday but may be expanded if clients want more.

TVN will have the leased lines one hour a day and may use the remaining time for additional services such as weekly wrap-ups, "balances of commentary" or other material, although Mr. Gilbert said this has not been decided. TVN will not sell advertising.

Richard Graf, formerly director of news-program services for NBC News and in charge of its daily 30-minute electronic newsfeed to some 125 affiliated stations, is TVN vice president and news director. Robert R. Pauley, former presi-

dent of the ABC and Mutual radio networks, is chairman of TVN. He is currently and will continue to be a vice president of E. F. Hutton & Co., investment firm, which is also the investment banker of record for TVN.

Mr. Gilbert, a former affiliate-relations vice president of ABC-TV, more recently executive vice president of Pacific & Southern Broadcasting, said TVN's most obvious initial market will be independent stations, both VHF and UHF, but that it also hopes to be a second source of news for network affiliates and become a prime source for cable systems as CATV develops.

He and other officials emphasized that TVN's news will be free of editorializing, commentary—and even anchormen.

Mr. Graf, who has been managing editor of noncommercial WNET-TV New York's *51st State* series since he left NBC News, said: "The central philosophy behind our product is to give local broadcasters all sides to any controversial question. Thus local news directors will have a broad scope of material to choose from and can exercise effective control over their news programs."

Ownership of TVN is shared by Adolph Coors Co., Golden, Colo.—a diversified corporation.

Ronald Waldman, managing director of Visnews, is on the TVN board. Visnews is a nonprofit trust owned jointly by BBC, Reuters, the Australian Broadcasting Commission, the Canadian Broadcasting Corp. and the New Zealand Broadcasting Corp. It is billed as the largest TV news-film service and, TVN officials stressed, is renowned for impartiality.

TVN will originate its news feeds on the East Coast, probably from one or more of Washington, New York and Boston. While headquarters space is being negotiated, Mr. Gilbert is temporarily based at 9 East 40th Street, New York, telephone 212-686-6452. Chairman Pauley is based at E. F. Hutton's Boston offices, 1 Boston Place, telephone 617-742-9200.



**TVN chiefs.** Two long-time broadcast executives, John O. Gilbert (l) and Robert R. Pauley, head a new company planning independent news service for TV stations as president and chairman respectively.



**Honored.** Social conditions were the dominant theme in programs selected for du Pont-Columbia awards. Above are three of those shows (l-r): Group W's *The Search for Quality Education*,

NBC's *The Blue Collar Trap* and CBS's *But What if the Dream Comes True?* The CBS award winner was termed "one of the most depressing, and provocative, shows of the year."

## du Pont-Columbia honors go to seven

**Award for NPACT campaign coverage takes dig at networks for pre-election coverage**

Television journalists' involvement in today's problems was again reflected in the announcement last week of winners in the fourth annual Alfred I. du Pont-Columbia University Awards in Broadcast Journalism. Five of the winners were for that type of reporting; two others were for excellence in covering the November elections.

The awards, as announced by Dr. William J. McGill, president of Columbia:

Fred Freed and NBC News for *The Blue Collar Trap*; Robert Markowitz and CBS News for . . . *But What If The Dream Comes True?*; Group W for *The Search for Quality Education*; John Drimmer and noncommercial WNJT-TV Trenton, N.J., for *Towers of Frustration*; WTVJ(TV) Miami for *A Seed of Hope* and *The Swift Justice of Europe*; Tony Batten of *The 51st State* and WNET-TV New York for *Youth Gangs in the South Bronx*; Richard Thurston Watkins of WABC-TV New York's *Like It Is for Attica—The Unanswered Questions*; Mike Wallace for outstanding reporting on CBS-TV's *60 Minutes*; and awards for coverage of the 1972 political campaigns to the National Public Affairs Center for Television (NPACT), Washington, and to noncommercial KERA-TV Dallas.

The seven du Pont-Columbia jurors said of NBC's *The Blue-Collar Trap*, a 60-minute documentary tracing the lives of four assembly-line workers: "The four subjects said things about themselves and their lives which their parents would have hesitated to tell their doctor or their priest . . . revealing humanity, without shame or reticence, was perhaps the most frequent achievement of TV this year."

A CBS crew spent four months with a well-to-do Michigan family to get the 60-minute documentary . . . *But What If The Dream Comes True?* and the result, said the jurors, "had to be one of the most depressing, and provocative, shows of the year."

In the three one-hour shows making up Group W's *The Search for Quality Education*, "nothing was simplified," according to the jurors, "and yet, thanks to the deep humanity of the approach, nothing seemed hopeless."

About WNJT-TV Trenton's *Towers of Frustration*, which dealt with the problems encountered by the residents of a high-rise housing project in Newark, the jurors said: "Experiment and controversy on the nation's public-TV stations was at an all-time low because of short funds and sagging morale." But, "if anyone in Washington wanted proof of a local public-TV operation doing top-quality work worthy of network distribution, this well-edited, thoroughly reported half-hour was it."

WTVJ Miami's *A Seed of Hope* was, in the opinion of the jurors, "an original and encouraging" documentary on drug addiction among middle-class young people. And *The Swift Justice of Europe*, another WTVJ documentary, was, the jurors said, "an intelligent study of criminal justice in Britain and France meant to raise provocative comparisons to procedures at home," a program that "became one of the few examples of the sort of serious journalistic excursion which many prosperous local stations could afford to send their newsmen on but seldom risk."

"One of the year's most effective examples of local-TV journalism," was the jurors' opinion of WNET-TV New York's *Youth Gangs in the South Bronx*.

WABC-TV New York's 90-minute *Attica—the Unanswered Questions* was described as taking "an unabashedly minority view of what, after all, was an affair of prime concern to blacks and Puerto Ricans. . . . Although sometimes bitter and outspoken, it made its points indelibly."

CBS's Mike Wallace was singled out by the jurors for his interviews with Mylai veterans Private Paul Meadlo and Captain Ernest Medina and with Clifford Irving and Dita Beard.

Describing the election coverage of the National Public Affairs Center for Television, the jurors said, "Again public-TV's NPACT, as it had in the primaries and at the conventions, showed up impressively, airing four segments in prime evening hours during the campaign month of October, a month when the networks chose to devote not a single such evening hour to substantial coverage of politics."

KERA-TV Dallas, according to the jurors, presented more than 200 candidates running for major local and state offices in 14 prime-time programs in the course of a single month.

This selection of winners is made in conjunction with the du Pont-Columbia Survey of Broadcast Journalism, an annual independent study of news and public-affairs broadcasting across the country, which will be published in hardcover and paperback by Crowell (to be available in early March).

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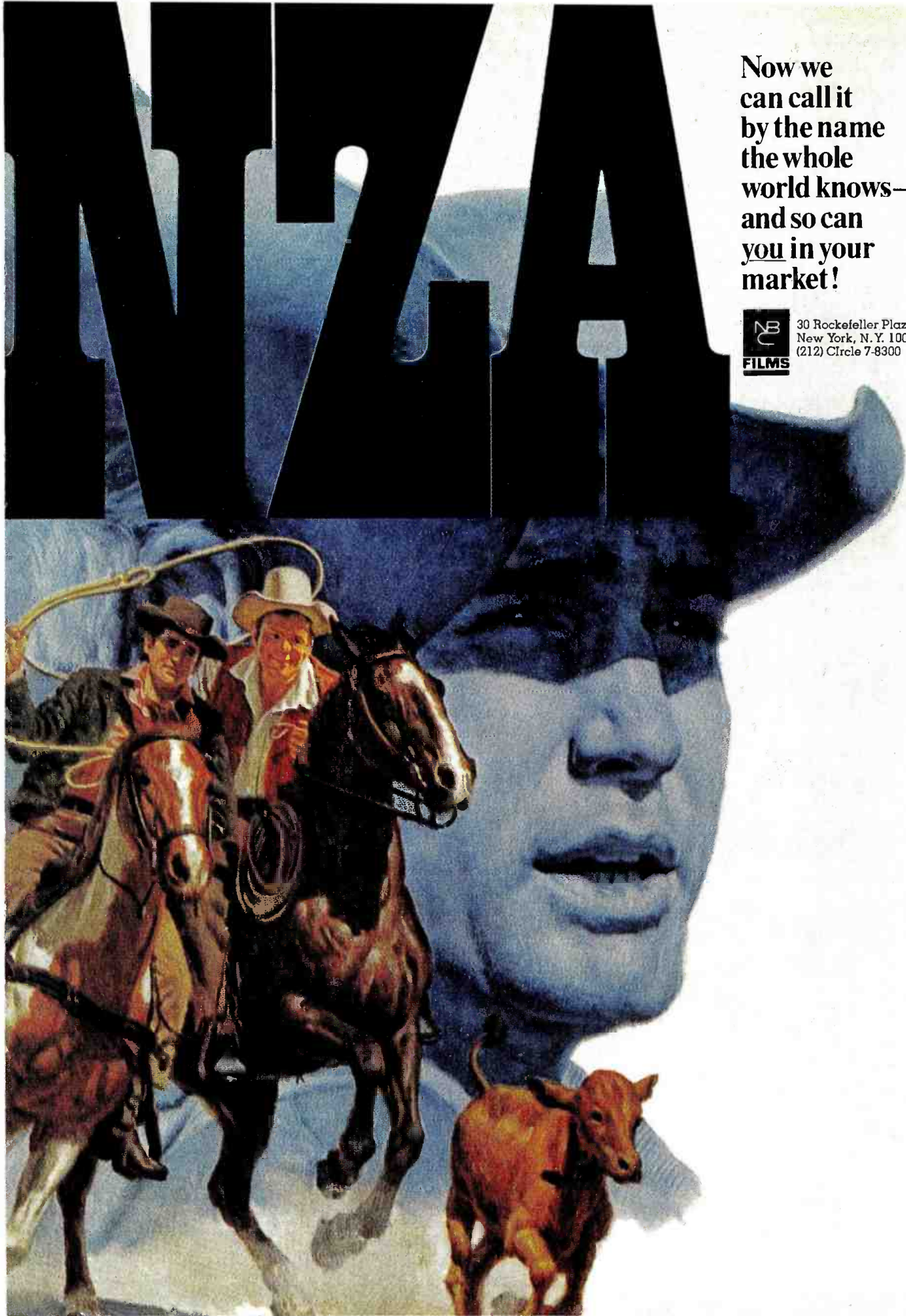
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## Profit motivates television news, professor finds

Real-world influences count more than bureaucratic suppositions in developing journalism, he says

The richer and more profitable a TV station or network is, the more—and more controversial—news and public-affairs programming it is likely to present.

This is a key finding of a report that has been made public on a study by Dr. Frank Wolf, assistant professor of political science at Drew University, Madison, N.J. His report is being published as a 203-page book, "Television Programming for News and Public Affairs: a Quantitative Analysis of Networks and Stations," by Praeger Special Studies, New York.

Dr. Wolf also concludes that two of the goals that the FCC has most outspokenly advocated—diversification of broadcast ownership and increased competition—would reduce, not increase, the volume of news and public-affairs programming unless accompanied by "direct program regulation," which he didn't consider the FCC much inclined to provide.

Indeed, he regards the FCC as more inclined to talk than act in virtually all areas: "Even where the FCC has had its greatest success—in encouraging broad-



Dr. Wolf

cast editorials on commercial television—its 'regulation' was largely hortatory." And by pushing the fairness doctrine, he feels, the FCC was "probably making broadcasters slightly more reluctant to touch controversial questions."

Dr. Wolf concludes, in effect, that broadcasting's critics are dead right in saying the profit motive is the most powerful influence on news and public-affairs programming, but dead wrong if they say it is a wilfully adverse influence. He thinks it is probably the least understood influence. And he finds little or no evidence to support charges that broadcasters use their news programs to advance their political views or their larger interests or that advertisers try to influence the contents of news shows.

The way it works, he says, is that marginally profitable stations cannot afford to present as many news and public-affairs programs—especially documentaries, which are almost always unprofitable—and are also more apt to steer away from controversial subjects for fear of alienating advertisers. Conversely, highly profitable stations have less to worry about on this score and therefore can and do present more such programming, including more controversial programming, and also are more likely to editorialize.

Whether a station is a network affiliate also has a bearing on its public-affairs output, Dr. Wolf says. But he also notes that network affiliation bears basically on station profitability.

He discounts the notion that affiliates are captives of their networks, pointing out that the stations have the right to and do reject individual network programs and that they exercise the right most often against network news and public-affairs programs. Moreover, he says, network sources cited the probability of affiliate rejection as one reason for not presenting more public-affairs programs.

Dr. Wolf does find signs that broad-

casters are taking a new view of the profitability of public-affairs programs, pointing out that 35% of those responding to his questions in 1967 considered it unprofitable, whereas the number had dropped to 19% in 1971. Others considered news profitable and public affairs unprofitable, or considered both unprofitable in the immediate sense but profit-generating in the long haul.

What do his findings mean? One possible implication, Dr. Wolf says, is that the FCC and outside authorities who hoped to increase the output of such programming on commercial television should abandon their efforts. Short of that, he sees three possibilities: direct enforcement of "balanced" programming by the FCC; use of technology, such as cable TV, and more intense promotion to expand the audiences for public-affairs broadcasts, or a restructuring of the TV industry such as he feels was initiated by the creation of the noncommercial Corporation for Public Broadcasting.

Dr. Wolf's study, billed by Drew University as "the first systematic study by a political scientist of FCC policy affecting TV news and public-affairs broadcasting," was based on questionnaire surveys of about 35 stations in top-50 markets in 1967 and 1971; on samplings of those stations' broadcast schedules for those years; on interviews inside and outside the TV industry and on previously published research.

The preface reports that the National Association of Broadcasters helped support the study with a research grant in the earlier stages but specifies that "the NAB has no responsibility for [the study's] conclusions or limitations."

Dr. Wolf is currently resident director of Drew's London semester program. He is also an editorial associate of *Foreign Affairs* magazine and has been resident director of Drew's Washington program.

## 'Times' will not work with proposed news-oversight group

Newspaper says it will withhold information from press council; networks take no stance yet

The *New York Times* announced last week it would refuse to cooperate with the press council being established to monitor the performance of national news media. ABC News, CBS News and NBC News were less clear about their stance.

The council, which is to consist of 15 members, would receive complaints of inaccurate or unfair news coverage, investigate them and issue findings. It is being set up by the Twentieth Century Fund following the recommendation of a task force created by the fund (BROADCASTING, Dec. 4, 1972).

Arthur Ochs Sulzberger, publisher of the *Times*, said the newspaper was rejecting cooperation because it believed that the council "will not only fail to achieve its purposes but could actually

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harm the cause of press freedom in the U.S." Mr. Sulzberger said the *Times* will not be a party to council investigations and will not provide information or explanations. In its news coverage, it will report the council's activities when they are considered newsworthy.

M. J. Rossant, director of the fund, said he expected the council to investigate news organizations even when they refused cooperation. He added: "There will be no attempt to seek confidential information."

Both ABC News and NBC News voiced opposition to the council at the time announcement of its creation was made. Their basic position was that such a council was unnecessary because broadcast news organizations examine themselves carefully and are scrutinized closely by many outside organizations.

But in response to the question of whether they would refuse to cooperate with the council, spokesmen for ABC and NBC were less direct. An NBC official said: "We are not inclined to encourage a point-by-point review of our work by a council such as this. We will wait to see what individual questions the press council asks us before we decide what our response to them will be." ABC's response was similar, with a spokesman saying: "It depends on what the council means by 'cooperation', and we'll wait to see what the council wants from us."

Richard Salant, president of CBS News, was a member of the task force that recommended the establishment of the council. At the time of its formation, Mr. Salant was quoted as saying that he favored the examination of news media by an independent group that has no axe to grind.

A CBS Inc. spokesman said last week the matter of cooperation with the council has been discussed, but no decision has been reached. He said no inference would be drawn that CBS automatically will cooperate because Mr. Salant served on the task force. (John B. Oakes, editorial page editor of the *New York Times*, served on the same task force.)



Inaugural on camera. WJAR-TV Providence, R.I., had its cameras set up in Rhode Island state capitol for inaugural address to special joint session of the state legislature by new Democratic Governor Philip W. Noel (shown through camera lens). Live coverage of Jan. 2 inauguration follows station policy instituted in 1970 when former Governor Frank Licht took office.

**Media scrutiny.** Indiana University has named Professor William L. Miller of its faculty to direct first year of five-year project to examine decline in credibility in American communications media and institutions. As first step Professor Miller will inaugurate course on "The Citizen, the Media and the American Institutions." Other aspects of project will include research, publication of essays and visits to IU by distinguished newsmen. Project is financed by \$500,000 grant from Nelson Poynter, an IU alumnus who is board chairman of *St. Petersburg (Fla.) Times* and president of *Congressional Quarterly*.

**Newsfilm helps Paris museum.** Museum of Natural History in Paris, in process of preparing six one-hour films on insects, obtained unexpected assistance from KAIT-TV Jonesboro, Ark. In September station had aired special report by newsmen Steve Cohen on invasion of crickets into Newport, Ark. Newsfilm, which included considerable night footage on cricket migration patterns, was donated to museum.

## Lehrer for Vanocur

**NPACT job to pay \$36,000 yearly, but there are some funding questions**

Jim Lehrer, public affairs coordinator for the Public Broadcasting Service network, has joined the National Public Affairs Center for Television, Washington, as a correspondent, replacing Sander Vanocur who permitted his \$85,000-a-year contract to expire Dec. 31, 1972.

Mr. Lehrer, 38, is a former city editor of the *Dallas Times Herald*, was the producer of the prize-winning *Newsroom* program on noncommercial KERA-TV Dallas, and is the author of a novel, "Viva Max," that was turned into a movie several years ago. He teams with Robert MacNeil and Peter Kaye as a commentator on NPACT's *America '73* series that begins Jan. 31. He is being paid at the rate of \$36,000 yearly, but the program's funding runs out June 30 and so far it is not listed for support by the Corporation for Public Broadcasting.

## Pay cable gets set to go before spring

**Home Theatre Network signs 1,000-subscriber system in California as first test**

Home Theatre Network Inc., Los Angeles-based pay-cable system that was announced last spring (BROADCASTING, May 22, 1972), has selected Redondo Beach, in southern California, as its first test market. According to Richard Lubic, president of the company, some time during the first quarter of 1973 as many as 1,000 homes in the Cablecom-General Inc.-owned cable-TV system in the Redondo Beach area will be outfitted with necessary equipment and installations as part of HTN's first operative test.



Mr. Lubic

Harrisburg, Pa., via the Sammons Communications Inc. cable-TV system there, and Colorado Springs, through Cablecom-General Inc.'s system, are to be the next trial areas for HTN. Mr. Lubic reports that HTN also has leasing agreements or options to provide services with such other cable-TV operators as Communications Properties Inc., Continental Cablevision Inc. and Liberty Communications Inc.

HTN claims in aggregate these cable systems pass two million homes. In what is said to be the first step in its plan to build a nationwide pay-TV cable network, HTN, through Western Tele-Communications Inc., Denver, has filed with the FCC for construction permits for common-carrier, point-to-point microwave stations to originate in Los Angeles, terminate in Denver and serve such intermediate points as Phoenix, Tucson, Ariz.; El Paso; Las Cruces, Albuquerque and Santa Fe, N.M. and Pueblo and Colorado Springs, Colo. This application proposes two protected microwave channels between Los Angeles and Denver (and additionally asks for a protection channel)

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for the purpose of supplying programing material other than TV signals to cable systems—primarily first-run feature films, but also programs “of general and educational interest.”

Pikes Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs; May Broadcasting, licensee of KGUN-TV Tucson; Sangre de Cristo Broadcasting Corp., licensee of KOAA-TV Pueblo-Colorado Springs; and The National Association of Theatre Owners all have filed petitions to deny Western Tele-Communications Inc.'s construction application on behalf of HTN. Among other complaints, they say the HTN plan raises basic public interest questions and threatens severe and adverse economic impact on motion picture theaters and broadcast television stations.

In an effort to sign up still more cable-TV operators, as part of the company's coast-to-coast, interconnected cable-microwave pay-television network, HTN has dispatched a mobile van that contains a sort of mini-pay-TV system complete with computer and ancillary equipment. The van, which fully equipped costs in excess of \$50,000, is designed to reach cable TV operators directly at their headquarters' offices and demonstrate how HTN's pay-TV programs are ordered and processed. Currently on the road, with driver and sales manager aboard, the mobile unit is scheduled to visit Denver, Boston, New York, Atlanta, New Orleans and Toronto, among other cable TV markets, through the end of January. George Stein, HTN's vice president of marketing, travels ahead of the unit to set demonstration appointments in each market.

The sales pitch HTN makes to cable-TV operators is that it will cost them nothing to receive pay programing and share in the profits. HTN says it will supply, market and install all the necessary equipment to provide the pay programing service. The cable operator is required to lease two mid-band channels to HTN for 10% of the gross revenues derived from the pay programing operations.

HTN is a private company formed with a capitalization of \$1 million by Richard Lubic, who spent 15 years in the cable-TV business serving with such companies as Time Inc., Western Video Transmission, Video Communications and Trans-World Productions; and by Calvin Johnston, a Los Angeles investment banker with large real estate holdings. J. Paul Getty and his son, J. Ronald Getty of Financial Communications Corp., have a 25% interest.

To implement the Redondo Beach test, HTN has reached a preliminary agreement with MI(2) Data Systems Inc., for that Columbus, Ohio-based manufacturer to supply an estimated \$3.5 million worth of PERK units. This battery-powered, hand-held pay-TV device allows subscribers to send a coded signal to a central computer by simply depressing buttons. The first units are to be delivered within 45 days, with the tentative contract providing for total delivery of 100,000 units during the year.

## At odds: Burch and McClellan

A meeting last Tuesday (Jan. 16) between FCC Chairman Dean Burch and Senate Copyright Subcommittee Chairman John L. McClellan (D-Ark.) found the two on opposite sides of the CATV-copyright issue.

According to a McClellan spokesman, the senator restated his position that Congress should set forth copyright fees in the copyright revision bill he plans to reintroduce in the 93d Congress.

But Chairman Burch, the spokesman said, indicated that he is opposed to legislated fees and prefers a copyright bill reflecting the consensus agreement reached among CATV interests and copyright owners that provides for submitting the fee issue to arbitration in the event the parties cannot agree on a schedule. Mr. Burch suggested, however, that a legislated fee schedule could apply to cable systems operating in markets below the top 100.

The McClellan spokesman said that further hearings may be held on the copyright bill when it is reintroduced. But, he said, the hearings would not be protracted and would consist only of summary arguments on various aspects of the legislation.

## New lobbyist at NCTA

Donald E. Anderson, a 34-year-old black businessman from the West Coast, has been appointed to the newly created position of director of government relations for the National Cable Television Association. Among other responsibilities, Mr. Anderson will handle regulatory problems at the municipal level, work with NCTA's public-affairs staff in planning a minority-affairs workshop this year and help the organization to expand its membership services in management and business activities. Mr. Anderson, who reports to Charles Lipsen, NCTA vice president for government relations, comes from Audio-Video Communications Inc., Los Angeles, where as president and general manager he marketed and distributed prerecorded products such as cassettes to business, educational and entertainment customers.

## Cable Briefs

**Production course.** Step-by-step approach to learning television production has been developed by Maximum Result Tele-Techniques. Designed for those who use nonbroadcast equipment and parttime personnel to produce TV programs for business and education, MRT series course is also applicable to cable operators. It is presented in two volumes of text, two video tapes and workbook. Cost of package is \$300, which is tax deductible as education expense. 106 South Woodward Avenue, Birmingham, Mich. 48011.

**Teleprompter addition.** Teleprompter Corp., New York, has reported purchase of International Cablevision Inc., Seattle, through exchange of stock. System has 3,300 subscribers in and around Seattle.

## How to slice the spectrum pie?

**The FCC ponders proposed study of future problems of allocation; it would also include a broader look at the direction in which TV is headed**

The FCC is being urged to undertake a three-year “future-of-television” study to help it make hard decisions in the area of spectrum reallocation. The study would be a continuation of a joint program that was initiated two years ago by the Office of Telecommunications Policy and the FCC and that was said to be aimed at improving the management of both government and nongovernment portions of the spectrum (BROADCASTING, Jan. 18, 1971).

But the new project, which is being pushed by the commission's chief engineer, Ray Spence, has already stirred controversy within the commission. Commissioner Robert E. Lee is said to see it as a means to reallocation of some UHF frequencies to land-mobile radio. His office has prepared a memorandum taking issue with points in the proposal suggesting that interest in UHF has leveled off.

Mr. Spence acknowledged that the study, which would review the uses to which all of the television spectrum is put, would focus primarily on the UHF portion of the spectrum, since the economic investment is smaller and the density of use lighter than in VHF.

The proposal, which was discussed at a commission meeting two weeks ago, has also been criticized within the commission on the ground that it is expressed in what some regard as murky prose. A member of the chairman's staff, Walter Hinchman, is said to be revising it. No date has been set for further commission consideration.

The study is designed to anticipate problems that will occur as far into the future as 1985 and to help develop the information for solving them. “I don't want to get into the situation where the commission does not have the information to make real sound decisions,” Mr. Spence said last week. He said the commission was in that situation three years ago, when it adopted orders providing for reallocation of spectrum space from UHF to land mobile and for sharing of unused UHF channels 14 through 20 with land mobile in the 10 largest areas.

He said future requirements of land-mobile radio—he talked of the potential widespread use of individual mobile radio and of car telephones—could result in a heavy demand for spectrum space. In that event, he said, “we would have to go to the government share of the spectrum or to television—those are the only two places—and government is facing the same kind of demand for land-mobile radio space. We may have some tough choices.

“On what basis do we act?” He said



the proposed study would seek to provide economic and social as well as technical information. He also said it would attempt to measure "what the public wants from television"—in terms of types of programming—and to evaluate public desire and economic viability of new and existing proposals. "Would the public rather have personal radio and one less TV channel?"

The study would also examine alternatives to television, including cable, satellite systems and pay television. It would inquire as to what types of program service the public wants and what it is willing to pay for.

The study, which would cost \$400,000, would be undertaken by the chief engineer's office, the Broadcast Bureau and outside contractors.

Mr. Spence said the first major project undertaken as a part of the joint FCC-OTP project involved a cataloguing and estimating of the value of the uses to which the nongovernment and government portion of the spectrum are being put. He expects the commission to complete its part of that project in two or three months. An OTP spokesman said that agency's part of the study will also be completed "fairly soon."

Mr. Spence also noted that a similar study regarding land-mobile radio is already under way. An analysis now being made of land-mobile radio's spectrum needs in the 15 markets below the top 10 is to be completed in February.

Since that project is so close to completion, Mr. Spence said, there is no likelihood the commission will take fast action on a recent request of Land Mobile Communications Council, composed of 25 organizations whose members use land-mobile radio, to put a freeze on 44 unused UHF allocations in 12 major markets. LMCC said a freeze is needed to permit the commission to consider an extension of the land-mobile-UHF sharing plan adopted in 1970 as well as to examine UHF-TV "taboos," as LMCC requested in a separate filing.

LMCC said that land-mobile radio users in the 12 markets, like those in the 10 where UHF sharing was ordered three years ago, need additional spectrum space and that it will seek extension of the sharing plan to those markets on a case-by-case basis. But in the meantime, it said, "unused UHF-TV assignments in those areas must be withdrawn from availability."

LMCC said its proposed re-evaluation of the "taboos" now used in connection with UHF-TV assignments would ease the impact of the proposed freeze on television service, since "adoption of long-needed reforms of the 'taboos' will permit wholesale new broadcast assignments to be made while reallocating a portion of the spectrum for land-mobile use."

But, Mr. Spence said, "we'll take a look [at the 15-market study] before considering freezing more TV assignments." His proposed study would incorporate the commission's ongoing evaluation of UHF taboos in relation to television-set performance.

The areas listed in the LMCC filing

are St. Louis, Minneapolis-St. Paul, Houston, Dallas, Seattle, New Orleans, San Diego, Denver, Atlanta, Buffalo, N.Y., and Kansas City, Mo.

## TV networking is in MCI's long-range plans

Television program distribution was reported to be a certain but not immediate service to be offered by MCI Communications Corp., Washington and New York, as the specialized common-carrier company announced last week that it was ready to serve customers in the business and data-processing fields.

MCI will provide intercity voice, data, teleprinter and facsimile communications among 21 cities this year and 34 in 1974, offering customized facilities for business services as diverse as speeding credit ratings, processing orders, expediting manifests for truckers and a wide range of interoffice communications.

Carl M. Vorder Bruegge, senior vice president for marketing, said that MCI definitely expected to expand later into TV program distribution but was not yet prepared to say when that might come. He suggested he would be in a better position to talk about those plans a year from now.

MCI is also associated with Lockheed and Communications Satellite Corp. in a domestic satellite venture aimed at having a satellite system in operation by about 1975.

## AM direction rules eased

### FCC to allow readings at transmitter every other day, with some provisos

The FCC has revised the technical requirements governing AM stations with directional antennas to require all such stations to install type-approved phase monitors at their transmitter sites.

The commission also relaxed the requirements for transmitter readings for directional AM's operating by remote control. The change permits readings at the transmitter site every second day; they were formerly required to be made within two hours of the start of operation. The commission stipulated, however, that phase indications must be taken at the remote-control point in the interim between each transmitter reading if licensees wish to take advantage of the relaxed requirements.

The commission said that no more than 54 hours may elapse between readings at the transmitter site. No readings are required at the transmitter, however, if directional operation lasts for less than an hour.

Under the new rules, all new directional AM's and all such stations making major facilities changes must have type-approved phase monitors installed immediately, as must stations taking advantage of the new requirement permitting the phase readings and loggings at the remote control point. Stations that employ operators who do not have first-class licenses are required to install monitors by June 1, 1974. All others

must comply no later than June 1, 1977.

The commission has yet to specify permissible deviations for phase monitors. It said minimum standards will be proposed shortly.

In another action last week, the commission relaxed a requirement stating that stations with directional antennas must make annual proof-of performance tests on those antennas when persons who do not have first-class licenses are employed. It noted that stations that operate by remote control must only submit a skeletal annual verification of its antenna operation and said it saw no reason why the same number of measurements should not be required when lesser-grade employees are utilized.

In the same action, the commission ruled that station assistant chief operators may act as chief operators when their bosses are absent.

It also denied a request by the National Association of Broadcasters for deletion of a requirement that stations with directional antennas employ automatic circuitry that will shut the station off the air during the switching of antenna patterns when first-class operators are not on duty. Because of the serious possibility of foul-ups that could occur if patterns are not switched properly, the commission said, there is "little alternative but to terminate operations" when qualified personnel are not on hand.

## Technical Briefs

**New mini-studio system.** LPB Inc., Frazer, Pa., has made available compact audio control center known as dj-5 Mini-Studio system which features five-channel monaural console, two turntables, tone arms with cartridges and styli, equalizer/pre-amplifier and console desk. Mini-Studio system, suitable for use in control room, production studio or mobile/remote origination, includes variety of microphones and stands, monitor speakers, and tape machines as accessories. System sells for \$2,000.

**Later this year.** RCA announced last week its new Selecta-Vision/MagTape color-TV tape player/recorder system would go into production later this year at RCA plant in Bloomington, Ind., with timetable still calling for it to reach consumer market late in 1973. Announcement was made during Jan. 12-16 consumer electronics show in Chicago, at which system was demonstrated. It is expected to be priced in \$700 range, with black-and-white camera available for an additional sum of about \$250 while RCA completes development of associated color camera.

**ETV customer.** RCA reports that ch. 31 WWPB(TV) Hagerstown, Md., which is to begin broadcasting late next spring as Maryland's third educational-TV station, has ordered RCA transmitting and program-origination equipment valued at almost \$600,000. WWPB will carry programs relayed from Maryland Public Broadcasting Commission and originate TV-tape and film programs of local interest.



# ANOTHER "SUPER FLY" SMASH!

"GIVE ME YOUR LOVE"

BY

## BARBARA MASON

FROM THE MOTION PICTURE

**SUPER FLY**

PRODUCED BY

**CURTIS MAYFIELD**



ON BUDDAH RECORDS  
FROM THE BUDDAH GROUP

# The Broadcasting Playlist

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	<b>You're So Vain</b> (4:07) Carly Simon—Elektra	1	1	2	1
9	2	<b>Superstition</b> (3:57) Stevie Wonder—Tamla	4	2	1	2
2	3	<b>Me &amp; Mrs. Jones</b> (4:34) Billy Paul—Philadelphia Intl.	2	3	4	4
4	4	<b>Crocodile Rock</b> (3:56) Elton John—MCA	3	4	3	3
3	5	<b>Clair</b> (3:00) Gilbert O'Sullivan—MAM	5	6	6	6
5	6	<b>Your Mama Don't Dance</b> (2:47) Loggins and Messina—Columbia	7	5	5	5
8	7	<b>Super Fly</b> (3:03) Curtis Mayfield—Curtom	8	11	7	9
27 •	8	<b>Why Can't We Live Together</b> (3:11) Timmy Thomas—Glades	10	9	8	7
10	9	<b>Rockin' Pneumonia</b> (3:16) Johnny Rivers—United Artists	9	8	10	8
17	10	<b>Funny Face</b> (2:42) Donna Fargo—Dot	6	10	11	11
16	11	<b>Oh Babe, What Would You Say?</b> (3:22) Hurricane Smith—Capitol	11	7	9	10
38 •	12	<b>Don't Expect Me To Be Your Friend</b> (3:38) Lobo—Big Tree	12	13	12	13
6	13	<b>It Never Rains In Southern California</b> (2:53) Albert Hammond—Mums	13	12	14	12
32 •	14	<b>Rocky Mountain High</b> (4:39) John Denver—RCA	14	15	13	15
37 •	15	<b>Dancing In The Moonlight</b> (2:57) King Harvest—Perception	21	19	15	14
12	16	<b>I Wanna Be With You</b> (2:53) Raspberries—Capitol	16	14	18	17
29 •	17	<b>Do It Again</b> (4:03) Steely Dan—ABC	18	17	19	16
39 •	18	<b>Jambalaya</b> (3:06) Blue Ridge Rangers—Fantasy	20	16	16	22
23	19	<b>Don't Let Me Be Lonely</b> (2:31) James Taylor—Warner Brothers	19	18	21	20
22	20	<b>Could It Be I'm Falling In Love?</b> (4:13) Spinners—Atlantic	17	20	20	21
21	21	<b>Hi Hi Hi</b> (3:10) Paul McCartney & Wings—Apple	23	23	17	19
35 •	22	<b>Trouble Man</b> (3:50) Marvin Gaye—Tamla	24	21	23	18
28	23	<b>Living In The Past</b> (3:13) Jethro Tull—Chrysalis	22	24	22	25
11	24	<b>I Am Woman</b> (3:03) Helen Reddy—Capitol	15	27	26	26
48 •	25	<b>The World Is A Ghetto</b> (3:59) War—United Artists	27	26	24	23
13	26	<b>Keeper Of The Castle</b> (2:44) Four Tops—Dunhill	26	25	25	24
36	27	<b>Separate Ways</b> (2:36) Elvis Presley—RCA	25	22	28	27
14	28	<b>Papa Was A Rollin' Stone</b> (4:00) Temptations—Motown	28	29	27	28
20	29	<b>If You Don't Know Me By Now</b> (3:16) Harold Melvin & the Blue Notes—Philadelphia Intl.	29	30	33	31
31	30	<b>Last Song</b> (3:15) Edward Bear—Capitol	33	28	34	30
44 •	31	<b>Love Jones</b> (3:19) Brighter Side of Darkness—20th Century	32	33	30	29

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
19	32		<b>Something's Wrong With Me</b> (3:04) Austin Roberts—Chelsea	30	32	31	32
15	33		<b>You Ought To Be With Me</b> (3:09) Al Green—Hi	31	34	29	35
34	34		<b>Smoke Gets In Your Eyes</b> (3:15) Blue Haze—A & M	34	35	32	38
40	35		<b>Do You Wanna Dance?</b> (2:44) Bette Midler—Atlantic	37	31	39	33
46	• 36		<b>Dreidel</b> (3:45) Don McLean—United Artists	35	36	40	34
52	• 37		<b>Love Train</b> (2:59) O'Jays—Philadelphia Intl.	40	38	35	37
47	38		<b>You Turn Me On, I'm A Radio</b> (2:40) Joni Mitchell—Asylum	39	37	38	39
30	39		<b>Pieces Of April</b> (4:00) Three Dog Night—Dunhill	36	39	42	36
26	40		<b>Walk On Water</b> (4:42) Neil Diamond—Uni	38	42	36	42
—	• 41		<b>Daddy's Home</b> (2:59) Jermaine Jackson—Motown	42	40	37	40
7	42		<b>I'm Stone In Love With You</b> (3:12) Stylistics—Avco	41	41	41	41
42	43		<b>Harry Hippie</b> (3:50) Bobbie Womack & Peace—United Artists	43	43	43	44
24	44		<b>Sitting</b> (3:06) Cat Stevens—A & M	47	44	53	50
43	45		<b>Been To Canaan</b> (3:34) Carole King—Ode	44	47	46	56
—	• 46		<b>Dueling Banjos</b> (2:10) "Deliverance" soundtrack—Warner Brothers	45	56	45	53
50	47		<b>Jesus Is Just Alright</b> (3:50) Doobie Brothers—Warner Brothers	49	52	50	45
—	• 48		<b>Control Of Me</b> (3:28) Les Emmerson—Lion	48	45	54	49
—	• 49		<b>Crazy Legs</b> (2:27) Donald Austin—Eastbound	50	50	48	51
—	• 49		<b>Don't Leave Me Starvin'</b> (3:23) Holland-Dozier—Invictus	50	50	48	51
45	51		<b>No</b> (2:34) Bulldog—Decca	52	48	51	47
54	52		<b>The Relay</b> (3:52) The Who—Track	55	60	47	43
64	• 53		<b>Cover Of Rolling Stone</b> (2:53) Dr. Hook—Columbia	54	53	52	48
33	54		<b>Sweet Surrender</b> (2:32) Bread—Elektra	46	59	56	57
56	55		<b>Reelin' &amp; Rockin'</b> (4:16) Chuck Berry—Chess	60	64	44	46
61	56		<b>Looking Through The Eyes Of Love</b> (3:03) Partridge Family—Bell	61	46	61	54
62	57		<b>Peaceful Easy Feeling</b> (4:15) Eagles—Asylum	56	57	55	59
—	• 58		<b>Killing Me Softly With His Song</b> (4:46) Roberta Flack—Atlantic	58	54	59	55
55	59		<b>Daytime Nighttime</b> (3:07) Keith Hampshire—A & M	59	55	58	58
—	• 60		<b>Big City Miss Ruth Ann</b> (2:34) Gallery—Sussex	53	58	71	71
49	61		<b>Woman To Woman</b> (4:28) Joe Cocker—A & M	67	63	57	61
—	• 62		<b>Danny's Song</b> (3:06) Anne Murray—Capitol	64	49	62	*
—	• 63		<b>Living Together, Growing Together</b> (3:50) Fifth Dimension—Bell	73	62	60	60
—	• 64		<b>Good Morning Heartache</b> (2:20) Diana Ross—Motown	67	67	63	64
—	• 64		<b>I Only Meant To Wet My Feet</b> (2:58) The Whispers—Janus	67	67	63	64
—	• 64		<b>Little Willy</b> (3:13) The Sweet—Bell	67	67	63	64
—	• 64		<b>Wildflower</b> (4:08) Skylark—Capitol	67	67	63	64

continued to page 38

# THE THIRD HIT SINGLE

FROM THE SAME ALBUM  
"KISSING MY LOVE"

BY

# BILL WITHERS



"STILL BILL"  
ALSO INCLUDES  
"LEAN ON ME"  
"USE ME"



ON SUSSEX RECORDS  
FROM THE BUDDAH GROUP

# The Broadcasting Playlist

continued from page 37

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	68		Love Music (3:42) Raiders—Columbia	57	*	67	*
66	69		I'm Never Gonna Be Alone Anymore (2:37) Cornelius Brothers & Sister Rose—United Artists	*	61	70	69
—	70		Boogie Woogie Man (2:18) Paul Davis—Bang	65	*	73	68
18	71		I Can See Clearly Now (2:26) Johnny Nash—Epic	62	66	75	*
73	72		My Crew (3:59) Rita Coolidge—A & M	75	71	69	*
60	73		Remember (3:56) Nilsson—RCA	72	*	68	*
57	74		Long Dark Road (3:25) Hollies—Epic	66	*	74	*
59	75		Why Can't We Be Lovers? (3:44) Lamont Dozier—Invictus	*	*	72	72

\* Asterisk indicates day-part ranking below *Broadcasting's* statistical cut-off.

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

Been to Canaan (45), Big City Miss Ruth Ann (60), Boogie Woogie Man (70), Clair (5), Control of Me (48), Could It Be I'm Falling in Love (20), Cover of Rolling Stone (53), Crazy Legs (49), Crocodile Rock (4), Daddy's Home (41), Dancing in the Moonlight (15), Danny's Song (62), Daytime Nighttime (59), Do It Again (17), Don't Expect Me To Be Your Friend (12), Don't Leave Me Starvin' (49), Don't Let Me Be Lonely (19), Do You Wanna Dance? (35), Dreidel (36), Dueling Banjos (46), Funny Face (10), Good Morning Heartache (64), Harry Hippie (43), Hi Hi Hi (21), I Am Woman (24), I Can See Clearly Now (71), I'm Never Gonna Be Alone Anymore (69), I'm Stone in Love With You (42), I Only Meant To Wet My Feet (64), I Wanna Be With You (16), If You Don't Know Me By Now (29), It Never Rains in Southern California (13), Jambalaya (18), Jesus Is Just Alright (47), Keeper of the Castle (26), Killing Me Softly With His Song (58), Last Song (30), Little Willy (64), Living in the Past (23), Living Together, Growing Together (63), Long Dark Road (74), Looking Through The Eyes of Love (56), Love Jones (31), Love Music (68), Love Train (37), Me & Mrs. Jones (3), My Crew (72), No (51), Oh Babe, What Would You Say? (11), Papa Was a Rollin' Stone (28), Peaceful Easy Feeling (57), Pieces of April (39), Reelin' & Rockin' (55), The Relay (52), Remember (73), Rockin' Pneumonia (9), Rocky Mountain High (14), Separate Ways (27), Sitting (44), Smoke Gets In Your Eyes (34), Something's Wrong With Me (32), Super Fly (7), Superstition (2), Sweet Surrender (54), Trouble Man (22), Walk on Water (40), Why Can't We Be Lovers? (75), Why Can't We Live Together? (8), Wildflower (64), Woman to Woman (61), The World Is a Ghetto (25), You Ought To Be With Me (33), You Turn Me On, I'm a Radio (38), You're So Vain (1), Your Mama Don't Dance (6).

## Music

### Black films bring movie-theme music back to radio

The airplay success of songs from 'Superfly' points to reversal of a trend that saw motion-picture scores off the charts

The movie theme as a source of hit-music material for radio programmers was put to pasture long ago, along with the Broadway show tune and the dance song. But, with the new-found success of the black-hero film, contemporary radio has found a new wealth of programing material in the theme music for these films.

"Superfly" is the current breakaway black movie—it has already grossed \$6-million and may at least double that before its potential is fully realized. (The movie cost less than \$300,000 to make.) And, according to Curtis Mayfield, the composer of the score, Buddah Records has sold a million and a half *Superfly* albums, and two singles from the movie, the title song and "Freddie's Dead," are unquestionable top-40 hits.

Last year's black hit, the movie "Shaft" grossed \$12 million and is credited by many industry observers with having saved MGM from going bankrupt. Isaac Hayes's two-record album on the Stax label sold about two million copies, and

the "Shaft" single won an Academy Award for the best movie song of 1971.

And Motown's Berry Gordy sank about \$4 million into the movie, "Lady Sings the Blues," the fictionalized biography of Billie Holiday, which is being distributed by Paramount, and in its first three months of release the theaters have taken in \$5.5 million. These healthy box-office receipts are being matched by the soundtrack-album sales, according to the people at Motown.

Motown also has the album rights to Twentieth Century-Fox's "Trouble Man," and both the soundtrack and Marvin Gaye's title single—in release only a few weeks—are climbing on the charts.

Lurching around at the bottom of some playlists are some new songs vying for a little piece of this movie action. Bobby Darin, now recording for Motown, is getting some mileage out of the love theme from "Lady Sings the Blues," called "Happy." The existence of such a record, a white artist singing music composed and written by a white composer for a black film, only seems to reinforce the notion that the black movie theme has become a commercially viable medium. Also coming on the charts is "Dueling Banjos" from the film "Deliverance."

There is a symbiotic relationship between a hit movie theme and a film. Both feed off each other: hearing a hit song reminds people to go see a film, while seeing an impressive film will certainly sell records if the music is effective. A rule of thumb in the movie industry in past years

has been that a hit theme song will add \$1 million to the gross of a film, which is the reason film companies have been willing to hire album artists, instead of film-scorers, despite the added expense.

But with both ends of this film boom, records and movie, so lucrative, esthetic problems are bound to arise. Keeping a soundtrack integral to a film while retaining its commercial potential is a difficult thing.

A case in point is Curtis Mayfield's "Superfly." Mr. Mayfield is not particularly happy with the way the film turned out. "You'll notice that the producers just used the music of 'Freddie's Dead,' and ignored the lyrics," he said. "The *Superfly* album is an antidrug album," whereas the cocaine hustler in the movie is a black hero. "In ghetto life, the pusher man really is a glorified person," says Neil Bogart, the president of Buddah Records, who distributes Curtis Mayfield's records on Curtom. "The movie is only reflecting that situation. But what Curtis's music is saying is: 'Hey, man. That's not right. The pushers are victims, too.'"

It's predictable that black artists who have had hits in this new vein are besieged with contracts from film producers in hopes they can follow up their success. Mr. Mayfield is now considering offers from three separate movie producers who want him to do the soundtracks for their pictures, and, according to Al Bell, executive vice president of Stax Records, Isaac Hayes has received "too many offers to count" from the major studios. (Mr. Hayes has done only one other score since "Shaft"—the theme music for the ABC-TV series *The Men*.)

### All's well with NBC's later-night program

Sales and clearances for insomniac's music program to follow Carson are pleasing network executives

As NBC-TV nears the premiere date for its entry into the late-night pop-and-rock-music series—the show is called the *Midnight Special* and starts Feb. 3 (1-2:30 a.m. NYT)—a spokesman for the network says that advertising is "virtually sold out" and that station clearances are high. "It looks as if the two biggest problems we had to face, advertiser interest and affiliate acceptance, have been resolved," the spokesman said.

Burt Sugarman, executive producer for *Midnight Special*, characterized the music show, which will run Friday night after the *Tonight* show for at least 13 weeks, as "a fast-paced format featuring about 10 acts on each 90-minute segment." The first show will include appearances by George Carlin, the Impressions, Don McLean, Curtis Mayfield, Rare Earth, Ike and Tina Turner, Kenny Rankin and the Byrds. Helen Reddy will be host. NBC Radio is in negotiations with Mr. Sugarman, the packager of the show, to obtain rights to simulcast the programs on the network. Bob Wogan, vice president in charge of programing, NBC Radio, expressed confidence that the net-



work will be ready for the premiere. ABC-TV's "In Concert," which features three or four artists per segment, was first telecast in the *ABC Wide World of Entertainment* rotation series last Friday night (Jan. 19) featuring Grand Funk Railroad. Forty-three radio stations—including six ABC-owned FM's, two AM's and 35 independent FM's—carried the concert.

The inclusion of *Midnight Special* to the Friday schedule along with ABC-TV's "In Concert," which airs on alternate Fridays, will afford music fans the opportunity of viewing a total of three hours of rock and pop music every other week. The ABC show begins 11:30 p.m. (NYT) and goes to 1 a.m. at which time the NBC-TV program will begin and run until 2:30 a.m. and all three hours will have simulcast sound available.

Artists booked for subsequent *Midnight Special* shows include Billy Paul, Albert Hammond, Johnny Nash, Joni Mitchell, Billy Preston, Johnny Cash, Steely Dan, Waylon Jennings, Donna Fargo, Johnny Rivers, Paul Williams, and the Doobie Brothers.

### Breaking In

"I'm Just a Singer (in a Rock-and-Roll Band)"—*Moody Blues (Threshold)* ■ The Moody Blues held off for almost a month after the release of their latest album, *Seventh Sojourn*, before choosing a single. A spokesman for London, distributor of *Threshold*, said that the band

wanted to see which cut programers liked best. The tally is in and it looks as if "I'm Just a Singer" was their choice.

Out of format for the Moody Blues—whose music so far has tended to be gossamer stuff—the new single is frenzied and driving. Programers, overrun in past weeks by down songs, latched quickly onto this up-beat record.

Stations playing "I'm a Singer" last week included: WIXY(AM) Cleveland, WCAO(AM) Baltimore, WKBW(AM) Buffalo, KXOK(AM) St. Louis, WFIL(AM) Philadelphia, WCFL(AM) Chicago, KJR(AM) Seattle and WTIX(AM) New Orleans.

"I'll Be Your Shelter"—*Luther Ingram (Koko)* ■ Although this record has been selling well in the rhythm-and-blues market and has hit the top-50 mark on most charts by virtue of those strong sales, few pop stations are now playlisting the new Luther Ingram. Many programers seem to be in a quandary over which of the records that are breaking on R&B stations—and there seem to be more and more every week—they should program.

This new single from the artist that had much success this summer with "If Loving You is Wrong" seems to be getting reaction where it is being played. "I'll Be Your Shelter," from the album of the same name, is expected to do well, if it doesn't get lost.

Stations playing the new Luther Ingram include: KLIF(AM) Dallas, WIXY(AM) Cleveland and KEYN(AM) Wichita, Kan.

### WHN goes to C&W

WHN(AM) New York plans to alter its format to "modern country" in mid-February. It will become the first New York City-licensed station to program country music. The station is presently a middle-of-the-road programer and it will retain its sports and *Feminine Forum* programing after the switch to country.

### Music Briefs

**The long of it.** Atlantic Records reserved radio stations last week with a new and longer version of Roberta Flack's new single, "Killing Me Softly with His Song." Under a cover letter written by producer Joel Dorn, a 4:46 version of the song was sent to radio stations to replace the 4:10 version they had been serviced with two weeks ago.

**Rook to R.I.** John Rook, former program director of WLS(AM) Chicago, has been retained as a programing consultant by WGNG(AM) Providence, R.I., which is on a solid gold format. Mr. Rook also consults WCFL(AM) Chicago and KTLK(AM) Denver.

**Music review released.** Churchill Broadcasting Services, Augusta, Me., has available new three-hour syndicated radio program, *New England Music Review*, for stations in New England markets. Program features top-40 singles, plus newly released singles and selected cuts from top-10 albums.

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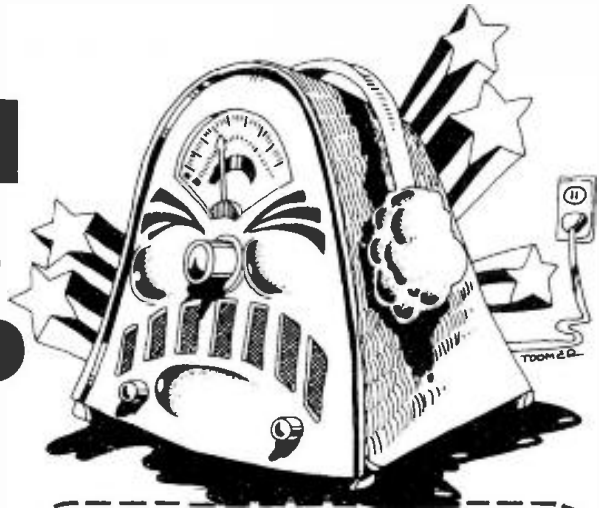
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## Wrather Corp. looks to liquidation

**Syndicator intends to sell its major asset, Disneyland hotel, to Walt Disney Productions for stock**

Walt Disney Productions, Burbank, Calif., producer of NBC-TV's *The Wonderful World of Disney*, and Wrather Corp., Beverly Hills, Calif., producer of the syndicated *Lassie*, have reached an agreement in principle whereby Wrather would sell to Disney the Disneyland hotel in Anaheim, Calif., adjacent to the Disneyland amusement park.

Under terms of the agreement, Wrather will sell the 1,000-room hotel and related facilities (including a convention center) for a proposed purchase price of 187.061 Disney common shares (after giving effect to the 100% stock dividend payable Jan. 15), as well as \$100,000 in cash. At the time of the announcement, Disney common was selling on the New York Stock Exchange at \$223.

Concurrent with announcement of the sale of the hotel, Wrather said it plans to

liquidate and indicated such a proposal will be submitted to its shareholders at a special meeting this year. Among Wrather's major assets are 773,000 common shares of Teleprompter Corp., New York, and the *Lassie* and *Lone Ranger* syndicated television properties.

The consummation of the deal for the Disneyland hotel is subject to a number of conditions, including the approvals of the boards of directors of Wrather and Disney, the execution of a sale agreement by Wrather and Disney, the adoption of a plan of complete liquidation by the Wrather shareholders, the obtaining of favorable rulings from the Internal Revenue Service and the registration of the Disney shares with the Securities and Exchange Commission. If the Wrather liquidation plan is adopted and the sale of the hotel to Disney is concluded, it is anticipated that all or substantially all of the Disney stock resulting from the transaction will be distributed pro rata to the Wrather shareholders.

Wrather, based on an extraordinary gain of \$3.9 million, showed net earnings of \$4.2 million in its latest nine-month period. The company had net loss of \$509,604 for the previous comparable period.

**Trading up.** Securities and Exchange Commission reports following trading of securities by officers and/or directors of companies allied with broadcasting during past month: Elton H. Rule, president of ABC, sold 10,874 common ABC shares, reducing his holdings to 3,991 such shares. Herbert J. Louis, director of Combined Communications Corp., received 100 CCC common shares as gift, sold 20,900 of same as gift, leaving him balance of 169,565 shares. He also holds 155,882 shares in irrevocable trust and 1,250 shares as custodian for his children.

**Dun & Bradstreet Inc.,** New York, parent of Corinthian Broadcasting, reported record financial returns during 1972. Company's board of directors declared dividend of 41 cents per common share of stock payable March 9 to shareholders of record Feb. 20. Dividend is to precede two-for-one stock split, which is subject to stockholders' approval.

For year ended Dec. 31:

	1972	1971
Earned per share	\$ 2.63	\$ 2.31
Net income	400,300,000	356,400,000
Revenues	34,000,000	29,600,000

## Broadcasting Stock Index

## Weekly market summary of 139 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Jan. 17	Closing Jan. 10	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitalization (000)
							High	Low		
<b>Broadcasting</b>										
ABC	ABC	N	74 7/8	78 1/8	+ 3 1/4	+ 4.16	81 1/2	51 1/4	8,418	630,297
ASI COMMUNICATIONS	ASIC	O		1		.00	5	1	1,815	1,815
CAPITAL CITIES	CCB	N	60 3/4	59 1/4	+ 1 1/2	+ 2.53	64 1/4	48	6,991	424,703
CBS	CBS	N	48 1/4	51 5/8	- 3 3/8	- 6.53	63	45 1/2	28,096	1,355,632
COX	COX	N	38	39 3/4	- 1 3/4	- 4.40	51	32 5/8	5,838	221,844
FEDERATED MEDIA	O		3	2 3/4	+ 1/4	+ 9.09	4 1/8	2	820	2,460
GROSS TELECASTING	GGG	A	16 5/8	17 1/2	- 7/8	- 5.00	23 7/8	12 1/4	800	13,300
LIN	LINB	O	14 1/2	14 3/4	- 1/4	- 1.69	22 3/8	10 3/4	2,341	33,944
MOONEY	MOON	O	9 1/4	9	+ 1/4	+ 2.77	11 5/8	4	250	2,312
PACIFIC & SOUTHERN	PSOU	O	10 1/2	10 1/2		.00	18 1/4	6 1/2	2,010	21,105
RAHALL COMMUNICATIONS	RAHL	O	10	12 1/4	- 2 1/4	- 18.36	29	8	1,296	12,960
SCRIPPS-HOWARD*	SCRP	O	20 3/4	21 1/4	- 1/2	- 2.35	27	18	2,589	53,721
STARR*	SBG	M	24 1/2	23	+ 1 1/2	+ 6.52	30 1/2	15 1/2	1,042	25,529
STORER	SBK	N	37 1/4	40 1/8	- 2 7/8	- 7.16	49 3/8	31	4,402	163,974
TAFT	TFB	N	57 3/8	57 3/8		.00	59 1/4	41 3/4	4,064	233,172
							TOTAL		70,772	3,196,768
<b>Broadcasting with other major interests</b>										
ADAMS-RUSSELL	AAR	A	5 1/4	4 7/8	+ 3/8	+ 7.69	8 3/4	4 1/2	1,259	6,609
AVCO	AV	N	14 7/8	15	- 1/8	- .83	20 7/8	13 7/8	11,497	171,017
BARTELL MEDIA	BMC	A	3	3 1/2	- 1/2	- 14.28	7 1/8	2 1/2	2,257	6,771
CHRIS-CRAFT	CCN	N	5 5/8	6 1/8	- 1/2	- 8.16	8 3/4	4 5/8	4,008	22,545
COMBINED COMMUNICATIONS	CCA	A	40 1/8	42 3/8	- 2 1/4	- 5.30	44 3/8	28 1/2	3,405	136,625
COWLES COMMUNICATIONS	CWL	N	9 1/4	9 3/8	- 1/8	- 1.33	13 1/8	8 5/8	3,969	36,713
DUN & BRADSTREET	DNB	N	79	79 3/8	- 3/8	- .47	81 3/8	63	12,998	1,026,842
FAIRCHILD INDUSTRIES INC.	FEN	N	10 3/4	11 1/4	- 1/2	- 4.44	14 1/4	9	4,562	49,041
FUQUA	FQA	N	17 1/4	18 1/2	- 1 1/4	- 6.75	27 7/8	16 3/8	9,587	165,375
GABLE INDUSTRIES	GBI	N	22 3/4	24 1/2	- 1 3/4	- 7.14	32 1/4	22 5/8	2,551	58,035
GENERAL TIRE & RUBBER	GY	N	26 3/4	27 5/8	- 7/8	- 3.16	32 5/8	24 5/8	20,195	540,216
GLOBETROTTER COMMUNICATION INC	GLBTA	O	7	7 7/8	- 7/8	- 11.11	20 1/2	7	2,843	19,901
GRAY COMMUNICATIONS	O		12 5/8	12 5/8		.00	14	6 1/2	475	5,996
HARTE-HANKS NEWSPAPERS INC.	HHNK	O	27 1/8	28 1/8	- 1	- 3.55	33 1/4	21	4,321	117,207
ISC INDUSTRIES	ISC	A	6 5/8	6 3/4	- 1/8	- 1.85	9 1/8	6	1,655	10,964
KAISER INDUSTRIES	KI	A	6	6 3/8	- 3/8	- 5.88	9 5/8	5 1/2	26,948	161,688
KANSAS STATE NETWORK	KSN	O	5 3/4	5 5/8	+ 1/8	+ 2.22	7 7/8	5 5/8	1,621	9,320
KINGSTIP INC.	KTP	A	12 5/8	13 1/4	- 5/8	- 4.71	17 3/4	10 7/8	1,155	14,581
LAMB COMMUNICATIONS*	O		2 1/2	2 5/8	- 1/8	- 4.76	4 7/8	2	475	1,187
LEE ENTERPRISES	LNT	A	24 1/4	23 7/8	+ 3/8	+ 1.57	30	17 1/2	3,340	80,995
LIBERTY CORP.	LC	N	20 3/4	22 3/4	- 2	- 8.79	25 1/2	17 1/2	6,753	140,124
MCGRAW HILL	MHP	N	16	16 1/2	- 1/2	- 3.03	20 7/8	13 1/4	23,327	373,232
MEDIA GENERAL INC.	MEG	A	37 1/8	37 1/4	- 1/8	- .33	49 3/8	27 7/8	3,434	127,487
MEREDITH CORP.	MDP	N	18	18 5/8	- 5/8	- 3.35	30 3/4	18	2,820	50,760
METROMEDIA	MET	N	31 3/8	30 3/8	+ 1	+ 3.29	39	27 1/4	5,959	186,963
MULTIMEDIA INC.	O		29 1/2	30 1/4	- 3/4	- 2.47	45	14	3,612	106,554
OUTLET CO.	OTU	N	16 1/4	17 3/8	- 1 1/8	- 6.47	19 3/8	13	1,336	21,710
PACIFIC SOUTHWEST AIRLINES	PSA	N	20 5/8	20 1/4	+ 3/8	+ 1.85	37 1/2	18 1/4	3,771	77,776
POST CORP.	POST	O	17	17		.00	30	9	942	16,014





	Stock symbol	Exch.	Closing Jan. 17	Closing Jan. 10	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitalization (000)
							High	Low		
CONRAC	CAX	N	27 3/4	30 1/4	- 2 1/2	- 8.26	39 3/8	24	1,261	34,992
GENERAL ELECTRIC	GE	N	72 1/8	73 1/2	- 1 3/8	- 1.87	75 7/8	58 1/4	182,123	13,135,621
HARRIS-INTERTYPE	HI	N	47 1/4	46 7/8	+ 3/8	+ .80	59	44 3/4	6,358	300,415
INTERNATIONAL VIDEO CORP.*	IVCP	O	14 1/4	14 3/4	- 1/2	- 3.38	15	12 1/2	2,735	38,973
MAGNAVOX	MAG	N	26 3/4	28	- 1 1/4	- 4.46	52 1/4	25 5/8	17,685	473,073
3M	MMM	N	86 3/8	85 7/8	+ 1/2	+ .58	88 7/8	74 1/4	112,986	9,759,165
MOTOROLA	MOT	N	131 1/2	135 5/8	- 4 1/8	- 3.04	138	80	13,609	1,789,583
OAK INDUSTRIES	OEN	N	19 5/8	20 1/8	- 1/2	- 2.48	21 3/4	9 5/8	1,638	32,145
RCA	RCA	N	34 1/2	36 3/4	- 2 1/4	- 6.12	45	32 1/8	74,432	2,567,904
RSC INDUSTRIES	RSC	A	1 7/8	2	- 1/8	- 6.25	4 3/8	1 5/8	3,458	6,483
SONY CORP	SNE	N	68 1/8	63 5/8	+ 4 1/2	+ 7.07	71 1/8	21 1/4	66,250	4,513,281
TEKTRONIX	TEK	N	51 1/2	52 1/8	- 5/8	- 1.19	65 1/2	32 3/4	8,162	420,343
TELEMIATION	TMT	O	4 1/4	4 1/4		.00	13 3/4	3 1/2	1,050	4,462
WESTINGHOUSE	WX	N	43	46 1/2	- 3 1/2	- 7.52	54 7/8	38 3/8	88,235	3,794,105
ZENITH	ZE	N	49 5/8	53 1/2	- 3 7/8	- 7.24	56 5/8	39 3/4	19,040	944,860
TOTAL									624,063	38,081,050
GRAND TOTAL									1,265,546	59,714,153

Standard & Poor's Industrial Average

132.81

133.60

-.79

A-American Stock Exchange  
M-Midwest Stock Exchange  
\*Closing prices are for Tuesday  
Disney prices reflect recent two-for-one stock split.

N-New York Stock Exchange  
O-Over the counter (bid price shown)

A blank in closing price columns indicates no trading in stock.

Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

## Fates & Fortunes®

### Broadcast Advertising



Mr. McCaffrey

Mr. McCall

**James McCaffrey**, chairman and chief executive officer, McCaffrey & McCall, New York, and chairman of the American Association of Advertising Agencies, will retire from advertising June 29. **David McCall**, president of the agency, will assume the titles held by Mr. McCaffrey. New AAAA elections are to be held at association's annual meeting in May. **Richard W. Murray** and **Ralph S. Thomas**, account supervisors; **David Bennett**, copy supervisor; **Stanley S. Forman**, associate research director; and **Ronald F. Winerman**, associate media director, McCaffrey & McCall, New York, named VP's.



Mr. McRitchie

York, elected VP's.

**Bruce D. McRitchie**, marketing program supervisor, Grey Advertising, Detroit, named VP and Ford corporate account supervisor.

**Richard Villante** and **Strattan S. White**, account supervisors, and **Ivan Glick**, production manager, Marschalk Co., New

**John J. Cummings**, account supervisor, N. W. Ayer & Son, New York, elected VP.

**Alan C. Wiber**, marketing and media director, McCann-Erickson, Detroit, named VP.

**Walter Hart**, national sales manager, KTTV(TV) Los Angeles, named VP-national sales manager.



Mr. Day

as general sales manager.

**Art Caruso**, local sales manager, WGAR(AM) Cleveland, appointed general sales manager.

**Gary Fisher**, with retail sales department, WCBS(AM) New York, appointed retail sales manager. **Joanne Phillips**, with WCBS(AM), New York, named sales service supervisor.

**Edward J. Mahoney**, sales manager, WTAX(AM)-WBDR(FM) Springfield, Ill., named general sales manager. **Charles Kent**, account representative, appointed regional sales manager for stations.

**Gene Grubb**, with sales staff, KOA-TV Denver, joins Hull-Mefford-Wolff-Webb, Denver agency, as partner.

**Harry M. London**, VP and director, Henry J. Kaufman & Associates, Washington

Agency renamed. **Frank B. Sawdon** Advertising Agency, New York, has been renamed Sawdon & Bess to reflect naming of **Jerome Bess**, president and chief operating officer of agency, to partnership status.

agency, joins S. A. Levynne Co., Baltimore agency, as VP-client services.



Mr. Barker

Wayne-Evans and Associates, Minneapolis rep firm, as VP and general manager.

**James A. Johnson**, manager, Radio One, Los Angeles rep, appointed director of client services, KMPC(AM) Los Angeles, Calif.

**William R. Barker**, VP-media director, D'Arcy, McManus & Masius, Chicago, joins SMY Inc., division of Advertising Contractors, Chicago media buying service, as VP-director of media services.

**Robert Bowden**, with KEY-FM Minneapolis-St. Paul, joins



Mr. Whitley

**Edward Whitley**, VP-general manager, Blair Radio, New York, retires in June.



Mr. Boden

**John N. Boden**, VP-manager, Blair's Chicago office succeeds him. Sales VP **Gerald Gibson** has been named New York sales manager. Sales VP **Robert J. Lobdell** named national sales manager. Both will be located in Blair Radio's New York office. **Jack F. Satterfield**, Philadelphia office manager, Blair Television, named VP. **John L. Welford**, manager of Philadelphia office, Blair Radio, named VP.

## Media



Mr. Derrough  
ING, Jan. 15).

**Brent O. Gunts**, VP and general manager, WBAL-TV Baltimore for the last 14 years, has resigned. He will continue as consultant to WBAL-TV's parent firm, the Hearst Corp. No successor has been named.

**E. K. Hartenbower**, senior VP, Meredith Corp.'s broadcasting division, retires. Since 1971 Mr. Hartenbower had responsibilities for long-range planning, growth and development of Meredith's Kansas City operations including KCMO-AM-TV and KFMM-FM.

**Stuart B. Schoenbug**, attorney, Phoenix, joins Combined Communications Corp. there as VP and assistant secretary.

**Norman W. Williams**, assistant station manager, KMTV-TV Omaha, elected VP and assistant general manager, May Broadcasting Co. In addition to KMTV, May is owner of KGUN-TV Tucson, Ariz., KMA(AM) Shenandoah, Iowa, and has ownership affiliation with KFAB-AM-FM Omaha.

**Enid Moore**, manager of network relations, Warner Bros. television, New York, appointed to newly created post, manager, special projects, CBS-TV press information, New York.

A shift in management and programming personnel among the several Bartell Broadcasting top-40 stations was effective Jan. 15, following resignation of **Hap Trout**, general manager, KCBQ(AM) San Diego, to become general manager, RKO's KFRC(AM) San Francisco. He is succeeded by **Russ Wittberger**, general manager, WMYQ(FM) Miami. General sales manager of WMYQ, **Gary Starr**, becomes general manager. WMYQ music director, **Johnny Dark**, goes to Bartell's WOKY(AM) Milwaukee in same capacity, and assistant music director, **Ed Reynolds**, becomes music director at WMYQ. **Robert Collins**, former program director, WRIT(AM) Milwaukee, goes to WMYQ as program director to replace interim program director, **J. Michael Stone**.

**Bettye K. Hoffman**, director, audience services, NBC, New York, appointed VP, information services.

**Peter Sauerbrey**, copy chief, public relations, ABC, New York, appointed editor, publications, public relations there. **Jane Magidson**, staff member, public relations, ABC, appointed assistant editor, public relations there.

**Paul Oughton**, production manager, WVEC-TV Norfolk, Va., joins WITN-TV Washington, N.C., as operations manager.

**Howard Page**, general manager, WKIP(AM) Poughkeepsie, N.Y., joins WTMR(AM) Camden, N.J., as operations manager. (This corrects Jan. 8 item.)

**Lorraine Lancaster**, executive secretary for both Mecklenburg Television Broadcasters (licensee, WCBB-TV Charlotte, N.C.) and Bahakel Broadcasting, owner of station, named assistant VP, Bahakel Broadcasting.

**Arthur B. Regenold III**, with WSPD-TV Toledo, appointed promotion manager. **Wash Allen**, with KCOH(AM) Houston, appointed public relations director.

## Broadcast Journalism

**Matthew T. Kenny**, executive assistant to general manager for South America, United Press International, Buenos Aires, appointed general news editor for Mexico and Central America, UPI, Mexico City. **Michael J. Conlon**, reporter, Washington bureau, UPI, appointed consumer-affairs reporter, and **Ronald E. Cohen**, general news editor, UPI, New York, appointed to new post of Washington editor in charge of enterprise stories for UPI. **John B. Barrette**, reporter, UPI, Indianapolis, appointed manager of Harrisburg, Pa., bureau, succeeding **Sara Jane Fritz**, who becomes reporter in Washington bureau.

**John Chancellor**, principal correspondent, NBC News, Washington, is one of six new members elected to board of trustees, Washington Journalism Center. Other new members include: **Robert E. L. Baker**, *Washington Post*; **Clarence Hunter**, Howard University; **Eugene Patterson**, *St. Petersburg Times*; **Carolyn Raeke**, *Dallas Morning News*, and **Robert M. White III**, *Mexico (Mo.) Ledger*.

**Joe Cook**, producer, ABC Radio's *Reasoner Report*, New York, appointed director of public relations, ABC News there. He succeeds **George Merlis**, appointed associate producer, ABC News, New York.

**Lou Heckler**, assistant news manager, WWBT-TV Richmond, Va., appointed news manager.

**Daniel Abernathy**, reporter, WPON(AM) Pontiac, Mich., joins WDRQ(FM) Detroit, as director of news. **Thomas Anderson**, reporter, WID(AM) Garden City, Mich., joins WDRQ in similar capacity.



Mrs. Hoffman

**Sam Rinaker**, newsman, KGTV-TV San Diego, appointed editorial director.

**Cathie Mann**, editor, *Teen* magazine, Petersen Publishing Co., Hollywood, joins KNXT-TV Los Angeles, as general assignment reporter.

**Kathie Spielman**, with news staff, KTIV-TV Sioux City, Iowa, joins KWWL-TV Waterloo-Cedar Rapids, Iowa, as anchor personality and reporter.

## Programming

In the first of a series of consolidations between Columbia Pictures and Screen Gems, **Michael Kurzman** was named last week as VP-studio business affairs for both companies. Mr. Kurzman had been VP-business affairs, Columbia Pictures since 1970. **Lawrence Werner**, VP and post-production manager, Screen Gems, named VP-post production for combined post-production departments of Screen Gems and Columbia Pictures. Spokesman said consolidations are not aimed at reducing staffs but at improving efficiency of Columbia Pictures and Screen Gems, both divisions of Columbia Pictures Industries Inc.

**Jack Ellison**, southwest sales representative, Screen Gems syndication department, appointed Southwest division manager, with headquarters in Dallas.

**Jeff Luber**, manager, casting, NBC-TV, New York, appointed manager, program development there.

**Joseph Barbera** and **William Hanna** have entered into agreements with Taft Broadcasting Co. to continue as principals of Hanna-Barbera Productions for an additional seven years.

**Michael Kay**, night-operations supervisor, ABC-TV, New York, appointed program administrator, East Coast, for ABC Entertainment, New York. **Wally Weltman**, director of design and production, CBS-TV, Los Angeles, appointed director, late-night program development, ABC Entertainment.

**Alice Haynsworth**, associate producer, Adfilm Producers, New York, named executive producer, Televideo Productions, New York.

**Pat Shaughnessy**, VP and general manager, KMEN(AM) San Bernardino, Calif., joins Drake-Chenault Enterprises Inc., Canoga Park, Calif., as VP and director of sales. Drake-Chenault, producer of programming formats for automated radio stations, has also named **Arthur S. Gross**,

**McCormick leaves MBS**. Stephen J. McCormick, Mutual Broadcasting System's news voice in Washington for 23 years, has resigned. Mr. McCormick, who was vice president for news of MBS and a member of its board of directors, said last week that he is planning to syndicate his daily commentary, *60 Seconds*, through Broadcast Productions Inc., Washington. He will also be available for assignments and specials as a consultant in Washington based on 37 years of covering the nation's capital.



formerly with ABC-TV, as VP and director of television sales for newly-created TV program production and syndication arm of company.

**Stanton Korey**, president, Korey Productions, New York, joins Tulchin Productions Ltd., New York TV production firm, as sales manager.

**Fifi Booth**, VP, Daniel J. Edelman Inc., Los Angeles public relations firm, named director of advertising and promotion, 20th Century-Fox Television, Hollywood.

**Elizabeth Callahan**, supervisor, film department, WBNG-TV Binghamton, N.Y., appointed film director, Gateway Communications, owner of WTAJ-TV Altoona, Pa., WLYH-TV Lancaster, Pa., and WBNG-TV.

**Clark L. Pangle**, assistant manager of TV public affairs, WMAL-TV Washington, joins WTTG(TV) there as manager of production sales.

**Bill Malendowski**, production manager, WFBC-TV Greenville, S.C., named director, newly formed creative services department, formed for development and production of commercials. **Gene Burns**, TV director, WFBC-TV succeeds Mr. Malendowski as production manager.

**Charles Rogers**, production manager, KHTV(TV) Houston, joins KOA-TV Denver in similar capacity.

**Gary Whittle**, production manager, Kentucky Educational Television, assumes additional post, program manager. **Tom Wing**, director, Maryland Center for Public Broadcasting, Owings Mills, Md., joins KET as producer-director.

## Cable

**Pat Douey**, senior coordinator, Keeble Cable TV Ltd., Toronto, appointed director, community programming operation. **Gerry Brown**, program manager, Keeble Cable, leaves company to establish rep firm in Hong Kong.

**Jim Thomas**, operations manager, WCEE-TV Rockford, Ill., joins Rockford Cablevision there as manager, business and operations.



Mr. Freeman

**Sanford Freeman**, national marketing director, Teleprompter Corp., New York, joins Television Communications Corp., CATV subsidiary of Warner Communications Inc., New York, as VP-marketing.



Mr. Michaels

**Joseph C. Groth Jr.**, general manager, Teleprompter Manhattan CATV, New York, elected president.

**J. Patrick Michaels Jr.**, VP - marketing and development, T.M. Communications Co. of Florida, Tampa, joins Cable Funding Corp., New York based CATV financial services firm, as VP.

**Alan Harmon**, formerly with Daniels & Associates, Denver CATV brokers, has formed own firm, Harmon and Co., to offer systems management, brokerage and consulting services to CATV industry. Suite 550, 360 South Monroe Street, Denver 80209.

## Equipment & Engineering

**Lee R. Pardee**, KTTV(TV) Los Angeles, engineering staff, appointed chief engineer.

**Edward S. Ely**, chief engineer, noncommercial KFJC(FM) Los Altos, Calif., joins KSNB(FM) San Francisco as chief engineer.

**Robert A. Reymont**, assistant chief engineer, WGAR(AM) Cleveland, appointed chief engineer.

**Mark Schneider**, assistant engineer, WABQ(AM) Cleveland, joins WJMO(AM) Cleveland Heights, Ohio, as chief engineer.

**Louis R. Wanner**, chief engineer, GTE

Sylvania's electronic tube division, Seneca Falls, N.Y., appointed to new post, VP-engineering, with responsibility for division's product lines including monochrome and color-TV picture tubes and receiving tubes.

**Gary Olson**, with Glenview, Ill., office, Telemation Inc., appointed district manager, New Berlin, Wis., office. He succeeds **Michael D'Amore**, assigned to newly-opened office near Kansas City, Kan. (BROADCASTING, Jan. 15).

**John J. Sie**, technical director, terminal products and services division, Jerrold Electronics Corp., Philadelphia, appointed manager of division.

**Robert B. Hansen**, manager, engineering, consumer products division, Motorola Inc., joins Zenith Radio Corp., Chicago, as director, color TV engineering.

**Frederick J. Haines**, camera product manager, International Video Corp., Sunnyvale, Calif., named manager, product services.

## Allied Fields

**B. V. LeVee**, VP-director of planning and development, A. C. Nielsen, Chicago, elected executive VP and appointed to newly created post, national manager, retail index sales and services.

**John D. Backe**, president, General Learning Corp., New York, named president, CBS/Education & Publishing Group, effective March 1. **Harry R. Most**, acting president of group since last November, named board chairman of Holt, Rinehart & Winston, New York, which is part of CBS/Education & Publishing Group.

**John Phillips**, VP and finance committee member, American Home Products Corp., New York, named president, CBS/Columbia Group and VP, CBS. CBS/Columbia Group is responsible for many of company's direct marketing activities. Mr. Phillips succeeds **Harvey Schein** who joined Sony Corp. of America, New York, as president several months ago.

**John M. Power**, regional manager, American Research Bureau's New York office, named Eastern manager of agency and advertiser sales.

**Seavers Peters**, Dartmouth College, Hanover, N.H., elected chairman of National Collegiate Athletic Association television committee. He succeeds **James H. Decker**, Syracuse University, Syracuse, N.Y., who resigned for health reasons.

## Deaths

**Warren Wade**, 76, retired broadcast executive and actor, died Jan. 14 in nursing home in Englewood, N.J. Mr. Wade had headed production and programming for NBC in 1930's and later produced such radio series as *Gang Busters*, *Treasury Agent*, *Top Secret Files* and *Broadway Cop*. In 1952 he formed Warren Wade Productions to produce Broadway plays for television. There are no immediate survivors.

**David J. McCrudden**, 45, supervisor of film editors, CBS News, died Jan. 12 in Flushing, Queens, New York. He is sur-



Judge Miller

**Former NAB head dies.** Justin Miller, 84, former president of the National Association of Broadcasters, died Jan. 17 at his home in Pacific Palisades, Calif. In addition to serving as NAB president in 1945-51, Judge Miller also served as chairman of the board of directors and was the 1961 recipient of the association's Distinguished Service Award. He was in ill-health for the last several months.

He was chosen president of NAB to succeed Neville Miller, former mayor of Louisville, Ky., who is now in private law practice in Washington. Judge Miller was a member of the U.S. Circuit Court of Appeals for the District of Columbia at the time, having been appointed to that post by President Roosevelt. Before appointment to the bench he was a member of the U.S. Tax Court. He had been a special assistant to the Attorney General and dean of the Duke University Law School. Before that he had been professor of law at, variously, the Universities of California, Oregon, Montana, Minnesota, Columbia and Stanford. Mr. Miller hired Vincent T. Wasilewski, now president of NAB, in 1949 as a member of the NAB legal department.

During his leadership of the NAB, Judge Miller vigorously opposed government intrusion into broadcast programming and advocated freedom of the air. He initiated the establishment of a program department at the NAB. A native Californian, Judge Miller took his bachelor and law degrees at Stanford University.

He is survived by his wife, May Merrill Miller, and two children, Mrs. Harold K. Friedland and Merrill Justin Miller.



vived by his wife Joan, one son, and one daughter.

**Jack G. Moyles, 59**, Voice of America announcer-producer until July 1972, died Jan. 16 at Kootelai Memorial hospital, Coeur d'Alene, Idaho, of cancer. Mr. Moyles, who spent much of his career as actor, writer and director for radio, TV and theater, joined KVNI(AM) Coeur d'Alene in 1961 as news director, and

Voice of America in 1964. He is survived by his wife, Nida Vanderbush, and three daughters.

**Jerry P. Keith, 51**, VP, part owner and sales manager, WDAM-TV Hattiesburg, Miss., died Jan. 16 after a heart attack suffered on Dec. 20. Mr. Keith had been associated with WDAM-TV for 16 years. He is survived by his wife and four children.

**Jimmy C. Follis, 34**, co-owner, program director and chief engineer, WELB(AM) Elba, Ala., shot in head and killed while broadcasting his show Jan. 10. Claire Luttrell, enlisted man at nearby Fort Rucker and part-time employe at station, surrendered himself and rifle when police arrived. Police say pair had argued over return of Mr. Luttrell's tapes and his unpaid telephone bills.

## For the Record®

As compiled by BROADCASTING Jan. 10 through Jan. 16, 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. TPO—transmitter power output. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

### New TV stations

#### Rulemaking actions

- Grand Junction, Colo.—FCC amended TV table of assignments to assign ch. 8 to Grand Junction for second local VHF commercial outlet (Doc. 19539). Action Jan. 10.
- Ithaca, N.Y.—FCC proposed, in rulemaking notice, assignment of ch. 65, reserved for non-commercial educational TV use, to Ithaca in place of reserved ch. 14. Action Jan. 4.

### Existing TV stations

#### Final actions

- \*WUNK-TV Greenville, N.C.—Broadcast Bureau granted license covering new station. Action Dec. 29, 1972.
- \*KSPS-TV Spokane, Wash.—Broadcast Bureau granted authority to operate trans. by remote control from 2911 South Regal Street, Spokane. Action Dec. 29, 1972.

#### Actions on motions

- Administrative Law Judge David I. Kraushaar in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, granted joint motion by applicants and corrected hearing transcripts (Docs. 18791-2). Action Jan. 11.
- Administrative Law Judge Forest L. McClenning in Washington (United Television Co. [WFAN-TV], et al.), TV and AM proceeding, granted petition by Washington Community Broadcasting Co.; reopened record; incorporated amendment showing changes of address and changes in business interests of specified stockholders; closed record (Docs. 18559, 18561-3). Action Jan. 9.
- Administrative Law Judge Forest L. McClenning in Boston (RKO General Inc. [WNAZ-TV] et al.), TV proceeding, granted petition by RKO General to amend application to provide current data as to direct and indirect media interests of petitioner, officers, directors and stockholders, including additions and corrections to data contained in certain RKO General exhibit (Docs. 18759-61). Action Jan. 8.
- Administrative Law Judge Herbert Sharfman in matter of applications for transfer of control of D. H. Overmyer Communications Co. and D. H. Overmyer Broadcasting Co. from D. H. Overmyer to U.S. Communications Corp., on request of Mr. Overmyer, extended to Jan. 23 time for filing reply, and ordered that Broadcast Bureau may file reply to Mr. Overmyer by Feb. 23 (Doc. 18950). Action Jan. 3.

#### Other actions

- Review board in High Point, N.C., TV proceed-

ing, in response to request by Southern Broadcasting Co., applicant for renewal of license of WGHP-TV High Point, broadened issue against Furniture City Television Co., competing applicant for facilities, to encompass Furniture City's alleged failure to report business interests of two of principals (Docs. 18906-7). Action Jan. 10.

■ Review board in Norfolk, Va., TV proceeding, denied appeal by George K. Walker, witness in proceeding involving applications of WTAR Radio-TV Corp. for renewal of license for WTAR-TV Norfolk, and Hampton Roads Television Corp. for new TV in Norfolk, from evidential ruling of administrative law judge with respect to admission of certain exhibits tendered by Mr. Walker (Docs. 18791-2). Action Jan. 8.

### New AM stations

#### Actions on motions

- Administrative Law Judge Frederick W. Dennis-ton in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, denied motion by Burns, Rieke and Voss Associates seeking hearing conference, without prejudice to right to file, within 10 days of release date of order, petition for further hearing, provided that it is accompanied by showing of good cause therefore, and by written copies of actual testimony to be offered at hearing (Docs. 19596-7). Action Jan. 9.
- Administrative Law Judge Frederick W. Dennis-ton in Shreveport, Vivian and Bossier City, all Louisiana (James E. Reese, et al.), AM proceeding, granted petition by James E. Reese and extended to Jan. 22 time for filing replies to proposed findings and conclusions (Docs. 19507-9). Action Jan. 9.
- Administrative Law Judge Forrest L. McClenning in Cleveland, Tex. (Billy D. Pirtle, et al.), AM proceeding, granted petition by Jessie C. Howard and accepted revised publication notice; by separate action, dismissed request by Jessie C. Howard for continuance of hearing and granted request by Billy D. Pirtle and continued hearing to Jan. 17 (Docs. 19577-9). Action Jan. 8.
- Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and P B L Broadcasting Co.), AM proceeding, granted petition by PBL to amend application to show FAA approval of trans. site and revised financial proposal (Docs. 19639-40). Action Dec. 29, 1972.
- Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broad-

casting Inc. and PBL Broadcasting Co.), AM proceeding, granted petition by Northeast to amend application to show status of certain litigation reportable; by separate action, denied petition by PBL Broadcasting for assignment of new file number, removal from processing line and dismissal of application of Northeast (Docs. 19639-40). Action Jan. 9.

#### Other actions

- Review board in Clovis, Calif., AM proceeding, in response to petition by Clovis Broadcasters, applicant for new AM at Clovis, denied petition by proceeding to determine whether Clovis proposal violates rules, and if so, whether good cause exists for waiver of rule (Doc. 13995). Action Jan. 11.
- Review board in Santa Cruz and Aptos-Capitola, both California, AM proceeding, in response to motion by Broadcast Bureau, stayed, pending further review, effective date of order of Administrative Law Judge Naumowicz granting joint agreement. Proceeding involves applications of St. Cross Broadcasting Inc. and Progressive Broadcasting Co. for new AM at Santa Cruz and Aptos-Capitola respectively (Docs. 19503, 19605). Action Jan. 12.
- Review board in Pineville, La., and Dermott, Ark., AM proceeding, denied petition by Southeast Arkansas Broadcasters Inc., licensee of KVSA McGhee, Ark., for addition of issue against Southeast Arkansas Radio Inc. in proceeding involving Southeast application for new AM at Dermott, and competing application of Robert Cowan Wagner for AM at Pineville (Docs. 19473-74). Action Jan. 8.
- Review board in Springfield, Mo., AM proceeding, denied petitions to enlarge issues (Doc. 19480). Petitioners A-W Broadcasting Co. and Queen City Broadcasting Co., competing applicants for new AM in Springfield, have since merged into one applicant. Queen City. Action Jan. 11.

### Existing AM stations

#### Applications

- WQYK Tampa, Fla.—Seeks CP to change ant. trans. site to 11300 Morgan Street, St. Petersburg, Fla. Ann. Jan. 9.
- KAMA El Paso—Seeks CP to increase tower height to 230 ft. Ann. Jan. 9.

#### Final actions

- KTCS Fort Smith, Ark.—Broadcast Bureau



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granted CP to replace expired permit for changes. Action Jan. 4.

■ KBIS Bakersfield, Calif.—Broadcast Bureau granted CP to increase directional radiation pattern size and MEOV's. Action Jan. 11.

■ WNLC New London, Conn.—Broadcast Bureau granted CP to make changes in ant. system. Action Jan. 4.

■ WCMQ Miami—Broadcast Bureau granted mod. of license covering change in corporate name to Radio WCMQ Inc. Action Jan. 4.

■ KIPA Hilo, Hawaii—Broadcast Bureau granted CP to install new aux. trans. composite, to be installed at new trans. site at Pepeekeo Point approximately 9 miles north of Pepeekeo, Hawaii, and to be operated by remote control. Action Jan. 4.

■ WCFL Chicago—Broadcast Bureau granted license to use former main trans. for aux. purposes only. Action Jan. 4.

■ WRAN Dover, N.J.—Broadcast Bureau granted CP to replace expired permit for changes. Action Jan. 4.

■ KBAD Carlsbad, N.M.—FCC granted waiver of rules to permit grant of application by Radio Carlsbad Inc., licensee, to modify daytime-only license to add operating hours between 6 a.m. and 1 S, with power reduced from 1 kw to 250 w. Action Jan. 10.

■ WHN New York—Broadcast Bureau granted CP to install new alt. main trans. to be operated by remote control. Action Jan. 4.

■ WCPS Tarboro, N.C.—Broadcast Bureau rescinded Dec. 27, 1972, action which granted renewal of license. Action Jan. 9.

■ WMBJ San Juan, Puerto Rico—Broadcast Bureau granted mod. of license to operate trans. by remote control from main studio location. Action Jan. 4.

■ KEYS, Corpus Christi, Tex.—Broadcast Bureau granted CP to replace expired permit for changes. Action Jan. 4.

■ WFAA Dallas—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location, Communications Center, Dallas. Action Dec. 29, 1972.

■ KILT Houston—Broadcast Bureau granted CP to replace expired permit for changes. Action Jan. 4.

■ WKUB Manitowoc, Wis.—Broadcast Bureau granted CP to install new ant. and make changes in ant. line. Action Jan. 4.

#### Actions on motions

■ Administrative Law Judge Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Company), in matter of renewal of licenses for WJMO(AM) and WLYT(FM), set certain procedural dates and postponed hearing from Jan. 29 to Feb. 7 (Doc. 19412). Action Jan. 11.

■ Administrative Law Judge David I. Kraushaar in Fargo, N.D. (Northwestern College [KFNW]), AM proceeding, denied motion of Northwestern College for extension of procedural dates, except that exhibits may be exchanged as late as Jan. 24 (Doc. 19313). Action Jan. 9.

■ Acting Chief Administrative Law Judge Herbert Sharfman in Connellsville, Pa. (Connellsville Broadcasters Inc.), in matter of renewal of license for WCVI, designated Administrative Law Judge Basil P. Cooper to serve as presiding judge; scheduled prehearing conference for Feb. 13 and hearing for March 26 in Connellsville (Doc. 19668). Action Jan. 9.

#### Fines

■ WSRF Fort Lauderdale, Fla.—Broadcast Bureau notified licensee that it has incurred an apparent liability for forfeiture of \$200 for willful or repeated violation of rules by failing to maintain required operating log during certain hours on specified dates in January 1972. Action Jan. 8.

■ WWSD Monticello, Fla.—Broadcast Bureau notified licensee that it has incurred apparent liability for forfeiture of \$200 for willful or repeated violation of rules by failing to provide data on equipment performance measurements for period in excess of 10 days prior to Feb. 10, 1972. Action Jan. 9.

#### Call letter application

■ WSAF Sarasota, Fla.—Seeks WQSR.

#### Call letter actions

■ KUDU Ventura, Calif.—Granted KBBQ.  
■ WDSU New Orleans—Granted WGSO.

#### Presunrise service authority

■ Broadcast Bureau granted PSA for operation between 6:00 a.m. and sunrise times specified in basic instrument of authorization, with daytime ant. system and power as shown: WSOQ North Syracuse, N.Y. (500 w.). Action Oct. 3, 1972;

KTPA Prescott, Ark. (500 w.). Action Oct. 16, 1972; WSME Sanford, Me. (500 w.). Action Oct. 18, 1972; KOLI Coalinga, Calif. (113 w.) and WBOX Bogalusa, La. (500 w.). Actions Oct. 20, 1972; KAPS Mt. Vernon, Wash. (500 w.). Action Oct. 30, 1972; WPOM Riviera Beach, Fla. (500 w.). Action Oct. 31, 1972; WGTR Natick, Mass. (1.6 w.). Action Nov. 10, 1972; KPUR Amarillo, Tex. (137 w. withdrawn). Action Nov. 13, 1972; WKHJ Holly Hill, S.C. (500 w.). Action Nov. 27, 1972; WNCA Siler City, N.C. (250 w.). Action Nov. 29, 1972; WQTE Monroe, Mich. (65 w.). Action Dec. 14, 1972; KRZE Farmington, N.M. (500 w.). Action Dec. 18, 1972; WUPY Ishpeming, Mich. (500 w.). Action Dec. 21, 1972; KPUL Pullman, Washington (390 w.). Action Jan. 8; WMGS Bowling Green, Ohio (230 w.). Action Jan. 4.

■ Broadcast Bureau granted PSA from 6:00 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and power as shown: WKBM Stirling, N.J. (250 w.). Actions Oct. 4, 1972; WHYT Noblesville, Ind. (60 w.). Action Nov. 8, 1972; WMJL Marion, Ky. (2.7 w.). Action Nov. 15, 1972; KAAT Denver (500 w.). and WKCM Hawesville, Ky. (182 w.). Actions Dec. 12, 1972; KPWB Piedmont, Mo. (65 w.). Action Jan. 9.

## New FM stations

### Applications

■ \*Larkspur, Calif.—Tamalpais High School District. Seeks 89.7 mhz, 13.8 kw. HAAT minus 161 ft. P.O. address Box 605, Larkspur 94939. Estimated construction cost \$9,230; first-year operating cost \$3,900; revenue none. Principals: Wilber D. Hawkins, district superintendent, et al. Ann. Jan. 8.

■ Yuba City, Calif.—Cascade Broadcasting Corp. Seeks 103.9 mhz, 3 kw. HAAT 164 ft. P.O. address Box 02155, Portland, Ore., 97202. Estimated construction cost \$14,813; first-year operating cost \$1,000; revenue \$4,500. Principals: David M. Jack, president, et al. Cascade Broadcasting is licensee of KLIQ-AM-FM Portland, Ore., and KEGL(AM) San Jose and KUBA(AM) Yuba City, both California. It is parent company of licensee of KUDY(AM) Spokane, Wash. Ann. Jan. 8.

■ Fort Wayne, Ind.—Shepard Broadcasting Corp. of Michigan. Seeks 103.9 mhz, 3 kw. HAAT 292 ft. P.O. address 925 Anthony Wayne Bank Building, Fort Wayne 46802. Estimated construction cost \$38,476; first-year operating cost \$45,000; revenue \$125,000. Principals: John J. Shepard, president, and Herbert J. Weber, vice president (each 30.3%), et al. Shepard Broadcasting owns WLAV-AM-FM Grand Rapids, Mich., WLYV(AM) Fort Wayne and WTO(AM) Toledo, Ohio, and owns 60% of KITT(FM) San Diego, Calif. Ann. Jan. 10.

■ \*La Grande, Ore.—Eastern Oregon College Educational Radio Committee. Seeks 91.1 mhz, 10 w. P.O. address Box 3175, Eugene, Ore., 97403. Estimated construction cost \$809; first-year operating cost \$2,115; revenue none. Principals: D. R. Larson, assistant chancellor and director, et al. Ann. Jan. 10.

### Final actions

■ \*Lake Forest, Ill.—Lake Forest College. Broadcast Bureau granted 88.9 mhz, TPO 10 w. HAAT 86 ft. P.O. address Sheridan Road, Lake Forest 60045. Estimated construction cost \$3,918; first-year operating cost \$3,000; revenue none. Principals: John S. Munshower, business manager of college, et al. Action Jan. 9.

■ Berwick, Pa.—FCC denied request by Berwick Broadcasting Corp., applicant for new FM in Berwick, for review of review board order released Aug. 2, 1972, denying Berwick's petition for reimbursement (Docs. 17844, 17885). Action Jan. 10.

### Actions on motions

■ Chief, Office of Opinions and Review, in Laurel and Ellisville, both Mississippi (Southland Inc. and South Jones Broadcasters Inc.), FM proceeding, granted petition by Southland and extended to Jan. 22 time to file application for review of memorandum opinion and order of review board adopted Jan. 3 (Docs. 19415-6). Action Jan. 10.

■ Acting Chief, Broadcast Bureau, on request of Ne-Ler Co., extended through Feb. 14 time to file reply comments in matter of amendment of FM table of assignments in Union Springs and Tallassee, both Alabama (Doc. 19628). Action Jan. 15.

■ Acting Chief, Broadcast Bureau, in response to petition by Midwest Radio Corp., licensee of KWYR-AM-FM Winner, S.D., extended time for filing comments and reply comments through Feb. 12 and Feb. 22 respectively, in matter of amendment of FM table of assignments in Gregory, S.D. (Doc. 19653). Action Jan. 11.

■ Administrative Law Judge Frederick W. Denniston in Ogallala, Neb. (Industrial Business Corp. and Ogallala Broadcasting Co.), FM proceeding, denied motion to quash by Ogallala Broadcasting; approved motion by Industrial to take depositions; ordered that further hearing shall be convened at date later to be specified, when appropriate motion is filed, upon completion of taking of depositions (Docs. 19559-60). Action Jan. 9.

■ Administrative Law Judge Isadore A. Honig in Laurel and Ellisville, both Mississippi (Southland Inc. and South Jones Broadcasters Inc.), FM proceeding, denied petition by Southland for continuance of hearing; postponed hearing scheduled for Jan. 16 to Jan. 22 (Docs. 19415-6). Action Jan. 11.

■ Administrative Law Judge Isadore A. Honig in Laurel and Ellisville, both Mississippi (Southland Inc. and South Jones Broadcasters Inc.), FM proceeding, denied request by Southland for indefinite continuance of hearing (Docs. 19415-6). Action Jan. 11.

■ Administrative Law Judge David I. Kraushaar in Galion, Ohio (The Tuscarawas Broadcasting Co. and Radio Galion Inc.), FM proceeding, granted joint petition by applicants; approved merger agreement as modified; dismissed with prejudice application of Tuscarawas Broadcasting Co.; granted application of Radio Galion for CP for new FM on ch. 272A in Galion (Docs. 19461-2). Action Jan. 8.

■ Administrative Law Judge Jay A. Kyle in Duncan, Okla. (Duncan Broadcasting Co. and William S. Hagara), FM proceeding, scheduled prehearing conference for Jan. 26 (Docs. 19651-2). Action Jan. 11.

■ Administrative Law Judge Forest L. McClenning in Cabool and Mountain Grove, both Missouri (Cabool Broadcasting Corp. and Kickapoo Prairie Broadcasting Co.), FM proceeding, granted petition by Cabool Broadcasting to amend application to correct inadvertent mathematical errors in computations of stock ownership and in programing data (Docs. 19620-1). Action Jan. 9.

■ Administrative Law Judge Chester F. Naumowicz Jr. in West Palm Beach, Fla. (Guy S. Erway, et al), FM proceeding, on request of Sun, Sand and Sea Inc., continued hearing to April 2 (Docs. 19601-4). Action Jan. 4.

■ Administrative Law Judge Chester F. Naumowicz Jr. in West Palm Beach, Fla. (Guy S. Erway, et al.), FM proceeding, granted petition by Sandpiper Broadcasting Co. to amend application to amend showing as to composition of board of directors in response to pending petition to enlarge issues (Docs. 19601-4). Action Jan. 10.

■ Administrative Law Judge Chester F. Naumowicz Jr. in West Columbia and Columbia, both South Carolina (Congaree Broadcasters Inc., et al), FM proceeding, granted petition by Congaree Broadcasters to amend application to modify financial showing (Docs. 19624-6). Action Jan. 9.

■ Administrative Law Judge Herbert Sharfman in Sioux City, Iowa (G and G Broadcasting, et al.), FM proceeding, granted petition by G and G Broadcasting to extent that application is dismissed and denied insofar as dismissal without prejudice is concerned, subject to condition that competing applicants file affidavits of no-consideration, within 10 days, if appropriate (Docs. 19632-4). Action Jan. 3.

■ Administrative Law Judge Herbert Sharfman in Sioux City, Iowa (G and G Broadcasting Inc., et al.), FM proceeding, denied petition by John L. Breece to dismiss Jim and Tom Hassenger Broadcasting Co. application; by separate actions, scheduled further prehearing conference for Jan. 19; set certain procedural dates and rescheduled hearing for April 10 (Docs. 19632-4). Action Jan. 9.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), noncommercial FM proceeding, ordered that hearing resume on Feb. 1 (Doc. 18634). Action Dec. 20, 1972.

■ Administrative Law Judge James F. Tierney in Easton, Md. (Community Broadcasters Inc. and Easton Broadcasting Co.), FM proceeding, set certain procedural dates and scheduled hearing for April 3 (Docs. 19303-4). Action Dec. 18, 1972.

### Other actions

■ Review board in West Palm Beach, Fla., FM proceeding, granted request by Guy S. Erway for extension through Jan. 15 to file reply pleadings to oppositions to petitions to enlarge issues filed by Mr. Erway, Sandpiper Broadcasting Co., and Sun, Sand and Sea Inc. Proceeding involves new FM facilities on ch. 221 (92.1 mhz), at West Palm Beach. (Docs. 19601-4). Action Jan. 8.

■ Review board in Duncan, Okla., FM proceeding, granted petition by William S. Hagara for extension of time through Jan. 18 to file responsive pleadings to petition to enlarge issues by Duncan Broadcasting Co. in proceeding involving mutually exclusive applications of Duncan and Hagara for new FM on ch. 272A (102.3 mhz) in Duncan. (Docs. 19651-2). Action Jan. 8.

■ Review board in Cayce, S.C., FM proceeding, granted petition by Lexington County Broadcasters Inc. for extension through Jan. 19 to file responsive pleadings to petition to enlarge issues by William D. Hunt in proceeding involving mutually exclusive applications of Lexington County Broadcasters and Mr. Hunt for new noncommercial FM in Cayce (Docs. 19568-9). Action Jan. 10.

■ Review board in Shell Lake, Wis., FM proceeding, granted motion by Broadcast Bureau to accept late filed pleading in proceeding involving applications of Erwin Gladdenbeg and Charles R. Lutz for new FM in Shell Lake (Docs. 19211-2). Action Jan. 9.

## Rulemaking action

■ Reno and Sparks, both Nevada—FCC denied joint petition by Pendor Communications, Western Inspirational Broadcasters Inc., RAESCO Inc. and Kelly Broadcasting Co., requesting deletion of FM ch. 295 from Reno and 252A from Sparks. Action Jan. 10.

## Call letter applications

- Hendrix College, Conway, Ark.—Seeks \*KHDX(FM).
- Mammoth Mountain F.M. Associates Inc., Mammoth Lakes, Calif.—Seeks KMMT(FM).
- St. Francis High School, Mountain View, Calif.—Seeks \*KSFH(FM).
- Bi-Lingual Broadcasting Foundation Inc., Santa Rosa, Calif.—Seeks \*KBBF(FM).
- Kalamazoo County Community Action Program Inc., Kalamazoo, Mich.—Seeks \*WCAA(FM).
- Montgomery-Hyde Park Neighborhood Advisory Council Inc., St. Louis—Seeks \*KLPH(FM).
- Plymouth State College, Plymouth, N.H.—Seeks \*WPCR-FM.
- The Board of Governors, State University, New Brunswick, N.J.—Seeks WRSU-FM.

## Call letter actions

- Central Michigan University, Mount Pleasant, Mich.—Granted \*WMHW-FM.
- Mobridge Broadcasting Corp., Mobridge, S.D.—Granted KOLY-FM.
- Gap Broadcasting Co., Big Stone Gap, Va.—Granted WLSD-FM.

## Existing FM stations

### Final actions

- KRON-FM San Francisco—Broadcast Bureau granted CP to install new aux. ant., using ERP 36 kw; HAAT 890 ft.; remote control permitted from 1001 Van Ness Avenue, San Francisco; granted CP to change trans. location to Clarendon Heights between Mt. Sutro and Twin Peaks, San Francisco; change studio location to 1001 Van Ness Avenue, San Francisco; operate trans. by remote control from studio site; install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 33 kw; HAAT 1,410 ft. Action Jan. 5.
- WASH(FM) Washington—Broadcast Bureau granted CP to install new ant.; change ERP 22.5 kw; change HAAT to 690 ft. Action Jan. 5.
- WJMK(FM) Plainfield, Ind.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 3 kw.; ant. height 200 ft. Action Jan. 4.
- KIOA-FM Des Moines, Iowa—Broadcast Bureau granted CP to install new trans.; install new ant.; change transmission line; ERP 35 kw; ant. height 420 ft.; remote control permitted. Action Jan. 4.
- WOXY-FM Baton Rouge—Broadcast Bureau granted CP to change trans. location to 1650 Highland Road, Baton Rouge; change studio location and remote control to 208 North Street, Baton Rouge; install new ant.; make changes in ant. system; ant. height 700 ft.; ERP 97 kw horiz., 91 kw vert. Action Jan. 3.
- WPOR-FM Portland, Me.—Broadcast Bureau granted CP to install new ant.; change ERP to 50 kw; change ant. height to 500 ft. Action Jan. 4.
- WLRJ(FM) Roanoke, Va.—Broadcast Bureau granted CP to install new trans.; install new ant.; change TPO; ERP 10 kw; HAAT minus 57 ft. Action Jan. 5.

### Action on motion

- Administrative Law Judge Jay A. Kyle in Tulsa, Okla. (Turnpike Broadcasting Corp. [assignor] and the KMOD Broadcasting Corp. [assignee]) in matter of assignment of license of KMOD(FM), scheduled prehearing conference for Jan. 25, and continued hearing now scheduled for Feb. 6 to date to be determined (Doc. 19631). Action Jan. 11.

## Call letter applications

- WFTL-FM Fort Lauderdale, Fla.—Seeks WICL(FM).
- WSAF-FM Sarasota, Fla.—Seeks WRSF(FM).
- WABI-FM Bangor, Me.—Seeks WBGW(FM).
- WASA-FM Havre de Grace, Md.—Seeks WHDG(FM).
- WWSW-FM Pittsburgh—Seeks WPEZ(FM).
- \*WHKW(FM) Chilton, Wis.—Seeks \*WEGB-FM.

## Call letter actions

- WDSU-FM New Orleans—Granted WQUE(FM).

## Summary of broadcasting

Compiled by FCC Nov. 30, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,361	5	15	4,361	48	4,429
Commercial FM	2,353	1	47	2,401	111	2,512
Commercial TV-VHF	504	1	6	511	11	523
Commercial TV-UHF	185	0	5	190	49	252
Total commercial TV	689	1	11	701	60	775
Educational FM	531	0	18	549	78	627
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	120	0	10	130	7	137
Total educational TV	208	0	15	221	8	229

\* Special Temporary Authorization.

- \*KBIA-FM Columbia, Mo.—Granted \*KBIA(FM).
- WGR-FM Buffalo, N.Y.—Granted WGRQ(FM).
- WPTF-FM Raleigh, N.C.—Granted WQDR(FM).
- WCWA-FM Toledo, Ohio—Granted WIOT(FM).
- WCSC-FM Charleston, S.C.—Granted WXTC(FM).
- KRLD-FM Dallas—Granted KAFM(FM).

## Renewal of licenses, All Stations

- Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's where appropriate: WAIM-TV Anderson, S.C.; WAVA Arlington, Va.; WBEU-AM-FM Beaufort and WBFM(FM) Seneca, both South Carolina; WCKB(AM)-WQTI(FM) Dunn, N.C.; WPEM Martinsburg, W.Va.; WETT Ocean City, Md.; WFAG Farmville, WFCF Kinston and WHIT New Bern, all North Carolina; WHPB Belton, S.C.; WHVN Charlotte, WKKE Asheville and \*WKNC-FM Raleigh, all North Carolina; WNNJ Newton, N.J.; WPEG(FM) Concord and \*WQFS(FM) Winston-Salem, both North Carolina; WSMN Nashua, N.H.; WSPF Hickory, N.C.; WTOV Towson, Md.; WVSC Somerset, Pa. Actions Jan. 10.

## Modification of CP's, all stations

- WLLS Hartford, Ky.—Broadcast Bureau granted mod. of CP to increase ant. efficiency. Action Jan. 11.
- WLLS Hartford, Ky.—Broadcast Bureau granted mod. of CP for extension of completion date to April 14. Action Jan. 4.
- WPCP Houston, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to April 14. Action Jan. 4.
- KJEL Lebanon, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to June 27. Action Jan. 4.
- KUFM(FM) Missoula, Mont.—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant system (increase height); change HAAT minus 980 ft; ERP 4.3 kw; remote control permitted from third floor, journalism bldg., University of Montana, Missoula. Action Jan. 5.
- WTAE Pittsburgh—Broadcast Bureau granted mod. of CP to extend completion date to June 16. Action Jan. 4.
- \*WVIA-TV Scranton, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to June 29. Action Dec. 29, 1972.
- WBNB-TV Charlotte Amalie, Virgin Islands—Broadcast Bureau granted mod. of CP to extend completion date to June 29. Action Dec. 29, 1972.
- WISN Milwaukee—Broadcast Bureau granted mod. of CP to extend completion date to July 11. Action Jan. 4.

## Translators

### Actions

- Marceline, Mo., Marceline Translator System—Broadcast Bureau granted CP for new VHF translator to serve Marceline on ch. 12 by rebroadcasting programs of KOMU-TV, ch. 8, Columbia, Mo. Action Jan. 4.
- Bloomington, Utah, Washington County Television Dept.—Broadcast Bureau granted CP for new UHF translator to serve Bloomington on ch. 61, by rebroadcasting programs of KSL-TV, ch. 5, Salt Lake City. Action Dec. 15, 1972.
- K257AD Escalante, Utah—Broadcast Bureau

granted CP for new FM translator to serve Escalante on ch. 257 by rebroadcasting programs of KALL-FM, ch. 231, Salt Lake City. Action Dec. 26, 1972.

## Other actions, all services

- FCC amended rules governing operation by remote control of AM's utilizing directional ants. to relax requirements for readings at trans. if provisions are made by licensee for reading and logging of phases at remote control point (Doc. 18455). Rules are effective April 20. Action Jan. 10.
- FCC adopted rules requiring installation and use of type approved phase monitors at trans. of all AM's using DA's (Doc. 18471). Rules specifying standards for type approval of monitors, and for replacing old or defective phase monitor with type accepted monitors, were also adopted. Rules will be effective Feb. 23. Action Jan. 10.

## Ownership changes

### Actions

- KUBC(AM) Montrose, Colo.—Broadcast Bureau granted transfer of control of Woodland Broadcasting Co. from Gerald R. Proctor and Jerry Johnson (individually and as custodian for Amy I. and Ann D. Johnson) (80% before, none after) to Lowell R. and Margaret E. Hale, and Jack T. and Lois A. McAuliffe (as group, 20% before, 100% after). Consideration: \$217,433. Principals: Mr. Hale is general manager of KUBC. He is also director of personnel for Colorado-Ute Electric Association Inc., Montrose. Mr. and Mrs. McAuliffe own real estate abstracting firm in Montrose. Action Jan. 10.
- WRYZ-AM-FM Jupiter, Fla.—Broadcast Bureau granted transfer of control of Lighthouse Broadcasting Co. (which has CP for WRYZ-FM) from B. M. Dukes, et al., to Loxahatchee Broadcasting Co. of 625 shares outstanding of Lighthouse's stock, Loxahatchee owns 100 and seeks to buy 415. Consideration: \$24,900. Principal: Phyllis B. Ramsdell (100%). Miss Ramsdell owns the Gilded Lilly, gift shop in Tequesta, Fla. Action Jan. 4.
- WNON-FM Lebanon, Ind.—Broadcast Bureau granted license from Charles R. Banks to Boone Communications Inc. for \$135,000 (includes covenant not to compete). Buyers: Warren and Vivian C. Wright (together 100%). Mr. Wright is former general manager of noncommercial WFYI-TV Indianapolis. Action Jan. 5.
- KBUB(AM) Sparks, Nev.—Broadcast Bureau granted assignment of license from John B. Aymar, receiver of assets in bankruptcy proceedings, to Transierra Media Inc. for \$78,000. Buyers: Cy Newman, president (50%), et al. Mr. Newman owns HD Productions Inc., Henderson, Nev., television production company. He also has interest in KVOV(AM) Henderson. Action Jan. 4.
- KUTI(AM) Yakima, Wash.—Broadcast Bureau granted sale of stock of KUTI Communicators Inc. from C. Loal Smith and Clarence Jensen (each 50% before, 30.4% after) to Donald M. Heinen (none before, 39.2% after). Consideration: \$6,063.92. Principal: Mr. Heinen is general manager of KUTI. Action Dec. 29, 1972.
- WRVB-FM Madison, Wis.—Broadcast Bureau granted assignment of license from Paul A. Stewart Enterprises Inc. to Northwestern College for \$154,000. Seller: Paul A. Stewart, president. Buyers: William B. Bernstein, president, board of trustees, et al. Action Dec. 29, 1972.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance, FCC an-



nounced Jan. 5 (stations in parentheses are TV signals proposed for carriage):

■ Arkansas Cable Television Inc., Pulaski county, Ark. (KARK-TV, KATV[TV], KTHV[TV] and KETS[TV], all Little Rock, Ark.; KPLR[TV] St. Louis; KTVT[TV] Fort Worth; KDTV[TV] Dallas).

■ Storer Cable TV Inc., Agoura, Calabasas and Banning, all California (KVST[TV] and KLCS[TV], both Los Angeles; KHOF[TV] San Bernardino, KLXA-TV Fontana and KBSC-TV Corona, all California).

■ California Antenna T-V Inc., Dixon, Calif. (KCRATV, KXTV[TV], KVIE[TV] and KTXL[TV], all Sacramento; KOVR[TV] Stockton, KPX[TV], KGO[TV], KRON[TV], KBHK[TV], and KQED[TV], all San Francisco; KTVU[TV] Oakland, KLOC[TV] Modesto, KGSC[TV] San Jose and KMUV[TV] Sacramento, all California).

■ Storer Cable TV Inc., Frazier Park, Calif. (KBSC-TV Corona, Calif.; KVST[TV] and KLCS[TV], both Los Angeles).

■ Gilroy Cable TV, Gilroy, Calif. (KMST[TV] Monterey, Calif.).

■ Storer Cable TV Inc., Hermosa Beach, El Portia and Manhattan Beach, all California (KOCE-TV Huntington Beach, KVST[TV] Los Angeles; KHOF-TV San Bernardino and KLCS[TV] Los Angeles, all California).

■ Gilroy Cable TV, Hillister, Calif. (KEMO[TV], KRON-TV and KPX[TV], all San Francisco).

■ Cablecom-General Inc., Menlo Park and unincorporated area of San Mateo county, both California (KTVU[TV] Oakland, KRON-TV, KPX[TV], KGO-TV, KQED[TV], KEMO-TV, KQEC-TV, KUDO[TV] and KBHK-TV, all San Francisco; KNTV[TV] and KGSC[TV], both San Jose; KCSM[TV] San Mateo, KSBW[TV] Salinas, KMST[TV] Monterey, KTEH[TV] San Jose, KCRATV and KXTV[TV], both Sacramento and KOVR-TV Stockton, all California).

■ Storer Cable TV Inc., Ojai and Ventura county, both California (KTIE[TV] Oxnard, Calif.; KVST-TV and KLCS[TV], both Los Angeles; KCOY-TV Santa Maria, Calif.).

■ Sequoia Cablevision, Visalia, Tulare county and Tulare, all California (KMJ[TV], KFRE[TV], KJEO[TV] and KAL[TV], all Fresno; KJTV[TV], KERO[TV] and KBAK[TV], all Bakersfield; KMPH-TV Tulare, KFTV[TV] Hanford, KTLA-TV and KTTV[TV], both Los Angeles and KQED[TV] San Francisco, all California).

■ Multi-View Systems of Woodland Inc., Woodland, Calif. (KLOC-TV Modesto, KOVR[TV] Stockton, KCRATV, KVIE[TV], KXTV[TV] and KTXL[TV], all Sacramento; KTVU[TV] Oakland and KBHK-TV San Francisco, all California).

■ Burlington TV Cable System, Burlington, Colo. (KWGN-TV and KRMA-TV, both Denver).

■ Bridgeport Community Antennae Television Co., Bridgeport, Stratford Orange, Woodbridge and Milford, all Connecticut (WCBSTV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPXI-TV, WNET-TV and WNYC-TV, all New York; WTIC-TV, WHCT[TV] and WEDH[TV], all Hartford; WINH-TV New Haven, WATR-TV Waterbury, WHNB-TV New Britain and WEDW[TV] Bridgeport, all Connecticut; WLWJ[TV] Garden City, N.Y.; WSBK-TV and WKBG-TV, all Boston; WXTV[TV] Paterson and WNUJ-TV Newark, both New Jersey).

■ Systems TV Inc., New Haven, Hamden and West Haven, all Connecticut (WABC-TV, WCBSTV, WNBC-TV, WNET-TV, WJEW-TV, WOR-TV, WPXI-TV and WXTV[TV], all New York; WATR-TV Waterbury, WEDH[TV], WHCT-TV and WTIC-TV, all Hartford; WEDN[TV] Norwich, WEDW[TV] Bridgeport, WHNB[TV] New Britain, all Connecticut; WKBG-TV and WSBK-TV, both Boston; WTVU-TV New Haven, Conn.).

■ Eastern Connecticut Cable Television Inc., Putnam, Killingly and Plainfield, all Connecticut (WJAR-TV, WPRI-TV and WSBT-TV, all Providence, R.I.; WGB-TV, WZL-TV, WNAO-TV, WSBK-TV, WGBH-TV and WGBX-TV, all Boston; WSMW-TV Worcester, WTEV-TV New Bedford and WKBG-TV Cambridge, all Massachusetts; WTIC-TV Hartford, WINH-TV New Haven and WEDN-TV Norwich, all Connecticut; WOR-TV and WPXI-TV, both New York).

■ TM Communications Co. of Florida, Haines City, Fla. (WSWB-TV Orlando, Fla.; WTCG-TV Atlanta; WLTV-TV Miami).

■ Storer Cable Communications Inc., Camilla and Pelham, both Georgia (WALB-TV Albany, WAWB-TV Pelham, WACS-TV Dawson and WTCG-TV Atlanta, all Georgia; WCTV-TV Tallahassee, Fla.; WTVY-TV Dothan, Ala.; WTVM-TV Columbus, Ga.).

■ Cardinal Telecable Corp., Paris, Ill. (WILL-TV Terre Haute, Ind.).

■ Rock River Cablevision Co., Sterling, Rock Falls, Mont Morency, Coloma township, Hopkins and Sterling townships, all Illinois (WSNS-TV Chicago).

■ CATV of Rockford Inc., unincorporated areas of Winnebago county, Ill. (WCEE-TV Freeport, WREX-TV WTVU[TV], both Rockford and WGN-

TV, WFLD-TV, WXXW[TV] and WTIW[TV], all Chicago).

■ Hawkeye Cablevision Inc., Clive, Iowa (WOI-TV Ames, Iowa; KRNT-TV, KDIN-TV and WHO-TV, all Des Moines, Iowa; WTCN-TV Minneapolis; KBMA-TV Kansas City, Mo.).

■ Hawkeye Communications Inc., Red Oak, Iowa (WOI-TV Ames, Iowa; KRNT-TV, KDIN-TV and WHO-TV, all Des Moines, Iowa; KBMA-TV Kansas City and KQTV[TV] St. Joseph, both Missouri; KUON-TV Lincoln, Neb.; KMTV[TV] WOW-TV, KETV-TV and KYNE-TV, all Omaha).

■ Cypress Cable Corp., Russell, Kan. (KPTS[TV] Hutchinson, Kan.).

■ Owensboro-on-the-Air Inc., Owensboro, Ky. (WUSI-TV Olney, Ill.; WBKO-TV Bowling Green, Ky.).

■ Oxford Cable TV Corp., Livermore and Jay, both Maine. (WSBK-TV Boston).

■ Oxford Cable TV Corp., Livermore Falls, Me. (WSBK-TV Boston).

■ Continental Cablevision of New Hampshire Inc., Saco, Me. WBZ-TV, WCVB-TV, WNAO-TV and WSBK-TV, all Boston; WKBG-TV Cambridge, Mass.; CHLT-TV Sherbrooke, Canada; WMTW-TV Poland Spring, WCSH-TV and WGAN-TV, both Portland, and WCBB[TV] Augusta, all Maine; WENH[TV] Durham, N.H.).

■ Continental Cablevision of New Hampshire Inc., South Berwick, Me. (WCSH-TV and WGAN-TV, both Portland and WMTW-TV Poland Spring, all Maine; WMUR-TV and WXPO-TV, both Manchester, and WENH[TV] Durham, all New Hampshire; WSBK-TV, WNAO-TV, WCVB-TV, WBZ-TV and WGBH[TV], all Boston; WKBG-TV Cambridge and WSMW-TV Worcester, both Massachusetts).

■ Stan-Fran Corp of Methuen Inc., Methuen, Mass. (WBZ-TV, WNAO-TV, WCVB-TV, WSBK-TV, WGBH-TV, WGBX-TV, WXNE-TV and WQTV-TV), all Boston; WKBG-TV Cambridge and WMUR-TV and WXPO-TV, both Manchester, all New Hampshire; WCSH-TV Portland, Me.; WENH[TV] Durham, N.H.; WJAR-TV and WPRI-TV, both Providence, R.I.; WSMW-TV Worcester, Mass.; WOR-TV and WPXI-TV, both New York).

■ Quinebaug Valley Cablevision Inc., Southbridge, Mass. (Certification of existing system).

■ Northern Video Inc., Carp Lake township, Mich. (WLUC-TV and WNPB[TV], both Marquette, Mich.; WKBD-TV Detroit; WFRV-TV and WLUK-TV, both Green Bay and WAEQ-TV Rhinelander, both Wisconsin; KDAL-TV, WDSM-TV, WDSE-TV and WDIO-TV, all Duluth, Minn.; CKPR-TV Thunder Bay, Ont.).

■ American Cablevision Co., Escanaba, Iron Mountain, Quinesec, Breitung township, Kingsford, East Kingsford, Escanaba township, Gladstone, Wells township, Ford River and Brampton township, all Michigan and Aurora, Wis. (WNPB-TV Marquette and WJMN-TV Escanaba, both Michigan; WPNE-TV Green Bay, Wis.).

■ Tahquamenon Cablevision Inc., Pentland township, Mich. (WKBD-TV Detroit).

■ Missouri Cable TV Inc., Florissant, Mo. (KTVI-TV, KMOX-TV, KSD-TV, KETC-TV, KDNL-TV and KPLR-TV, all St. Louis; WTTV-TV Indianapolis and KPMA-TV Kansas City, Mo.).

■ Missouri Valley Communications Inc., Lexington, Carrollton and Concordia, all Missouri. (KOTV-TV St. Joseph, KBMA-TV, WDAF-TV, KCMO-TV, KCSB-TV and KMBG-TV), all Kansas City; KMOS-TV Sedalia, KOMU-TV and KCBJ-TV, both Columbia and KDNL-TV and KPLR-TV, both St. Louis., all Missouri).

■ Stafford Cable T-V Co., Crawford, Neb. (KTNE-TV Alliance and KDUH-TV Hay Springs, both Nebraska; KWGN-TV, KBTV-TV and KMGH-TV, all Denver).

■ Merrimack Valley CATV Inc., Nashua, N.H. (CHLT-TV Sherbrooke, Quebec, Canada).

■ Good-View CATV Inc., Spring Valley, Ramapo and Clarkstown, all New York. (WABC-TV, WCBSTV, WNBC-TV, WNEW-TV, WOR-TV, WPXI-TV, WNET-TV, WNYC-TV and WNYE-TV, all New York; WLIW-TV Garden City, N.Y.; WEDW-TV Bridgeport, Conn.; WNUJ-TV Linden, WXTV-TV Paterson, WBTB-TV Newark and WKBS-TV Burlington, all New Jersey; WTAFTV Philadelphia).

■ WKBC Cablevision Inc., Wilkesboro, N.C. (WSOC-TV, WBTV-TV), WCCB-TV and WTVI-TV, all Charlotte; WUNE-TV Linville, WHKY-TV Hickory and WGHF-TV High Point, all North Carolina; WCYB-TV Bristol, Va.; WXII-TV Winston-Salem, N.C.).

■ Coaxial Communications of Columbus Inc., Columbus, Ohio (to delete WXIX-TV and add WSWO-TV Springfield, Ohio).

■ Akron Telelrama Inc., Fairlawn, Ohio. (WKYC-TV, WEWS-TV), WJW-TV, WKBF-TV and WVIZ-TV, all Cleveland; WAKR-TV Akron, WJAN-TV Canton and WUAB-TV Lorain, all Ohio; WKBD-TV Detroit; CKLV-TV Windsor, Ont.; WSOU-TV Columbus, Ohio).

■ Tele-Media Co. of Lake Erie, North Kingsville village, Ohio. (WICU-TV, WJET-TV, WSEE-TV and WQLN-TV), all Erie, Pa.; WKYC-TV WEWS-TV, WJW-TV, WUAB-TV and WKBF-TV, all Cleveland; WFMJ-TV and WKBN-TV, both Youngstown, Ohio; CEPL-TV London, CHCH-TV Hamilton and CKCO-TV Kitchener, all Ontario).

■ Signal Improvement Systems Inc., El Reno, Okla. (WKY-TV, KOCO-TV, KWTV-TV, KETA-TV and KOKH-TV, all Oklahoma City; KTVI-TV Dallas; KDTV-TV Fort Worth).

■ Coburg Cable Co., Coburg, Ore. (KVDO-TV Salem, KOIN-TV and KPTV-TV, both Portland; KOAC-TV Corvallis and KEZI-TV and KVAL-TV, both Eugene, all Oregon).

■ Myrtle Creek Cable TV, Tri City, Ore. (certification of existing operations).

■ Northeastern Pennsylvania TV Cable Co., Nicholson borough, Pa. (WNEP-TV, WDAU-TV and WVIA-TV, all Scranton and WBRE-TV Wilkes-Barre, all Pennsylvania; WSKG-TV, WBJA-TV, WICZ-TV and WBNG-TV, all Binghamton, N.Y.; WPHL-TV Philadelphia; WOR-TV and WPXI-TV, all New York).

■ Northeastern Pennsylvania TV Cable Co., Olyphant borough, Pa. (WNEP-TV, WDAU-TV and WVIA-TV, all Scranton and WBRE-TV Wilkes-Barre, all Pennsylvania; WPHL-TV Philadelphia; WOR-TV and WPXI-TV, both New York).

■ Video Link Ltd., Perrysopolis and Perry township, both Pennsylvania. (KDKA-TV, WTAB-TV, WTIC-TV, WQEL-TV, WOEX-TV and WPGH-TV, all Pittsburgh; WKBF-TV Cleveland; WUAB-TV Lorain, Ohio; WJAC-TV Johnstown, Pa.; WTRF-TV Wheeling, W.Va.; WSTV-TV Steubenville, Ohio).

■ Northeastern Pennsylvania TV Cable Co., Pitts-town township, Laffin borough, Duryea borough and Jenkins township, all Pennsylvania. (WNEP-TV, WDAU-TV and WVIA-TV, all Scranton and WBRE-TV Wilkes-Barre, all Pennsylvania; WPHL-TV Philadelphia; WOR-TV and WPXI-TV, both New York).

■ WSML Inc., Lewisburg, Tenn. (WDCN-TV, WSM-TV, WLAC-TV and WSIX-TV, all Nashville; WRCB-TV, WTVG-TV and WDEF-TV, all Chattanooga; WAAY-TV, WHNT-TV and WMSL-TV, all Huntsville, Ala.).

■ Gulf Coast-Bellaire Cable Television, Bellaire, Tex. (KPRC-TV, KHOU-TV, KTRK-TV, KVRL-TV), KHTV-TV and KUHT-TV, all Houston; KTVI-TV Fort Worth; KDTV-TV Dallas; KWEX-TV and KLRN-TV, both San Antonio, Tex.).

■ Gladewater Cable Television Inc., Gladewater, Tex. (KSLA-TV, KTAL-TV and KTBS-TV, all Shreveport, La.; KTVI-TV Fort Worth; KERA-TV Dallas; KLTV-TV Tyler, Tex.).

■ Tall City TV Cable Co., Midland, Tex. (KMXN-TV Lubbock and KWEX-TV San Antonio, both Texas).

■ Blacksburg Cable TV Co., Blacksburg, Va. (WTTG-TV and WDCA-TV, both Washington).

■ Salem Cable TV Company, Salem, Va. (WTTG-TV and WDCA-TV, both Washington).

## Final actions

■ Sun City, Ariz.—FCC waived franchise standards of rules and granted application of Sun Valley Cable Communications for certificate of compliance for new cable TV system at Sun City. Action Jan. 4.

■ Columbus, Ind.—FCC authorized Columbus Communications Corp., operator of cable TV system in Columbus, to carry one additional television signal instead of two additional signals it had requested. Action Dec. 20.

## Action on motion

■ Administrative Law Judge Herbert Sharfman in Meadville, Pa. (Meadville Master Antenna Inc.), cable TV proceeding, rescheduled hearing from Jan. 29 to Feb. 7 (Doc. 19479). Action Jan. 4.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Jan. 16. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Keystone Heights, Fla.*—City council granted 15-year franchise to Community Cable of Palatka. Firm will charge \$12.50 for installation and \$5.50 for monthly fee.

■ Newark, Ohio—Five firms have applied to city council for franchise: Newark Cablevision of Zanesville, Continental Cablevision of Findlay, Tower Communication of Coshocton, Tele-Media of State College (Pa.) and TeleCable of Norfolk (Va.).

# Professional Cards

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# Service Directory

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# 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.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code count as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

## RADIO

### Help Wanted Management

Wanted Mature adult to assume responsibility as administrative radio executive, involving program, management and sales. Good salary plus benefits, plus stock. Box M-146, BROADCASTING.

Professional General Manager with top sales experience for growing Midwest station with great potential. Excellent salary and incentives. Stock option for right man. Send resume to Box A-9, BROADCASTING.

Chicago based station group has an opportunity for an effective, experienced manager to assist in operation of existing properties and evaluation and development of acquisitions. If you can bring ideas with you and work within policy we have an unusual opportunity. Please give all details and requirements first letter. Our employees know of this ad. Thank you. Reply Box A-16, BROADCASTING.

Sex . . . That's important and so is ownership without any cash investment in NE station which we'll give to person selected as manager. Desire "on-the-street selling" type. Box A-79, BROADCASTING.

General Manager. Medium market. Must be professional salesman to lead hard working staff. Make our Good Music station biggest in Central New York and you can write your own future. Send resume, photo, salary requirement to Box A-162, BROADCASTING.

General Manager. We're looking for a smart, hungry, sales-minded, cost-conscious, community oriented GM to run our AM-FM Beautiful Music stations. The location is great—one of the West's most beautiful cities, in the heart of a scenic area, a top 25 market. The stations have excellent coverage, facilities, acceptance and prestige plus strong ratings and a rising sales curve. We are looking for a great manager and expect to pay accordingly. So, if you're ready for the challenge and responsibility please send your resume, picture and anything else you think our Board of Directors should know about you. Your inquiry will be treated in absolute confidence. Box A-163, BROADCASTING.

## Sales

Can you sell? Do you like to sell, to increase your billing, win prizes, cash bonuses, trips. If you are experienced, and a hard worker, these rewards are well within your grasp, in one of California's fastest growing markets. Box M-134, BROADCASTING.

Multiple station owner seeking aggressive young salesman ready to move up to sales manager. Must have three to five years experience on the street. 20,000 plus annually and chance for station management. Send complete resume first time to Box A-3, BROADCASTING.

Radio time salesman with management ability needed by Progressive MOR station in beautiful Rocky Mountain city of 55,000. Must be honest and have proven sales record and be willing to work hard for good income. Write complete details to Box A-136, BROADCASTING. EOE

Communications Properties, Inc. stations need three salesmen due to expansion. We are looking for men and/or women that are now earning or close to earning five figures in commissions in radio sales. The markets are excellent, co-workers pros, fringe benefits tops. Send your resume and references and you will hear from us. Write Box A-171, BROADCASTING. An Equal Opportunity Employer.

Good small market station (10,000 plus) in Southeast Ark. Has opening for top flight salesman-announcer with management potential. Send complete resume and tape to Barry Medlin, KAGH, Crossett, Ark. 71635.

Picture Yourself in Southern California, Picture yourself with KEZY, Orange County, California's No. 1 station—No. 1 in ARB, Pulse, Hooper, NRR—No. 1 in results to advertisers. Picture yourself with all the selling help you can get. Complete creative department, including a sales promotion director, a marketing director, a sound creative director, sales secretaries. All to help you sell more. Plus, printed material, client mailings, slide presentations. Picture yourself in an all new life style with lucrative commission structure, profit sharing, expenses, insurance, hospitalization. If you like what you see, call now (714) 776-1190, Daniel P. Mitchell, Exec. V. P. & G.M., and make a sale to us—*you*.

KREL-Corona, interviewing hungry, aggressive, hustling salesman for Los Angeles, Riverside areas. To 33-1/3% commission. Call Brad Melton 714-737-1370.

Southern Calif. MOR. If you have track record in retail sales—you're the man. Guarantee, good incentive. Sales area over 250,000. Bob Jacobson, KVEN, Box 699, Ventura, Calif. 93001.

Career Opportunity—Oklahoma's top small market AM is adding FM and promoting #2 man into FM management. Excellent opening for experienced salesman with radio experience in all phases. Group hospital and life insurance, paid vacations, sick leave and other benefits. Growth market college community named All-America City last year. Salary plus commission. Send resume to Michael McKee, Sales Manager or call KWCO, Chickasha, Oklahoma. E.O.E. 405-224-2890.

We have room at the top. Broadcast time salesman. Fastest growing Maryland Country Music radio station will open top accounts for experienced time salesman. Right person can earn very solid earnings with secure, unlimited future. Trade experience counts most, but will consider those with parallel media sales experience. Call Bernard Stevens, WISZ, 301-761-1590.

We pay for results! Immediate opening, great benefits. Active account list for proven salesman in Utica-Rome market. (New York). The man we want will outgrow us in 2-3 years. Then we'll help him get into a large market. Contact Mike Roswig, WTLB, Utica, 315-797-1330.

Professional radio time salesman. Salary, car, health insurance. Beautiful community. Call Darrell Burns, 505-662-4342, Los Alamos. If you live in New Mexico or an adjoining state also opening for announcer newsmen.

Media Broker trainee for Eastern U.S. Chapman Company, Inc., 5 Dunwoody Park, Atlanta, Ga. 30341.

Self motivated newsmen who enjoys digging for local news and actualities. Full time MOR serving beautiful Midwest growth area. Play-by-play optional. Call Dan Jones 618-942-2181. No collect calls please. EOE.

Four station group looking for sales rep at #1 station in 50,000 market. Call Ken Diamond 205-353-9232.

## Announcers

Announcer/Program Director: Southwestern Ohio station needs young, better than average man with programming knowledge of Upbeat MOR, Contemporary and Rock. Good opportunity to grow with a new company. Send tape, photo and resume to Box M-165, BROADCASTING.

Rapidly growing top rated Eastern market MOR station seeking experienced drive time top jock. Must send tape and resume. Equal Opportunity Employer. Box A-2, BROADCASTING.

Florida fulltime network adult rocker needs top jock. Bright, young but mature approach. Excellent pay, working conditions, beautiful city. Send tape, resume references, compensation history. Equal Opportunity Employer. Box A-57, BROADCASTING.

Top 100 Midwest market needs several sharp jocks with production ability for new Contemporary format. If you're an experienced pro with a mature but enthusiastic delivery, and would enjoy the atmosphere of a major college community, send tape and resume now to Box A-114, BROADCASTING.

Afternoon drive personality, MOR 5,000 watt medium market. Experienced pro who communicates with adult audience and can make his show number one. Tape, resume and salary. Box A-121, BROADCASTING.

Morning man PD for Maryland MOR medium market station. Need top programmer with promotional ideas. Tape, resume and salary requirements. Box A-124, BROADCASTING.

Midday charmer wanted with big voice and personality. Heavy on production, news or engineering. Box A-125, BROADCASTING.

Announcer-salesman, bright morning man for 6:00 to 9:00 AM shift on lively MOR, AM/FM radio stations in Southeast. Sell and service KEY accounts; salary and commission. Send complete information including audition tape and snapshot. Box A-142, BROADCASTING.

Good opportunity for experienced morning man in Contemporary-MOR format. 100,000 pleasant major university market, Northeast. Send tape, resume to Box A-154, BROADCASTING.

Top rated for Contemporary with TV affiliate looking for super jock to fill No. 1 morning slot. Rush resume to Box A-174, BROADCASTING.

Experienced announcer-newsman with 1st phone. Contact Jerry Hennen, KDMA, Montevideo, Minn. 612-269-8815.

Midday pro is sought by an outstanding 5,000 watt award winning Iowa station. Must know today's MOR music, and be a pro in the production lab. Must have solid commercial experience. We offer above average pay, outstanding benefits, and a truly bright future. Our staff of 30 fulltimers enjoys the best of facilities and equipment and solid community respect. Send tape and full particulars to Jerry Larsen, Operations Manager, KDTH, Dubuque, Iowa 52001.

Production director/announcer needed now! Modern Country medium market. Send tape/resume to James Stone, KPEP, San Angelo, Texas.

Announcer. Immediate opening at Contemporary daytime station. Send tape and resume first letter. KWEL, 401 W. Missouri, Midland, Texas.

Announcer-Salesman to do morning news and some air work and sell in the beautiful Central Vermont area. Contact R. T. Odeneal, WCVR, Randolph, Vt. by mail with tape, resume, salary requirement and experience.

Announcer, experienced only. Contemporary format. Knowledge of sports. Start \$115 with merit raises, generous fringe benefits. No phone calls. Send air-check and resume. WFVA, Fredericksburg, Va. Equal Opportunity Employer.

Wanted—Contemporary disc jockey for #1 Oklahoma City Contemporary station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

Announcer with news reporting and writing abilities needed at this aggressive station. Knowledge of sports helpful. Send tape, resume and salary requirements to William Shaw, WMKC Radio, Box 257, Oshkosh, Wisc. 54901.



## Announcers Continued

WSEW, Selinsgrove, Pa. is looking for a combination announcer-salesman, minimum five years experience on air. Exceptional salary plus commission. Must be a good music man on the air. Send tape and resume to Bill Mahoney, General Manager, WSEW Radio, Box 1240, Selinsgrove, Pa. 17870.

ABC owned FM stations look for Rock 'N Stereo on air talent. Send tape and resume to Dale Pon, 1330 Ave. of the Americas, New York, NY 212-LT 1-7777.

Central Florida FM, 100,000 watt Stereo Easy Listening format on the air last of January needs good voices—experience. Send tape and resume to Jim Kirk, Box 1136, Ocala, Fla. 32670. Equal Opportunity Employer.

Need two professional announcers, 1 for night shift and 1 dj, heavy sports play-by-play. Must be experienced professionals. Send resume, air check, picture to: PD, Box K, Greeley, Colorado 80631.

## Technical

Chief. Prefer young Top 40 specialist strong in both directional and audio experience. Excellent equipment, good working conditions and can meet any salary requirements based on ability and experience. Immediate opening. Box A-20, BROADCASTING.

Chief Engineer. Immediate opening for 5,000 watt directional AM. Strong on maintenance. Call 609-267-8200.

Radio station engineer for AM/FM station in Tucson, Arizona. Must have FCC 1st class radio telephone license. Send resume and pay requirements to: Engineering Dept., Box 15406, Phoenix, Arizona 85018.

Immediate opening for chief engineer for 10,000/5,000 DA station. Salary open. Good benefits. Located in small town ideal for family. Call A. K. Harmon 803-479-7121, Bennettsville, S.C.

First Class Engineer, Northern California station. Transmitter and studio maintenance, no announcing, \$650 month, increases as earned. Cascade Broadcasting Corp., Box 02155, Portland, Oregon. Joe Allen, 503-234-8448.

## News

News Photographer, experienced, must be adept at all silent and sound equipment procedures and editing. Major Midwest market. Include salary expectations. Box A-129, BROADCASTING. An Equal Opportunity Employer M/F.

If you know how to get a story, write well, look and sound good, we want you! A top rocker in Pennsylvania's third largest market would like your tape, resumes and salary requirements. No beginners. Write Box A-145, BROADCASTING.

We're willing to teach if you're willing to learn news. Hard work long hours, low pay to start. News oriented station. Send tape, resume Box A-156, BROADCASTING.

Experienced news person needed immediately in Missoula, Montana, one of America's most beautiful cities. Must be able to gather, write and report local news concisely with extensive actualities. EOE. Contact Lou Erck, KGMV, Box 1495, Missoula, Mt. 59801. Phone 406-549-6489.

News Director, must be self motivating newsmen, heavy emphasis on local news, and good play-by-play. Send resume and tape to W. H. Pollard, Jr., WBHP Radio, Box 547, Huntsville, Ala. 35804.

Announcer with news reporting and writing abilities needed at this aggressive station. Knowledge of sports helpful. Send tape resume and salary requirements to William Shaw, WMKC Radio, Box 257, Oshkosh, Wisc. 54901.

## Programming, Production, Others

Multiple station owner needs PD for Black programed station in competitive market. Must be experienced, stable and a go-getter. A good station needs rebuilding. Tape and resume to Box A-13, BROADCASTING. An Equal Opportunity Employer.

Continuity writer. Male or female. Northeast Pa. Small market; good community, close to metropolitan areas and excellent opportunity to grow with young staff. Creative writing a must; able to work with production eqt.; cassettes, voice commercials. Prefer college graduate or experience in lieu of. Qualifications, references and tapes or copy samples to Box A-65, BROADCASTING.

FM Classical Music Program Manager. Must have administrative and Classical Music background preferably in similar position. An Equal Opportunity Employer. Box A-140, BROADCASTING.

## Situations Wanted, Management

GM desires change. Management and/or sales. Station currently number one in large market. Why change? For details, inquire today. AM-FM, large, medium, small. Box A-134, BROADCASTING.

Currently Director GM. Station being sold. Professional, mature, honest. Good cost-conscious administrator, sales oriented. Credentials, references. Box A-149, BROADCASTING.

General Manager AM-FM, seven years experience all phases. Have taken station from 50m to 200m plus, want new challenge. Will consider part purchase. Prefer Southeast. Reply Box A-166, BROADCASTING.

Not a drifter. Conservative, hard working manager with ability to get involved and sell. I have \$30,000 cash to invest for part interest. Write me now as I am ready to relocate. Box A-170, BROADCASTING.

Pro-CW seeks assistant manager or operations mgr. Excellent record. N.Y., Chicago, Philadelphia. South & Midwest. Want back in South or West. Box Lockwood. 215-657-2109.

## Sales

Sales ability available. Experienced in national, regional, local, large, medium, small markets. AM and FM. Box A-133, BROADCASTING.

Sales manager, salesman, operations director, presently employed. References. Will consider all offers. Call after 5 P.M. 717-272-8065.

## Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-1, BROADCASTING.

Recent broadcast school grad. No experience. Will go anywhere, do anything for small salary. Box A-22, BROADCASTING.

Southern California only: Experienced professional with first phone seeks permanent position in So. Calif. Excellent references. Box A-59, BROADCASTING.

Five years experience MOR, CW, Top 40. Expert production. Will relocate. Air check upon request. Box A-81, BROADCASTING.

Conscientious worker, experienced in announcing, copy, sales, news and traffic. Ideal for small market. Northeast. First phone. Box A-98, BROADCASTING.

Experienced, dependable, first phone in medium, Draft exempt, currently Easy Listening, seeking MOR anywhere. Box A-109, BROADCASTING.

Experienced sportscaster, play-by-play all sports, news, Top 40, MOR, CW, production. Midwest university graduate, 3rd endorsed. Would be interested in sales and sports production also. Box A-123, BROADCASTING.

6½ years small to medium market experience in Rock and Oldies. Want to move up. Have first. Box A-139, BROADCASTING.

Mature pro, excellent all phases, writer, production, 99.9% radio stations would want me on staff. For tapes, etc. Box A-144, BROADCASTING.

Announcer, 3rd, Bachelor Arts in Broadcasting plus graduate work. Experience all phases. Box A-160, BROADCASTING.

Young, male, dj working MOR station in Tennessee desires to move back into home state of Ohio. Box A-165, BROADCASTING.

Versatile broadcaster seeks permanence with growth company offering secure future. Former PD, air personality, play-by-play, newscast reporter. Currently Metro NYC, wish to return to Midwest. BA, first, young, neat, married. Box A-172, BROADCASTING.

Look Fred, it's Muncie, Indiana College broadcasting graduate, May, 1973. Three years experience in college radio: MD, APD, writer, production, personality, single. Will relocate. John Rabick, Elliott Hall, Box 38, Muncie, Ind. 47306.

I am good but inexperienced. First phone, good broadcasting training. Money no problem. Hard worker with personality. Craig Platt, 4103 East Lake St., Minneapolis, Minn. 55406.

Experienced young man can be great asset to your radio or television station. Extremely talented and personable. Superior knowledge of music, especially opera, excellent talker and interviewer with very pleasing personality. Speaks Norwegian, French, Italian fluently. If interested in someone special and thoroughly dependable contact Einer Skaar, 183 Battery Ave., Brooklyn, N.Y. 11209.

## Announcers Continued

1st phone needs first job. Don Martin grad. Tight board. Good in production. Can follow instructions. Will relocate. For further info, Rich Speyer, 1232 Encino Ave., Arcadia, Calif. 213-447-5442.

Christian broadcaster. 14 years experience seeks challenging position. Family Radio and Moody experienced. I also own recording equipment. Strong news and PR. 614-443-9180. 171 Hanford St., Columbus, Ohio.

Young Columbia School of Broadcasting grad seeking announcing position in small station in N.Y., N.J., Pa., or Conn. area. Contact Gregory Bresiger, 91-04 109th St., Richmond Hill, N.Y. 11418. Phone 212-849-2313.

Rock dj, FM voice, 3rd endorsed, tight board, work anywhere. James Katchusky, 225 Oak Ave., Staten Island, N.Y. 10306.

College radio experience. 3rd phone. Prefer Michigan. John Robertson, 6065 Gardner Line, Crosswell, Mich. 48422. 313-679-3584.

Hungry for that break! 3rd endorsed, love any format, any location OK. Robert Wolf, 806-372-9234, 4507 W 3rd, Amarillo, Texas. Am ready now!

Third endorsed seeking job Progressive Rock or Top 40 station. Aggressive, ready to learn engineering. Stanley Stryker, Route 4, Box 445, Escondido, Calif. 92025. 714-747-6163.

Just married. Seeking secure announcing position in small market and place to settle. Prefer Rock or MOR. Broadcasting school graduate, friendly, age 24, veteran, 1st phone, limited experience. Willing to work hard for minimum salary. Relocate anywhere. Available immediately. Nick Linberg, 538 Labor Dr., Jacksonville, Ill. 62650. 217-245-8451 (if no answer call 314-631-0488).

Young, 3rd pioneer, looking for someone with open arms. Small-medium market Up-Tempo MOR or Contemporary. Have long arms, will reach anyone, anywhere. 75 Randolph Ave., Buffalo, N.Y. 14211.

Announcer and/or copywriter. Deep voice best suited to commercials, news, better music. Currently employed. Barry Ritenour, 772 Martin Ave., Fond du Lac, Wis. 414-921-4291.

Touch that dial 213-624-3841 Ext. 720. Top 40 Progressive MOR or Mod Country. Experienced, 3rd. Are you touching?

Looking for a new, exciting, female talent for deejay and/or commercials? My dynamic, unique personality may be your answer. Try me. Norah Shepherd, 57-54 Xenia St., Rego Park, N.Y. 11368.

## Technical

Major market chief has dynamite Top 40 audio for pro broadcaster who can taste number one. 28, degrees, married, etc. and proven track record, East coast. Box A-29, BROADCASTING.

Presently chief AM/FM, low 5 figure salary, boss satisfied! But seek much larger market. At least same salary. Very heavy theory/practice! Warm climates preferred. Non-drinker. Now near Chicago area. Box A-159, BROADCASTING.

## News

Practical, hard working, professional, experienced young journalist currently successful in medium market sales, but bored. Want back into news. Seek responsible, demanding news director, network bureau, or O&O job. Former medium market news director, six years R-TV, outstanding references all previous employers. Missouri journalism graduate. Box A-24, BROADCASTING.

Young broadcast journalist. College graduate, Communications Major. Currently News Director of small suburban AM. Hard working and ready to move. I have experience in sales, production, and on-air, but my first love is news. Reply to Box A-62, BROADCASTING.

Experienced pro looking for chance to grow. Four years experience and Master's Degree in Broadcast Journalism. Would like to make your newsroom number one. Box A-73, BROADCASTING.

News Director-Operations Manager, award winning, take charge, pro over 15 years experience. Married, first phone, good track record. Now in top 10 market. Will consider major-medium, U.S.-Canadian station with future. Box A-103, BROADCASTING.

All around sports broadcaster. 4 years Play-by-play Big Ten football; small college football and basketball; area high school football, basketball, baseball, wrestling, golf, swimming. Two 15 minute sport shows daily. A sports promoter. 32, married. Looking for right break. Will be an asset to your organization in more than just sports. Box A-148, BROADCASTING.

## News Continued

Experienced radio and TV news reporter seeking permanent position in major Midwest news department. BA Speech and Communications. 9 years in broadcasting. Presently employed 4 years medium market TV. Skillful news gathering, community involvement and responsibility are my hallmarks. Request resume, references and tape to Box A-157, BROADCASTING.

Just discharged from military. 4 years full-time news experience. BA degree. Minimum \$150 per week. Charles Lawrence, 20 Marengo Pk., Springfield, Mass. 413-781-3429 after 6.

Veteran news and sportsman of 23 years looking for news and/or sports position in major market. Experienced news director, anchorman, beat reporter, public affairs, all sports play-by-play. Network newscaster. Family man. Let's talk, call Ted Work, 713-729-8043 or write 4507 Silverwood Dr., Houston, Texas 77035.

Nine-year experienced sportscaster-reporter (College grad, veteran) seeks advancement, larger market, relocation. Call Bob Kobel; 313-694-0058, 313-LI 7-0081.

If you are a small market station, in Western U.S. with pre-pollution fringe benefits like fresh air and open space, you can have a complete, experienced news department all in one small salary for this newsman. Able to gather, write, edit and air, plus strong public affairs and original ad copy. Top references, 1st phone, tape and resume. Chris Baker, 2903 Fox Plaza, San Francisco, Calif.

Ohio State football play-by-play, 2 years. Miami Univ. network play-by-play. Anyone can read scores. I analyze people and events that make sports today. Play-by-play and sports commentary are my business. I'd like to make them yours. Stan Savran, 614-885-8819. 216-442-8054.

Announcer 3rd. Super sportscaster. College radio experience, can do news and copywriting too. Simply need start for talent to bloom. Kenny. 212-RE 2-3665.

Experienced PBP sportscaster. 24, wants small-medium market directorship. Anywhere, anytime, any price. Call 412-279-1015.

Missouri J-school grad, 4 years broadcast experience, can gather, write and deliver news, VTR and resume available. David Vincent, Route 3, Columbia, Missouri. 314-445-1045.

## Programing, Production, Others

Country PD, seasoned pro. Majors only, replies confidential. If your bottom line needs dynamite books . . . light my fuse. Box A-138, BROADCASTING.

If you recognize the value of 25 years experience in all facets of radio and TV, management, programing, news, traffic, promotion, deelaying, copywriting, and can pay for it, I'm your man. Box A-173, BROADCASTING.

## TELEVISION

### Help Wanted Sales

Agency looking for aggressive buyer/merchandising rep to travel to markets contacting local media reps. 50% travel across USA. Home base NYC. Buying and/or selling experience preferred. Send resume stating salary to Box A-118, BROADCASTING.

Media Broker trainee for Eastern U.S. Chapman Company, Inc., 5 Dunwoody Park, Atlanta, Ga. 30341.

## Technical

Studio technician for color equipment: First phone required, Hollywood location. Must be experienced. Transmitter engineer: GE 10 KW Klystron TT25A, RCA Microwave, run proofs, Mt. Wilson location. Send resume Box 286, La Canada, Calif. 91011. 213-790-2566, Mr. Myers.

Experienced engineer to be responsible for maintenance of studio and remote color equipment in major cable station. Must be able to work on his own. Excellent benefits. \$150 week to start. Advancement potential. General Electric Cablevision, 1275 North Water, Decatur, Ill. 62522. 217-422-8036.

U.S. Information Agency has openings in Washington for Journeymen Television Technicians: Commercial Broadcasting experience in operation and maintenance of full range of broadcasting and recording equipment for black/white and color television broadcasting. Pay ranges from \$7.40 to \$8.01/hour. Normal 8 hour shifts but programming needs may require overtime. Send standard government application to USIA, Media Personnel Office, Washington, D.C. 20547. An equal opportunity employer.

## News

News cameraman. Northwest Top 30 affiliate seeks experienced newsfilm cameraman/editor. Send resume, work sample and picture to Box A-38, BROADCASTING. An Equal Opportunity Employer.

Need a news director? Now reporting/anchoring mid-20's size Eastern market. Box A-122, BROADCASTING.

Position open for sports anchorman for 6 & 10 PM newscasts on major market network affiliate located in Southwest. Send resume and VTR to Box A-141, BROADCASTING.

Immediate opening cameraman/reporter for Midwest capital city television news department. Send VTR and resume to Don Hickman, News Director, WICS-TV, 2680 East Cook, Springfield, Ill. 62708, 217-528-0465. An Equal Opportunity Employer.

## Programing, Production, Others

Promotion Mgr. Must have outstanding ability to create exciting on-air, audience and sales promotion at major group station in top 15 market. Excellent salary and fringe benefits plus opportunities for advancement. An Equal Opportunity Employer. Rush. Box A-60, BROADCASTING.

Program Director. Highly experienced in programing and operations. Independent experience a plus. Must have top creative and administrative abilities. This is a major group station in a major market and offers excellent salary and fringe benefits. An Equal Opportunity Employer. Rush. Box A-61, BROADCASTING.

Have immediate opening in Southeast for experienced television producer-director. Regional station. Minimum 5 years experience required. Excellent opportunity for right man. Send resume to Box A-100, BROADCASTING.

Immediate opening in Southeast. TV maintenance engineer. Must be strong in solid state. 5 years maintenance experience minimum. Box A-101, BROADCASTING.

Reporter/Photographer wanted for small-medium market. Gather, write, local news, some announcing. Box A-107, BROADCASTING.

Traffic Manager: Northern California VHF needs "take charge" worker with solid traffic background to put traffic department in shape. Submit resume and salary requirements at once if you are positive you can do the job. An Equal Opportunity Employer. Box A-119, BROADCASTING.

Producer. Take charge producer needed for unusual opportunity to produce projected local drama series. Tell us in first letter why you think you can audition and cast a drama series. Box A-130, BROADCASTING.

TV talk show producer. We're not looking for any ordinary producer. We want one who understands what young women want on daytime TV. This is a major challenge. Are you ready for it? Box A-131, BROADCASTING.

Producer-Director. Needed for America's most exciting TV station. We want the best for important assignments in this major market. Experienced directors only. Box A-132, BROADCASTING.

Production supervisor to schedule and administer use of production facilities, supervise directors and projects such as telethons, commercial production, remotes, live programs. Please send resume with complete details on experience and objectives to M. Potter, Pgrm. Mgr., 135 College St., New Haven, Conn. 06510. An Equal Opportunity Employer.

## Situations Wanted Sales

Major Market national sales manager; ex-New York representative; 35; seeks a responsible, challenging position with station or group operation. Twelve years experience in all phases of television operation. Box A-168, BROADCASTING.

## Announcers

Is there a television station somewhere that would like a pro with a talent for comedy, be it spots, locally produced comedy program or hosting an afternoon or late night movie with the emphasis on fun. Let's talk. Box A-111, BROADCASTING.

## Technical

Engineering manager. 22 years experience all phases of broadcasting, TV, FM, AM Directionals, proofs, licenses, union negotiations, etc. Fully prepared to meet any situation. Top references, widely known in industry. Seeking solid position with future. Box A-75, BROADCASTING.

## Technical Continued

Trade school graduate, first phone, experienced transmitter operator, projectionist, switcher, video man. Southeast. Box A-127, BROADCASTING.

Maintenance/transmitter engineer. 5 years experience. Solid state a specialty. Relocate. Box 3156, College Station, Texas 77840.

Will share fourteen years experience in TV/theatre with the right station. Have background in lighting, direction, newsfilm, technical, budgeting to offer. What do you have to offer? Resume, phone 712-322-7768.

## News

2 1/2 years television news experience at anchor, field reporter, panel show host plus all facets behind scenes in news. Politics and features are specialties. Also 3 years prior experience in management in another field. Under 30, college graduate, looking to locate growing family in permanent setting of 100,000 plus. Box A-72, BROADCASTING.

NY television anchorman interested in the wider responsibilities and challenge of news directorship. 13 years experience in TV plus radio and newspaper reporting. Administrative experience. BA, journalism. Family man, excellent references. Box A-112, BROADCASTING.

Television director/announcer seeks TV news position. One year anchor and 3 years directing/announcing/writing experience. Box A-128, BROADCASTING.

Experienced and aggressive reporter/photographer seeks a position as a television or radio newsman. Able to gather, write, film, and deliver news. Currently employed, 22, single, will relocate. Resume, top references, and audition tape available. Box A-137, BROADCASTING.

TV sportscaster, experienced, knowledgeable, 32, college graduate, desires station interested in sports coverage, major or medium market. Box A-143, BROADCASTING.

Experienced radio and TV news reporter seeking permanent position in major Midwest news department. BA Speech and Communications. 9 years in broadcasting. Presently employed 4 years medium market TV. Skillful news gathering, community involvement and responsibility are my hallmarks. Request resume, references and tape to Box A-157, BROADCASTING.

Young, experienced news broadcaster seeks position with TV or radio station committed to quality news. Journalism degree, 2+ years reporting experience. Hard working. Ready to relocate now. Box A-167, BROADCASTING.

Aggressive radio ND at 50KW station looking for TV reporter and/or anchor position. Strong on sports. 615-352-4348.

Progressive, experienced newsman with seven years in TV-radio including network, seeks a responsible position in South. Details on request. 416-921-6183.

Reporter: Experienced as political correspondent, street reporter, weekend producer-anchorman. Writes well, shoots and edits film. Young, innovative, love the business, hard worker. Call Greg Brumley, 314-334-6120.

50kw 1-A newsman looking. Caught in format change. 1st ticket, college, on-camera TV experience, Black. California only. To: A. Franklin, 1137 S. Norton Ave., L.A., Calif. 90019.

Will share fourteen years experience in TV/theatre with the right station. Have background in lighting, direction, newsfilm, technical, budgeting to offer. What do you have to offer? Resume, phone 712-322-7768.

## Programing, Production, Others

Black producer/director. Communications degree. Broad, diversified experience in television/film. Desire return to broadcasting in production/administrative capacity. Box A-115, BROADCASTING.

Creative producer-director with over ten years experience in all phases of TV and film production seeks challenging position. Box A-117, BROADCASTING.

Production Manager. Extensive production/administration experience. Now free lancing NY desires permanent association. Relocate for right opportunity. Box A-120, BROADCASTING.

Will relocate. 23, BS in R-TV at large Midwest University. Several years production experience including directing at public TV station and remotes at large Cable TV operations. Sales Management experience for tape to film transfer company in Chicago land. Kevin Smith, 8840 Western Ave., Des Plaines, Ill. 60016. 312-827-1602.

## Programing, Production, Others Continued

Production Director seeking challenging opportunity. I can help turn your production department into a precision tool, increasing rating and sales. Total ability from film to video tape animation. Contact Box 828, Buffalo, N.Y. 14205.

Will share fourteen years experience in TV/theatre with the right station. Have background in lighting, direction, newsfilm, technical, budgeting to offer. What do you have to offer? Resume, phone 712-322-7768.

## CABLE

### Help Wanted Technical

Chief Video Engineer. Unlimited potential for motivated engineer. Heavy on R and M and organization. Previous experience on color equipment and helical VTR's up to IVC 960's essential. Outstanding cable TV production facility, heavy on local programing, program syndication and new services. Needs a take charge man with experience and drive. Southeast. Sun country. Box A-158, BROADCASTING.

## WANTED TO BUY EQUIPMENT

Wanted to purchase: Mole Richardson audio booms. Used any condition. Write Box A-135, BROADCASTING with information.

Wanted: One 300 to 400 ft. self supporting tower, used but in good condition, 40 to 50 lb. windload. Contact: Harold Sagraves, Radio Station WVJS, Box 371, Owensboro, Ky. 42301.

Audiotechniques, Inc. wants to buy your used Schully Model 280 series tape recorders, any width from quarter inch to two inch. Write or phone Bob Barliner or Ham Brosious giving condition, serial number and configuration. Audiotechniques, Inc., 142 Hamilton Ave., Stamford, Conn. 06902. 203-359-2312.

Need new or good used 3 inch I.O. camera tubes and low channel frequency determining parts for RCA 6B06 cavities. KLOC-TV, Modesto. 209-529-2024.

We need used 250, 500, 1 KW, 5 KW 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

## FOR SALE EQUIPMENT

Consoles-McMartin has the finest 5 & 8 channel mono/dual/stereo consoles on shelf and available for immediate delivery. Contact Sales Department, Dept. "D", McMartin Industries, Inc., 605 North 13th Street, Omaha, Nebr. 68102. 402-342-2753.

Automation systems: One monaural four source system with network capability. One Stereo eight source system with network capability. These used systems will be completely refurbished. Write for details. Bill Massey, Gates Division, Harris Intertype Corp., 123 Hampshire St., Quincy, Ill. 62301.

Gates FMIB 1kw FM Transmitter, tuned to 100.9 khz. Available February, 1973, with some spares, plus a four bay horizontal antenna. Contact James A. Snell Jr., Chief Engineer, Williams County Broadcasting, Box 603, Bryan, Ohio 43506. Phone 419-636-3175.

Collins twintape with record unit for sale. Excellent condition. New \$1800, now \$1000. WUVF-FM, Squires Center, Blacksburg, Va. 24061.

Heliast-styroflax. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94623.

Ampex 351-1 in prod. console. Ampex 602-1 in port. case. Ampex 622 Mon. in Amp., port. case Magnecord 728 Stereo in port case. Sparta 600R/P and 600P, Stereo or Mono. 213-461-3393.

IGM 630-15 Complete automated broadcast system. Includes random select control unit complete with card reader, typewriter, remote manual entry, controls and verified logging system. Source equipment as follows: 4 Scully tape playbacks, 4 IGM instacarts, 1 IGM single cartridge playback, 1 time announcer and external studio input. System also includes 3 remote control units with digital clocks, 3 encoding systems, 1 end of message tone generator and 6 IGM matching rack enclosures. System is monophonic, but music sources could be converted to stereophonic for about \$1,000. Priced to move. Ted Boyd, WHBC, Canton, Ohio (216) 456-7166.

RCA-TR4 fully colorized with editing record playback video tape recorder. Excellent condition. Call 215-543-3548.

Transmission line for sale. 950 ft. of 6 1/8 50 ohm transmission line. Tri-State Tower & Leasing, Box 682, Benjamin Fox Pavilion, Jenkintown, Pa. 19046. Phone 215-884-2009.

## INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans\* and accredited member National Association of Trade and Technical Schools.\*\* Write or phone the location most convenient to you. Elkins Institute in Dallas,\*\*\* 2727 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston\*\*\*, 3518 Travis.

Elkins in San Antonio\*\*, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver\*\*, 420 S. Broadway.

Elkins in Atlanta\*\*, 51 Tenth St. at Spring, N.W.

Elkins in New Orleans\*\*\*, 2940 Canal.

Elkins in Minneapolis\*\*\*, 4103 E. Lake St.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis\*\*\*, 1362 Union Ave.

Elkins in Nashville\*\*\*, 2106-A 8th Ave. S.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date April 11, June 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phonel Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

Need FCC license or announcer training? We've trained thousands. Call: R.E.I. 813-955-6922 or write: R.E.I., Box 806, Sarasota, Fla. 33578.

FCC practice exams. Over 300 current questions and answers. Covers everything, even radar \$26.50. Current exams for third with Broadcast Endorsement \$14.50 R.E.I., Box 806, Sarasota, Fla. 33578.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. \$(10.00 with broadcast endorsement) 2nd. \$(12.00), and 1st. \$(16.00), phone exams; complete package, \$25. Research Company, Dept. B, 1630 Woodfern Dr., Homewood, Alabama 35209.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed result! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Elkins Institute in St. Louis. 314-752-4371. First Class FCC license.

Our special three week Intensive Transmitter & Studio Operations Course begins Feb. 12th, 1973. This course covers all Technical Operational Procedures as well as all practical Engineering Problems. (Logs, trouble shooting, maintenance, etc.) Be more valuable to your station, make more money, add to your future opportunities. Applicants must have valid 1st class license. For complete information regarding this course call or write now! Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, Calif. 90028. 213-462-3281. Approved for Veterans.

## COMEDY MATERIAL

Do you call on disc jockeys? Carry another line (weight—one ounce) that's needed by every dj who wants to be number one (or stay up there). Hefty commissions. No conflict with your activities. For details write Box A-147, BROADCASTING.

30 Minute pop-in tapes. 500 One-liners, Sexy Secretary \$10. Sample \$2. Free brochure. Tapes, 975 South Tuttle, Sarasota, Fla. 33579.

## Comedy Material Continued

Deejay lines by top comedy writers. Monthly. 3 percent samples—\$5. Yearly (12 issues) \$25. Humor Originals. Box 868, East Meadow, N.Y. 11554.

Raleigh's Weekly comedy. Our fifth year. Free sample. P.O. Box 1761, Little Rock, Ark. 72203.

Professional comedy material Servicing the Stars for 30 years. "The Comedian" Monthly \$45 yr. "Anniversary Issue" \$30. 35 Fun-Master gag files \$45. Billy Glason, 200 W. 54th St., New York, N.Y. 10019.

## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

Music for Sale: 65-3600 ft. reels-half track, two-direction, 3 1/4 IPS mono MOR music. Five reels of Christmas included. Make offer. 308-632-7121. Box 239, Scottsbluff, Nebr.

## RADIO

### Help Wanted Management

#### OWNERSHIP

General Manager position and ownership opportunity available with major market station in top Southeast location. Salary range, \$30,000 to \$35,000 per year plus 10% of ownership to be given out of profits. Young, aggressive Program Directors and Sales Managers will be considered for this position. Rush complete resume to President, Box A-18, BROADCASTING. We will not contact previous employers without your permission.

#### CHALLENGE

Somewhere in the broadcast industry there is an individual looking for the challenge and the opportunity which could eventually lead to heading up a group radio company. If you feel your background and experience merit consideration, we would be pleased to have you write to Box A-161 BROADCASTING. Please include your minimum requirements. Our staff has read this ad, and your writing us will be held in absolute confidence.

#### SALES MANAGEMENT

Immediate openings nationwide for ambitious salesmen ready to move up to Sales Management. Positions available in all size markets, both radio and television, and in the \$20,000 to \$30,000 per year income range. If you are a college graduate with at least 2 years sales experience and possess the ability to recruit, train, and motivate a sales department, please send confidential resume to C. L. Mitchell, Ron Curtis & Company, 5725 E. River Road, Chicago, Illinois 60631. No fee and all replies answered.

### Help Wanted Announcers

#### MIDWEST TALK

Fine opportunity for broadcaster with "Talk" capability. Should have some news experience and ability to opioniate strongly. Send picture, tape and resume. Confidential.

Box A-164, BROADCASTING



## Help Wanted Sales

### FORMER BROADCAST SALESMEN WANTED

How would you like to have the excitement of broadcasting and a "near-monopoly" advertising medium to sell. Start 1973 right by joining a fast growing four year old company. Loads of opportunity, excellent earnings; almost no competition. If you are an experienced professional advertising salesman (or woman) who is free to travel extensively, let's meet. Let's discuss your future in "phonecasting", i.e. advertising sponsorship of "Dial a Weather Report", "Dial a Sports Report" etc. Now operating in 35 cities, coast to coast. Send resume to:

Mr. Richard H. Friedman  
Vice President  
U. S. Weathercasts  
10407 Liberty  
St. Louis, Missouri 63132

### CHICAGO

Major AM Group owned Chicago radio station seeks dynamic, young account executive. College degree desired. Minimum one year medium or large market radio sales experience required. Guaranteed \$25K.

Call Fred Harms (312) 693-6171

### ACCOUNT EXECUTIVE

Special 1-year training program now available to an experienced Account Executive interested in becoming a Broadcast Management Consultant specializing in executive search. Successful candidate will work closely with television and radio station ownership in human resources development. Qualifications must include college degree, high energy level, superior learning ability, and strong interest in being recognized as an industry leader. Limited travel. Prestigious suburban Chicago offices. Twenty-four thousand annual draw against percentage of billings. Opportunity to earn \$50,000 per year plus stock participation. Call Fred Harms, Vice President, Ron Curtis & Company, 312-693-6171.

## TELEVISION Help Wanted Sales

### DIRECTOR RESEARCH SALES DEVELOPMENT

Los Angeles Independent Television Station has immediate opening. Candidates with broadcasting or advertising media experience preferable. Successful applicant will be involved in all areas of Sales Research, Marketing Analyses, Sales Development, Broadcast Management Data Research and License Renewal.

Good Salary, Excellent Benefits. Fine Opportunity. Please send resume to

Box A-41, BROADCASTING  
An Equal Opportunity Employer M/F

### SALES TRAFFIC MANAGER

West Coast Market VHF Television Station has immediate need for Sales Traffic Manager. Salary commensurate with experience and ability. Excellent benefits, good opportunity to move ahead in the Sales area. Reply in confidence.

Box A-126, BROADCASTING  
Equal Opportunity Employer M/F

## RADIO BROADCAST SALES ENGINEER

Broadcast Equipment/  
Technical Operations  
Experience

GATES DIVISION  
HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

The leading manufacturer of radio broadcast equipment has an established territory open for immediate take over. Prior broadcast equipment sales and technical operations experience are essential. The company is dedicated to broadcasting and has an enviable record of steady growth in its service to the broadcasters since 1922. Salary plus commission with benefits and paid travel expenses. For further information, send your resume, in confidence, to: Tom Bedford, Employment Supervisor.

An Equal Opportunity Employer M/F

## Help Wanted Technical

### CHIEF ENGINEER

Expanding AM/FM broadcast group needs fully qualified engineer to assume complete control of parent station in Midwest. Solid, top rated firm with excellent future for capable individual. Submit qualifications in writing and include salary history. We've retained a consulting firm to handle all inquiries to assure you complete confidence.

Box A-78, BROADCASTING

## Help Wanted News

### RADIO NEWS ANCHORMAN

If you believe you are the best—we have a place for you. ABC owned station in Houston needs heavyweight—strong in style, personality, writing and documentary work. Send resume tape and writing samples to Jerry Smith, KXYZ Radio, 1602 Fannin Bank Building, Houston, Texas 77025.

An Equal Opportunity Employer

## Situations Wanted Management

### NEED A G.M.???

Well-known jock, well-known P.D. wants to be well-known G.M. 34, college, currently P.D. major market giant. Prefers West Coast. Please describe the man you need and send to:

Box A-39, BROADCASTING

## Situations Wanted Announcers



Lynn Troxel is seeking announcing job anywhere in the U.S. Broadcast school graduate of Career Academy, Milwaukee, Wisconsin and the School of Broadcast Training, Artesia, New Mexico. First phone. Versatile. Dependable. Prefers MOR, but will do any type of format. Approximately 1 1/2 years experience at KSVP, Artesia, New Mexico and WMEL, Melbourne, Florida. If interested, call or write Mr. Lynn Troxel, III, 380 Melmore Street, Tiffin, Ohio 44883. Phone 419-447-4686.

## Situations Wanted

Programming, Production, Others

### PROGRAMMING PROBLEMS? RATINGS PROBLEMS?

Successful California major market PD with excellent track record and extensive experience is ready to program your major market AM or FM station, or your group of medium to major market stations. Thru careful research and progressive programming procedures, I can produce the results you need. Reply in confidence.

Box A-153, BROADCASTING

## SALES POSITION

High level technical sales of quality line of video switching and terminal equipment to TV stations. Great opportunity for ambitious man willing to travel the East Coast.

Contact or write Marketing Mgr.



VITAL INDUSTRIES, INC.  
3614 S.W. Archer Road  
Gainesville, Florida 32601

## Help Wanted Technical

### BROADCAST ENGINEERING TECHNICIAN 3

University of Wisconsin — Extension, WHA-TV, Madison. Install, maintain and modify broadcasting equipment to meet changing needs of a modern television production center. Need five years of work experience in the operation and maintenance of a variety of television broadcasting equipment, one year of which shall have been as a junior operating engineer in audio-visual operations or maintenance. Must possess a 1st class radio-telephone license issued by the Federal Communications Commission. Start at \$878 a month; raises to \$1141. Apply by February 3 to:

State of Wisconsin  
State Bureau of Personnel  
One West Wilson Street  
Madison, Wisconsin 53702  
Phone (608) 266-1731

AN EQUAL OPPORTUNITY EMPLOYER

**Help Wanted Programing, Production, Others**

**TELEVISION PRODUCTION MANAGER**

Production Manager for major Midwest market television network affiliated station. Must have personal qualities of creativeness, maturity, enthusiastic dedication and administrative ability. TV Production experience essential. Resume and references desired. Send to:

**Box A-53, Broadcasting**

An Equal Opportunity Employer

**Employment Service**

527 Madison Ave., New York, N.Y. 10022



**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

**Business Opportunities**

**LEASE IT!**

We buy the equipment you need, then rent it to you up to five years. Transmitters, consoles, audio-video gear. Conserve capital, enjoy tax benefits. Our broadcast experts speak your language. Call collect for quotes: Tim Elliot, 515/285-4210. Learn why we're the Midwest's largest indie lease brokers.

**LIBERTY LEASING CO. OF IOWA**  
2127 McKinley, Des Moines 50321

**WANTED TO BUY STATION**

**SOLVENT INDIVIDUAL**

Desires to buy AM or FM station in major market. Prefer Texas, Alabama, North or South Carolina, Georgia or Florida. Other good buys considered. All replies strictly confidential.

**Box A-102, BROADCASTING**

**FLORIDA WANTED!**

Will consider your station or property in trade for growing Midwest fulltimer. Grossed 240 in '72; expect 275 to 300 in '73. All info received as confidential.

**Box A-113, BROADCASTING**

**FOR SALE Stations**

**TOP 50 MARKET**

**AM-FM** **Box A-116, BROADCASTING**

**FOR SALE**

250/1000 watt 24 hr. Wisconsin AM located one station single market 26 years serving 10 county area combined-studio-transmitter-around 18 acres land on Federal highway. 29% down payment responsible party.

**Box A-146, BROADCASTING**

Single station market in Midwest available at two times gross. Common studio transmission operation. Perfect owner/operator situation. Priced at \$265,000.

**Box A-150, BROADCASTING**

**CLASS B FM**

Major market Class B FM license—  
\$1,000,000

No brokers, please

**Box A-151, BROADCASTING**

**Situations Wanted Management**

Television Program Executive with Sales experience currently in Top Ten market desires opportunity to manage television station. Experienced in all phases of station management. Outstanding record of achievement.

**Box A-110, BROADCASTING**

**Situations Wanted Programing, Production, Others**

**TV PRODUCTION MANAGER**

Experienced in all phases of TV production. Active producer/director. Over 10 years diversified broadcast experience, most in top 5 markets. Will produce quality work consistently and reliably. Effective manager. Family man, veteran, prefer NE.

**Reply Box A-155, BROADCASTING**

**For Sale Equipment**

**AM AUTOMATION**

IGM-500, \$6,900 complete. Includes 5 voice channels, 2 music channels. 4 Carousels, 2 single cart playbacks, Revox reel to reel, peg clock, silence sensor, sola voltage regulator, in 2 racks. Now on air. Well maintained. Original cost: \$14,700.00. 200-11.5 minute carts included. **Box A-55, BROADCASTING.**

**MISCELLANEOUS**

**MICROPHONE TIE CLIP**

Gold or Silver Finish  
\$4.95 each

Send check or money order to:

All American Enterprises  
P.O. Box 1141  
Pomona, Calif. 91769



Microphone only with safety-catch pin. \$2.50

**BROADCASTING'S**

**NEW ORDER FORM**

— NEXT PAGE —

**Help Wanted Technical Continued**

**BROADCAST FIELD ENGINEERS**

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

Indicate desired category:  Radio  Television  Cable

**HELP WANTED**

- Management
- Sales
- Announcers
- Technical
- News
- Programming
- Production, Others

**SITUATIONS WANTED**

- Management
- Sales
- Announcers
- Technical
- News
- Programming
- Production, Others

**WANTED TO BUY**

- Equipment
- Stations

**FOR SALE**

- Equipment
- Stations

**ADDITIONAL CATEGORIES**

- Instruction
- Comedy Material
- Miscellaneous

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ . Box No.  Yes  No (\$1 Additional)

COPY: \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.

Advertisement

Advertisement

**CORRECTION**

UA Columbia Cablevision, Inc. has been formed by the merger of UA Cablevision, Inc., into Columbia Cable Systems, Inc. Clark, Dodge & Co. assisted in this merger and not Hamilton-Landis & Associates, Inc., as advertised in the Jan. 15, 1973, issue.



# Profile

## The irascible Frank Boyle and his one-track mind

"I think you will see five rep companies go out of business in the next 15 months," Frank Boyle, the president of radio rep Robert E. Eastman Co., predicted. That doesn't mean a disappearance of the business. It is a shaking out.

The rep field will narrow down because of two major factors, he said: There hasn't been and there isn't now a perpetuation of middle management in many companies, and the economic situation the last two years has been the hardest "since the rep industry was established in 1938."

And he quickly rattled off reasons for the poor showing by reps the last two years: regional buying, pressure on rates, cuts in television rates to make up for the loss of cigarette revenue and the fragmentation of radio audiences due to the increase in number of stations and programming formats.

Despite all this buffeting, Frank Boyle is confident of the future of the rep business, his in particular: "I've heard it said that the radio rep of the future may be as extinct as the dodo bird. And I say, 'hogwash.' The radio rep of the future will be stimulated by the synergism of empathy, of team work.

"There is no other medium sold on a qualitative basis. It is still the rep's qualitative judgment that counts. Thanks to the American Research Bureau and Nielsen, 15 stations in a market might be second. Radio is the simplest medium to buy if you just take the time to do a little more evaluating than 'number one is bigger than number two.'"

When Mr. Boyle talks about his particular business, the Robert E. Eastman Co., he sounds like a zealous football coach: "I've had six jobs and been fired from five because I'm concerned with production, not protocol. Our company is filled, I'm pleased to say, with the most provocative prima donnas, which is why I feel we are on the brink of total superiority." Eastman presently is representative for 102 radio stations.

He's equally zealous in defending Eastman's policies toward its employees. He said: "We've been called vulgar with our money, but I've wanted others to be jealous of our jobs. After all, you put a kid in New York City with cost of living, strikes, commuting problems and 200 guys throwing javelins at him. So, in my mind—within the confines of our little sugar bowl—it makes sense to compensate these people." Part of that compensation includes shares in the company stock; over half the employees are stockholders. Mr. Boyle feels that gives the employees "a piece of the action."

It is difficult to get Frank Boyle off



Francis Louis Boyle Jr.—president and chief executive, Robert E. Eastman & Co., New York; born Oct. 4, 1925, Montpelier, Vt.; Air Force, 1943-45; BA advertising and journalism, Michigan State University, 1950; regional salesman, U.S. Tobacco Co., Detroit, 1950-51; assistant advertising and sales promotion manager, General Electric Supply Co., Detroit, 1951-52; local salesman, 1952-54 and local sales manager, 1955-59, WJR(AM) Detroit; opened Detroit office for Eastman, 1959; appointed to Eastman board of directors, New York, 1961; VP, 1962; VP-administration, 1963; VP-sales, 1964, executive VP, 1965; president, 1968; children—Michael, 19; Judith, 18; James, 17.

the subject of radio and onto himself. He is the first to admit his singleminded devotion to the business. Although he rates his attention to the representing of radio as fourth, "behind family, religion and country," there is something about the exuberance with which he talks radio that raises doubts about his stated order of priorities.

Under persistent questioning, however, Mr. Boyle does admit to "having come out of a town of 310 people. We had a two-room school that taught four grades."

Mr. Boyle's mother was French; his father was half Irish, half Iroquois Indian. The Indian blood in him is obvious when one looks at his face.

The little town was in Vermont ski country and Frank Boyle was schussing down the slopes at age 3. He still schusses, in fact—heading straight down the hill—as his basic ski style. He said his children refer to him as "the gorilla going down the mountain."

From Vermont ski country, he made the unlikely jump to Michigan State University, where he planned to major in chemical engineering, specifically plastics. After one course in the subject, which, he confesses, "I couldn't even win cheating," he changed his major to advertising and journalism. Then, he says, he discovered Michigan was known

"as a vet school." He managed to ignore animal husbandry long enough to learn the tools of the trade and he landed his first job after graduation at a newspaper. He still writes quite a bit and notes that much of his business is writing—"presentations and such."

One gets the impression that he would enjoy being back in college for one thing—to teach a course in "Fundamentals of Representing Stations for Fun and Profit." An example of the historical perspective he would present follows: "This business started as an enlightened dictatorship—the Petrys, etc. Then a bunch of young turks came in and had systems management coming out of our ears. And the third stage, which we are in now, is getting back to basics. There is still a hue and cry about how computers are going to put the reps out of business. Well, only rep companies will put the rep industry out of business."

As to Mr. Boyle's personality, he himself admits to being described by Robert Eastman as "irascible—which is a step up from stubborn." But he said his firm was very complimentary—"he couldn't persuade me and I couldn't fire him."

A long-time associate says he is actually sensitive, not irascible. But, she says, "in business I think he can be cold and ruthless. The sensitivity and the ruthlessness probably balance one another." She also described him as warm. But irascible? "He's not irascible in my book. Anyone whose secretary likes him can't be irascible."

Gary Lewis, sales manager of WMCA(AM) New York, which is represented by Eastman, worked for Eastman for eight years. He says Mr. Boyle is "one of the most unbelievable people in this business. He's a walking 'Standard Rates' encyclopedia. He has a photographic memory. He does not couch or embellish his points. He's a busy man and his nature is to get to the point. He is a totally candid, factual, accurate individual. He's one of those guys who works seven days a week. If you call Robert Eastman Co. on a Saturday or Sunday, Frank Boyle will answer the phone. God forbid I should get arrested and only had a dime—I'd probably call Frank."

Edward Little, president of the Mutual Broadcasting System, has nothing but praise for Frank Boyle, whom he has known since Mr. Boyle's days as general manager at KBTR(AM) Denver. Mr. Little feels that "when a person has earned his mark in life, he deserves recognition, and Frank has earned it. He's extremely knowledgeable and his presidency continues to perpetuate the great reputation Bob Eastman started. This is one man that I've admired for a very long time. He's an absolutely unbelievable salesman."

# Editorials

## All the way

Legislation to restore the U.S. journalist's historic right to protect the confidentiality of sources is attracting more and more interest in both Senate and House. There is every prospect of action at this congressional session.

The question is: What kind of legislation ought to be enacted? Should the newsman's privilege be absolute or qualified according to circumstances? Many of the bills now before the Congress specify conditions under which a journalist would be forced to compromise a confidence. The theory behind all of them is that there must be some deterrent to the unprincipled concealment of vital information.

That theory was at work last August when a committee representing five news organizations—the Radio Television News Directors Association, the American Society of Newspaper Editors, the Associated Press Managing Editors Association, Sigma Delta Chi and the National Press Photographers Association—voted to support a bill containing limitations on newsmen's privilege. Since then, however, journalists have been having second thoughts. At its winter convention the RTNDA adopted a resolution favoring absolute immunity from compulsion to reveal sources. The ASNE and American Newspaper Publishers Association have taken similar positions. It would have been a stronger sign of media solidarity if the board of the National Association of Broadcasters had adopted an equally untemperized stand at its meeting two weeks ago, but at least it mustered the nerve to go for legislation that "will most nearly approach or achieve that ideal."

The time for waffling on this has ended. Privilege must be restored, even at the risk of occasional excess or abuse. The alternative is enfeeblement of the nation's journalism.

## Unity movement

In its half century of mostly turbulent stewardship the National Association of Broadcasters has been reorganized a half-dozen times to escape dismemberment.

In the 1930's came the tumultuous ASCAP-copyright encounter that brought to the NAB its first paid president and to the world of entertainment the first formidable competitor to the American Society of Composers, Authors and Publishers in the image of broadcaster-owned Broadcast Music Inc.

And in the late 1930's there also emerged frequency modulation, but it was ahead of its time. FM later sought to fend for itself, failed, and was absorbed within the NAB. A decade later came the bitter confrontation with TV and this was finally resolved with a tremulous truce that forced the NAB to change its name to National Association of Radio and Television Broadcasters. (Later it reverted to NAB.)

The pattern was broken in this decade, which has created a profusion of problems, mainly of government making, but complicated by competitive media, public lobbies and by the to-hell-with-the-establishment mood of the times. The upsetting technological intrusion was cable and the specter of pay TV.

But the transparent effort of government to "protect" licensees from purported network-news bias while proposing to stabilize license terms through legislation overshadows the other conflicts. Even the inane but frightening effort to tie proprietary advertising into drug abuse must become secondary.

How do broadcasters cope with these new crises? A babble of broadcast voices won't do it. The only plausible approach emerged a fortnight ago at the NAB board meetings at Palm Springs, Calif. There was no talk of full-scale reorganization

heard just a year ago when President Vincent T. Wasilewski's tenure was insecure.

Instead, a reorganization from within under a strong executive committee headed by Richard W. Chapin backed up Mr. Wasilewski with needed manpower, largely in the persons of Grover Cobb and Burns Nugent, both broadcasters. Networks are pitching in again, after having sat it out for years.

Despite this, the emergency is still on. The one hope is that broadcasters will unite as never before behind the revitalized NAB to turn around exertions at both ends of Pennsylvania Avenue that could destroy free broadcasting.

## So far so good

The bill introduced by Senator John O. Pastore (D-R.I.) to make repairs in the campaign-spending act that was passed by the Congress last year takes two steps in the right direction.

It would eliminate the objectionable discrimination against radio and television in the allocation of specific limits on media spending. Whether Mr. Pastore's 25-cents-per-voter ceiling on total spending is a realistic figure may be subject to debate, but the idea of a ceiling without strings on how it is spent is eminently sensible.

The Pastore bill would also repeal the equal-time law in its application to candidates for the Presidency and Vice Presidency, and that, too, is an idea that deserves support.

But the bill suffers for its omissions.

It would leave untouched a new section that was put into the Communications Act by the campaign-spending legislation: the insertion of a penalty of license revocation for "willful or repeated failure to allow reasonable access" to a broadcasting station by any candidate for federal office. This was probably the worst defect in the campaign-spending act. To give legislative recognition to the principle of access by any candidate is to establish a legal precedent that can be extended to corrupt the journalistic independence of radio and television.

The confinement of equal-time repeal to the offices of President and Vice President is an old Pastore concept that has not improved with age. If broadcasters can be trusted to cope on their own with candidates for the two highest offices in the land, why should federal rules be necessary to prescribe the treatment of lesser candidates?



Drawn for BROADCASTING by Sid Hix

"I understand he was a film editor for some outfit that makes movies for TV."



## ***One time cancer didn't win.***

Getting to cancer early is often the only chance a person has to stop it. A public service telecast on the Fetzer station in Lincoln sought to make women aware of the need for frequent self-examination for possible breast cancer.

Luckily a woman who just happened to be watching the program decided to try the preliminary examination. Because of what she had learned from the broadcast, she recognized she needed medical attention.

Within one week she received the necessary help and was on her way to recovery.

Helping people to understand potential health problems, so they can take the steps necessary to prevent them, is all part of Fetzer total community involvement.



## *The Fetzer Stations*

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



Quadruplex-oriented broadcasters agree in growing numbers there's a realistic alternative to the traditional method of recording. It's the IVC-960 One-Inch Color Videotape Recorder with Time Base Corrector. More than 100 are already in use by U.S. and Canadian broadcasters and broadcast teleproduction houses, including the ones shown on this page.

The IVC-960 is playing a major role in their operations—either as a front line recorder or as a backup to quad. In fact, broadcasters who place one IVC-960 in service frequently follow up by adding more. One has eight!

Broadcasters like the IVC-960 because the picture it delivers to the home receiver represents no quality compromise. It allows them to dub to quad and offers 3½ hours playing time.

Users, including several group owners, like the low initial investment — far less than quad. They've found that head replacement costs are reduced by a factor of five. Tape costs are one-third of quad in normal use.

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