

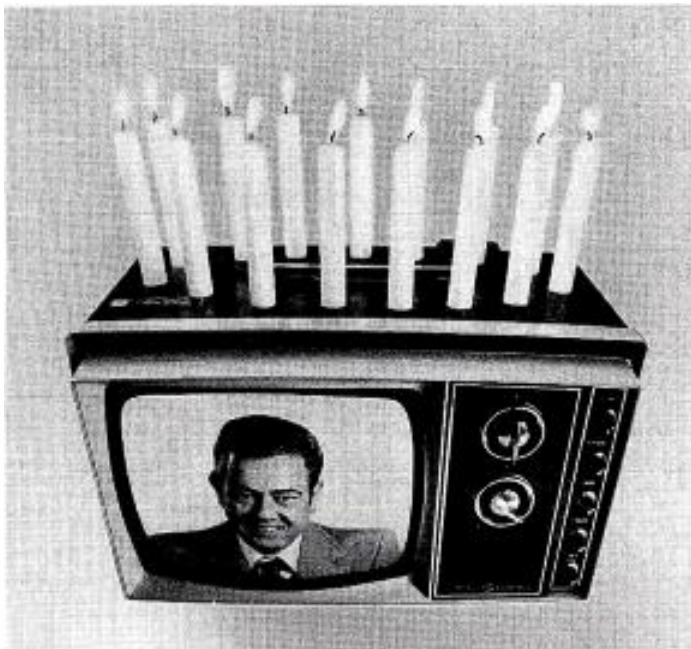
SIOUX FALLS PUBLIC LIBRARY
SIOUX FALLS, S. DAK.

**Tightening the ring on license renewal
CPB chief resigns in growing public TV crisis**

Broadcasting Apr 23

The newsweekly of broadcasting and allied arts Our 42nd Year 1973

Our 6 o'clock news has a 15-year-old anchorman.



Anchorman on KPRC-TV's 6 o'clock news is Larry Rasco. He's been turning on Houston viewers for 15 years, because that's how long they've been tuning him in.

Fact is, Larry has more on-camera experience than any other Houston TV news personality. What's the secret of his success? Maybe it's because Houston is Larry's home-

town and he knows how to report hometown news.

Or that he's a familiar face people know and trust.

Could Larry Rasco's success be because KPRC TV has won more news awards than all the other Houston stations combined?

Or because he has Houston's most experienced news organization backing him up?

Or that he works beside some of the best news people in the country?

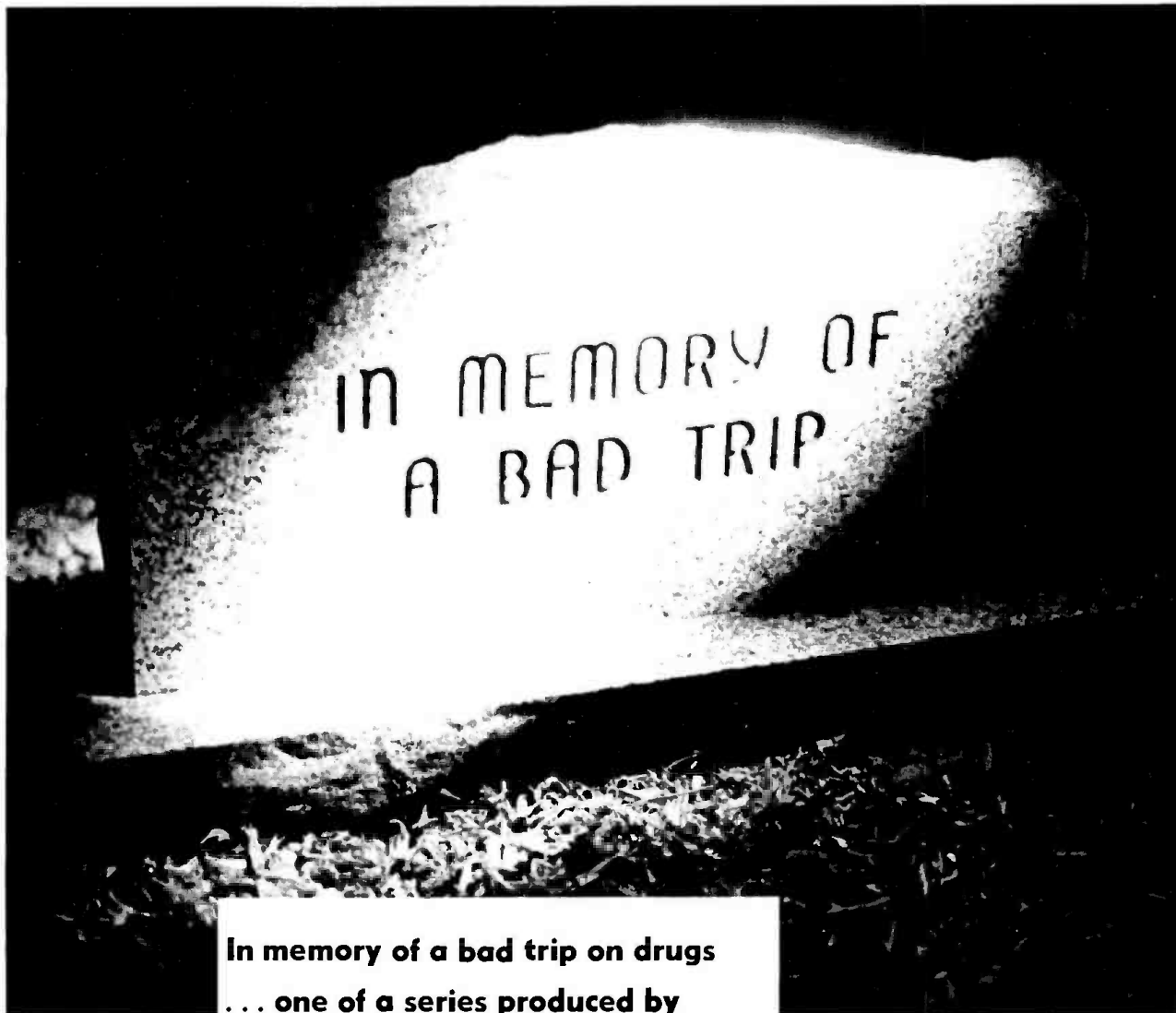
It might even have something to do with the fact that KPRC has the finest new broadcasting facility in America, but we doubt it.

We think the real secret for Larry Rasco's success is Larry Rasco.

KPRCTV HOUSTON
EDWARD PETRY & CO., NATIONAL REPRESENTATIVES
NBC AFFILIATE



57101
FREE PUBLIC LIBRA
SIOUX FLS SD 57101
C0404AGAKJUN/74



**In memory of a bad trip on drugs
... one of a series produced by
WBIR-TV, Knoxville. This type of
program on public affairs buttressed
with numerous announcements on
various community needs ... is a
regular practice of WBIR-TV—
operating in the public interest.**

CBS and KATZ.



MULTIMEDIA

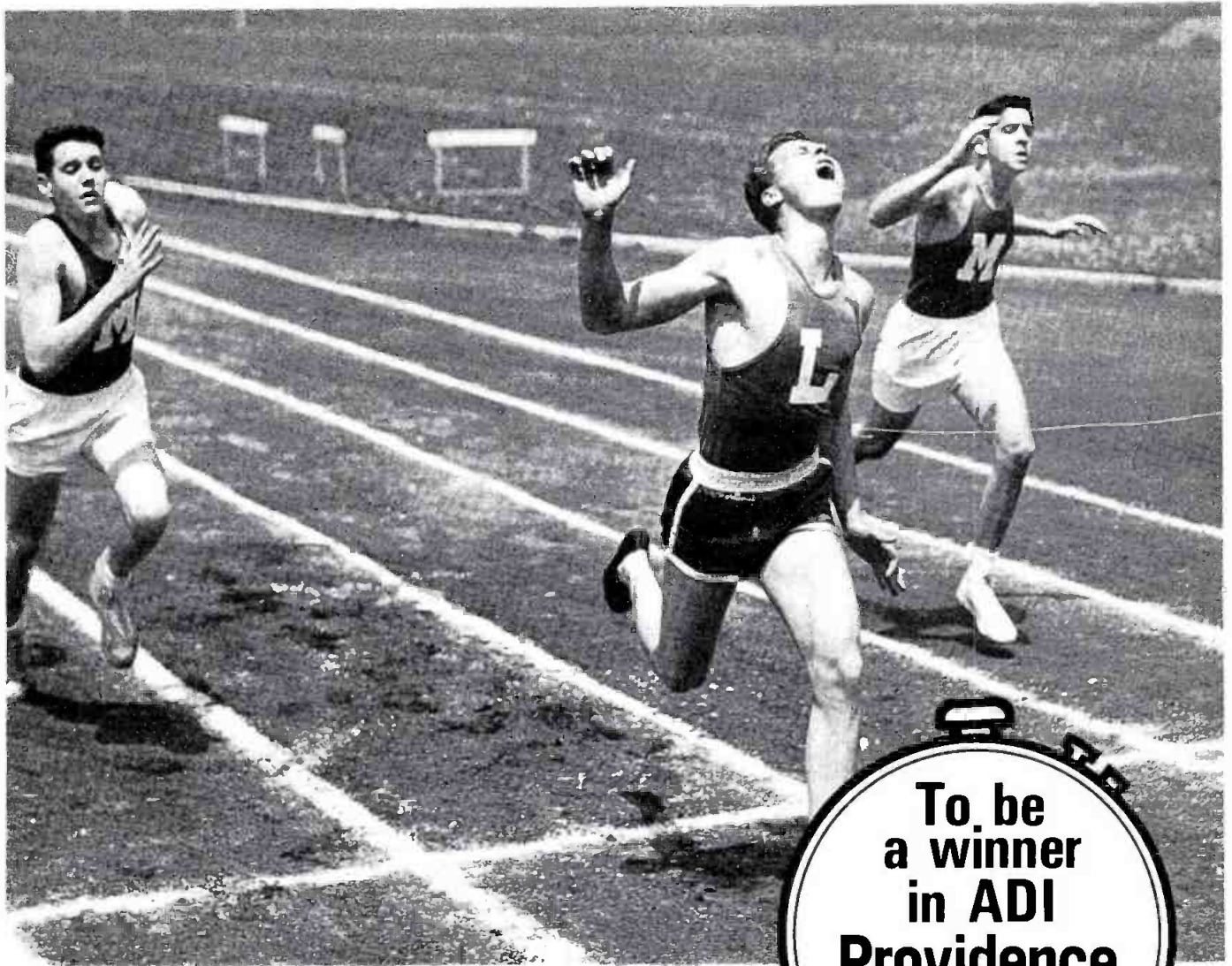
Represented by KATZ

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


TELEVISION
CHANNEL 10
KNOXVILLE
TENNESSEE

Broadcasting **Apr 23**

	CLOSED CIRCUIT	5
Dixie National favored for Jackson, Miss., ch. 3.	AT DEADLINE	8
	DATEBOOK	10
	OPEN MIKE	12
Miss Chiquita, TV's top banana, returns to the air.	MONDAY MEMO	14
Not quite half-way there on license renewal, prospects are now weighed as better than half-hopeful. Some see longer license term as certain, say big test will be in Senate.	LEAD STORY	17
FTC staff goes after reversal in Wonder Bread case.	BROADCAST ADVERTISING	19
The CPB-PBS gap takes on cavernous proportions as Curtis quits in wake of compromise rejection.	MEDIA	21
Combined Communications, Pacific & Southern detail merger plans.		22
Cox wins FCC approval of KFI purchase for record \$15.1 million.		23
	CHANGING HANDS	24
Broken engagement: Cox, ATC drop merger.	CABLECASTING	28
An FCC vote of confidence for Teleprompter.		28
NCTA scores judicial victory in fight over FCC fees.		29
Confidence and charisma abound in NCTA's new chairman, Bud Hostetter.	MAN IN THE NEWS	30
Cop-turned-newsman displays heroics in New York robbery.	BROADCAST JOURNALISM	33
	EQUIPMENT & ENGINEERING	36
CBS-TV's <i>Waltons</i> , with 12 nominations, leads field of Emmy hopefuls.	PROGRAMING	37
	PERSPECTIVE ON THE NEWS	41
Heftel's Pittsburgh entrance becomes catalyst for new top-40 battle.	MUSIC	44
Little Bell Records upstages giants with 1-2 chart achievement.	PLAYLIST	46
CBS makes networks' first-quarter success story unanimous.	FINANCE	49
	FATES & FORTUNES	52
	FOR THE RECORD	54
NBC's Bill Monroe: a quiet voice that carries far.	PROFILE	65
	EDITORIALS	66



**To be
a winner
in ADI
Providence
Buy WTEV**

Representative:
**THE MEEKER
COMPANY, INC.**

WTEV

GRADE A GRADE A GRADE B

In this burgeoning area - PROVIDENCE, NEW BEDFORD, FALL RIVER and other nearby important cities and communities - be sure to use the strong voice of WTEV to carry your sales message. Count on this station to reach and deliver an unusually responsive audience.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

Channel
6
abc

STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Closed Circuit®

New contender

Name of Luther Holcomb, vice chairman of Equal Employment Opportunity Commission, is latest to surface in speculation on successor to FCC Commissioner Nicholas Johnson whose term expires June 30. Mr. Holcomb is Texas Democrat (from Dallas) whom President Johnson appointed to EEOC when it was established, in 1965, and whom President Nixon reappointed in 1969 to full five-year term. Mr. Holcomb has strong supporter in Texas's Republican senator, John Tower, is said to be "interested" in FCC but says he is not candidate.

If he did join commission, Mr. Holcomb would be its second member with religious background. (Commissioner Benjamin L. Hooks was pastor of two churches, besides pursuing law career.) Holcomb, who is doctor of theology, was executive director of Dallas Council of Churches before joining EEOC.

Roadblock

Most cable-television authorities see arrest of trend of major mergers in their industry, now that American Television & Communications Corp. and Cox Cable Corp. have called off their consolidation under antitrust pressure from government (see page 28). Though most believe Justice Department's Clayton Act suit was unwarranted and might have been successfully defended, they also feel Justice is now emboldened to file similar suits if any big companies try getting together. As ATC-Cox experience proved, mere delay caused by legal intervention can itself be decisive.

No letdown

TV-network sales on new 1973-74 season were moving solidly last week, showing no signs of slowdown that some agency sources claimed was taking place in resistance to "exorbitant" price tags on network packages. That was word Friday (April 20) from sales chiefs and others at ABC-TV, CBS-TV and NBC-TV, retaining bullish enthusiasm with which they took their new schedules to market week before (BROADCASTING, April 16). "There's a normal amount of negotiation," one said. Another noted that "buyers always complain about prices." Third blamed slowdown reports on "two or three agencies that apparently talk to impress their clients." All three said sales belied such talk. They said clients in most cases had embargoed announcements for time being. ABC source said he had five such sales that alone accounted for \$40 million.

NBC sources said 1973-74 sales there were "substantially ahead" of year ago. At CBS, word was that "we're well ahead," with sales already "way over" \$100 million, and sure to have "biggest

year we ever had." ABC executive said he could make no chronological comparisons but that sales were going more smoothly and budgets higher. He estimated more than \$325 million in "up-front" (long term) money in New York market last week. Although he had no comparable 1972 figure for New York, he did for Chicago market, where he estimated up-front money was \$50 million year ago, \$100 million now.

One shot

Viacom Enterprises is reported to have given up on plans to produce half-hour syndicated *Addams Family Fun House* as weekly series for access time (BROADCASTING, Feb. 12). Viacom enlisted 42 stations in plan to help underwrite cost of pilot, but apparently 42 weren't enough to launch regular series. Pilot is slated to be carried as special on stations that helped defray cost.

Journalistic judgment

Senate hearings on Watergate affair, currently scheduled to start May 15, could provide television's biggest "news spectacular" in years—if. All three commercial network news organizations say they'll give it whatever coverage its news justifies, but—unlike Public Broadcasting Service, which says it will provide live coverage gavel to gavel (story page 33)—they say they cannot make plans until they find out who witnesses will be. One executive put it this way: "If it's just a bunch of clerks, who cares? But if it's John Mitchell and John Dean and people like that, we'll give it the works."

Some news executives, however, think chances are better than even that substantive hearings won't start May 15 or for long time thereafter. They reason that if, as President Nixon hinted and other government sources said, further indictments are issued, Senate committee would have to defer hearings to avoid prejudicing rights of new defendants.

Radio measurements

Support of Radio Advertising Bureau has been put behind efforts of radio-station reps to create source of monthly reports on spot sales. Seventeen rep firms responded affirmatively to Alan Torbet Associates' query sounding out their interests in reporting their own monthly figures confidentially to independent source for compilation into over-all totals ("Closed Circuit," March 19) and "one or two others" indicated that they might be interested later on. RAB has been soliciting bids from accounting firms and developing alternative systems from which reps might choose. Miles David, RAB president, feels support is so widespread it may be possible to initiate reports by midyear.

If reports were available now, they would show spot radio business better than it has been in months. Number of sources say there's been definite pick-up in activity in recent weeks, after protracted slowdown. It hasn't reached all markets yet, they say, but they consider it solid enough to suggest start of uptrend.

Equal time

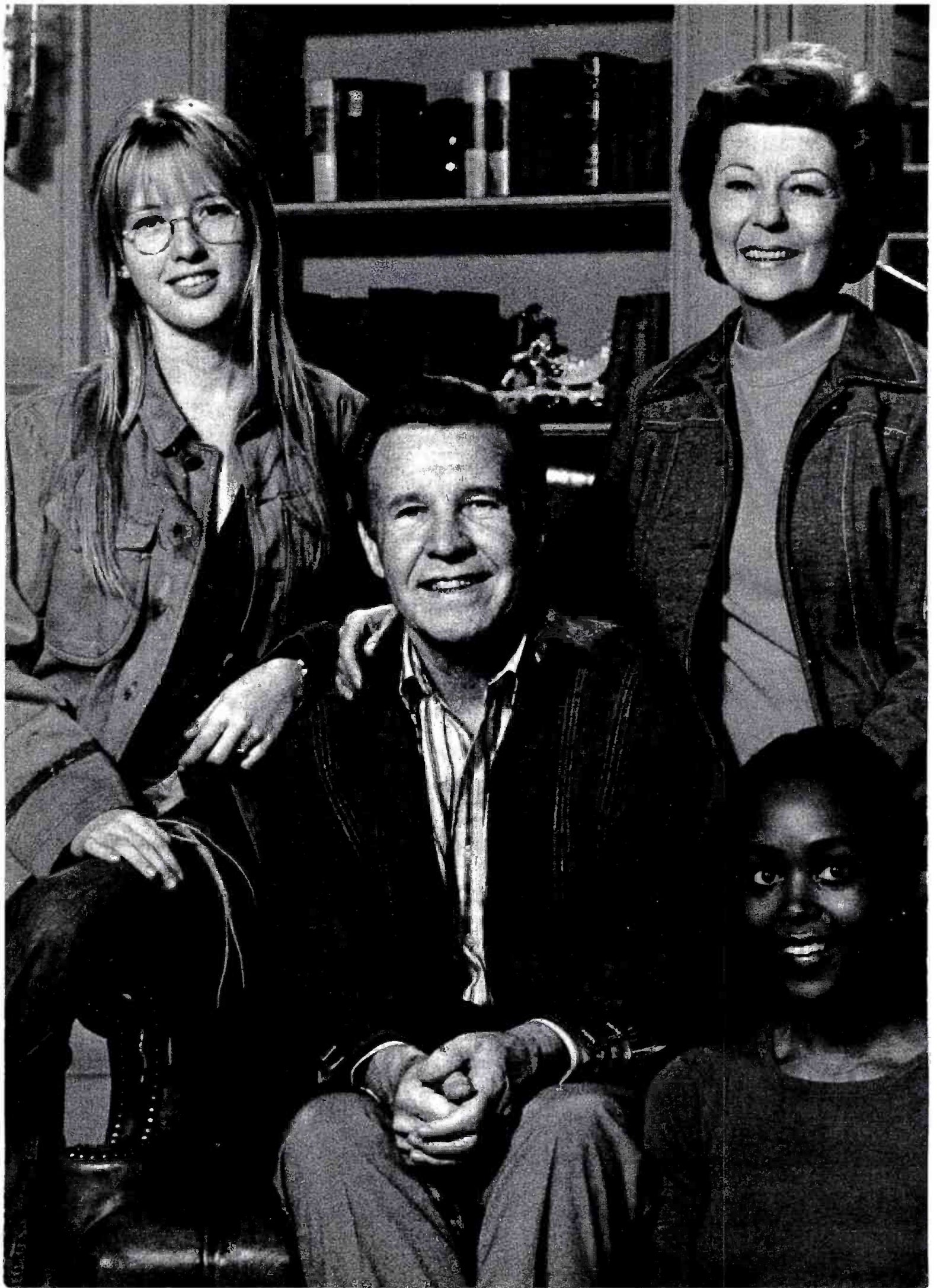
End may at least be in sight for hearings on license-renewal legislation by House Communications Subcommittee (see page 17). Chairman Torbert H. Macdonald (D-Mass.) is beginning to think he has heard about all there is to hear, though six or eight other witnesses still want audience. One is Rev. Carl McIntire, fundamentalist clergyman, who wired request to appear last Friday, after Rev. Everett C. Parker, of United Church of Christ, had testified in opposition to renewal relief. Best bet is that committee will wind up after sessions in week of May 10. Last act will be return of FCC for review of testimony.

Sampling

Television News Inc., new TV newsfilm service, has deferred starting date of its daily line-fed operation from April 30 to May 14 and will offer it free for two weeks from that date to all stations in top-50 markets and to smaller-market stations where feasible. Officials say stations will incur no obligation by accepting two-week introductory offer, which is being made in hope that if stations try it they'll like it. TVN, headed by President John O. Gilbert and Chairman Robert R. Pauley, with Richard C. Graf as vice president and news director, plans to feed 12 to 15 national and international news stories daily, Monday through Friday, using own news bureaus in New York, Washington, Chicago and Los Angeles and international newsfilm from London-based Visnews Inc.

Money to . . . ?

Though company is not prepared to make announcement, Cable Funding Corp., New York, formed in 1971 to engage mainly in making loans to cable TV firms, is on verge of changing directions. Letter soon to go to stockholders will explain company is considering other courses. One is acquisition and operation of cable TV systems. Initial idea was for Cable Funding—which raised some \$12 million in public stock offering—to obtain equity participations in cable companies through its lending activities. But now field is becoming highly competitive, particularly with recent announcements that A. G. Becker & Co., Chicago, and General Instrument Credit Corp., Philadelphia, will make financing available for cable TV.



Selected by all 5
ABC Owned Stations
for Fall 1973
prime-access time.

“Ozzie’s Girls”

Don’t lock up Fall access time until you see what’s going on in the Nelson household!

Ozzie and Harriet star in a great, new, half-hour, once-a-week, all-family sitcom. It’s prime-time entertainment from Hollywood, produced by Filmways.

David and Ricky are grown up and gone. And two local college girls move in as boarders with the Nelsons.

It’s like having children all over again.

Only this time the gap is a giant step wider.

And the bridge between the generations swings and sways with every encounter.

The result is hilarious, heart-warming comedy as new as next year.

When “Ozzie’s Girls” met the public last September on NBC, the pilot drew a 34% share of the national audience, 32% in New York and 30% in Los Angeles. Such a reception is what you would expect from the creators of 13 prime-time network series.

Act fast and get Filmways’ newest hit for Fall 1973!

Viacom

At Deadline

Dixie National favored for Jackson, Miss., ch. 3

Composition of black-white ownership and diversification of mass media in ownership sway FCC administrative judge

FCC administrative law judge has recommended that Dixie National Broadcasting Corp. in which whites and blacks would play major roles, be granted construction permit for channel 3 Jackson, Miss.

Judge Lenore Ehrig based her recommendation, issued Friday (April 20), principally on grounds of proposed integration of white-and-black ownership in operation of station, and of diversification of ownership of mass media.

Facilities involved are those vacated by Lamar Life Broadcasting Co.'s WLBT-TV after U.S. Court of Appeals, for second time, reversed commission order renewing station's license. Second reversal, in June 1969, was climax to five-year effort on part of United Church of Christ and Jackson area blacks to win denial of station's license renewal on ground WLBT had not served needs of blacks in service area and had presented only segregationist point of view in programming on racial issues.

Judge Ehrig picked Dixie from among four other competing applicants—Lamar Life, Civic Communications Corp., Jackson Television Inc. and Channel 3 Inc.

Judge Ehrig, noting that the commission considered integration of management and ownership extremely significant in securing best service to the public, said Dixie deserved a "distinct preference over all of the other applications" under that criterion since it was "the only applicant" which placed black in a top management post where he would work at station full time.

Jackson proposed substantial black ownership-management, but Judge Ehrig called its proposal "unrealistic." Several principals are elderly, and others occupy time-demanding jobs.

The top black in the Dixie operation is Talmadge Portis Jr., director and 1% owner, who will serve as chief executive assistant to company's president, William D. Mounger. Mr. Mounger, 40% owner, also contributes to integration preference, since he plans to be full time at station.

Judge Ehrig also said that Dixie's proposed supporting principals include number of blacks and whites "whose training and writings reveal them to be highly sensitive to the needs and interests of the black citizen in the South."

In ruling on diversification issue, Judge Ehrig noted that only Dixie and Jackson had no other media interests.

Lamar Life, licensee of WJDX-AM-FM Jackson, received no credit for their record. Judge Ehrig said they had compiled average record. But she concluded that Lamar's record in connection with WLBT's 1961-64 programming warranted imposition of substantial demerit.

Nationally known civil rights figure Medgar Evers, 9% owner of Civic Communications, was cause of significant demerit that application was given in connection with character issue that had been raised against him. Issue originally involved illegal activity—gambling, bootlegging and prostitution—which he had openly discussed in his biography, *Evers*. Judge Ehrig concluded that Mr. Evers' activities in recent years "outweigh his unlawful conduct, and do demonstrate 'redemption.'"

But she said Mr. Evers had "flagrantly disregarded" commission's processes in refusing to comply with orders that he produce tax returns on his illegal income "and provide relevant information" regarding them. Ultimately, she noted, information was obtained from Internal Revenue Service indicating he had not filed returns, even though he had testified under oath that he had.

In Brief

Book on Schick. Federal Trade Commission this week will place on public record in Washington advertising substantiation material of Schick Inc., Lancaster Pa., for its Flexamatic electric shaver. Material covers test results on which Schick has based its controversial comparative advertising campaign for Flexamatic. Commission is releasing material under provisions of Freedom of Information Act. **Russians are coming.** Approximately 125 TV stations will carry basketball games between teams from U.S. and U.S.S.R. on April 30 and May 7 (9-11 p.m. NYT), sponsored by United Air Lines, Schlitz Beer, American Motors, Mobil Oil, Warner Lambert and Kentucky Fried Chicken. Telecasts arranged by TVS, independent TV network for sports, division of Corinthian Broadcasting Corp., which is member of Dun & Bradstreet group. **Sinatra special.** Frank Sinatra, who hasn't made public appearance as singer since 1971 (except for White House show April 18), will do one-hour special on NBC-TV next fall for Magnavox Co. Special, which airs Nov. 11 (8:30-9:30 p.m. NYT), will be used by Magnavox to merchandise its new line of consumer-electronic equipment and color-television sets. **Into show biz.** Athena Communications Corp., New York, cable-TV company, has reached agreement in principle to acquire Music Fair Enterprises Inc., Philadelphia, operator of theaters-in-the-round, via exchange of stock.

Canada's Anik II goes up; FCC sets policy for use by firms in U.S.

Anik II, Canada's second national communications satellite, was launched April 20 from Cape Kennedy. It will serve not only as back-up for Anik I, launched last November, but will be used by number of U.S. companies to provide domestic satellite relay service in U.S. Launch of 1,240-pound, 12-transponder Hughes Aircraft Co.-built spacecraft by National Aeronautics and Space Administration for Telesat Canada (which operates that nation's domestic satellite system) came after first launch attempt was aborted on April 19 for last-minute equipment check.

Launch followed by day FCC issuance of policy permitting temporary use of Telesat satellites by U.S. firms under terms of U.S.-Canadian agreement entered into on Nov. 8, 1972.

Commission adopted policy in connection with its consideration of comments on American Satellite Corp. for authority to lease transponder channels on Telesat's Anik satellites for use with earth stations near New York, Chicago, Dallas and Los Angeles. Amsat plans to introduce service this fall.

Other companies proposing temporary use of Telesat satellites are RCA Global Communications Inc. and RCA Alaska Communications, which have said they intend to begin providing service as early as Aug. 1; Teleprompter Corp., and General Electric Co.

Commission's policy governing American companies' use of Canadian facilities requires applicants to make showing that their use will be temporary in compliance with U.S.-Canadian agreement.

Commission noted in that connection that American Satellite has applied for its own domestic communications satellite system and that company's lease with Telesat is for one year, with options to renew for shorter periods. Commission said it will require American Satellite to obtain commission approval before renewing lease. One factor it will consider before granting renewal, commission said, is whether U.S. space system is available.

Viacom gains in quarter, plans pay cable for July

Viacom International Inc. told stockholders at annual meeting in New York Thursday (April 19) that revenues and profit in first quarter of 1973 rose comfortably over corresponding period of 1972.

Ralph M. Baruch, president of Viacom, said advances were made by both program syndication and cable-television areas of company. He expressed confi-

dence that progress in both sales and profit would continue through 1973.

Mr. Baruch also reported that payable TV will begin on or about July on company's cable operation in Commack, L.I. area. This test, he said, will use system developed by Trans-World Communications, division of Columbia Pictures Industries.

For three months ended March 31:

	1973	1972
Earned per share	\$ 0.12	\$ 0.10
Revenues	8,137,000	5,495,000
Net income	450,000	282,000

Calif. cable group asks FCC to stop pole-rent hike

California Community Television Association has urged FCC to compel General Telephone Company of California to stay proposed 100% increase in annual pole-rental rates it charges cable television companies.

General Telephone notified California cable companies using its poles that annual rates will be increased from \$3 per pole to \$6 as of May 1.

CCTA, in letter to commission delivered on Friday (April 20), said proposed doubling of annual rate would breach commitment General Telephone made that it would not raise rates during pendency of commission inquiry into question of what regulatory control it should assume in connection with pole-rentals.

California association said General Telephone's actions "threaten the economic viability of the California cable operators," and threaten to hamper their ability to meet "costly channel capacity, access-channels and other service requirements" commission has imposed on cable television.

CCTA estimated that California cable systems are on more than 150,000 General Telephone poles, and that total may rise to 170,000 by end of year. As result, CCTA said, if rate increase is not stayed, California operators "will have almost one-half million additional dollars extracted from them by General Telephone."

Schafer vows to set record entirely straight

Teleprompter Corp. Chairman and Chief Executive Officer Raymond P. Schafer late last week said firm was "deeply gratified" by FCC's determination that Teleprompter is qualified to remain cable operator (see page 28). He said commission's declaration that Teleprompter "has been turned around and their controlling management has high credentials" is "recognition of the new management's efforts to reorganize Teleprompter over the past year."

Mr. Schafer said firm anticipates "satisfactory resolution" of cable proceedings in Johnstown, Pa., and Trenton, N.J., in which former Teleprompter President Irving Kahn was implicated in bribery scandal. He said company will "make every effort possible to provide all necessary information to the FCC" in its investigation of those incidents.

Specialty. Metromedia Producers Corp., New York, is developing weekly half-hour news program geared to nation's black audience. MPC has approached stations in number of key markets and initial reaction is said to be favorable. Concept calls for subscribing stations in market to serve as reporters-producers of segments when story of national news interest develops in their communities. Target date is fall.

TLF gets Harold Lloyd rights

Time-Life Films Inc. has acquired world rights for \$1.2-million to show all 61 of late Harold Lloyd's movies. Time-Life reported Thursday (April 19) that Los Angeles Supreme Court Judge Earl H. Riley had approved agreement at request of co-executors of Mr. Lloyd's estate. Comedian died in 1971. Agreement covers use of material in all media,

including television. Full-length feature films in package include such classics as "Safety Last," "The Freshman," "Kid Brother," "Grandma's Boy" and "For Heaven's Sake." Contract gives Time-Life rights to Mr. Lloyd's family home movies, scrapbooks, and memorabilia.

Europeans buy from Optical

Optical Systems Corp., Los Angeles, whose pay-TV operation began late last year in San Diego, announced sale of long-term, subordinated convertible debentures to group of private European investors, with first step receipt of \$2¼ million. Debentures pay 6% interest, mature in 15 years and are convertible into common stock of company at between \$6 and \$9.50 per share. Optical Systems already has \$5.5-million line of credit from First Pennsylvania Bank, Philadelphia, of which \$2.2 million has been used, as well as original \$1.2 million financing from private sources.

Headliners



Mr. Bagwell



Mr. Macy



Mr. Shannon



Mr. O'Connor



Mr. Iselin

Ken Bagwell, VP in charge of Storer CATV division, assumes additional post, VP in charge of West Coast operations, Storer Broadcasting Co. In his new post, Mr. Bagwell will oversee operations of KGBS-AM-FM Los Angeles and recently acquired KCST-TV San Diego (transfer subject to FCC approval). He will have headquarters in the San Diego-Los Angeles area.

John W. Macy Jr., who resigned as president of Corporation for Public Broadcasting last year after three-year term, named president of Council of Better Business Bureaus Inc., effective June 1. Mr. Macy, who will be based in Washington, succeeds **H. Bruce Palmer**, who will stand for election as vice chairman of board.

Neal W. O'Connor, president of N. W. Ayer & Son, New York, since 1965,

named board chairman and will continue as chief executive officer. **Louis T. Hago-pian**, executive VP and general manager of Ayer/New York since 1967, appointed vice chairman, reporting to Mr. O'Connor. **Robert P. Zabel**, VP and general manager of Ayer/Chicago for four years, moves to New York as president of agency, reporting to Mr. Hago-pian.

Thomas F. Shannon Jr., general sales manager, WTOP-TV Washington, named VP and general manager. He fills post left vacant with appointment last month of **Daniel E. Gold** as senior VP-staff and administration, Post-Newsweek stations (BROADCASTING, March 26).

John Jay Iselin elected president of Educational Broadcasting Corp., licensee of WNET-TV New York, and **Ethan Allen Hitchcock** re-elected board chairman. Mr. Iselin, who had been acting president since James Day resigned last January, also was elected to board of trustees of Educational Broadcasting Corp. He joined public-TV station as general manager in 1971.

Thomas B. Curtis, board chairman of Corporation for Public Broadcasting since last September, resigns (see page 21). Mr. Curtis, Republican Representative from Missouri (1950 to 1969), is VP and general counsel of Encyclopaedia Britannica Inc.

REFLECTIONS

As we start our 11th year in business, it's difficult not to reflect on a lot of things. We have many new competitors in our field. When we started we were alone and the concept of studying anything but a rating book was new. The idea that you could find out *why* the ratings come out the way they do was startling. It was a hard sale then, but now our success has inspired many others to try their hand at it. They each go at it in their own way. By now, occasionally as many as three stations in a given market are all doing studies at the same time. Still nobody approaches the problem in quite the same way we do and very few with the same rewarding results.

News has expanded and become a key to station imagery and ratings. Almost every move to improve a newscast that looks good and can be copied, is on the air on competitive stations in the same market in a few days and in other markets in a few weeks. The real key to success, however, is still to knowing *why* you're doing what you're doing and not relying on being only a mirror of your competitor.

If you'd like to talk more about it, give us a call for a no-obligation presentation.



McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

7900 Westpark Drive
McLean, Virginia 22101
Area Code 703
790-5050

Datebook®

■ Indicates new or revised listing.

This week

April 23—Membership meeting and annual luncheon, Associated Press. Speaker: Henry A. Kissinger. Waldorf-Astoria hotel, New York.

April 23—Overseas Press Club of America 1972 awards and annual dinner. Waldorf-Astoria hotel, New York.

April 23-26—American Newspaper Publishers Association meeting, Waldorf-Astoria hotel, New York.

■ **April 24**—Public lecture on "Advertising and Society," sponsored by University of Chicago Graduate School of Business. Featured speaker: Phillip J. Nelson, associate professor of economics, State University of New York at Binghamton. Contact: conference office, Graduate School of Business, 5836 South Greenwood Avenue, Chicago 60637. (312) 753-3663.

April 24—National Cable Television Association roundtable meeting with Oklahoma cable operators. Oklahoma City.

April 24-26—Pennsylvania Cable Television Association annual spring meeting. Chatham Center, Pittsburgh.

April 25—33d annual George Foster Peabody Awards luncheon. Pierre hotel, New York.

April 25-27—Texas Cable TV convention. Featured speaker: Mike Shapiro, VP and general manager, WFAA-TV Dallas, on "Programming Problems." David Foster, president, National Cable Television Association, luncheon speaker. Marriott motor hotel, Dallas.

April 26-27—Quarterly board of directors meeting, Institute of Broadcasting Financial Management. Royal Sonesta hotel, New Orleans.

April 26-27—Conference, Sigma Delta Chi region 2. Senator Sam Ervin (D-N.C.) among speakers. University of Maryland, College Park.

April 26-May 3—13th International Golden Rose of Montreux contest, sponsored by European Broadcasting Union and Swiss Broadcasting Corp. Awards offered for television light entertainment programs. Montreux, Switzerland.

April 27—Annual seminar on radio broadcasting and community leadership, sponsored by Los Angeles member radio stations of Southern California Broadcasters Association. FCC Commissioner Charlotte Reid will be featured speaker. California Institute of Technology, Pasadena, Calif.

April 27—Charity ball, Bedside Network of Veterans Hospital Radio and Television Guild. New York Hilton.

April 27-28—Conference, Sigma Delta Chi Region 1. Downtowner motor inn, Albany N.Y.

April 27-29—Northeast regional meeting, National Association of Farm Broadcasters. Airport Holiday Inn, Indianapolis.

April 27-29—Illinois News Broadcasters Association spring convention. Sig Mickelson, professor of journalism, Northwestern University, guest speaker. Henrici's motor inn, Rockford, Ill.

April 28—Radio Television News Directors Association regional seminar. North Texas State University, Denton.

April 28-29—Ohio Associated Press Broadcasters Association meeting. Holiday Inn North, Canton, Ohio.

April 29-May 2—Annual convention, Canadian Association of Broadcasters. Chateau Laurier hotel, Ottawa.

Also in April

April 30-May 4—13th annual television newsmill workshop, National Press Photographers' Association. University of Oklahoma, Norman.

May

May 1—International Council of National Academy of Television Arts and Sciences sponsors "A Salute to RAI" (Radio televisione Italiana) on its 20th anniversary in television. Alice Tully Hall, Lincoln Center, New York. Similar ceremony will be held in Washington in Department of State auditorium on May 3.

May 1—Deadline for entries, Howard W. Blakestee Awards of the American Heart Association for science reporting in the field of heart and blood vessel diseases. 44 East 23d Street, New York 10010.

May 1-2—Second annual retail television commer-

cial workshop, Television Bureau of Advertising. Biltmore hotel, New York.

May 1-3—National Association of Broadcasters 18th annual conference of state association presidents and executive secretaries. Luncheon speaker May 2: Joseph McCaffrey, WMAL-TV Washington. Mayflower hotel, Washington.

May 1-4—American Society of Newspaper Editors convention. Shoreham hotel, Washington.

May 3-5—Annual international Idea Bank convention. Organization is composed of broadcasters and functions in the exchange of information among member stations. Carousel inn, Cincinnati.

May 3-6—A. J. Liebling counter-convention to American Society of Newspaper Editors convention. Mayflower hotel, Washington.

May 4-5—Region 3 meeting, Women in Communications Inc. Holiday inn #2, Madison, Wis.

May 4-5—Conference, Sigma Delta Chi regions 6 and 7, with annual national awards presented at concluding banquet. Total of 16 awards in categories of radio, TV, newspapers and magazines. Hilton hotel, Omaha.

May 4-6—Spring convention, Michigan News Broadcasters Association. Hospitality motor inn, Grand Rapids, Mich.

May 5—Radio Television News Directors Association regional seminar. KRCC-TV Redding, Calif.

May 5—Conference on cable TV programming for organizations interested in using CATV channels set aside for education, government and public access, sponsored by center for filmmaking studies and department of urban affairs, University of California at Berkeley. Contact: Center for Filmmaking Studies, UC Extension, 2223 Fulton Street, Berkeley, Calif. 94720.

May 5—Annual meeting and awards luncheon, Alabama Associated Press Broadcasters Association. All-American inn, Auburn, Ala.

May 5—Annual Sigma Delta Chi distinguished service awards banquet. Omaha.

May 5-6—Pennsylvania Associated Press Broadcasters Association meeting. Host Inn, Harrisburg.

May 6-9—Annual convention, NBC-TV affiliates. Century Plaza hotel, Los Angeles.

■ **May 7-9**—Seminar '73, Association of Canadian Advertisers. Royal York hotel, Toronto.

May 7-9—Spring meeting, California Community Television Association, including legislative reception and luncheon. Senator hotel, Sacramento.

May 8-10—"Retailer-of-the-year" silver anniversary awards conference, sponsored by Brand Names Foundation. Featured banquet speaker: Chet Huntley. Waldorf Astoria hotel, New York.

May 9—Silver Anvil Awards banquet. Public Rela-

Major meeting dates in 1973-74

May 12-16—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.

May 31-June 2—Annual meeting, Associated Press Broadcasters Association. Royal Sonesta hotel, New Orleans.

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

Oct. 8-13—Annual international conference, Radio Television News Directors Association. Olympic hotel, Seattle.

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

Nov. 14-16—1973 seminar, Broadcasters Promotion Association. Sheraton Cleveland hotel, Cleveland.

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

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

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

tions Society of America. Continental Plaza hotel, Chicago.

May 9-11—Spring meeting, *Washington State Association of Broadcasters*. Rosario resort, Orcas Island, near Bellingham.

May 10—Convention-conference, *American Council for Better Broadcasts*. Holiday Inn-Central, Minneapolis.

May 10-11—Spring convention, *Ohio Association of Broadcasters*. Featured speaker: FCC Commissioner Charlotte Reid. Hilton West inn, Akron.

May 10-12—*National Cable Television Association* 2d annual marketing workshop with 1973 presentation of national awards for marketing, advertising and public relations. Fairmont hotel, Dallas.

May 10-13—Annual conference, *Western States Advertising Agencies Association*. Speakers: Neal O'Connor, N. W. Ayer; Luis Albertini, Latin-American Advertising; Ron Hoff, Ogilvy & Mather; Tyler Macdonald, N. W. Ayer/Jorgensen/Macdonald; George Rappaport, Multi-Media Presentations; George Harris, *Psychology Today*, and Mel Blanc, Mel Blanc Associates. Hotel Bahai, San Diego.

May 10-27—*26th International Film Festival*. Cannes, France.

May 11-12—Conference, *Sigma Delta Chi Region 9*. Park City, Utah.

May 12—*Radio Television News Directors Association* regional seminar. University of Georgia campus, Athens.

May 12—*Radio Television News Directors Association* regional seminar. University of Wisconsin, Milwaukee campus.

May 12—*Radio Television News Directors Association* regional seminar. University of Nebraska, Lincoln.

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

May 14-15—Annual spring conference, *Oregon Association of Broadcasters*. Thunderbird Motor Inn, Jantzen Beach. Portland.

■ **May 14-16**—23d annual *Electronic Components Conference* with 55 technical papers given at 12 different sessions. Statler Hilton hotel, Washington.

■ **May 15**—Public lecture on "Advertising and Society," sponsored by *University of Chicago Graduate School of Business*. Featured speaker: Robert Pitofsky, professor of law, New York University. Contact: conference office, Graduate School of Business, 5836 South Greenwood Avenue, Chicago 60637. (312) 753-3663.

May 15-18—Annual convention, *CBS-TV affiliates*, Century Plaza hotel, Los Angeles.

May 15-17—Seminar, "Lighting for television," sponsored by Kilegl Bros. WLAC-TV Nashville. Contact: Mr. Baird, Kilegl Bros., 32-34 48th Avenue, Long Island City, New York 11101.

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

May 16-20—22d annual national convention, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.

■ **May 17**—Fifth World Telecommunication Day under theme of "International Cooperation in the Field of Telecommunications." All 145 member countries of *International Telecommunication Union* to celebrate individually.

May 17-19—23rd annual convention, *Kansas Association of Broadcasters* with Lowell Thomas as principal speaker. Other speakers include: Charles T. Jones Jr., director of Radio Information Office of National Association of Broadcasters; Bob G. Beebe, National Weather Service; Dr. James A. McCain, Kansas State University. Ramada Inn, Kansas City, Kan.

May 18-19—Spring convention, *Kentucky Broadcasters Association*. Galt House, Louisville.

May 19—*West Virginia Associated Press Broadcasters Association* meeting. Pipestem (W. Va.) resort.

May 19—*Radio Television News Directors Association* regional seminar. WHIO-TV Dayton, Ohio.

May 19—*Radio Television News Directors Association* regional seminar. Benson hotel, Portland, Ore.

May 19-27—Video-tape workshop, sponsored by center for filmmaking studies and department of urban affairs, *University of California at Berkeley*. Contact: Center for Filmmaking Studies, UC Extension, 2223 Fulton Street, Berkeley, Calif. 94720.

May 20—*Academy of Television Arts & Sciences* Emmy awards. Shubert Theater, Los Angeles.

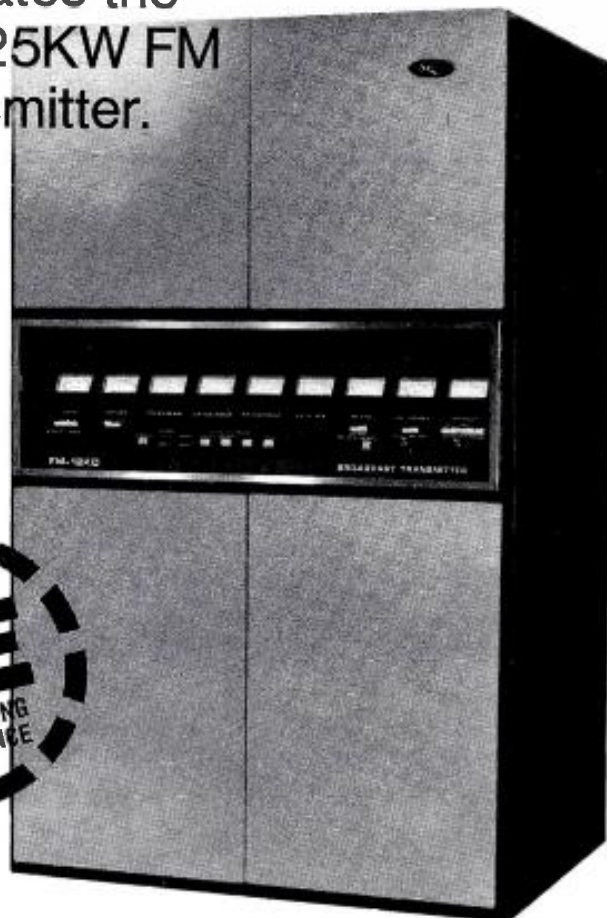
May 20-24—Annual convention, *Pennsylvania Association of Broadcasters*. Castle Harbour hotel, golf and beach club, Bermuda.

May 21-24—Annual convention, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

May 21-25—*Canadian Cable Television Association* annual convention. Four Seasons Sheraton hotel, Toronto.

May 23—Luncheon meeting, *Federal Communica-*

When Engineering Excellence creates a more functional design, it creates the AEL 25KW FM Transmitter.



AEL's engineering excellence has once again created new concepts in functional design which integrate ease of operation with better reliability for a new high in transmitting performance.

Engineered for automatic operation, with designed-in quality and solid state control circuitry, the FM-25KD Transmitter proves that engineering excellence is an everyday quality at AEL.

Let it be an everyday quality at your station. Contact AEL to see the advanced design capabilities of our entire "EE" Transmitter Line.



AERICAN **E**LECTRONIC **L**ABORATORIES, INC.
P. O. Box 552, Lansdale, Pa, 19446 • (215) 822-2929 • TWX: 510-661-4976 • Cable: AMERLAB

tions Bar Association, with CBS President Arthur Taylor as guest speaker. Army-Navy club, Washington.

May 23—Annual awards dinner, *Sigma Delta Chi*, New York city professional chapter. Deadline Club. Americana hotel, New York.

May 24—Public lecture on "Advertising and Society," sponsored by *University of Chicago Graduate School of Business*. Featured speaker: Daniel J. Boorstin, director, National Museum of History and Technology, Smithsonian Institution. Contact: conference office, Graduate School of Business, 5836 South Greenwood Avenue, Chicago 60637. (312) 753-3663.

May 24-25—Annual spring convention, *Arizona Broadcasters Association*. Westward Look, Tucson.

May 24-26—Annual spring convention, *Iowa Broadcasters Association*. Fort Des Moines hotel, Des Moines.

May 26—*Radio Television News Directors Association* regional seminar. Studios of KMGH-TV Denver.

May 26—Conference, *California AP Television-Radio Association*. Beverly Hilton hotel, Beverly Hills, Calif.

May 28—Third symposium "Space and Radio-communications" of *International Telecommunication Union*, Le Bourget, Paris, France.

May 31-June 1—National symposium on crime and the media sponsored by *John Jay College of Criminal Justice*. City University of New York.

May 31-June 2—Annual meeting, *Associated Press Broadcasters Association*. Featured speakers: Grover Cobb, senior executive VP, National Association of Broadcasters, and Elmer Lower, president, ABC News. Royal Sonesta hotel, New Orleans.

June

June 1-3—*Wyoming Association of Broadcasters* convention with John Pettit, general counsel, FCC, as featured speaker. Ramada inn, Laramie.

June 3-5—National conference on community cable communications, sponsored by *Information Systems Architectonics*. Washington County Club, Gaithersburg, Md. Contact: Civic division/ISA, Box 187, Kensington, Md. 20795.

June 4—14th "Clio" Awards ceremonies and festival. Philharmonic hall, Lincoln Center, New York.

June 6-7—Meeting of *National Association of Broadcasters TV code board subcommittee on children's advertising*. NAB headquarters, 1771 N Street, N.W., Washington.

Open Mike®

Greeks gripe

EDITOR: In your April 2 article, "Government and the NAB close in on sex programs," which referred to radio talk-show programing, a comparison was drawn between the discussion of "intimate details of sex" with those "not often heard outside a sorority house." As members of Greek sororities, we were disturbed at the insinuated image. To us it seems it was stated without any supporting evidence.—*Emilie Banta, Jo Brownell, Carol Hoff and Anne Marie Huber, Saint Lawrence University, Canton, N.Y.*

No move in mind

EDITOR: In your story on the Association of Independent Television Stations in the April 2 issue, you quote an unnamed "station executive" as reporting "the St. Louis Blues hockey team was thinking of staying out of broadcast to go into cable." On behalf of my client, the St. Louis Blues Hockey Club, I can assure you that this statement is absolutely incorrect. The Blues have enjoyed a long and fruitful working relationship with KPLR-TV, the fine St. Louis independent. While we have engaged in an experiment with pay cable in Jefferson City, Mo., this season, it in no way affects our current working relationship with KPLR-TV nor should it be interpreted in any way that the "Blues [are] thinking of staying out of broadcast to go into cable."—*James D. Cullen, general counsel, St. Louis Blues.*

X's banned by Trans-World

EDITOR: In the April 9 BROADCASTING there is a summary of remarks by William J. Butters, president of the Trans-World Communications division of Columbia Pictures Industries. Your story reports as follows: "The subject of R- and X-rated movies came up at this point; Mr. Butters said his firm made no distinction, because, from a business point of view, 80% of hotel guests are men, and most

men want sex and action pictures."

Mr. Butters made no such remarks. What Mr. Butters said was that the experience of Trans-World indicated that most of the guests at hotels prefer sex and action movies, and for this reason Trans-World showed mainly PG- and R-rated movies. With respect to X-rated movies, the company policy is to never show X-rated movies (this, in fact, is specified in the contracts Trans-World has with several hotel chains). Moreover, Columbia Pictures, a sister division of Trans-World, has a similar policy with respect to the production of X-rated movies: It has never made any and does not intend to make any.—*Marvin Korman, vice president, advertising and public relations, Screen Gems, New York.*

Where credit is due

EDITOR: I'd like to add a name to the Broadcast Education Association story [BROADCASTING, April 2] to give special thanks to Carl Kofoed of Kaiser Broadcasting for designing the new BEA logo-type.—*Clark Pollock, president, BEA, Columbus, Ohio.*

Insider

EDITOR: In your April 2 article, "The other side comes forward on renewal bills," you note that I testified at House hearings in behalf of NOW "and other groups." The most newsworthy and significant aspect to this testimony is that while NOW strongly supported this effort, the "other groups" were in fact a large coalition of women in broadcasting from two of the three networks. And the testimony was supported in principle by the prestigious board of directors of the New York City chapter of American Women in Radio and Television. Thus we are not the "other side." Rather, we are working to be even more "inside," contributing more fully to and benefiting more equally from the broadcast industry.—*Jan Crawford, New York.*

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, *chairman*.
Lawrence B. Taishoff, *president*.
Maury Long, *vice president*.
Edwin H. James, *vice president*.
Joanne T. Cowan, *secretary*.
Irving C. Miller, *treasurer*.

Broadcasting TELEVISION®

The newsworthy of broadcasting and allied arts

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.
J. Daniel Rudy, *assistant to the managing editor*.
Frederick Michael Fitzgerald, *senior editor*.
Alan Steele Jarvis, Don Richard, *assistant editors*.
Ann Cottrell, Carol Dana, *staff writers*.
Thomas Hundley, Patricia Thach, *editorial assistants*.

SPECIAL PUBLICATIONS

Art King, *director*; Joseph A. Esser, *associate editor*; Laurette Pesce, *editorial assistant*.

ADVERTISING

Maury Long, *general manager*.
Larry G. Kingen, *sales manager (New York)*.
John Andre, *sales manager—equipment and engineering*.
Bill Merritt, *Western sales manager (Hollywood)*.
Stan Soifer, *sales manager—programming (New York)*.
Gerald Lichtman, *classified advertising*.
Doris Kelly, *secretary to the general manager*.

CIRCULATION

Bill Criger, *subscription manager*.
Laurie Endter, Kwentin Keenan, Michael Kelly,
Patricia Johnson, Jean Powers.

PRODUCTION

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

ADMINISTRATION

Irving C. Miller, *business manager*.
Susan Kwash, Sheila Thacker.
Lucille 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*.

Stan Soifer, *sales manager—programming*;
Susan Yang, 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.

BROADCASTING® magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING®—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932. Broadcast Reporter in 1933, Telecast® in 1953 and Television in 1961. Broadcasting-Telecasting® was introduced in 1946.



* Reg. U.S. Patent Office.
© 1973 by Broadcasting Publications Inc.



Would you cover a trial without going to court?

Of course you wouldn't.

Yet with America's growing concern for the environment, that's exactly where today's forest is: on trial.

There've been a lot of changes in modern forestry—and in the modern forest. Changes in industry technology and government policy. Changes in supply and demand and price. Changes

that are creating public debate—and making front-page news. And just as you wouldn't cover a court case without going into the courtroom, we don't think you can cover the forest without going into the woods. So we'd like to *show* you what's happening.

In the past two years our forest experts have taken

more than 200 newsmen and newswomen on candid fact-finding tours of America's forests. Some tours last three hours. Some take three days. This year we'd like to add you to the group. So write for more information. Or call Jim Plumb at AFI in Washington, (202) 667-7807.

It's time you talked to the trees. And listened.

American Forest Institute
1619 Massachusetts Avenue, N.W.
Washington, D.C. 20036

I'd like to know more about the forest—
and about your forest tours.

Name

Title

Company

Address

City

State/Zip



American Forest Institute

Monday Memo

A broadcast advertising commentary from Peter D. Bond, director of brand communications, Chiquita Brands Inc., Boston

Chiquita bananas are back with something old and something new

The hardest thing about an advertising campaign is to continue it—especially when you've recently created and executed a huge success. When Chiquita Brands decided last year to return to television with a bright new image for a well known, high-quality product we were looking for impact. We found it with a 14-foot banana that peeled back to reveal a brand new Miss Chiquita singing newly created lyrics set to a muted Latin-rock version of the original Chiquita jingle.

The purpose of the campaign was to remind housewives across the nation that Chiquita has always been synonymous with the very best quality in bananas, and also to remind the wholesalers and retailers of the large, important and active consumer franchise of the Chiquita Brand.

At the close of 1972, after heavy national TV coverage, the figures were studied and it became quite apparent that the desired message had been received loud and clear. Consumer awareness stood at an all-time high of 87% and the final excellent sales picture for 1972 would seem to indicate that the trade was paying attention too. The brand, the product, the 14-foot banana, the girl and the music were firmly implanted in the public's mind and in just about that order. Firmly implanted in our mind was, what to we do for an encore?

From experience in the forties, fifties and sixties we knew that the order of awareness would rapidly change if we followed the same format. In the case of the original Chiquita image, radio, theater and early television audiences remembered the music, the girl, the brand and the product. Almost the reverse order. As a result, Chiquita became a generic name for bananas, and that might have been highly desirable except for the introduction in recent years of competitive branded bananas into the marketplace.

But a banana is a banana is a banana, and while the housewife might call it a Chiquita, she buys what she finds in the supermarket. Her selection process is limited to choosing the best looking cluster from those on display. On rare occasions she might ask the produce manager if he has a greener, or yellower, or better quality bunch in the back room but seldom would she specifically ask for Chiquita bananas.

Product promotions similar to the ones mounted by hundreds of grocery manufacturers provide a partial solution to creating and maintaining a genuine de-



Peter D. Bond (l) has been director of marketing communications at Chiquita Brands Inc. for two years. He is responsible for directing, controlling and executing all U.S. and Canadian advertising, promotional publicity and sales promotion for branded programs. Prior to joining Chiquita Brands, he held management positions on a variety of accounts at BBDO and Young and Rubicam. A native of the United Kingdom, 30-year-old Peter Bond has lived in the U.S. for eight years. With him on the set are Karen Rushmore, the new Miss Chiquita, and comedian Godfrey Cambridge.

mand for Chiquita. Give the housewife a specific reason to ask her produce man for Chiquita bananas and she will. And she will then discover the quality benefits of Chiquita all by herself—hopefully. But that leaves a great deal to chance.

It became obvious that the 1973 television campaign would have to support the brand and product promotions by relating the quality story to the broadest possible audience. Who would do the telling and how remained unanswered.

Again, we know from experience that Chiquita's name could and did bring fame to any number of female vocalists. (A favorite nostalgia party game today is to name the Miss Chiquitas. The first guess is invariably Carmen Miranda and that's dead wrong. Carmen appeared as Chiquita three times on three consecutive weeks of the Fred Allen show. In each case, her lines were parodies of the jingle then being voiced by the nonrelated Elsa Miranda, who, along with 10 other girls, received more exposure and popularity as the voice of Miss Chiquita than they ever did in their own right.)

But, nostalgia has its merits and two of them are acceptance and believability. It is no secret that people today are looking for someone or something to believe in. The buoyant sea of nostalgia is supporting an enormous amount of talent and if the talent happens to have achieved household-word status, the audience tends to believe what they hear from them.

Fishing in the sea of nostalgia, though, has major drawbacks. All too often you could come up with a creel full of en-

dorsements. Endorsement is a fine way to launch a new product, but bananas are hardly new and Chiquita bananas minus their blue labels are indistinguishable from the competition fruit.

What was needed was well known talent who would not so much endorse the product but would remind the audience of the Chiquita heritage. We needed talent for whom Chiquita would do nothing more than remind the viewer of some point in his immediate or distant past. With this type of instant nostalgia the talent has only to truthfully say that he or she is the "top banana." Done in a fun way, like rising out of a 14-foot banana, the audience easily and instantly recalls that Chiquita is and always was the "top banana."

No hard sell, no possible unsubstantiable claims and no danger that our famous product would do more for the performer than the performer did for the product. That was the formula and as expected, finding talent to fit it was no problem. Milton Berle, Mickey Rooney, JoAnne Worley, Godfrey Cambridge and for Canadian audiences, Giles Latulippe eagerly grasped the concept.

Careful review and selection of programming on all three major networks completed the mix and provided our answer to the question, how do you follow success? Each commercial in the new campaign has recorded recall scores over double the normal food norms as shown in tests.

Now all we have to do is figure out something for next year.

Freedom...liberty...America.

We don't realize how
important they are

until they're taken

away.

Ask them.

The courage and faith of those
who served in Southeast Asia
have made us at Gilmore
Broadcasting even prouder
of our country – and much
more aware of the
rights and privileges
we enjoy as free men.

**THE
GILMORE
GROUP**



WEHT-TV
Evansville

WREX-TV
Rockford


KODE-TV
Joplin

WSVA-TV
Harrisonburg

KODE-AM
Joplin

WSVA-AM
Harrisonburg

WSVA-FM
Harrisonburg



**“...I believe I have just found
the cause of my
eight year old son’s
trouble...”**

*So wrote one
mother in response to KNBC’s
study of hyperkinetic chil-
dren. Hundreds of letters
praising the program flowed
into the station from parents,
educators, physicians and
hyperkinetic children.*

Last year, the KNBC Newservice brought the problems of hyperkinetic children to the attention of Southern Californians in a six-part study. The series was so well received that it was expanded into a one-hour special, “In A Class . . . All By Himself.” Recently, the program received a nomination from the National Academy of Television Arts and Sciences as one of the ten best community service programs in the country. It didn’t win, but we’re very proud of the nomination and producer, Mike Gavin.

Above all, we’re proud of the response and good the program has done. (That’s what it’s really all about.) “In A Class . . . All By Himself” shows that TV has enormous power to help . . . we at KNBC pledge to do a lot more like it.

**KNBC 4
LOS ANGELES**

Pendulum swings on license renewal

If the cup was half empty before, it looks half full now—and perhaps a little fuller. Whether it will ever run over may depend on what happens in the Senate

Broadcasting's Washington representatives, who have been a grim, worried-looking lot during the past month as the House Communications Subcommittee worked its way through exhaustive hearings on license-renewal legislation, are beginning to show signs of relaxing. The congressional battle broadcasters regard as the most crucial in which they have been engaged for years, is not yet won. But, like the Washington spring, the time for hope seems finally to have arrived.

"Going into the hearing I thought it was 60-40 against getting a bill," said one Washington-based network official. "Now I think it's 60-40 in favor."

Indeed, the talk now is not about whether a bill will emerge, but of what kind. Extension of the license period from three to four or five years is regarded as sure. But the only other certainty seems to be that the subcommittee will not endorse the administration bill. It has become a fatality of the fallout from the controversy Clay T. Whitehead, director of the Office of Telecommunications Policy, generated with his speech denouncing network news, which critics regard as an attempt at censorship.

One subcommittee member who has never been impressed with broadcasters' need for the kind of legislation under consideration—and who appears less so now than when the hearings began—nevertheless seems resigned to seeing the subcommittee approve some form of legislation, most likely a measure it will draft itself from the smorgasbord of bills before it.

"Any time half the members of the House have introduced a bill"—as is true in the case of license-renewal legislation—"there will be one," he said.

National Association of Broadcasters staffers who keep a close eye on Congress and who have been doggedly optimistic about broadcasters' chances in the House, say the real test will come in the Senate. House passage, then, would not be so much a time for rejoicing as for the in-

dustry's representatives to look grim again, as the fight moves to the Senate. OTP's Mr. Whitehead appeared before the House Communication Subcommittee last week to explain the administration's license-renewal proposal and to try to dispel misconceptions about it. But he left Chairman Torbert H. Macdonald (D-Mass.) and other members of the subcommittee unconvinced that the executive branch has the answer to the problem.

What did seem to impress at least some members of the subcommittee was a proposal by former FCC Commissioner Kenneth Cox, which he said would protect the interests of both licensees and challengers, and another proposal under which the FCC would encourage stations and the communities they serve to resolve their own disputes.

In his testimony Mr. Whitehead said the system of licensing "presents the government with a unique dilemma"—on one hand requiring the FCC to issue licenses in the public interest, meaning that the commission has to judge a station's service, "an important component of which is the broadcaster's programing," and on the other providing the broadcast media full protection under the First Amendment. To deal with this dilemma, he said, requires balancing the goals of stability in renewals and maintaining "the spur of competition and the threat of non-renewal."

Mr. Whitehead then outlined the basic elements of the administration's proposal, which he said is designed to provide that balance. The measure would:

- Extend the license term from three years to five.

- Eliminate the requirement for an automatic comparative hearing when a competing application is filed against a renewal applicant. The incumbent's license would be renewed if he "is substantially attuned" to his community's needs, demonstrates "a good-faith effort" to meet those needs and "affords reasonable opportunity [in over-all programing] for the discussion of conflicting views on issues of public importance." Mr. Whitehead noted that community groups could still file petitions to deny renewal applications.

- Prohibit the "restructuring of the broadcasting industry through the license-renewal process." If, for example, FCC rules permitted multimedia ownerships in the same market, an incumbent holding such ownerships would not lose a point to a competing applicant without such ties. Changes in industrywide standards of ownership or operation could be made only through rulemaking.

- Preclude the FCC from using against the incumbent at renewal time "any predetermined performance criteria, categories, quotas, percentages, formats, or other guidelines of general applicability respecting the extent, nature or content of broadcast programing."

Some critics have argued that if the administration feels the FCC's public-interest standard is too vague, it should support the establishment, by the FCC or Congress, of specific program standards, said Mr. Whitehead. "But the ultimate stability of specific program categories and percentages set by the government is grossly incompatible with the letter and the spirit of the First Amendment."

A second concern, he said, centers on the bill's "good-faith" standard. Mr. Whitehead explained that such a standard, along with the fairness obligation, would further elaborate on the FCC's "public interest, convenience and necessity" standard used at renewal time. It is "an objective standard of reasonableness" that "makes clear the intent of Congress that the FCC is to focus on the community's definition of its needs and interests in programing rather than imposing on the broadcaster and the community the commission's own judgments about what is good programing," Mr. Whitehead said.

A third concern has been directed at the administration's "backtracking" on the fairness doctrine by including it in renewal legislation, said Mr. Whitehead. "The administration has supported the enforcement of this *fairness obligation* as long as it is done principally on an overall basis at renewal time," he said. "What we have not supported is the commission's present approach of enforcing this obligation on an issue-by-issue, case-by-case basis. It is this enforcement process that



Mr. Whitehead

has come to be known commonly as the *fairness doctrine* and has become so chaotic and confused." Inclusion of the obligation in renewal legislation, he said, "would serve as an expression of congressional intent as to the preferred method for its enforcement."

Minority groups are concerned that the administration's bill would preclude challenges to licensees, Mr. Whitehead said. "It is true that competing applications based on frivolous or unproven grounds would be more easily rejected. But responsible competing applications . . . are in no way penalized and would still have the benefit of a thorough public hearing." And, he added, the bill does not change existing procedures for the petition to deny, "the tool that has been the traditional and most useful recourse of the minority groups."

Finally Mr. Whitehead attempted to explain the motives behind the bill and its relationship to the speech he gave in Indianapolis last December.

"The central thrust of my Indianapolis speech was that broadcast licensees have not, by and large, been doing an adequate job of listening to their communities and correcting faults in the broadcasting system—faults that are not, and should not, be dealt with through the use of government power . . . My speech was intended to remind broadcasters and the public that such attention takes on even more importance if governmental controls are to be reduced, as we have proposed. The speech and the bill are related—but *not* in the way portrayed in the press coverage of my speech. The relationship . . . is no more than the relationship between freedom and responsibility we find everywhere in our society," said Mr. Whitehead.

"This office has steadily promoted the cause of *less* rather than more regulation of broadcasting. But the public and the Congress should not think of increasing the freedom in broadcasting by easing government controls without also expecting some indication from the broadcasters that voluntary exercise of responsibility by broadcasters can operate as an effective substitute for such controls." He was not asked what kind of "indication from the broadcasters" he had in mind.

Mr. Whitehead told the subcommittee that the administration's renewal bill "is designed to strengthen the First Amendment freedoms of broadcasters," substituting "the voluntary exercise of responsibility . . . for the often heavy hand of government." And, he added: "I challenge anyone to find in our bill any increase in government power over the media."

Despite Mr. Whitehead's explanation, Mr. Macdonald contended that the Indianapolis speech was interpreted by most network affiliates as a warning that they are responsible for the content of network news. The speech created an atmosphere of the administration "breathing down the necks" of broadcasters, he said. But Mr. Whitehead repeated that the bill is aimed at removing government controls and "anyone who would couple this bill with political threats is wrong."

Mr. Macdonald was also critical of



Mr. Cox

OTP's interference in matters concerning the FCC. But Mr. Whitehead answered that it was OTP's responsibility to make policy recommendations to the commission dealing with the prime-time access rule, network reruns and other matters.

Both Mr. Macdonald and subcommittee member Lionel Van Deerlin (D-Calif.) were critical of the administration bill's failure to establish specific renewal standards, but Mr. Whitehead pointed out that any such standards would inevitably become minimum ones.

Mr. Van Deerlin was concerned that the bill would make secure the licenses of stations that have not served the public interest, but the OTP director denied that was the case.

Harley Staggers (D-W. Va.), chairman of the parent Commerce Committee, read into Mr. Whitehead's testimony a suggestion that the administration was proposing to take away the government's power to wipe obscenity and violence from TV and radio. "I say the government better get into some of these things," Chairman Staggers said indignantly. But Mr. Whitehead said the government should delve into such matters to the extent that broadcasters do not deal with them on a voluntary basis.

Representative Clarence Brown (R-Ohio) indicated he thought the bill was overprotective in that it "seems to discourage competition by locking in the local station."

Mr. Van Deerlin said he thought the bill would establish lower renewal standards than those existing for new stations.

At one point in the hearing Mr. Macdonald told Mr. Whitehead that "you are hanging your hat on a very loose peg" to use the good-faith-effort standard to protect broadcasters against competing applications and petitions to deny because of the difficulty of defining that term.

And, said Mr. Macdonald, the ascertainment process, on which the administration's bill relies "has been so besmirched that nobody pays any attention to it."

One matter on which Mr. Whitehead and Mr. Macdonald reached accord, however, was the need for the FCC to act as a catalyst in bringing licensees and community groups together to discuss

problems. This concept was brought out in the testimony of former FCC Commissioner Cox.

The commission should, by rule or policy statement, "recognize and encourage a process of good-faith negotiation at the local level," Mr. Cox said. He described a proposed system under which a commission unit, perhaps a division of the general counsel's office, would advise community groups and licensees on negotiation procedures and keep tabs on the progress of the talks. If the negotiations were unsuccessful, a petition to deny could be filed at the end of the license term.

"I think such a method of letting off steam and seeking an accommodation under commission auspices, but at the local level and without involving the agency in the decisional process unless it breaks down and a formal petition is later filed, is about as far as the commission should go in changing its handling of petitions to deny," said Mr. Cox.

For competing applications, Mr. Cox suggested a renewal bill similar to the FCC's 1970 policy statement on comparative renewal hearings, which was held invalid the following year by the U.S. Court of Appeals because it denied competing applicants a full hearing.

Mr. Cox's proposal would permit a renewal hearing, but the incumbent would receive credit for his past performance and his license would be renewed if found to have "substantially" served his community. If such a finding were not made, the commission would make a full comparison between the licensee and the challenger as if they were applying for a construction permit for a new radio or TV station.

Mr. Macdonald readily agreed with the negotiation proposal, but wanted to know why the FCC could not dispatch a field examiner to meet in person with broadcasters and community groups. Mr. Cox said that method would be effective, albeit costly.

Mr. Macdonald also seemed to agree with Mr. Cox's proposal for dealing with competing applications. He asked for a definition of "substantially," but Mr. Cox said that would require FCC rulings to clearly define.

Mr. Cox's proposals also received praise from Mr. Brown and Mr. Van Deerlin. Mr. Van Deerlin commented: "Yours is the best prepared and one of the most helpful statements we've heard."

Donald H. McGannon, president of Westinghouse Broadcasting Co., told the Macdonald subcommittee that the legislation proposed by FCC Chairman Dean Burch "appears to be a reasonable balance between the two fundamental considerations inherent in the renewal process"—providing broadcasters with reasonable assurance of renewal if they have served their communities and providing a "competitive spur." (The measure provides that in a renewal hearing the incumbent would receive renewal if he had "substantially, rather than minimally" served his community.)

Equally important, Mr. McGannon said, is the need for renewal legislation that would leave the commission free to

adopt standards or guidelines under which it can carry out its renewal activities.

In addition, he said, "properly drafted criteria should also facilitate more meaningful and effective participation by public groups in FCC licensing proceedings."

In a letter to the subcommittee, Radio Television News Directors Association President Charles F. Harrison, of WGN-AM-TV Chicago, told Mr. Macdonald the RTNDA board has voted to support "the enactment of legislation which would tend to promote stability and tenure for the ownership and management of broadcast stations. . . . In the recent past, the uncertainty generated by the number of competing applications and petitions to deny has too often been an illegitimate factor in the news judgments made by broadcast journalists at both challenged and unchallenged stations. The newsman . . . is tempted by this uncertainty to opt for the bland and less controversial approach to, or the omission of, any newsworthy matter which may involve the station in a dispute before the FCC."

But, Mr. Harrison asserted, RTNDA "opposes any coupling of a longer license period and an improved license renewal standard, on the one hand, with a 'fairness' admonition, on the other." No showing has been made that news coverage is not fair, he said, and thus there is no case for further codification of the fairness doctrine.

Two outspoken critics of renewal legislation were the Rev. Everett Parker, director of the Office of Communication of the United Church of Christ, and Robert Choate, chairman of the Council on Children, Media and Merchandising.

Dr. Parker, who said he was testifying as a private citizen, charged that the bills pending before the subcommittee "prevent—or, at best, make more difficult—citizen participation in broadcast regulation and will foreclose competition to provide better service."

Labeling the renewal bills as "racist," "sexist," "elitist," and "anticapitalist," Dr. Parker attacked the "dinosaurian" lobbying of the broadcasting industry.

Dr. Parker asked that licensees be "required to bargain in good faith with responsible community groups when they have complaints."

He also suggested the commission conduct, on a random-sample basis, studies of licensee performance. He said a distinction should be made between public demand that a license not be renewed and a private action to take over the license itself. "Even if you decide to make it more difficult for a private party to file a competitive application by extending the license period," he said, "you should not make it more difficult for the public to express its dissatisfaction."

In his statement Mr. Choate gave most broadcasters low marks on exercising responsibility in the area of advertising directed at children and said his organization opposes relaxation of license requirements.

He said he could understand the rationale for longer licenses, but a broadcaster should be more open to the public about

the programming he proposes in the five-year period.

Mr. Choate's suggestions included requiring broadcasters to devote 20% of their nonprogram time to paid and nonpaid messages in the public interest, making public their financial figures.

Mr. Choate said the FCC could develop a third process in addition to the competing application and the petition to deny: "The public should be able to initiate a breach-of-promise action [against stations] in the courts which would have a monetary implication to those judged lacking in performance."

Broadcast Advertising

FTC staff seeks reversal on Wonder Bread

Dixon sees it as effort to effect 'historical step' in advertising, requiring that ads mention others that share claimed qualities

The Federal Trade Commission staff last week went before the full five-member commission to ask for reversal of an administrative law judge's decision that dismissed the FTC's complaint of false nutritional claims for Wonder Bread and Hostess Cakes brought against ITT Continental Baking Co. and Ted Bates & Co. In presenting the argument for appeal, the FTC counsel, in the words of Commissioner Paul Rand Dixon, seemed to be urging the commission to take a "historical step," one that could have deep-felt impact on the advertising industry.

According to the interpretation that Commissioner Dixon (as well as Commissioner Mary Gardiner Jones, apparently) has: The commission staff wants to prohibit the advertising of products as possessing one or more special qualities, even if true, unless full

Top ad women. American Advertising Federation has announced seven selections as "1973 Advertising Women of the Year," as chosen by a panel of two women and four men judges. Those selected: Mary Clayburn, public affairs director, WWIN-(AM) Baltimore; Virginia Doetsch, vice president and creative supervisor, Tatham-Laird & Kudner Inc., Chicago; Adrienne Hall, executive vice president, Hall & Levine Advertising Inc., Los Angeles; Peggy Lancaster, vice president and associate creative director-copy, Gumpertz/Bentley/Fried/Scott, Los Angeles; Gerry Muir, creative director, Dentsu Advertising, Los Angeles; June R. Thrush, advertising and sales promotion, J. C. Penney Co., New York; and Ruth Ziff, vice president and executive associate research director, Benton & Bowles Inc., New York. The seven women will be honored at the annual AAF convention, scheduled for New Orleans May 12-16.

disclosure is made in the same advertising that such special qualities are also contained in competing products. As an example of this approach, if a candy advertiser used the slogan, "Eat our candy bar; it is high in protein," the advertising would have to add that other candy bars, made by other manufacturers, are also high in protein.

Commissioner Jones expressed concern during the proceedings that advertisers may be "pilloried" because they chose to build an advertising campaign around a unique, yet truthful, selling proposition. She wondered: Are advertisers who use informational messages going to get "trapped" by the commission because their information is not comprehensive enough?

The commission counsel, David O. Bickart, deputy assistant director for national advertising, denied that such interpretations and concerns are valid. Instead, his appeal contended that for a number of reasons, Administrative Law Judge Raymond J. Lynch committed reversible error in his initial decision of Dec. 18, 1972, when he dismissed the FTC's complaint that the advertising of ITT Continental Baking and its agency, Ted Bates, for Wonder Bread and Hostess Cakes is false, misleading and deceptive (BROADCASTING, Jan. 8).

Perhaps most significant of the reasons the FTC cited for reversal is that the judge was wrong in not sustaining the FTC's charge that the advertising of ITT Continental Baking and Ted Bates represented directly or by implication that "Wonder Bread is an outstanding source of nutrients, distinct from other enriched breads." The FTC's objection claims that the judge did not base his finding on the complaint itself, which requires only proof that the ads contain the false implication that Wonder Bread was nutritionally superior to "other enriched breads." Instead, the FTC argued, the judge found that it was never proved that Wonder Bread was advertised as being "nutritionally superior to all other enriched white breads."

The proceeding against ITT Continental Baking and Ted Bates was started in 1971. According to the FTC, Wonder Bread has been advertised at the rate of \$8 million since 1962.

The five commissioners took the appeal under advisement.

Under way: RAB's Idearamas

The Radio Advertising Bureau's 1973 round of "Idearama" regional meetings got into full swing last week with four sessions of a projected total of 57 to be held by mid-July.

The one-day meetings offer what RAB describes as "a barrage of immediately salable ideas for small-market radio stations." Last week's were at Kansas City, Mo., on Tuesday (April 17), Huntington, W.Va., and Phoenix on Wednesday and Jefferson City, Mo., on Thursday. The rest of the schedule follows:

April 25—Albany, N.Y.; Springfield, Ill., and Birmingham, Ala.; April 27—Hartford, Conn., and Mobile, Ala.;
May 1—Bakersfield, Calif., and Wichita, Kan.;

May 3—Sacramento, Calif., and Oklahoma City; May 8—Nashville, Fort Wayne, Ind., and Portland, Me.; May 10—Louisville, Ky., Indianapolis and Boston; May 15—Boise, Idaho, Albuquerque, N.M., and Atlanta; May 17—Salem, Ore., Amarillo, Tex., and Albany, Ga.; May 22—Dallas, Bismarck, N.D., Columbus, Ohio, and Seattle; May 24—San Antonio, Tex., Sioux Falls, S.D., Grand Rapids, Mich., and Spokane, Wash.; May 30—Orlando, Fla.; June 5—Denver, Madison, Wis., and Syracuse, N.Y.; June 7—Salt Lake City, Eau Claire, Wis., and Youngstown, Ohio; June 12—Little Rock, Ark., and Roanoke, Va.; June 14—Alexandria, La., and Richmond, Va.; June 19—Memphis, Great Falls, Mont., and York, Pa.; June 21—Jackson, Miss., and Wilmington, Del.; June 22—Casper, Wyo.; June 26—Raleigh, N.C., and Minneapolis; June 28—Columbia, S.C., and Kearney, Neb.; July 18—Anchorage

Two sessions were held earlier at Des Moines, Iowa, and Moline, Ill.

Golden West buys out rest of MMR holdings

Major Market Radio Inc., New York, radio station representative firm, will become a full subsidiary of Golden West Broadcasters on May 1.

Concurrently, George E. Lindman, now vice president-sales and assistant general manager of Golden West's KMPC(AM) Los Angeles, becomes president of MMR, headquartering in New York. Ernest W. Kitchen, present MMR president remains as senior vice president and assistant to Mr. Lindman.

GWB's acquisition of minority holdings—it had been a principal stockholder right along—was for an unidentified sum. Sellers were MMR officers and account executives numbering about 20. Named liaison officer between the group broadcaster and MMR is William D. Shaw, vice chairman of GWB. MMR currently represents 11 radio stations.

Advertising and the academic

Eight lectures on the broad topic of "Advertising and Society" are being held at the University of Chicago's Graduate School of Business. Under the direction of Yale Brozen, professor of business economics at the school, the lectures began April 10 with Richard Posner, professor of law at the University of Chicago, discussing truth in advertising and the role the government plays in it.

Other speakers in the first half of the series: Phillip J. Nelson, associate professor of economics, State University of New York at Binghamton (April 24); Robert Pitofsky, professor of law, New York University, and former director of the Bureau of Consumer Protection of the Federal Trade Commission (May 15), and Daniel J. Boorstin, director of the National Museum of History and Technology, the Smithsonian Institution (May 24).

The other four lectures will be scheduled for the fall. The series is made possible by a grant from International Telephone & Telegraph Corp.

Moss's new truth-in-ads bill

Senator Frank Moss (D-Utah) has introduced a revised version of the Truth-in-Advertising bill he offered in the 92d Congress.

S. 1512, introduced on April 10, would

require an advertiser that makes claims about the safety, performance, efficacy or characteristics of a product to provide, upon request, a "layman's language summary of all tests, in support of any claim in the advertising. . . ."

The bill Senator Moss introduced last year would have required advertisers to provide written documentation of ad claims. A spokesman for the senator said the revised requirement would make it possible to condense the information and make it more understandable.

Another portion of the bill makes explicit what is required of the broadcast and print media. It stipulates that the media are not to be held liable—under the Federal Trade Commission Act—for dissemination of false and misleading advertising unless they refuse to provide upon request the name and address of the company responsible for the advertising.

Carte Blanche spots questioned by code

The accusation is disparagement of American Express credit card

National Association of Broadcasters Code Authority editor Mark Meisel has sent a letter to the Los Angeles office of Della Femina, Travisano & Partners criticizing its TV commercials for Carte Blanche credit card. The spots, Mr. Meisel wrote, "promote incomplete and misleading comparison [and] constitute disparagement" of American Express credit card.

The commercials have been running in 14 markets since Feb. 26. All three networks found them acceptable. Theme of the campaign is: "American Express is good but it isn't enough."

Peter Newman, management account supervisor for Carte Blanche, told BROADCASTING that problems began when National Media Services (buying service DFT&P uses) received a letter from the code authority on March 6 stating "an

inquiry has been received" regarding the Carte Blanche commercials.

A check of stations bought for the campaign revealed no inquiry originating there. Mr. Newman said: "We feel we're getting the flack directly from American Express."

Mr. Newman has prepared a rebuttal to every challenge of substantiation and sent it to the code authority last Tuesday (April 17). Mr. Newman acknowledged that the Carte Blanche campaign is tough, but he emphasized that every claim is substantiated. It is the first TV campaign for Carte Blanche.

Carefree, Stayfree, Modess get nod for TV

Code Authority clearance paves way for initial buys on networks

The Personal Products Co., a division of Johnson & Johnson, Milltown, N.J., has received approval from the Code Authority of the National Association of Broadcasters to advertise Carefree tampons, Stayfree pads and Modess pads on TV. Stayfree 30-second commercials began running on all three networks this month. Modess and Carefree are currently in test markets and final plans for network advertising have not been formulated. Young & Rubicam handles Stayfree maxi and mini pads and Modess and Modess flushables. Compton is the agency for Carefree tampons.

Prior to J&J's getting approval, Confidets sanitary napkins, by Scott Paper Co., Philadelphia (through BBDO, New York), had been the only feminine-hygiene product to get approval and go on the air—which it did last November. Since that time, Confidets' share of the market has been going up steadily, increasing by 33% in November and December in food stores alone, according to A. C. Nielsen measurements.

Shirley Polykoff submitted a campaign ("Now I Like Myself All the Time") for Kimberly-Clark's new Freedom pinless,

BAR reports television-network sales as of April 1

NBC \$180,930,100 (34.5%), CBS \$179,919,900 (34.4%), ABC \$162,995,000 (31.1%)

Day parts	Total minutes week ended April 1	Total dollars week ended April 1	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	82	\$ 506,300	889	\$ 5,822,400	\$ 5,551,600
Monday-Friday 10 a.m.-6 p.m.	1,002	8,435,100	12,603	108,796,300	88,845,100
Saturday-Sunday Sign-on-6 p.m.	309	3,907,800	3,638	54,247,300	58,667,200
Monday-Saturday 6 p.m.-7:30 p.m.	96	2,053,100	1,211	27,431,000	24,278,000
Sunday 6 p.m.-7:30 p.m.	12	213,100	197	5,361,200	4,671,800
Monday-Sunday 7:30 p.m.-11 p.m.	382	23,486,700	5,090	293,460,900	257,584,500
Monday-Sunday 11 p.m.-Sign-off	164	3,568,700	1,911	28,725,900	20,860,600
Total	2,047	\$42,170,800	25,539	\$523,845,000	\$460,458,800

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

beltless sanitary napkin. However, that campaign has bogged down among numerous revisions asked for by the Code Authority. K-C's Kotex has no plan to use TV advertising this year.

Business Briefs

Clean. National Advertising Division (NAD) of Council of Better Business Bureaus dismissed complaints against three different TV commercials during March. In all three cases, NAD and council said, advertiser was able to substantiate challenged claim to satisfaction of NAD. Involved were Gillette (Foamy Face Saver), Colgate-Palmolive (Rapid Shave) and Drackett Co. (Vanish toilet-bowl cleaner).

'Forever.' John P. Cunningham, honorary chairman of Cunningham & Walsh Inc., New York, and the late Bernard (Ben) C. Duffy, one-time president of BBDO, New York, have been elected to American Advertising Federation's Advertising Hall of Fame. Mr. Cunningham is first living person to receive this honor, result of recent rule change by AAF board. During career spanning 42 years, Mr. Cunningham served as artist and copywriter, as well as in various executive positions. Mr. Duffy, who headed BBDO for 10 years, died last September. He was known as media specialist and for his ability to attract new business clients. AAF Hall of Fame, initiated in 1949, honors American advertising people for contributions to advancement of advertising and to public service. Induction of Mr. Cunningham and Mr. Duffy will be at 1973 AAF convention, May 12-16 in New Orleans.

About women. CBS Radio Spot Sales has compiled 80-page research report, "Crucial Customer: Women," which lists by age groups female "users" and "heavy users" of 80 consumer products. Information was culled from 1972 W. R. Simmons data to compute national "user" indices, and 1967 and 1968 Brand Rating Index material to provide usage scores in New York, Chicago, San Francisco and Philadelphia.

Six-week intro. Texize Chemicals Co., Greenville, S.C., has introduced its new Spray 'n' Wash laundry soil and stain remover with heavy network and spot-TV schedule. Campaign, running April 16 through the end of May, was created by McCaffrey & McCall, New York, and features a guarantee: "If we don't remove the stain, we'll replace the shirt." TV buys include daytime network and spot in 45 markets.

Travel to Spain. Iberia Airlines has begun campaign of five 30-second spots to run in New York, Miami, Washington and Boston for five weeks. Theme of campaign, prepared by Compton Advertising, New York, is "If you want to see Spain, ask the Spaniards what to see," and promotes Iberia's tours booklet, available through travel agents. (More than half of Iberia's business is done through travel agents).

Hot and cold. Payne Co., Los Angeles, air conditioning firm, has announced \$230,000 spot-TV campaign in 30 major markets, principally in South and Southwest, through N. W. Ayer/Jorgenson/MacDonald, Los Angeles. Planned also are radio spots in cooperation with local dealers.

Name dropping. Edward H. Weiss & Co., Chicago-based agency, will be changing to Lee King & Partners, effective May 1. Name change reflects purchase of agency's stock by Mr. King and five senior partners in 1971. Lee King & Partners will remain at present address: 360 North Michigan Avenue, Chicago, 60601.

Rep appointments. WTID-FM Newport News and WQWK-FM Norfolk, both Virginia: Bernard Howard & Co., New York. ■ WNFL(AM) Green Bay, Wis.; WGN(AM) Pawtucket, R.I.; Avery-Knodel, New York. ■ WWSW(AM) Pittsburgh: CBS Radio Spot Sales, New York. ■ WLOS(FM) Asheville, N.C.: Pro Time Sales, New York. ■ WCKY(AM) Cincinnati; KSDO(AM) San Diego, KARM-AM-FM Fresno, Calif.: Buckley Radio.

OK, campers. Sportsmen and picnickers will be reminded, "Don't forget to pack the Dak, Mac" this summer. That's theme of radio campaign that will run in 15 major markets beginning July 1. Dak is line of imported Danish meats. Agency is Stiefel/Raymond Advertising, New York.

More 'Survival' for Miles. Miles Laboratories, Elkhart, Ind., has renewed sponsorship of *The World of Survival*, half-hour nature and wildlife series, on advertiser-syndicated basis for 1973-74 season. J. Walter Thompson Co., New York, is serving as syndicator for series, now carried in top-50 markets and being offered to all 226 TV markets, starting next fall.

Chatham moves. Chirurg & Cairns, New York, has resigned 17-year-old account of Chatham Manufacturing Co., Elkin, N.C. Effective May 1, Long, Haymes & Carr, Winston-Salem, N.C., will handle Chatham advertising.

Introspection. A one-hour study of commercials and their effect on viewers is scheduled for showing Thursday (April 26) on CBS-TV's *CBS Reports* (10-11 p.m.). Among the spokesmen on the program: Dr. Eric Fromm, author and psychiatrist; Robert Pitofsky, former director of the Federal Trade Commission's Bureau of Consumer Protection; Archibald McG. Foster, board chairman, Ted Bates & Co.; Peter Allport, president of Association of National Advertisers; Herminio Traviesas, vice president of broadcast standards, NBC, and Alvin Achenbaum, executive vice president and director of marketing services, J. Walter Thompson Co., New York. According to CBS, producer-writer Irv Drasnin and his staff viewed more than 6,000 TV commercials in one year and "all or parts of 150" will be seen on the show.

Media

Rebuffed on deal he made with PBS, Curtis quits CPB

Split between the two organizations widens; threat to programing seen

In the wake of a rejection by the Corporation for Public Broadcasting board of directors of an agreement with representatives of the nation's 234 noncommercial-television station over control of the national network, Thomas B. Curtis, CPB chairman, resigned last week. The former Republican congressman from Missouri, who was appointed only seven months ago (BROADCASTING, Sept. 18, 1972), tendered his resignation to the White House after the CPB board deferred action on the majority report of its ad hoc negotiating committee that called for a compro-



Mr. Curtis

mise agreement with the newly reorganized Public Broadcasting Service (BROADCASTING, April 16).

Mr. Curtis reportedly had staked his position on working out a compromise and had all but presented it as a fait accompli. He was left, according to some reports, considerably shaken by the CPB's board decision of April 13 to disband its negotiating committee, form a new one, and to ask for a "cease fire" until the differences between the corporation and PBS can be resolved.

The compromise that Mr. Curtis apparently was instrumental in working out, principally with Ralph B. Rogers, chairman of the board of governors and chief executive officer of PBS, would seem to have been favorable to the public-television licensees. It was said to have called for:

■ CPB to fund programs through its program department. Should the licensees dissent from any particular program and decision of CPB, appeal could be made to the chief operating officers of CPB and the PBS board of governors. Should there still be no agreement, final appeal would be to the respective chairmen of CPB and PBS with their joint decision carrying.

■ All programs not funded by CPB to

have access to the interconnection. Should there be disagreement as to balance, fairness and objectivity of any program, either CPB or PBS could appeal to a monitoring committee that would include three CPB trustees and three PBS board of governors trustees. It would take four votes of this monitoring committee to keep a program off the interconnection.

Responsibility for scheduling the interconnection to rest with the PBS board of governors in direct consultation with CPB's program staff. Appeals from scheduling decisions could be taken first to the chief operating officers of both PBS and CPB and finally to the respective chairmen of both groups.

Supposedly, Dr. James Killian and Jack Valenti, who were on CPB's original ad hoc negotiating committee, favored such a compromise agreement. Thomas Moore, the other member and chairman of the committee, had a dissenting view.

According to some published reports, Mr. Curtis and the majority members of the CPB negotiating committee who supported the compromise were undercut by what was claimed to be a last-minute, telephone campaign conducted by members of the White House staff to convince other CPB board members to vote against the agreement. The vote against the compromise was believed to be 10-to-4.

The Office of Telecommunications Policy, whose director Clay T. Whitehead was said to be one of those who pressured CPB board members, acknowledged that calls were made, but that no concentrated campaign was waged. It was indicated that Mr. Whitehead, who regularly confers with board members, talked by phone to "very few" members to elaborate on his public stance on the question of who controls the public-television interconnection. According to an OTP spokesman, Mr. Whitehead said—as he did before the Senate Communications Subcommittee hearing on public-broadcasting funding—that he opposes compromise on the ground that it would amount to a surrender of responsibility the CPB board has for programing. It was not made clear who originated the calls, but it appeared that Mr. Whitehead initiated some of them.

Immediately after the CPB board meeting that deferred action on the compromise agreement, which had been some four months in the making, Neal B. Freeman was named chairman of a new three-member CPB negotiating committee, with Jack Wrather and Dr. Gloria Anderson as associate members and Albert Cole and Michael A. Gammino Jr. as alternate members. They replace the Messrs. Moore, Valenti and Killian.

The PBS board of governors chairman, Ralph Rogers, before leaving for Europe on an extended vacation, expressed disappointment over the collapse of the compromise. "We feel our cause is just and that our approach to a solution has been reasonable," he said. He pointed out that the PBS boards of governors and managers will meet May 17 in Washington to consider future action, but that in the meantime "PBS will continue to operate exactly as it is now operating."

Mr. Rogers also noted that the failure

of the compromise negotiations "may mean a severe reduction in the quality and scope of programing available nationally from the Public Broadcasting Service."

The next CPB board meeting is May 9 in New York.

P&S goes under wing of CCC

Five stations included in merger estimated worth \$38.6 million

Combined Communications Corp., Phoenix, and Pacific & Southern Broadcasting Co., New York, have signed a "definitive agreement" calling for the merger of P&S into the former firm. The transaction, which is subject to the approval of the stockholders of both firms, their creditors and the FCC, carries an estimated consideration of \$38.6 million. It would include the acquisition by CCC of five of P&S's eight broadcast stations. It would also give CCC, which only two years ago was a regional broadcast operation in three Southwest markets, a full complement of seven TV stations and assure it status as one of the nation's foremost broadcast entities.

The agreement by the two firms follows by three months a tentative pact by which they formally acknowledged their intentions to merge—but did little more (BROADCASTING, Jan. 29). Last week's announcement was accompanied by a full—and complicated—explanation of how they intend to do the deed.

Under the agreement, no more than 1.6 million and no fewer than 750,000 CCC shares will be issued in exchange for all P&S's 1,930,000 shares outstanding—signifying what could be more than a two-for-one stock exchange. For transfer purposes, P&S's stock will be assigned a value of between \$20 and \$24 a share, depend-

ing on the firm's total 1973 net income. CCC's stock will be valued, for exchange purposes only, at the average market price during a 60-day period which will end either on Jan. 1, 1974, or upon FCC approval, whichever date occurs first. The value of the CCC shares to be issued will equal the value of the P&S outstanding shares, the announcement said.

The P&S stations to be involved in the merger are WQXI-TV (ch. 11, ABC) Atlanta; WSAI-AM-FM Cincinnati; WWDJ-AM Hackensack, N.J., and KKDJ(FM) Los Angeles. Not included will be WQXI-AM-FM Atlanta (Smyrna, Ga.) and KIMN-AM Denver. CCC is barred by the FCC's one-to-a-market rules in the top-50 markets from purchasing both the Atlanta television and radio properties. FCC rules also preclude the acquisition of KIMN, since CCC already owns a VHF station in Denver, KBTV(TV).

CCC currently owns seven television stations, but the way will be paved for the WQXI-TV acquisition by the firm's proposed sale of KBLU-TV Yuma, Ariz., to that station's general manager and several associates. KBLU(AM) is also included in that transaction. (Yuma is below the top-50-market list.)

Stations to be retained by CCC are KTAR-AM-FM-TV Phoenix; KOCO-TV Oklahoma City; KBTV(TV) Denver; KARK-TV Little Rock, Ark.; WPTA(TV) Fort Wayne, Ind., and WLKY-TV Louisville, Ky. Of that inventory, the last four television stations have been acquired within the past two years. KBTV and KARK-TV were purchased in 1972 from the trustees of Mullins Broadcasting Co. The FCC approved CCC's purchase of WPTA and WLKY-TV, both UHF's, just two weeks ago (BROADCASTING, April 16). The Fort Wayne station was acquired from Sarkes Tarzian Inc.; the Louisville property was sold by Sonderling Broadcasting Co.

Karl Eller is president of CCC, a publicly owned firm which has diversified in



Fruit stand. Traffic at 72d and Pacific Streets in Omaha now knows that "WOW Radio's Gone Bananas." But for two weeks, beginning the last week in March the sign read: "?s Gone Bananas." Now that the teaser part of the campaign is over, WOW(AM)'s 7 p.m.-midnight disk jockey Eddie Hudson (shown next to the sign) moved into the giant banana and will live there until one person in Omaha answers a telephone call from the station by saying: "WOW Radio's gone bananas." The promotion is part of the station's 50th anniversary celebration, which will include a banana-eating contest and a rock-and-roll revival show.

several communications-oriented industries. DeSales Harrison is board chairman and current operating head of P&S, the shares of which are also traded publicly. P&S's station portfolio was reduced by four properties several months ago when the commission approved its sale of KYXI(AM) Oregon City, Ore. KHON-TV Honolulu and satellites KAHV-TV Wailuku and KHAI-TV Hilo, all Hawaii, to a new firm headed by Arthur H. McCoy, its former president (BROADCASTING, Jan. 29).

P&S and CCC stocks are traded on the American Stock Exchange.

WQXI-TV operates on ch. 11 with 302 kw visual, 60.3 kw aural and an antenna 1,040 feet above average terrain. WSAI(AM) is full time on 1360 khz with 5 kw, directional at night. WSAI-FM is on 94.1 mhz with 34 kw and an antenna 590 feet above average terrain. KKDJ operates on 102.7 mhz with 8 kw and an antenna height of 2,960 feet. Wwdj is on 970 khz full time with 5 kw, directional at night.

Cox gets KFI in \$15-million record breaker

FCC approves a transfer from estate of Earle C. Anthony, broadcast pioneer

The largest single-station transfer in radio history sailed through FCC clearance last week. As a result, the venerable KFI(AM) Los Angeles—with a 50 kw clear-channel signal—will become the property of Atlanta-based Cox Broadcasting Corp. within a matter of weeks.

The commission approved the \$15.1-million transaction by a vote of 4 to 1. Commissioner Nicholas Johnson dissented. Commissioners Robert E. Lee and H. Rex Lee were absent.

The agency imposed one condition on two Cox executives, J. Leonard Reinsch, president, and Ivan Allen Jr., a director. Cox, the commission noted, owns five VHF television stations—the most permitted under multiple-ownership rules. Both Messrs. Reinsch and Allen hold directorships in investment firms that have minority interests in other VHF's. The commission resolved that question by accepting Messrs. Reinsch's and Allen's commitments to refrain from taking part in deliberations affecting broadcast companies other than Cox's.

Mr. Reinsch is a director of the First National Bank of Atlanta, which is a co-trustee of minority interests in two Georgia licensees. The bank holds a 19.8% interest in WSAV-AM-TV Savannah and 13% in WLAG-AM-FM LaGrange. Mr. Allen is a director in the Equitable Life Assurance Co., which has a 1.8% interest in Gannett Co. (WHEC-TV Rochester, N.Y.) and a 4.7% holding in Time, Inc., which owns WOTV(TV) Grand Rapids, Mich.

Cox's acquisition of KFI will culminate six years of negotiating. Bids for KFI were finally entertained last April. Cox's \$15.1-million offer won out over two Chicago-based corporations—WGN Con-

**You're only
HALF COVERED
in Nebraska...**



without Lincoln-Hastings-Kearney

- Check retail sales.
- Check the top station dominance*:
42% Total Day Share, 41% Prime Time,
50% Early Evening, 63% Late News.
- Check with Avery-Knodel.

* Source: ARB Nov. 1972



AM-TV-FM

The Folyer Nations

HABED
WEDD KOLN-TV/AM-TV LINCOLN
WEDD KGIN-TV/AM-TV GRAND ISLAND
WEDD WSAI-TV/AM-TV SAVANNAH
WEDD WLAG-TV/AM-TV LAGRANGE

KOLN-TV / KGIN-TV

LINCOLN, NEBRASKA
1500 FT. TOWER

GRAND ISLAND, NEBRASKA
1069 FT. TOWER

Avery-Knodel, Inc., Exclusive National Representative

Please send

Broadcasting

The newswkly of broadcasting and allied arts

Name Position

Company

- Business Address
 Home Address

City State Zip

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

SUBSCRIBER SERVICE

- 1 year \$20
- 2 years \$37.50
- 3 years \$50
- Canada Add \$4 Per Year
Foreign Add \$6 Per Year
- 1972-1973 Cable Sourcebook \$8.50
(If payment with order: \$7.50)
- 1973 Yearbook \$14.50
(If payment with order: \$13.50)
- Payment enclosed
- Bill me

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

tinental Broadcasting Co. and Globetrotter Communications Inc. (BROADCASTING, July 24, 1972).

The principal beneficiaries of the KFI sale will be the two scholastic institutions—the University of California and the California Institute of Technology—to which the late Earle C. Anthony, who founded the station in 1922, left the bulk of his estate. For tax purposes, the KFI license will be transferred from Earle C. Anthony Inc. to the Earle C. Anthony Trust, administered by Los Angeles attorney Donald H. Ford, prior to license assignment to KFI Inc., a new Cox subsidiary. The assets of the Anthony trust can be distributed after April 1975, or sooner if the six minor beneficiaries also named in Mr. Anthony's will die prior to that time.

KFI will be the fifth AM station owned by Cox, a publicly owned corporation. Its other stations are WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; KTVU(TV) Oakland, Calif.; WJIC-TV Pittsburgh, and WIOD(AM)-WAIA(FM) Miami. Cox, whose major stockholders are James M. Cox Jr., Anne Cox Chambers and Barbara Cox Anthony, has in recent years branched into diverse interests. It also owns a majority of Cox Cable Communications, which last week called off a planned merger with American Television & Communications Inc. to become the nation's second largest cable firm—a transaction announced at the same time the KFI deal was disclosed (BROADCASTING, July 24,

1972). The firm also has interests in common-carrier microwave facilities, publishing, television and motion-picture production, automobile wholesaling, real estate and data processing.

FCC staff proposes more trouble for KAYE

To fairness-doctrine charges it would add accusations about 45-minute commercials

The FCC's Broadcast Bureau has requested that three additional negative issues be added to the current proceeding involving the license-renewal application of KAYE(AM) Puyallup, Wash. All three stem from allegations that the station last month broadcast "program length" commercials for a Hayward, Calif., manufacturer of organic household products.

A brief filed by the bureau last week contended that on March 5 and 6, KAYE broadcast a 45-minute program containing a nearly continuous endorsement of goods manufactured by Shaklee Products. (The commission last February ruled that the broadcast of "program length" commercials constitutes "a serious dereliction of duty" by the licensee (BROADCASTING, Feb. 26).) The bureau asserted that KAYE's program logs for those time periods did not specify the programs as commercial time. It also accused the station's management of using KAYE's facilities "to serve the private

interests of its principals" rather than the public generally. KAYE Manager Jim Nichols had disclosed that the proceeds derived from the Shaklee "marathon" were earmarked for a "Truth and Justice Fund" for KAYE's legal expense in the current FCC proceeding.

KAYE was originally charged with violating the fairness doctrine in its regular programming over several years. FCC Administrative Law Judge Ernest Nash has twice recommended that renewal be denied. Those proposals are subject to a final decision by the commission itself, and are also contingent on the resolution of charges by KAYE's attorney, Benedict Cottone, that Judge Nash had displayed bias and prejudice against the station.

Changing Hands

Announced

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

■ WQXI-TV Atlanta, WSAI-AM-FM Cincinnati, WWDJ(AM) Hackensack, N.J., and KKDJ(FM) Los Angeles: Named as assets in proposed merger of Pacific & Southern Broadcasting Co. into Combined Communications Corp. (see page 22).

Approved

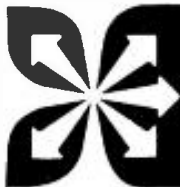
The following transfers of station ownership have been approved by the FCC (for other FCC activities see "For the Record," page 54):

■ KFI(AM) Los Angeles: Sold by Earle C. Anthony Inc. to Cox Broadcasting Co. for \$15.1 million (see page 23).

■ WMIX-AM-FM Mt. Vernon, Ill.: Sold by John R. Mitchell to W. Russell Withers Jr. and James K. Withers for \$600,000. Buyers have, together, majority interest in KGMO-AM-FM Cape Girardeau, Mo. W. R. Withers is also principal in firm that recently acquired WDTV(TV) (ch. 5) Weston, W. Va. (BROADCASTING, April 16). WMIX is daytimer on 940 khz with 5 kw-directional. WMIX-FM operates on 94.1 mhz with 50 kw and antenna 550 feet above average terrain.

■ WTNJ(AM) Trenton, N.J.: Sold by Delaware Valley Broadcasting Co. to Marketing Survey and Research Corp. for \$295,375. Herbert Greenberg and his wife, Jeanne, are owners of buying firm, Princeton, N.J., management consultant. WTNJ operates full time on 1300 khz with 5 kw, directional during daytime.

■ KZAP(FM) Sacramento, Calif.: Sold by California Talking Machine and Wireless Co. to New Day Broadcasting Co. for \$200,000. Sellers are executors of estate of late Lawrence Gahagen. Buying firm has eight stockholders, of whom George J. Fickes (board chairman) is largest (83.33%). Carl Edward Beimfohr is president of New Day and 4.13% stockholder. Mr. Beimfohr was formerly employed by Proctor & Gamble in brand advertising management capacity. Mr. Fickes is retired businessman residing in Fort Lauderdale, Fla. KZAP is on 98.5 mhz with 35 kw and antenna 255 feet above average terrain.



**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

**NORTHEAST AM/FM
\$1,100,000**

Excellent full time AM with Class C FM located in top 100 market. Profitable operation; absentee-owned with good management. Valuable real estate included. Negotiable terms to qualified buyer.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 333-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30309
1655 Peachtree
Road, N.E.
(404) 873-5626

BEVERLY HILLS 90212
9465 Wilshire Blvd.
(213) 274-8151

73-23

▪ **WJPR(AM)** Greenville, Miss.: 50% sold by J.C. Noble to Bruce H. and John K. Gresham for \$190,000. Messrs. Noble and Bruce Gresham have since 1961 been 50% partners in station. Transaction involves sale of all Mr. Noble's holdings in licensee to Messrs. Gresham, after which Bruce Gresham will control 70% of licensee's stock and John Gresham, 30%. Bruce Gresham is general manager and John Gresham, advertising manager, of WJPR. WJPR operates full time on 1330 khz with 1 kw day and 500 w night.

▪ **KSMK(AM)** Kennewick, Wash.: Sold by Columbia View Properties Inc. to C. Loal Smith, Clarence Jensen and Donald M. Heinen for \$181,000. Buyers own **KUTI(AM)** Yakima, Wash. Mr. Heinen is general manager of that station. KSMK operates full time on 1340 khz with 1 kw day and 250 w night.

▪ **KXLO(AM)** Lewiston, Mont.: 75% sold by David L. Sather and Lewis G. Boucher to Fred Lark for \$130,832. Mr. Boucher retains half of his 50% interest in station. Mr. Sather relinquishes his holdings. Mr. Lark acquires 75% of licensee. Mr. Lark is general manager of Lark Enterprises Inc., Boone, Iowa, farming-ranching operation. KXLO is full time on 1230 khz with 1 kw day and 250 w night.

▪ **W500(AM)** Sault Ste Marie, Mich.: Sold by estate of Walter S. Patterson to Richard E. Hunt for \$250,000. Mr. Hunt owns 50% of **WPTW-AM-FM** Piqua, Ohio, and 100% of **WCBY-AM-FM** Cheboygan, Mich. W500 is full time on 1230 khz with 1 kw day and 250 w night.



Training ground. Three inmates of the State Correctional Institute, Dallas, Pa., receive instruction on television camera operation from George H. StrlmeI Jr., (second from r) general manager of noncommercial **WVIA-TV** Scranton-Wilkes Barre, Pa. As part of a work-training program, the three men, (l to r) Clarence ResseI, Gregory Ward and Anthony Brunelo, work five days a week at the station under the supervision of **WVIA-TV** professionals. Working chiefly as cameramen for the station's local productions, the men also assume varied responsibilities according to their interests and talents. The rehabilitation program was initiated by Jeff Grant, **WVIA-TV** instructional television director, in cooperation with the station management, Institute Superintendent Leonard Mack, and the prison's Jaycee chapter.

Newark interim grant remanded to FCC

Appeals court says double standard may have been used, questions whether pact was 'open-ended'

The U.S. Court of Appeals in Washington has directed the FCC to take another look at its order granting **WNJR** Radio Co. interim authority to operate **WNJR(AM)** Newark, N.J.

The court said it is concerned with various aspects of the grant to the company, which is composed of three of the nine applicants for permanent authority, and directed the commission to consider further the interim authority issue.

One matter troubling the court was what it appeared to feel was the double standard the commission used in accepting the interim application of **WNJR** Radio but not that of two other permanent applicants, who were later joined by two others, in North Jersey Radio Inc. (The four have since announced they intend to merge their applications for permanent authority also.)

The three applicants in **WNJR** Radio had originally filed individual applications for interim authority before the cutoff for filing applications. However, only one of the original two applicants in North Jersey had filed an interim application before the cutoff.

Another question cited by the court was whether the **WNJR** Radio interim

EXCLUSIVE NORTHEAST

FM in medium-size market with great potential now undeveloped by absentee ownership. Excellent growth area. Favorable down payment and terms. Price: \$500,000 includes land.

Ideal owner-operation situation in single station market. Facility covers market well and has undeveloped potential. Price: \$175,000 with 29% down and favorable terms. Price includes necessary land.

Contact: Milton Q. Ford,
Washington, D.C. Office

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1100 Connecticut Ave., N.W., 20036 (202) 393-3456

CHICAGO: 1429 Tribune Tower, 60611 (312) 337-2754

DALLAS: 1511 Bryan Street, 75201 (214) 748-0345

SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

agreement was "open-ended," as claimed. The court noted that the four appellants in the case—the participants in North Jersey—had held the agreement was not open-ended since the new members were invited into the organization only on the assumption that the operation would be conducted by nine key employees who would be identified with five of the applicants.

The court said that consideration should be given to the petitioners' assertion that "special freezing, and security for employees having long-term identification with particular applicants, is likely to raise problems."

In remanding the case, the court did not say an evidentiary hearing is necessary. But it did say "an appropriate procedure for presentation of the issues must be adopted."

The contest for the 1430 khz frequency began after the commission in 1968 refused to renew the license of Rollins Inc. for WNJR. The commission acted on a number of grounds, including misrepresentations to the commission and submission of "doctored" contracts to the commission staff.

San Diego outlets squabble over calls

KSON accuses KOZN-FM of playing games with phonetics, pressuring ARB to perpetuate confusion

KSON (AM) San Diego has asked the FCC to revoke the call letters of KOZN-FM there, charging that the station's owner has ignored commission directives to identify the facility with an "-FM" suffix.

Broadmoor Broadcasting Corp., licensee of KSON, claimed that the assignment of a new call to KOZN-FM would be especially justified in light of an alleged attempt by KOZN-FM owner Sherwood R. Gordon to force the American Research Bureau to incorrectly identify his station as KOZN, and thus confusion because of phonetic similarity of KSON and KOZN-FM.

Broadmoor noted that KOZN-FM (formerly KSDF-FM) had changed its calls last year over its objection, and that the commission had ordered KOZN-FM to identify itself with the FM suffix at all times. The situation is complicated, it said, because both KSON and KOZN-FM program country-and-western music and are situated on frequencies that are roughly in the same position on AM-FM receivers. In order to negate the possibility of confusion in ARB surveys for San Diego between the ratings of KSON and KOZN-FM, Broadmoor said, it had requested that ARB designate the latter station with the FM suffix in its printed reports. ARB had initially agreed to this request, Broadmoor said, but later changed its mind after Mr. Gordon threatened to bring suit against it if such a designation was made. ARB normally does not include FM suffixes in its printed station designations.

Broadmoor also charged that KOZN-FM

has refrained from using the FM suffix at all times other than when it is giving the half-hourly identification required by the commission. These actions, it said, constitute "a deliberate design" by Mr. Gordon to confuse his station with KSON.

Chicanos lose on petition to deny

Colorado stations get renewals on a finding they complied with ascertainment standards

The license renewal applications of KLMO-AM-FM Longmont, Colo., have been approved by the FCC, which rejected a petition to deny filed by a Colorado chicano group. However, in a separate action, the stations were admonished for several rule violations and were warned that further wrongdoing would result in "administrative sanctions."

The Colorado Committee on Mass Media and the Spanish Surnamed Inc. had asserted that KLMO-AM-FM should be ordered off the air for inadequate ascertainment-reporting procedures. The stations had updated an original survey, compiled over a year ago, with a revision including consultations with seven chicano community leaders. The commission did not rule on the adequacy of the initial survey, but found the entire project, including the revision, to be in accordance with its rules.

In a letter to KLMO-AM-FM licensee Radio Longmont Inc., FCC Broadcast Bureau Chief Wallace Johnson noted that a field investigation of the stations revealed several apparent violations of the rules, including KLMO-AM-FM's failure

to receive written permission from KCOL(AM) Fort Collins, Colo., to rebroadcast Colorado State University football games; charging certain political candidates higher advertising rates than those assessed some regular customers; exaggeration of coverage areas in station sign-offs; failure to supply the commission with required information, and an individual logging violation. Stating that Radio Longmont had assured the commission that corrective measures had been taken, Mr. Johnson concluded that no sanction should be now imposed.

NBC completes gift payment

NBC, as the final installment of a five-year grant originally committed in 1969, has awarded \$56,000 to the Greater Washington Educational Telecommunications Association Inc. In making the grant, NBC President Julian Goodman indicated he hoped it would generate additional financial support for the Washington area's public stations. The association is licensee of WETA-FM-TV Washington.

Metromedia appeals order

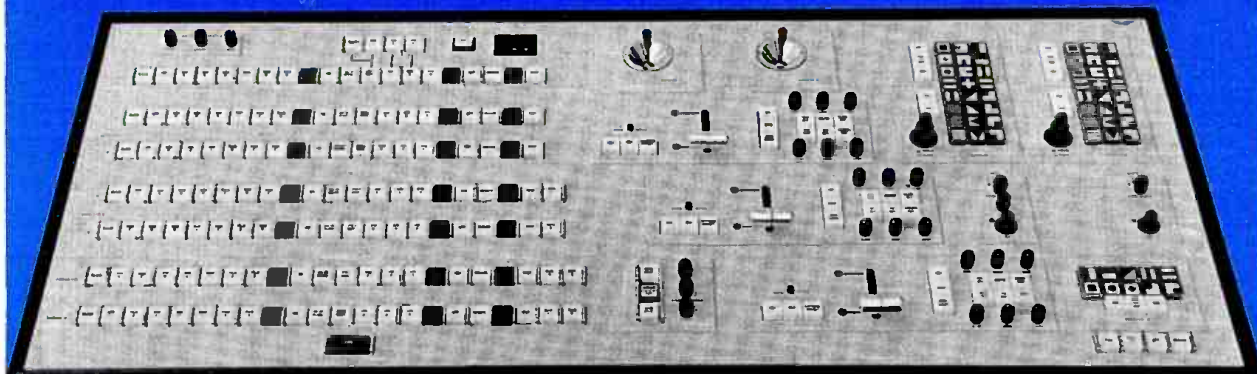
Metromedia Inc. has gone to court to prevent the counsel for several citizen groups from inspecting the financial records of Metromedia's KTTV(TV) Los Angeles. Metromedia two weeks ago filed notice of appeal with the U.S. Court of Appeals in Washington from FCC order authorizing Citizen Communications Center of Washington to review the records for 1969 through 1971. CCC is representing a number of groups that have petitioned the commission to deny KTTV's license-renewal application.



Done. Representatives of some 80 nations participating in the World Administrative Telephone and Telegraph Conference of the International Telecommunication Union, in Geneva, completed work, on April 11, on a treaty governing the routing of international telecommunications traffic and the settlement of financial arrangements among nations. FCC Commissioner Robert E. Lee, second from bottom on right side of picture, was chairman of the U.S. delegation. Others from the U.S. are (l-r) Morris Pincus, RCA; Francis Urbany, Office of Telecommunications Policy; Representative Barry Goldwater Jr. (R-Calif.) and, three down from him, Representative J. J. (Jake) Pickle (D-Tex.). Sidney Goldman, Commissioner Lee's legal assistant, is seated three places away from the commissioner.

GET THE VITAL EDGE

with the **VIX-100-4**
production
powerhouse



VIX-100-4

Drift-free circuitry makes it possible to enjoy three mix-effects system with quad-split in a control panel no larger than most single mix-effects switchers. Discover the advantages of a switching system that satisfies ad agencies and insures dominance in production capabilities.

SALIENT FEATURES:

- 3 presettable mix-effects systems
- No coaxial delay lines in all re-entries
- Quad split with external drives
- Edger on all keys
- Up to 3 chroma keys. Composite and RGB type
- Ultra stable system
- Easy to install. Only one sync pulse is required
- All the extras used in today's production techniques

40 years of specialization. Designed, manufactured and delivered some of the world's largest and most complex integrated telecommunication systems.

3620 Ridgewood Rd., N.W., Atlanta, Ga. 30327
404/233-9459

7960 W. Beverly Blvd., Los Angeles, Calif. 90048
213/653-9488

2644 N. Seventh St., Terre Haute, Ind. 47804
812/468-3212

GODD ENGINEERING IS VITAL



VITAL INDUSTRIES, INC.

MAIN OFFICE: 3814 S.W. Archer Road, Gainesville, Fla. 32601—Phone 904/378-1581

What do
**MERV GRIFFIN &
 LORNE GREENE**
 Have In Common
 In
Stockton/Sacramento
 ?



THEY'RE VERY BIG ON
KOVR-13
 WITH WOMEN 18-49

It's Merv Monday thru Friday at
 9 AM and Lorne in Bonanza
 at 4:30 PM.

See your Katz TV West salesman
 for availabilities.

McCLATCHY
 BROADCASTING



BASIC ABC AFFILIATE
 REPRESENTED NATIONALLY BY
 KATZ TV WEST

Cablecasting

**Justice suit
 effectively blocks
 Cox-ATC merger**

**Firms agree that fighting
 antitrust litigation would
 not be worth the effort
 and they give up marriage plans**

The Department of Justice, without a court decision being rendered, last week won its first attempt to block a cable-television merger. The acquisition of Cox Cable Communications Inc., Atlanta, by American Television & Communications Corp., Denver—pending since last November—was called off by mutual consent.

The decisive consideration was time. A Justice Department antitrust suit to prevent the uniting of the two companies—both among the top-five multiple systems owners in cable TV with more than 500,000 subscribers in aggregate and with combined revenues of some \$30 million—was not scheduled to be tried until June. With various ramifications and appeals possible, the case could have dragged on for more than another year.

Monroe M. Rifkin, president of ATC, and J. Leonard Reinsch, chairman of Cox Cable, made it clear in a joint statement that the merger attempt was stymied because of "the adverse effect on the operations of both companies due to the pendency of the Justice Department suit to block the merger." While expressing confidence that the ultimate outcome of the Justice Department suit would have been favorable, Mr. Reinsch and Mr. Rifkin pointed out that "a decision in the matter could possibly take a minimum of five or six months." Breaking off the merger agreement was said to be "best for both parties."

Last week's action took the industry by surprise. In February, the boards of directors of both companies took what appeared to be a good, hard look at the pending civil antitrust proceeding and still voted to endorse the merger plan until Aug. 31. At that point, apparently, they were still optimistic that the proceedings might be moved somewhat quickly.

The sudden termination of the merger evidently was prompted by what Mr. Rifkin described "as intangibles building on top of themselves." Among these intangibles:

▪ A "very good likelihood" that the time by which ATC and Cox were hopeful of getting a decision out of the federal district court had "slipped" from September to October or November.

▪ While, if a favorable district court decision had been handed down, the companies in theory would have been permitted to merge, there also was a remote possibility that the Justice Department could have coupled an appeal of the decision with a request for a further injunction that the closing not take place.

▪ The absolute likelihood that a favorable decision would have been appealed

to the U.S. Supreme Court, tacking as much as another year of uncertainty onto the situation.

▪ If a court decision was still pending by fall, when ATC's annual meeting is normally scheduled, the company probably would have been forced to redo its proxy statement that granted shareholder authority for the merger.

"The prospects for a timely closing didn't look as good to us," was the way Mr. Rifkin summed up the net effect of the intangibles.

The stocks of both companies have declined since the merger was announced (BROADCASTING, July 24, 1972). Under the original merger plan, Cox shareholders would have received .875 shares of ATC for each share of Cox stock held. With ATC issuing a little more than 3 million shares and a decline in its stock price of about \$10, the stock transfer originally amounting to about \$140 million, last week was worth some \$110 million, or off \$30 million.

Mr. Rifkin said the stock decline played no part in the decision to terminate the merger. He expressed "relief" that the uncertainty of the merger now is ended. "Both managements have been obsessed with this thing for six months," he explained. "It has consumed our waking moments. It was not constructive. It's awfully good to be free of this thing."

It's expected that the Justice Department now will move to dismiss the case without prejudice.

**FCC puts stamp
 of approval
 on Teleprompter**

**CARS grant in Elmira indicates
 FCC is satisfied company
 'has been turned around'**

Teleprompter Corp., the cable industry's largest single operator, last week received word it had long been awaiting from the FCC—that the commission regards it as qualified to operate cable systems and to hold the various commission licenses needed in connection with them.

The commission indicated its position by granting a Teleprompter application for a license to cover a construction permit in the community antenna relay service at Elmira, N.Y. The determination that the grant is in the public interest, the commission indicated, is to be regarded as applicable to the more than 50 applications Teleprompter has pending for certificates of compliance and to dozens of nonbroadcast licenses. All told, Teleprompter owns or has substantial interests in 115 cable systems.

The principal question that had to be resolved was whether the company had sufficiently cleansed itself following its conviction and that of its former president, Irving Kahn, in October 1971, in connection with illegal payments to Johnstown, Pa., officials in return for a cable TV franchise.

Earlier that year, Mr. Kahn and other

company officials were named as co-conspirators in the indictment of Trenton, N.J., officials on charges of conspiring to accept money in return for a franchise in Trenton. The Teleprompter officials, who were not indicted, were granted immunity in order to obtain their testimony.

The commission held that Teleprompter had taken steps necessary to assure no recurrence of past misconduct. It noted that a new management team had taken over and had undertaken a program of control and education within the company to prevent future misconduct. The company, the commission said, "has been turned around."

However, still to be resolved are questions regarding certificates of compliance for the systems in Johnstown and Trenton ("Closed Circuit," April 9). The commission said it will examine the Teleprompter applications for compliance certificates to determine the continuing validity of the franchises in view of the circumstances under which they were awarded. (Johnstown authorities reconsidered the Teleprompter franchise and decided a second time to grant it to the company after the Kahn-Teleprompter convictions.) The commission directed Teleprompter to file applications within 60 days and to state its position on the issues in connection with both applications.

The Johnstown-Trenton matters were not the only ones to be resolved before the commission could begin granting the Teleprompter applications. There was a question of unauthorized transfer of control of the company and a violation of a common-carrier rule by a Teleprompter microwave common carrier in Montana—the resolution of which will benefit individual subscribers financially.

The first was a byproduct of the replacement of the Kahn-led board of directors, with a new group headed by Jack Kent Cooke, shortly after the convictions of Mr. Kahn and the corporation. The commission held that the election of the new board constituted a transfer of control requiring commission approval, which was never given.

The commission, however, found a number of mitigating factors. It noted that before the old and new boards signed a settlement agreement, there would have been some uncertainty as to who was in a position to apply for commission approval. Furthermore, the commission said that the new group had kept it informed of developments.

The common-carrier rule violation was a product of the Teleprompter merger with H & B American in August 1970. Since the merger converted a number of H & B systems from unaffiliated to affiliated customers of the microwave common carrier, it could not make the required showing that at least 50% of its customers were unaffiliated. The commission had temporarily waived the rule to give Teleprompter time to "cure" the violation. The common carrier was to have come into compliance by Feb. 1, 1971, but it was not until April 5, 1973, that it filed the applications to provide

service that would enable it to meet the 50% standard.

As a result, the commission directed the carrier to reduce its charges for that 26-month period to each of its affiliated cable systems, and to pass the savings on through refunds, totaling about \$25,000 to individual subscribers.

The commission vote was 4-to-1, with Commissioner Benjamin L. Hooks concurring and Commissioner Nicholas Johnson the lone dissenter. Commissioners Robert E. Lee and H. Rex Lee were absent. Commissioner Johnson, in a statement, said Teleprompter's actions called for penalties. He said the commission imposed no sanctions on the company despite the convictions for bribery and had only "winked" at the unauthorized transfer of control in which he said Teleprompter had engaged "deliberately, and with overt misrepresentation to the commission."

Appeals court backs NCTA on fee issue

Remand to lower court says FCC must specify documents it used as basis for 1970 schedule of charges to cable-TV

The National Cable Television Association won a round in its three-year-old fight to force the FCC to divulge information on which it based the fee schedule adopted in July 1970. Since then, however, the commission has proposed a further hike in its fees.

The U.S. Court of Appeals in Washington last week overturned a lower court's decision granting the commission's request for a summary judgment that the requested documents need not be divulged. The appeals court sent the case back to the lower court for trial on the commission's assertion that the documents are exempt from the Freedom of Information Act, under which the NCTA brought its suit.

Since the rules involved were adopted, and later upheld on appeal by the fifth Circuit Court of Appeals, it was not clear last week what the practical effect of the court's ruling will be. NCTA is seeking Supreme Court review of the court decision affirming the rules, and presumably could cite the appeals court's decision if it agrees to take the case.

At a minimum, however, the decision is seen as likely to serve the interests of others seeking information from the commission and other administrative agencies under the Freedom of Information Act. For the appeals court was critical of the commission not only for failure to provide more detailed information in support of its proposed fee schedule—"the commission insulated itself from external criticism of its method and rationale, leaving nothing open to challenge except the legality of its result"—but for holding NCTA to what the court suggested were reasonable standards in identifying the

FRESNAN'S FIND FAVORITE FLICKS FEATURED ON KMJ-TV 24

Smart advertisers are grabbing spot times in KMJ-TV's great movie packages:



- BIG MONEY MOVIE
2 P M Monday thru Friday
- SATURDAY CINEMA
7 - 9 P M
- SUNDAY CINEMA
5:30 - 7:30 P M

The Saturday and Sunday Cinema combination adds up to a dream package for any buyer. Your Katz TV West man has the full story. Check with him today.

McCLATCHY
BROADCASTING



BASIC NBC AFFILIATE
REPRESENTED NATIONALLY BY
KATZ TV WEST

material it was requesting.

The court was also critical of the commission's administrative processing of NCTA's request for information. Noting that parties were given 30 days in which to comment on the proposed fee schedule, the court said that the commission took 23 days "to issue a total refusal." Furthermore, the court said, the commission relied in part on a claim that some of the documents involved belonged to the Bureau of the Budget, "yet it violated its own regulations mandating that in such a case the request be forwarded to the appropriate agency."

NCTA had originally sought various categories of documents—one relating to material used to determine the "value to the recipient of the privileges granted," one of the bases on which the commission said its schedule rested, and several others relating to the "cost factor," which involves the cost the commission says is chargeable to a particular industry.

The commission eventually provided a number of the documents, although three categories remained at issue. Two involved the cost factor—documents used to arrive at the commission's budget for fiscal 1971, and others used to determine the direct and indirect costs to the government of the privileges granted the cable industry in that year (although the court concluded no such documents exist). The third category dealt with the "value to the recipient," and, according to a commission witness, included confidential financial statements and staff memoranda and "various trade publications."

The court said that on remand the commission should be required to specify, by category and subcategory, the documents it used to support its fee schedule, and then to establish which are exempt under the Freedom of Information Act. The court said there remains "a substantial factual issue as to whether the commission relied on trade publications and confidential reports, rather than vague concepts of the profitability of its regulated industries, in preparing its fee schedule."

The court also said there were two possible exemptions that might justify the commission's withholding some of the requested materials—one involving intra-agency memoranda, the other confidential financial statements. But the court said the commission, on remand, must make factual showings supporting the exemption claims.

The court's decision, which was unanimous, was written by Chief Judge David Bazelon. The other members of the panel were Spottswood W. Robinson III and William J. Jameson, senior U.S. district judge for Montana, who was sitting by designation.

From fee to free

A Portsmouth, Va., communications firm reportedly has resolved a conflict that developed when its new Dallas UHF began offering programming that it had been selling to CATV operations in that area for a fee. The Christian Broadcast-

ing Network said that it has informed cable customers within the signal range of its KXTX-TV (ch. 33) that they will now be able to receive off the air without charge the CBN programs they had been purchasing, and said it will stop billing those systems "as soon as they get a good signal from channel 33."

KXTX, which signed on the air April 16, is programming such syndicated CBN programs as *Right On!*, *The New Directions* and *The 700 Club*.

"It puts us in a rather awkward position," said CBN Network Sales Director David Mitchell. "We have been selling much of the CBN programming to independent cable operators in Texas who will now be able to pick these same shows out of the air free." CBN said it syndicates up to 30 hours of programming to cable systems per week.

Mr. Mitchell said KXTX's signal will be available off the air in 20 counties surrounding Dallas, and in a much wider area for systems employing signal relays.

Man in the News



Amos Barr Hostetter Jr., 36, executive vice president of Continental Cablevision Inc., Boston, was elected chairman of the National Cable Television Association by that organization's board of directors two weeks ago (BROADCASTING, April 16). He assumes office following the NCTA convention in June.

Bright, enthusiastic, turned-on, a reform thinker—that's the image exuded by Bud Hostetter. The cable television industry has an attractive spokesman in the wings.

Already he's one of cable TV's most unstinting activists: He was one of the founding members and the first president of the Ohio Cable Television Association; was for three years on the NCTA board, then spent 1972-73 as national vice chairman; served on or was chairman of NCTA's public-relations, education-and-training, regulatory-intermix, satellite, legislative, utility-relations, bylaws, convention committees; represented the industry in dealing with AT&T, before the FCC and various state legislatures; appeared as a speaker on cable TV at a multitude of conferences. "I look sincere," is his only half-serious explanation of why he's called on for such service.

It's more than that, of course. From

the first, in 1963 when he was the new kid on the block in cable TV, Bud (as he's known to friends and associates) Hostetter felt an obligation to try to have an effect on shaping the regulatory and financial environment in which the industry would develop. So he got hooked early on being an industry statesman. And then, too, he's a compulsive worker. "If there's something to be done, I'm not happy unless I'm doing it," he admits.

A couple of weeks ago, the NCTA board of directors, recognizing the mercurial fount of ideas and expression they have in Bud Hostetter, elected him national chairman for the next year, to take office the week of June 17. "It seems to me," he observes with his own bow of acknowledgment to NCTA's paid president, David Foster, "that the chairman's role in the association is in inverse proportion to the effectiveness of the leadership you get from the president of the association. And I think the association is more stable now than at any point that I have seen it in the past."

Still, inescapably, there are tasks ahead for the incoming chairman. Within internal association affairs, one of the major thrusts of NCTA during Bud Hostetter's term in office is likely to be a focus on increasing membership. NCTA currently can claim only less than 50% of the industry on its dues-payer rolls.

The industry organization has to receive more substantial support, specifically from small systems. "It's essential to our credibility as an association, particularly in the legislative area," Bud Hostetter says.

When it comes to external association problems, Mr. Hostetter is equally certain as to what is the most obvious and highest profile issue. "I think it's incumbent on the association to bend every effort to see that a fair and equitable copyright bill is passed at the earliest opportunity," he stresses. "I think the association as long ago as 1969 went on record as willing to pay reasonable copyright and clearly our credibility within the Washington regulatory community demands that we go forward with that commitment." He assures that NCTA is prepared to make "a 100% effort" to attain passage of "a fair and reasonable" copyright bill, but realistically doesn't think the McClellan bill, for example, introduced last month (BROADCASTING, April 2), is a 1973 piece of legislation. "Barring the unforeseen," he estimates, "it's a '74 piece of legislation."

But whatever year it comes to pass, Bud Hostetter is convinced, settlement of the uncertainties of copyright "is clearly required." According to his view, "the single largest deterrent to the growth of cable has been our cloudy copyright status." And when copyright settlement is a reality, "it will represent a giant step forward in solidifying the industry's position as a legitimate communications force."

The next highest priority item on Bud Hostetter's list of industry problems is what he describes as "filling in what are some pretty yawning holes in the FCC's

current regulatory scheme." Specifically, he doesn't think the cable-TV industry has been given sufficient definition on the various lines of jurisdiction among local, state and federal authorities. "I think it's creating considerable confusion on a day-to-day basis in the field," he says.

What's his hope; what would he like to see happen? "I think, if we can get out of the commission, or out of any body of stature, a clear statement of regulatory demarcation, it would be an extremely constructive step." To further such a conclusion, Bud Hostetter has been serving, and will continue to serve, on the FCC's Federal-State/Local Advisory Committee.

With all this industry activity, what does Bud Hostetter do for a living? How does he find time to do it? The base of his private operations is Continental Cablevision Inc., a loosely structured, middle-sized cable system owner with about 80,000 subscribers in Ohio, Illinois, Iowa, Michigan, Maine and New Hampshire. Bud Hostetter, an Amherst College *cum laude* with a Harvard Graduate School of Business Administration masters, is executive vice president, treasurer and a director of Continental Cablevision. In 1963—after a brief business career during which time he got turned on by the cable industry and decided to be the entrepreneur building systems instead of the financier providing the capital to do it—Mr. Hostetter, together with a Harvard Business School research associate, Harold Irving Grousbeck, founded the cable-TV company. Today there are about 40 stockholders in the private organization, with Mr. Grousbeck and Mr. Hostetter owning the largest interests, each about 20%.

"Our company is young, enthusiastic and professional," says Bud Hostetter with pride. A highly decentralized organization, the home office has a staff of four, housed in a 1930 Quonset hut building on Lewis wharf, perhaps the longest protrusion into Boston harbor. No line functions are performed there. Mr. Hostetter, instead, concentrates on recruiting "young Turks who want as little direction as possible" and financing. A bachelor, he keeps free-wheeling hours, works often into the night, travels about a third of his time criss-crossing the country.

Bud Hostetter has staked his promising future on the cable-TV business. "I think this business is going to be a continuing and very delicate balancing of market demands—that really we all think are going to happen but have not surfaced sufficiently for anybody to build a business on in terms of potential uses—and pressure, well-intended pressure, from public-interest groups and regulators to provide services that are in anticipation of these demands," he offers as his consideration of the future. "In many respects," he continues, "the public interest is our worst enemy. Its expectations so far exceed what is justifiable today that we're in a constant squeeze between what we can afford to do and what the technology would allow us to do."

Does such a situation make an indus-

try activist neurotic? "I think there's reason to be a manic-depressive about the industry," Bud Hostetter concedes. "I guess whether I go to sleep manic or depressive, I wake up still optimistic."

Cable has something to offer education, but it's some time off

Aspen conference assesses role medium might play with its many technological advantages

Cable television's two-way capability is one of the medium's four unusual advantages that offer a great potential to education in the U.S., but two-way uses of cable on a major scale remain at least 10 years away and will require substantial investments in terminal and software development. This was one of the more significant and clear-cut conclusions reached last month in Aspen, Colo., at a special conference on "The Cable and Continuing Education."

Other capabilities of cable that promise usefulness for education, the conference was told, are multiple channels permitting repeated showings of programs as well as "narrowcasting" of specialized programs; controlled access to channels allowing for experimentation in programming, reaching of target audiences and direct user support of programming; and the

requirement by the FCC for an educational-access channel (available free for a five-year period on all new systems in the top-100 TV markets). Particularly, it was stressed, cable's many channels can transform television from a mass-oriented, advertiser-supported medium into one supported directly by users with a wide variety of special interests.

But cable operators at the conference pointed out that the technology of cable is far ahead of its actual performance and that the preoccupation, at this time, is with winning new franchises, financing and building systems, and coping with a bewildering array of regulations. The operators emphasized that their principal business is not producing programs, but providing a controlled distribution service between program originators and their audiences. Some operators also indicated doubt that educational programming ever will be a significant part of their subscriber base.

A study conducted before the conference got under way disclosed few current uses of cable for continuing education programs. The conference spent a good deal of time identifying the areas in which cable could contribute to continuing education, and to determine how such uses might best be developed.

Essentially, the conference concluded that while cable promises to be of special value in serving the needs of education, it is only one of a number of alternative

The Colonel's quote...

"Let us remind our critics that advertising is one of the vital ingredients in our great, free market system — because without the mass sales that are stimulated by advertising, there would be no business in America as we know it today."

Mitchell Wolfson, Chairman & President
Wometco Enterprises, Inc.
before the Advertising Club of Greater Miami 1972.

PGW

SELLING MORE IN OUR 41st YEAR

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

delivery systems of the future that have great potential—including the video cassette and satellite transmission.

Sponsored by the Aspen Workshop on Uses of the Cable, the conference was said to have represented the first substantial assessment of the impact of cable television in continuing education. It was attended by 30 educators, cable operators, and foundation and government representatives including Amos B. Hostetter Jr., newly elected national chairman of the National Cable Television Association; Bowman Cutter, director, Cable Television Information Center; Robert T. Filep, associate commissioner for educational technology, U.S. Office of Education; Forrest Chisman, executive assistant, the Markle Foundation; Sig Mickelson, professor of journalism, Northwestern University; Stuart Sucherman, the Ford Foundation and Barry Zorthian, president, Time-Life Cable.

Cable sounds like broadcasting

Congressional speakers at NCTA legislative conference point to public services and federal overregulation

The National Cable Television Association, continuing its series of legislative conferences for regional cable TV operators and their congressmen in Washington, last week heard Senator Hubert H. Humphrey (D-Minn.) call cable TV "probably the most exciting and fascinating communications medium in America today." But he also cautioned that the industry had better deliver on its potential for service to the public if it wants to stay clear of federal or municipal ownership.

In the senator's view cable-TV systems "are more than an ordinary utility," but instead "are a vital public service" and so it's necessary for them to fully serve the public, or municipal governments will be tempted to own and



Senator Humphrey

operate their own systems. Speaking, he said, "as a friend in court," Senator Humphrey again warned the cable owners "you either deliver or somebody else is going to come in and do it."

The senator also came out strongly in favor of an expansion and growth of channels of communication, particularly to rural areas of the country. He noted bills to amend the Communications Act of 1934 introduced by Representative Robert O. Tiernan (D-R.I.) and Senator Mike Gravel (D-Alaska) to provide loan incentives to cable TV systems to expand into sparsely populated areas. He also described his own proposed National Growth and Development Act of 1973 which includes provision for a broadband communications network that would include but not be limited to cable television.

In a separate speech before the same NCTA group, House Speaker Carl Albert (D-Okla.) also had a warning for the cable-TV industry. His, however, was more politically motivated. Pointing to what he considers "the long overdue" cabinet committee report on cable TV, Mr. Albert said "I can appreciate your apprehension that the administration might try to draw control of your industry closer and closer to the White House door." He cautioned that the Nixon administration "has taken more power into its own hands than any of its predecessors" and concluded "it would be laughable to suggest that it intends to give up any of its power."

Representative Albert and Senator Humphrey spoke at the last in the series of legislative conferences NCTA has been conducting in Washington since last month.

Three more directors go on NCTA board

As part of a revised election procedure to give smaller cable-TV systems representation on the board of the National Cable Television Association, three new district directors were elected last week. Howard T. Barnett, local manager, TV Selection System Inc., Meridian, Miss.; William Turner, president, Welch Antenna Co., Welch, W. Va. and Leo Hoarty, local manager, Buckeye Cablevision Inc., Toledo, Ohio, were elected to three-year terms. They take office during the annual NCTA convention, June 17-20, in Anaheim, Calif.

Mr. Barnett will represent District 5 (Alabama, Mississippi, Florida, North and South Carolina and Georgia); Mr. Turner will represent District 6 (West Virginia, Virginia, Kentucky and Tennessee), and Mr. Hoarty will represent District 7 (Illinois, Indiana, Ohio, Michigan and Wisconsin). Each of the new district directors is a former president of his respective state association. Directors representing Districts 1, 8 and 9 were elected for three-year terms last year. Directors to represent Districts 2, 3 and 4 are scheduled for election next year. The procedure calling for a new class of nine district directors was worked out two years ago (BROADCASTING, Dec. 13, 1971).

Cable is a doorway to beginner—Nathanson

The future of communications belongs to cable television, but "advertising is just a minor part of cable's needs." That's what Don Paul Nathanson, president, Grey-North Advertising Inc., last week told the Women's Advertising Club of Chicago in answer to the rhetorical question: "Cable TV—What's in it for you?"

In essence, Mr. Nathanson, who also is executive vice president of Harriscopes Broadcasting Inc., Los Angeles, indicated that the cable-TV industry is similar to the minor or bush leagues in baseball. "Cable television will offer young people a chance to learn broadcasting and copy writing and producing on the ground level." The training cable will offer—allowing fledgling advertising people to write, produce, do the camera work for their own ads for neighborhood merchants—generally will create more jobs and help advertising in the long run, he pointed out.

But don't get expectations up too high, he cautioned. "Budgets will be very tight and salaries set at beginner's rates."

His over-all words of advice to advertising women, particularly the ones just starting out: "Get in on the ground floor—or encourage some of your young friends to do so. Cable television is the future of communication."

Plan offered for local authority over access

Open Channel, a nonprofit organization that claims to have aided more than 500 groups in gaining access to cable-origination channels in the past year, has asked the FCC to give its blessing to a proposal that would establish community-level agencies responsible for administration of all CATV public-access programming.

The group told the commission that its proposal would insure that all systems with access capacity would have the necessary equipment for producing such programming. Community agencies, which would be funded either entirely or substantially from CATV-system revenues, would have jurisdiction over time allocations and the monetary appropriations for access programs. Open Channel said that there is a need for an FCC declarative ruling on the proposal due to industry concern that funds allocated by CATV operators to local agencies would be treated as franchise fees by the commission, and would therefore be subject to FCC-imposed limitation of 3-5% of a system's gross revenues.

FCC approval of the plan, the group said, would guarantee that production equipment would be available, "which is presently not necessarily the case" since many cable systems are not originating programming due to a court-imposed stay of an FCC order that all systems with 3,500 or more subscribers provide local program service.

Broadcast newsmen on scene and in it

WCBS-TV's Borgen negotiates for safe arrest of robbers, as he has done twice before

Chris Borgen, a former New York City police detective turned newsmen, played a key role in the story he was covering for WCBS-TV New York last Wednesday (April 18). He served as an intermediary in arranging the safe release of two hold-up men from a Harlem bank that was encircled by New York City policemen.

For Mr. Borgen, it was the third time in three years that criminals summoned him to act as mediator in tense situations. In 1970 and in 1972 he helped effect a truce between authorities and convicts involved in prison uprisings in the Tombs in New York and in the Rahway, N.J., penitentiary, respectively, according to WCBS-TV.

Before Mr. Borgen stepped into the role of the man-in-the-middle last week, a trio of bandits had held up the bank; an alarm had been set off and one of the criminals had been killed by police. The remaining stickup men retreated into the bank and held some 30 employees and patrons as hostages.

Word was relayed that the criminals wanted Mr. Borgen and a policeman they knew to act as negotiators. The newsmen and a policeman conferred with the bandits in the bank and assured them they would be unharmed if they surrendered. Police authorities agreed and the criminals were ushered out safely.

Mr. Borgen provided special live reports from the scene and from a nearby police precinct. Mr. Borgen was a city policeman and detective for seven years until 1960 when he became a broadcast news reporter. He has been with WCBS-TV since 1966.

PBS will go full time on Watergate hearings

NPACT will produce live, with hopes for delay until prime time

Public broadcasting, jumping the gun on the commercial networks, has committed to uninterrupted, complete coverage of the pending Senate Watergate hearings scheduled to begin May 15. The National Public Affairs Center for Television proposed the gavel-to-gavel coverage and it was accepted by the Public Broadcasting Service. As of last week, the nation's 234 public television stations were being polled as to whether they prefer coverage to be provided live during the daytime or delayed for prime-time evening broadcast.

A decision by the stations was expected today (April 23), with NPACT president Jim Karayn hoping for the prime-time



Newsmaking newsmen. Chris Borgen, WCBS-TV New York (at left, with hands up), leads one of two remaining would-be robbers from a Harlem bank after helping to negotiate their surrender. The man carrying the makeshift flag was identified as the bank manager.

broadcasts. "It's quite likely that the networks would do daytime coverage and we want to be an alternate to their coverage," he explained. The networks, as of late last week, had not yet made any decision on covering the Watergate hearings.

It's likely that if the commercial networks do commit to coverage it will be on a pooled basis with possibly ABC-TV providing the pool and NPACT (producing for PBS) joining in. The Watergate hearings by a Senate Select Committee headed by Senator Sam Ervin (D-N.C.) are expected to run a minimum of three days and possibly as long as 10 days.

Scripps-Howard honors Rivera reports in N.Y.

WABC-TV newsmen gets top award in print and broadcast prizes

WABC-TV New York was one of two top winners of the Scripps-Howard Foundation's 1972 Roy W. Howard public-service awards last week. The station received a \$2,500 check and a plaque at a luncheon held Thursday (April 19) in New York.

The other top winner was the St. Louis *Globe Democrat*.

Three broadcast organizations were also among winners of \$1,000 cash awards and certificates given by the foundation, created in 1962 by the Scripps-Howard station and newspaper organization to promote the advancement of journalism. They were WCKT-TV Miami, WIND(AM) Chicago and KING-AM-FM-TV Seattle.

WABC-TV won for its reports by news-

Progress. Two still photographers were excluded last week from the House Communications Subcommittee hearing at which Clay T. Whitehead, director of the Office of Telecommunications Policy, was testifying, though film cameramen for ABC and CBS News were permitted to shoot at will. A spokesman said Chairman Torbert H. Macdonald (D-Mass.) thought the still cameramen were distracting. Both were using available light. For the television cameras a total of 15 spotlights ringed the hearing room.

man Geraldo Rivera on "Migrants: Dirt Cheap" and "Willowbrook: The Last Disgrace," the latter dealing with conditions at a New York state school for the mentally retarded.

WCKT-TV was chosen for a series of special reports dealing with such subjects as discrimination in housing, freedom of the press and aid to the needy; WIND(AM) for a program dealing with the life of Latin people and KING-AM-FM-TV for a series of programs and announcements urging citizens to vote.

The winners were announced by Matt Meyer, president of the foundation. The awards were named for the late Roy Howard, long-time editor of the *New York World-Telegram & Sun* and president of Scripps-Howard newspapers. The competition is open to radio and TV stations and newspapers throughout the U.S., with judging based on initiative, professional presentation and results in public-service and urban news coverage.

Salant disputes story of why Smith left CBS

Richard S. Salant, president of CBS News, said last week that Howard K. Smith told "a total, complete, absolute lie" when he linked his dismissal by CBS News to a lawsuit brought by the city of Birmingham, Ala., against CBS.

Mr. Smith, now with ABC News, had told a luncheon meeting of the Federal Communications Bar Association that when he was covering the entry of freedom riders into Birmingham in 1961 he saw undraped Ku Klux Klansmen beat up riders after police deserted the streets, and that he reported this to the Federal Bureau of Investigation. This incident, he said, led to a \$1.5-million suit by Birmingham against CBS, and CBS "decided to do without my services" (BROADCASTING, April 16).

Mr. Salant, who had been in Puerto Rico and unavailable for comment immediately after Mr. Smith made his remarks, said last week he had "checked the files" and that Mr. Smith's "termination" occurred before CBS heard about Mr. Smith's report to the FBI and before the city of Birmingham had filed its suit. The first he heard that there

Monday

6:00 AM
 6:30
 7:00
 7:30
 8:00
 8:30
 9:00
 9:30
 10:00
 10:30
 11:00
 11:30
 12:00
 12:30
 1:00 PM
 1:30
 2:00
 2:30
 3:00
 3:30
 4:00
 4:30
 5:00
 5:30
 6:00
 6:30
 7:00
 7:30
 8:00
 8:30
 9:00
 9:30
 10:00
 10:30
 11:00
 11:30
 12:00
 12:30
 1:00 AM
 1:30
 2:00
 2:30
 3:00
 3:30
 4:00

Tuesday

6:00 AM
 6:30
 7:00
 7:30
 8:00
 8:30
 9:00
 9:30
 10:00
 10:30
 11:00
 11:30
 12:00
 12:30
 1:00 PM
 1:30
 2:00
 2:30
 3:00
 3:30
 4:00
 4:30
 5:00
 5:30
 6:00
 6:30
 7:00
 7:30
 8:00
 8:30
 9:00
 9:30
 10:00
 10:30
 11:00
 11:30
 12:00
 12:30
 1:00 AM
 1:30
 2:00
 2:30
 3:00
 3:30
 4:00

1/15 that

Wednesday

6:00 AM
 6:30
 7:00
 7:30
 8:00
 8:30
 9:00
 9:30
 10:00
 10:30
 11:00
 11:30
 12:00
 12:30
 1:00 PM
 1:30
 2:00
 2:30
 3:00
 3:30
 4:00
 4:30
 5:00
 5:30
 6:00
 6:30
 7:00
 7:30
 8:00
 8:30
 9:00
 9:30
 10:00
 10:30
 11:00
 11:30
 12:00
 12:30
 1:00 AM
 1:30
 2:00
 2:30
 3:00
 3:30
 4:00

Time again!

Thur

6:00 AM
 6:30
 7:00
 7:30
 8:00
 8:30
 9:00
 9:30
 10:00
 10:30
 11:00
 11:30
 12:00
 12:30
 1:00 PM
 1:30
 2:00
 2:30
 3:00
 3:30
 4:00
 4:30
 5:00
 5:30
 6:00
 6:30
 7:00
 7:30
 8:00
 8:30
 9:00
 9:30
 10:00
 10:30
 11:00
 11:30
 12:00
 12:30
 1:00 AM
 1:30
 2:00
 2:30
 3:00
 3:30
 4:00

ay

Friday

Saturday

Sunday

6:00 AM

6:30

7:00

7:30

8:00

8:30

9:00

9:30

10:00

10:30

11:00

11:30

12:00

12:30

1:00 PM

1:30

2:00

2:30

3:00

3:30

4:00

4:30

5:00

5:30

6:00

6:30

7:00

7:30

8:00

8:30

9:00

9:30

10:00

10:30

11:00

11:30

12:00

12:30

1:00 AM

1:30

2:00

2:30

3:00

3:30

4:00

6:00 AM

6:30

7:00

7:30

8:00

8:30

9:00

9:30

10:00

10:30

11:00

11:30

12:00

12:30

1:00 PM

1:30

2:00

2:30

3:00

3:30

4:00

4:30

5:00

5:30

6:00

6:30

7:00

7:30

8:00

8:30

9:00

9:30

10:00

10:30

11:00

11:30

12:00

12:30

1:00 AM

1:30

2:00

2:30

3:00

3:30

4:00

6:00 AM

6:30

7:00

7:30

8:00

8:30

9:00

9:30

10:00

10:30

11:00

11:30

12:00

12:30

1:00 PM

1:30

2:00

2:30

3:00

3:30

4:00

4:30

5:00

5:30

6:00

6:30

7:00

7:30

8:00

8:30

9:00

9:30

10:00

10:30

11:00

11:30

12:00

12:30

1:00 AM

1:30

2:00

2:30

3:00

3:30

4:00

Movies are still the best buy in television.

MGM-TV



might be a suit, Mr. Salant said, was after termination had been decided and settlement terms were being worked out, when Mr. Smith's agent came to him, he said, and reported he had heard Birmingham might sue and asked whether CBS would pay for Mr. Smith's defense. He said he told him CBS would.

He said CBS News and Mr. Smith agreed that Mr. Smith's departure would be announced as resulting from "a difference of interpretation of CBS News policy" and both committed themselves never to go further in divulging reasons.

Last Thursday it was Mr. Smith's turn not to be reached for comment. He was in the Bahamas.

TV newsman turns up abuses in Fla. capital

Lieutenant governor under fire for acts first reported on WTVT

A news exclusive that WTVT(TV) Tampa-St. Petersburg broke as part of its regular early-evening news program on Feb. 14 has led Florida's Lieutenant Governor Tom Adams to the brink of impeachment. Following a report written and broadcast by John Hayes, WTVT's state capital bureau chief in Tallahassee, that the lieutenant governor was using a state employe to manage his farm, the speaker of the house of representatives and Governor Reubin Askew initiated independent investigations. It was subsequently asserted that the lieutenant governor was having public employes do more private work for him than even the station first suspected.

WTVT and bureau chief Hayes kept on the story, reporting, among other findings, that the lieutenant governor was using a state worker as a maid at his Tallahassee residence. The station, following the initial report, broadcast an editorial pointing out that the lieutenant governor was engaging in a questionable practice and that something should be done about it.

Something has been. The lieutenant governor has been dismissed as state secretary of commerce (he functioned in a dual capacity) and a special investigating committee of the house of representatives has recommended he be impeached. The next move is up to the full house where a two-thirds vote would be needed first there and then in the senate for impeachment.

Five win AP awards

Associated Press Broadcasters Association named five member stations last week as winners of national awards for different categories of news coverage. Co-winners of "best weekend coverage" were KYNO(AM) Fresno, Calif., and KARN(AM) Little Rock, Ark. Other winners were KVSF(AM) Santa Fe, N.M., for "best over-all cooperation in news"; KPLR-TV St. Louis for "spot story coverage" and KYTV(TV) Springfield, Mo., for "enterprise."

Translator meet agenda set

Thirteen national manufacturers of radio and television translators have been invited to exhibit and talk about their equipment at the annual meeting and conference of the National Translator Association, scheduled for the Hotel Utah Motor Lodge, Salt Lake City, April 27-28. Speakers lined up for the two-day conference, in addition to Judge Nat Allen, president of NTA, include Lester W. Lindow, executive director of the Association Maximum Service Telecasters Inc., Washington; Gordon Oppenheimer, with the translator department of the FCC; and Arch L. Madsen, president, Bonneville International Corp., Salt Lake City. Other speakers scheduled: Ed B. Craney, retired Northwest broadcaster who long has been a vigorous proponent of TV-FM and UHF translator use; Dr. B. W. St. Clair, president, Television Technology, Silver Spring, Md.; John B. Field, president, Continental Transcom; Vincent Clayton, director of engineering for Bonneville International; and Gordon B. Affleck, attorney and pioneer in the translator field.

The National Translator Association, whose administrative secretary is Lennox Murdoch of Salt Lake City, is, according to the organization's credo, "dedicated to the improvement of over the air broadcast service to all United States residents through the maximum utilization of TV and FM translators."

Electronics sales up 9.6%

Total dollar volume of electronic equipment sales in the U.S. during 1972 was \$30.6 billion, 9.6% more than total sales of \$27.9 billion recorded for 1971. The electronic-sales figures are contained in

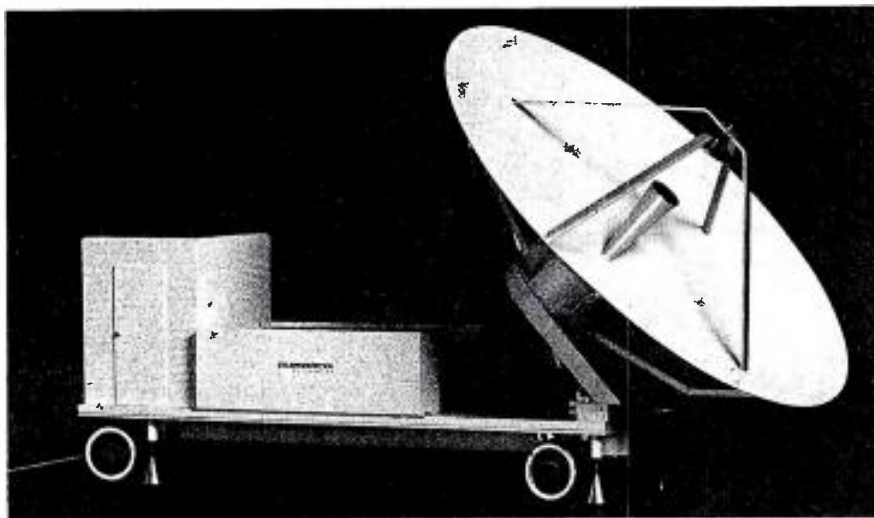
"1973 Electronic Market Data Book," published by the Electronic Industries Association. Of the \$30.5 billion in electronic product sales last year about 40% went to the communications and industrial market; 36% to the government market; about 22% to the consumer market; with the remaining 2% accounted for by replacement components. The recently released data book qualifies the 1972 total sales figure of \$30.6 billion by noting that it reflects sales of telephone equipment and consumer electronic products imported by distributors for resale, practice which was not started prior to 1971.

Technical Briefs

RCA's \$2-million deal. RCA reports that Scripps-Howard Broadcasting Co., New York, has ordered 11 color-TV cameras, three video-tape cartridge recorders and other broadcast equipment valued at almost \$2 million. Equipment will be used at Wews(TV) Cleveland, Wcpo-TV Cincinnati, Wmc-TV Memphis and KTEW(TV) Tulsa, Okla.

Tall order. ABC has placed \$1.2-million order with Gates division of Harris-Inter-type Corp. for two 50-kw TV transmitters to be installed on top of new Sears tower in Chicago. Transmitters and related equipment go to WLS-TV Chicago, which is moving to 1,454-foot-high Sears building. Gates previously received order from WABC-TV New York for transmitting equipment it will use from World Trade Center building in Manhattan. Company also is equipping million-dollar transmitter facility for ABC's KGO-TV San Francisco.

Doubling coverage. KOLR(TV) Springfield, Mo., has ordered \$1.3 million in RCA transmitting and video-tape equipment. Station said new transmitting system will double its coverage area.



Hardware. Scientific-Atlanta Inc. has developed an experimental mobile receiving station unit (model of which is shown above) to demonstrate the interconnection of cable-television systems with communications satellites. The unit, built for Teleprompter Corp., New York, consists of a 25-foot receiving antenna mounted on a limited-motion positioner which can be disassembled for transport. The entire earth station, estimated to cost under \$100,000 when produced in volume, can be transported on a single tractor trailer. Teleprompter has agreed to the purchase assuming FCC approval of its pending application to use the receive-only earth station (*Broadcasting*, March 19).

A huge field in the running for an Emmy

Nominations for annual awards: CBS 113, NBC 87, ABC 70; 'Waltons' hottest program entry, followed by cancelled 'Andrews Hour'

All in the Family may be the most popular program to TV viewers, but it is not considered TV's top show by those who work in television—if nominations for the Emmy Awards are any criterion. The program with the most nominations in the list of 232 nominations announced last week by the National Academy of Television Arts and Sciences, is *The Waltons*, CBS's unpretentious series about rustic family life during the Depression years. It was nominated in 12 categories.

That program was followed by *The Julie Andrews Hour* (which was not renewed for the coming season) and the *Wednesday Movie of the Week*, both ABC programs, with 10 nominations each. *Wednesday Movie's* "That Certain Summer" received eight nominations and "Go Ask Alice," two. CBS's *Mary Tyler Moore Show* followed with nine.

Other programs receiving more than five nominations: *Liza with a Z*, NBC; "Red Pony" on *Bell System Family Theater*, NBC, and *M*A*S*H*, CBS, all with eight. *All in the Family* and *Carol Burnett Show*, on CBS; Sunday mystery movie (*Colombo* with five and *McMillan and Wife* with two), NBC, and *Masterpiece Theater* ("Last of the Mohicans," two, "Tom Brown's School Days," two, "Cousin Bette," one, "Vanity Fair" one and "Moonstone" one), PBS, all received seven nominations. *Kung Fu*, ABC, received six.

In the entertainment categories, CBS was the leader with 93 nominations; ABC and NBC tied with 59 nominations each. Public Broadcasting Service received 17, syndicators got three and the Dec. 19, 1972, Apollo 17 splashdown pool coverage received one.

CBS, however, was the undisputed leader with 113 nominations when the entertainment and news and documentary nominations are counted (see page 40). NBC followed with 87, ABC with 70, PBS with 20, syndicators three and pool coverage, two.

Eligible programs were those that were broadcast from March 13, 1972, through March 18 this year. Voting on the nominations were the same 7,000 members of the academy. Most entertainment-category winners will be chosen by blue-ribbon panels during the next few weeks, and announced at the 25th annual Emmy awards broadcast by ABC on May 20 from Los Angeles. Some winners will be announced at a banquet following this broadcast. News and documentary winners will be reported on a special CBS broadcast May 22 from New York. And, for the first time, news and

documentary choices will be made by selected TV critics across the nation.

Outstanding comedy series award to executive producer(s) and/or producer(s): *All in the Family*, Norman Lear, executive producer; John Rich, producer—CBS. *The Mary Tyler Moore Show*, James L. Brooks and Allan Burns, executive producers; Ed Weinberger, producer—CBS. *M*A*S*H*, Gene Reynolds, producer—CBS. *Maude*, Norman Lear, executive producer; Rod Parker, producer—CBS. *Sanford and Son*, Bud Yorkin, executive producer; Aaron Ruben, producer—NBC.

Outstanding drama series—continuing, award to executive producer(s) and/or producer(s): *Cannon*, Quinn Martin, executive producer; Harold Gast and Adrian Samish, producers—CBS. *Colombo*, Dean Hargrove, producer—NBC. *Hawaii Five-O*, Leonard Freeman, executive producer; Bob Sweeney and William Finnegan, producers—CBS. *Kung Fu*, Jerry Thorpe, producer—ABC. *Mannix*, Bruce Geller, executive producer; Ivan Goff and Ben Roberts, producers—CBS. *The Waltons*, Lee Rich, executive producer; Robert L. Jacks, producer—CBS.

Outstanding drama/comedy—limited episodes—award to executive producer(s) and/or producer(s): "The Last of the Mohicans," *Masterpiece Theater*,

Christopher Sarson, executive producer; John D. McRae, producer—PBS. *The Life of Leonardo da Vinci*, Istituto Luce, executive producer—CBS. "Tom Brown's School Days," *Masterpiece Theater*, Christopher Sarson; executive producer, John McRae, producer—PBS.

Outstanding variety musical series award(s) to executive producer(s) and/or producer(s) and star(s) (if applicable): *The Carol Burnett Show*, Joe Hamilton, executive producer; Bill Angelos and Bux Kohan, producers; Carol Burnett, star—CBS. *The Dick Cavett Show*, John Gilroy, producer; Dick Cavett, star—ABC. *The Flip Wilson Show*, Monte Kay, executive producer; Bob Henry, producer—NBC. *The Julie Andrews Hour*, Nick Vanoff, producer; Julie Andrews, star—ABC. *The Sonny & Cher Comedy Hour*, Allan Blye and Chris Bearde, producers; Sonny and Cher, stars—CBS.

Outstanding single program—drama or comedy, a special program—award to executive producer(s) and/or producer(s): *Long Day's Journey into Night*, Cecil Clarke, executive producer—ABC. "The Marcus-Nelson Murders," *The CBS Thursday Night Movies*, Abby Mann, executive producer, Matthew Rapf, producer—CBS. "The Red Pony," *Bell System Family Theater*, Frederick W. Brogger, producer—NBC. "That Certain Summer," *Wednesday Movie*



NEW ALPHA

ultimate in "live" automation complete AM/FM in a single system

With more than 10,000 programming events, ALPHA has the capabilities to provide complete programming for an AM/FM operation or a single station for weeks in advance. ALPHA automatically programs: reel-to-reel equipment, automatic cartridge machines, live station equipment, news rooms and any additional audio sources you may select up to 20. The ALPHA will interface to a computer accounting system.

There's a full English display on the CRT control screen — full hard copy printout of all availabilities — full verified English logging. The ALPHA provides more built-in functions than any other system. Complete manual remote control backup is provided for the entire system including random select. The control console manages the entire ALPHA programmer. Event typed on the keyboard is displayed on the screen. Absolutely quiet operation. All solid state with disc and core memory. For details phone us now at 309-829-6373. No obligation of course. We will gladly survey ALPHA's applications to your particular station's programming.

the
COMPUTERCASTERS
from



SYSTEMS MARKETING CORPORATION
309-829-6373
1011 W. Washington Street
Bloomington, Illinois 61701

Send complete information on "live" automation with ALPHA programming.

Name _____
Station _____
Company _____
Address _____
_____ Zip _____

Off Jane Fonda. An unexpected barrage of irate phone calls from viewers last week prompted WFAA-TV Dallas to cancel a showing of a 1950's vintage film featuring actress Jane Fonda. WFAA-TV General Manager Ward Huey reported the station has postponed indefinitely its presentation of "Tall Story," one of the earliest motion pictures featuring Ms. Fonda, an outspoken critic of the Nixon administration's Southeast Asia policies. "We didn't give any thought to it at all," when the station scheduled the film for its 8:30 a.m. movie slot some months ago, Mr. Huey said. Noting that WFAA-TV received "well over" 100 negative calls in response to its on-air promotion of the film, Mr. Huey conceded: "Apparently, the timing was not the best." He added that WFAA-TV definitely does intend to air "Tall Story" and other films featuring Ms. Fonda in the future, but concluded that, in light of her recent criticisms of returning Vietnam prisoners of war, it would not be appropriate to televise any of her cinema efforts at this time.

of the Week, Richard Levinson and William Link, producers—ABC. "A War of Children," *The New CBS Tuesday Night Movies*, Roger Gimbel, executive producer, George Schaefer, producer—CBS.

Outstanding single program—variety and popular music, a special program—award(s) to executive producer(s) and/or producer(s) and star(s) (if applicable): Applause, Alexander Cohen, executive producer, Joseph Kipness, Lawrence Kasha and Dick Rosenbloom, producers—CBS. *Once Upon a Mattress*, Joe Hamilton, producer—CBS. *Singer Presents Liza with a "Z"*, Bob Fosse and Fred Ebb, producers; Liza Minnelli, star—NBC.

Outstanding single program—classical music, a special program—award(s) to executive producer(s) and/or producer(s) and star(s) (if applicable): "Bernstein in London," *Special of the Week*, Curtis W. Davis, executive producer; Mary Feldbauer, producer; Leonard Bernstein, star—PBS. *The Metropolitan Opera Salute to Sir Rudolf Bing*, William Eliscu, executive producer; Charles E. Andrews, producer—CBS. *The Sleeping Beauty*, J. W. Barnes and Robert Koltowicz, executive producers; Norman Campbell, producer—PBS.

Outstanding new series, award to executive producer(s) and/or producer(s), (this category excludes "outstanding drama/comedy-limited episodes"): *America*, Michael Gill, producer—NBC. *The Julie Andrews Hour*, Nick Vanoff, producer—ABC. *Kung Fu*, Jerry Thorpe, producer—ABC. *M*A*S*H*, Gene Reynolds, producer—CBS. *Maude*, Norman Lear, executive producer; Rod Parker, producer—CBS. *The Waltons*, Lee Rich, executive producer; Robert L. Jacks, produced—CBS.

Outstanding program achievement in daytime drama, award to executive producer(s) and/or producer(s): *Days of Our Lives*, Betty Corday, executive producer; H. Wesley Kenney, producer—NBC. *The Doctors*, Allen Potter, producer—NBC. *The Edge of Night*, Erwin Nicholson, producer—CBS. *One Life to Live*, Doris Quinlan, producer—ABC.

Outstanding program achievement in daytime series, award to executive producer(s) and/or producer(s). An award for program achievements which do not qualify as daytime drama: *Dinah's Place*, Henry Jaffe, executive producer; Fred Tata-shower, producer—NBC. *The Hollywood Squares*, Merrill Heater and Robert Quigley, executive producers; Bill Armstrong and Jay Redack, producers—NBC. *Jeopardy!*, Robert H. Rubin, producer—NBC. *The Mike Douglas Show*, Barry Sand, producer—syndicated. *Password*, Frank Wayne, executive producer; Howard Felsher, producer—ABC.

Outstanding single performance by an actor in a leading role, a single appearance in a "continuing" or "limited" drama or comedy series; or for a special program: Henry Fonda, "The Red Pony" *Bell System Family Theater*—NBC. Hal Holbrook, "That Certain Summer," *Wednesday Movie of the Week*—ABC. Laurence Olivier, *Long Day's Journey into Night*—ABC. Telly Savalas, "The Marcus-Nelson Murders," *The CBS Thursday Night Movies*—CBS.

Outstanding single performance by an actress in a leading role, a single appearance in a "continuing" or "limited" drama or comedy series or for a special program: Lauren Bacall, *Applause*—CBS. Cloris Leachman, "A Brand New Life," *Tuesday Movie of the Week*—ABC. Hope Lange, "That Certain Summer," *Wednesday Movie of the Week*—ABC.

Outstanding continued performance by an actor in a leading role: A. Drama series—continuing: David Carradine, *Kung Fu*—ABC. Mike Connors, *Mannix*—CBS. William Conrad, *Cannon*—CBS. Peter Falk—*Columbo*—NBC. Richard Thomas, *The Waltons*—CBS. B. Drama/Comedy—limited episodes: John Abineri, "The Last of the Mohicans," *Masterpiece Theater*—PBS. Philippe Leroy, *The Life of Leonardo da Vinci*—CBS. Anthony Murphy, "Tom Brown's Schooldays," *Masterpiece Theater*—PBS.

Outstanding continued performance by an actress in a leading role: A. Drama series—continuing: Lindsay Day George, *Mission: Impossible*—CBS. Susan Saint James, *McMillan & Wife*—NBC Sunday Mystery Movie—NBC. Michael Learned, *The Waltons*—CBS. B. Drama/Comedy—limited episodes: Susan Hampshire, "Vanity Fair," *Masterpiece Theater*—PBS. Vivien Heilbron, "The Moonstone," *Masterpiece Theater*—PBS. Margaret Tyzack,

"Cousin Bette," *Masterpiece Theater*—PBS.

Outstanding continued performance by an actor in a leading role in a comedy series: Alan Alda, *M*A*S*H*—CBS. Redd Foxx, *Sanford and Son*—NBC. Jack Klugman, *The Odd Couple*—ABC. Carroll O'Connor, *All in the Family*—CBS. Tony Randall, *The Odd Couple*—ABC.

Outstanding continued performance by an actress in a leading role in a comedy series: Beatrice Arthur, *Maude*—CBS. Mary Tyler Moore, *The Mary Tyler Moore Show*—CBS. Jean Stapleton, *All in the Family*—CBS.

Outstanding performance by an actor in a supporting role in drama—a continuing or one-time appearance in a series, or for a special program: Will Geer, *The Waltons*—CBS. Scott Jacoby, "That Certain Summer," *Wednesday Movie of the Week*—ABC. Martin Sheen, "That Certain Summer," *Wednesday Movie of the Week*—ABC.

Outstanding performance by an actress in a supporting role in drama—a continuing or one-time appearance in a series, or for a special program: Ellen Corby, *The Waltons*—CBS. Gail Fisher, *Mannix*—CBS. Nancy Walker, *McMillan & Wife*—NBC.

Outstanding performance by an actor in a supporting role in comedy—a continuing or one-time appearance in a series, or for a special program: Edward Asner, *The Mary Tyler Moore Show*—CBS. Gary Burghoff, *M*A*S*H*—CBS. Ted Knight, *The Mary Tyler Moore Show*—CBS. Bob Reiner, *All in the Family*—CBS. McLean Stevenson, *M*A*S*H*—CBS.

Outstanding performance by an actress in a supporting role in comedy—a continuing or one-time appearance in a series, or for a special program: Valerie Harper, *The Mary Tyler Moore Show*—CBS. Cloris Leachman, *The Mary Tyler Moore Show*, "My Brother's Keeper"—CBS. Sally Struthers, *All in the Family*—CBS.

Outstanding achievement by a supporting performer in music or variety—a continuing or one-time appearance in a series, or for a special program: Tim Conway, *The Carol Burnett Show*—CBS. Harvey Korman, *The Carol Burnett Show*—CBS. Liza Minnelli, *A Royal Gala Variety Performance in the Presence of Her Majesty the Queen*—ABC. Lily Tomlin, *Laugh-In*—NBC.

Outstanding directorial achievement in drama—a single program of a series with continuing characters and/or theme: Edward M. Abrams, "The Most Dangerous Game," *Columbo*—NBC. Lee Phillips, "The Love Story," *The Waltons*—CBS. Jerry Thorpe, "An Eye for an Eye," *Kung Fu*—ABC.

Outstanding directorial achievement in drama—a single program: Lamont Johnson, "That Certain Summer," *Wednesday Movie of the Week*—ABC. Joseph Sargent, "The Marcus-Nelson Murders," *The CBS Thursday Night Movies*—CBS. George Schaefer, "A War of Children," *The New CBS Tuesday Night Movies*—CBS.

Outstanding directorial achievement in comedy—a single program of a series with continuing characters and/or theme: "Gene Reynolds P-I-L-O-T," *M*A*S*H*—CBS. John Rich and Bob La Hendo, "The Bunkers and the Swingers," *All in the Family*—CBS. Jay Sandrich, "It's Whether You Win or Lose," *The Mary Tyler Moore Show*—CBS.

Outstanding directorial achievement in variety or music—a single program of a series: Bill Davis, *The Julie Andrews Hour*, (with "Liza Doolittle" and "Mary Poppins")—ABC. Art Fisher, *The Sonny & Sher Comedy Hour* (with Mike Connors)—CBS. Tim Kiley, *The Flip Wilson Show* (with Roberta Flack and Burt Reynolds)—NBC.

Outstanding directorial achievement in comedy, variety or music, a special program: Martin Charnin and Dave Wilson, *Jack Lemmon—Get Happy*—NBC. Bob Fosse, *Singer Presents Liza with a "Z"*—NBC. Stan Harris, *Duke Ellington . . . We Love You Madly*—CBS. Walter C. Miller, "You're a Good Man Charlie Brown," *Hallmark Hall of Fame*—NBC. Dave Powers and Ron Field, *Once Upon a Mattress*—CBS.

Outstanding writing achievement in drama, a single program of a series with continuing characters and/or theme: Steven Bochco, "Etude in

Black," *Columbo*—NBC Sunday Mystery Movie—NBC. Earl Hamner Jr., "The Love Story," *The Waltons*—CBS. John McGreevey, "The Scholar," *The Waltons*—CBS.

Outstanding writing achievement in drama, original teleplay—a single program: David Karp, "Hawkins on Murder," *The New CBS Tuesday Night Movies*—CBS. Richard Levinson and William Link, "That Certain Summer," *Wednesday Movie of the Week*—ABC. Abby Mann, "The Marcus-Nelson Murders," *The CBS Thursday Night Movies*—CBS.

Outstanding writing achievement in drama, adaptation—a single program: Eleanor Perry, *The House Without a Christmas Tree*—CBS. Robert Totten and Ron Bishop, "The Red Pony," *Bell System Family Theater*—NBC. Ellen M. Violet, "Go Ask Alice," *Wednesday Movie of the Week*—ABC.

Outstanding writing achievement in comedy—a single program of a series with continuing characters and/or theme: Allan Burns and James L. Brooks, "The Good-Time News," *The Mary Tyler Moore Show*—CBS. "Larry Gelbart, P-I-L-O-T," *M*A*S*H*—CBS. Michael Ross, Bernie West, and Lee Kalchman, "The Bunkers and the Swingers," *All in the Family*—CBS.

Outstanding writing achievement in variety or music—a single program of a series: Stan Hart, Larry Siegel, Gail Parent, Woody Kling, Roger Beatty, Tom Patchett, Jay Tarses, Robert Hilliard, Arnie Kogen, Bill Angelos and Buz Kohan, *The Carol Burnett Show*, (with Steve Lawrence and Lily Tomlin)—CBS. Herbert Baker, Mike Marmer, Stan Burns, Don Hinkley, Dick Hills, Sid Green, Paul McCauley, Peter Galay and Flip Wilson, *The Flip Wilson Show* (with Sammy Davis Jr., Ed Sullivan and Marilyn Michaels)—NBC. Bob Ellison, Hal Goodman, Larry Klein, Jay Burton, George Bloom, Lila Garrett, John Aylesworth and Frank Peppiatt, *The Julie Andrews Hour* (with "Eliza Doolittle" and "Mary Poppins")—ABC.

Outstanding writing achievement in comedy, variety or music—a special program: Alan Mannings, Ann Elder, Karyl Geld, Richard Pryor, John Rappaport, Jim Rusk, Lily Tomlin, Jane Wagner, Rod Warren, and George Yanok, *The Lily Tomlin Show*—CBS. Renee Taylor and Joseph Bologna, *Acts of Love—and Other Comedies*—ABC. Fred Ebb, *Singer Presents Liza with a "Z"*—NBC.

Outstanding achievement in choreography—a single program of a series or a special program: Tony Charmoli, *The Julie Andrews Hour* (with Robert Goulet and Joel Grey)—ABC. Ernest O. Flatt, "Family Show," *The Carol Burnett Show*—CBS. Bob Fosse, *Singer Presents Liza with a "Z"*—NBC.

Outstanding achievement in music composition: A. For a series or a single program of a series (in the first year of music's use only): "Alexander Courage, Cycle of Peril," *Medical Center*—CBS. Charles Fox, Love, American Style—ABC. Marty Palch, *Ironsides*—NBC. B. For a special program: Fred Ebb and John Kander, *Singer Presents Liza with a "Z"*—NBC. Billy Goldenberg, "A Brand New Life," *Tuesday Movie of the Week*—ABC. Jerry Goldsmith, *The Red Pony, Bell System Family Theater*—NBC.

Outstanding achievement in music direction of a variety, musical or dramatic program—a single program of a series or a special program: Van Alexander, *Wacky World of Jonathan Winters* (with Debbie Reynolds)—syndicated. Irwin Kostal, *Dr. Jekyll and Mr. Hyde*—NBC. Peter Matz, *The Carol Burnett Show*, (with Anthony Newley and Bernadette Peters), CBS.

Outstanding achievement in music, lyrics and special material—a series or a single program of a series or a special program written for television: Earl Brown, *The Gloria Majestic Story*, *The Sonny and Cher Comedy Hour* (with Jean Stapleton)—CBS. Fred Ebb and John Kander, *Singer Presents Liza with a "Z"*—NBC. Billy Goldenberg and Bobby Russell, "The Marcus-Nelson Murders," *The CBS Thursday Night Movies*—CBS.

Outstanding achievement in art direction or scenic design: A. For a dramatic program or feature length film made for television; for a series, a single program of a series or a special program: Robert Boyle and James Hulsey (art directors), John Kuri (set decorator), "The Red Pony," *Bell System Family Theater*—NBC. William Campbell, "Night of Terror," *Tuesday Movie of the Week*—ABC. Gibson Holly (art director), Lucien M. Hafley (set decorator), western, *Mission: Impossible*—CBS. Thomas John, *Much Ado About Nothing*—CBS. Jan Scott, "Another Part of the Forest," Hollywood television Theater, *Special of the Week*—PBS. Jan M. Van Temelen (art director), Fred R. Price (set decorator), *Mannix*—CBS. B. For a musical or variety single program of a series or a special program: Paul Barnes and Bob Sansom (art directors), Bill Harp (set decorators), "The Dolly Sisters," *The Carol Burnett Show*—CBS. Brian Bartholomew and Keaton S. Walker, *The Julie Andrews Hour* (with "Eliza Doolittle" and "Mary Poppins")—ABC. Romain Johnston, *The Flip Wilson Show* (with Burt Reynolds, Tim Conway and Roberta Flack)—NBC.

Outstanding achievement in lighting direction—A single program of a series or a special program, produced for electronic television only: John R. Beam, *The Sonny and Cher Comedy Hour*, (with William Conrad)—CBS. John Freschi and John Casagrande, 44th annual Oscar Awards—NBC.

Talk Radio

What's to happen to talk radio, now that topless talk is under the gun? The all-talk stations have just kept on talks—on just about any subject that comes to their listeners's fertile minds. The format, according to its experienced prac-

tioners, is here to stay.

In its May 28 issue * **BROADCASTING** will present a special report on the stations that emphasize two-way talk in most of their broadcast day. How do their hosts

handle sex discussions in the aftermath of the FCC crack-down? Who is really out there talking back? Why do some types of advertisers get extra sales action from their commercials in talk shows while others stay away? Are talk audi-

ences different from other kinds?

Whether your station is all-talk, part-talk or no-talk, your ad will get strong attention in the issue that contains this timely feature—in addition to the regular budget of industry news.

You belong in Broadcasting May 28



Which will be seen by the more than 120,000 influentials who read *Broadcasting* regularly. For more details and advertising opportunities available, call your nearest *Broadcasting* representative. Closing date: May 21.

Washington, D.C.
Maury Long, John Andre
1735 DeSales St., N.W., 20036
202-638-1022

New York, N.Y.
Stan Soifer
7 West 51st Street, 10019
212-757-3260

Hollywood
Bill Merritt
1680 N. Vine Street, 90028
213-463-3148

Broadcasting

Truck Krone, "Christmas Show," *The Julie Andrews Hour*—ABC.

Outstanding achievement in costume design—a single program of a series or a special program: Theoni V. Aldredge, *Much Ado About Nothing*—CBS. Jack Bear, *The Julie Andrews Hour* (with Ken Berry and Jack Cassidy)—ABC. Grady Hunt, *Dagger of the Mind*, *Columbo*—NBC. Emma Porteous, *Dr. Jekyll and Mr. Hyde*—NBC. Christina Von Humboldt, *Cortez and Montezuma*, *Appointment With Destiny*—CBS.

Outstanding achievement in make-up—a single program of a series or a special program: Del Armstrong, Ellis Burman and Stan Winston, "Gargoyles," *The New CBS Tuesday Night Movies*—CBS. Robert A. Sidell, "The Actress," *The Waltons*—CBS. Neville Smallwood, *Dr. Jekyll and Mr. Hyde*—NBC. Allan Snyder and Richard Cobos, "The Red Pony," *Bell System Family Theater*—NBC. Frank C. Westmore, "Chains," *Kung Fu*—ABC. Michael Westmore and Marvin Westmore, "Frankenstein—Part I and II," *ABC Wide World of Entertainment*—ABC.

Outstanding achievement in cinematography for entertainment programming: A. For a series or a single program of a series: Sam Leavitt, *Banacek*—NBC. Russell L. Metty, *The Waltons*—CBS. Jack Woolf, "Eye for an Eye," *Kung Fu*—ABC. B. For a special or feature-length program made for television: Andrew Jackson, "The Red Pony," *Bell System Family Theater*—NBC. Owen Roizman, *Singer Presents Liza with a "Z"*—NBC. Howard Schwartz, "Night of Terror," *Tuesday Movie of the Week*—ABC.

Outstanding achievement in film editing for entertainment programming: A. For a series or a single program of a series: Gene Fowler Jr., Marjorie Fowler and Anthony Wollner, "The Literary Man," *The Waltons*—CBS. Douglas Hines, *The Mary Tyler Moore Show*—CBS. Stanford Tischler and Fred W. Berger, *M*A*S*H*—CBS. B. For a special or feature-length program made for television: Henry Berman, "Go Ask Alice," *Wednesday Movie of the Week*—ABC. Alan Heim, *Singer Presents Liza with a "Z"*—NBC. Peter C. Johnson and Ed Spiegel, *Surrender at Appomattox*, *Appointment With Destiny*—CBS.

Outstanding achievement in film sound editing—a single program of a series or a special program: Peter Barkos, John Singleton, Brian Courcier, Gordon Ecker, John Stacy, James Nownes, George Luckenbacher, Walter Jenevein and Sidney Lubow, "Short Walk to Daylight," *Tuesday Movie of the Week*—ABC. Charles L. Campbell, Roger A. Sword, Robert H. Cornett and Jerry A. Stanford, "The Smile of the Walrus," *The Undersea World of Jacques Cousteau*—ABC. Ross Taylor, "The Red Pony," *Bell System Family Theater*—NBC.

Outstanding achievement in film sound mixing—a single program of a series or a special program: Melvin M. Metcalf Sr. and Thom Piper, "That Certain Summer," *Wednesday Movie of the Week*—ABC. George Porter, Eddie Nelson and Hoppy Mehterian, "The Singing Whales," *The Undersea World of Jacques Cousteau*—ABC. Richard J. Wagner, George E. Porter, Eddie J. Nelson and Fred Leroy Granville, *Surrender at Appomattox*, *Appointment With Destiny*—CBS.

Outstanding achievement in live or tape sound mixing—a single program of a series or a special program: Al Gramaglia and Mahlon Fox, *Much Ado About Nothing*—CBS. William J. Levitsky, 44th annual Oscar Awards—NBC. Philip Ramone, *Duke Ellington . . . We Love You Madly*—CBS.

Outstanding achievement in video-tape editing—a single program of a series or a special program: William H. Breshears and Andrew McIntyre, *Ed Sullivan Presents the TV Comedy Years*—CBS. Nick Giordano and Arthur Schneider, *The Julie Andrews Hour* (with "Eliza Doolittle" and "Mary Poppins")—ABC. James H. Rose, *Burt Bacharach in Shangri-La*—ABC. Charles Shadel and Walter Balderson, *Democratic Convention Highlights*—NBC. *Nightly News*—NBC. Mike Wenig, *Love Is . . . Barbara Eden*—ABC.

Outstanding achievement in technical direction and electronic camerawork—a single program of a series or a special program: Charles Franklin (technical director), Gorme Erickson, Jack Jennings, Tom McConnell, Richard Nelson and Barney Nesley (cameramen), *The Sonny and Cher Comedy Hour* (with Mike Connors)—CBS. Ernie Buttleman (technical director), Robert A. Kemp, James Angel, James Balden and Dave Hilmer (cameramen), *The Julie Andrews Hour*, (with "Mary Poppins" and "Eliza Doolittle")—ABC. E. G. Johnson (technical director), Sam Drummy (cameraman), *Apollo 17 splashdown*, pool coverage.

Outstanding achievement by individuals in daytime drama: Macdonald Carey, performer, *Days of Our Lives*—ABC. Mary Fickett, performer, *All My Children*—ABC. Norman Hall, director, *The Doctors*—NBC. A. Wesley Kennay, director, *Days of Our Lives*—NBC. Peter Levin, director, *Love Is a Many Splendored Thing*—CBS. David Pressman, director, *One Life to Live*—ABC. Victor Paganuzzi, Scenic Designer; John A. Dendell, set decorator, *Love Is a Many Splendored Thing*—CBS.

Outstanding achievement by individuals in daytime programming—an award for individual achievements which do not qualify in daytime drama:

Bill Cullen, host, *Three on a Match*—NBC. Paul Lynde, performer, *The Hollywood Squares*—NBC. Peter Marshall, host, *The Hollywood Squares*—NBC.

Outstanding achievement in children's programming—an award for programs and individual achievements: A. Entertainment/fictional: *The Electric Company*, Samuel Y. Gibbon Jr. and David D. Connell, executive producers; Andy Ferguson, producer—PBS. *Sesame Street*, Jon Stone, executive producer; Bob Cunniff, producer—PBS. *Zoom*, Christopher Sarson, producer—PBS. Henry Behar, director, *The Electric Company*—PBS. Robert G. Myhrum, director, *Sesame Street*—PBS. Charles M. Schulz, writer, *You're Elected, Charlie Brown*—CBS. Tom Whedon, John Boni, Sara Compton, Tom Dunsmuir, The Mumford, Jeremy Stevens and Jim Thurman, writers, *The Electric Company*—PBS. Joe Raposo, music director, *Sesame Street*—PBS.

Outstanding achievement in children's programming—an award for programs and individual achievements: B. Informational/factual: *In the News*, Joel Heller, executive producer, Pat Lynch and Judy Towers, producers—CBS. "Last of the Curlews," *The ABC Afterschool Special*, William Hanna and Joseph Barbera, producers—ABC. *Make a Wish*, Lester Cooper, executive producer; Tom Bywaters, producer—ABC. Shari Lewis, performer, "A Picture of Us," *NBS Children's Theater*—NBC. Jameson Brewer, writer, "Last of the Curlews," *The ABC Afterschool Special*—ABC.

Outstanding achievement in sports program—an award for programs and for individuals contributing to the coverage of sporting events: *ABC's Wide World of Sports*, Roone Arledge, executive producer—ABC. *NCAA College Football*, Roone Arledge, executive producer; Chuck Howard, producer—ABC. *NFL Monday Night Football*, Roone Arledge, executive producer, Chet Forte and Dennis Lewin, producers—ABC. *Super Bowl VII*, Scotly Connal, executive producer, Roy Hammerman, producer—NBC. 1972 Summer Olympic Games, Roone Arledge, executive producer—ABC. Keith Jackson, commentator, 1972 Summer Olympic Games—ABC. Jim McKay, commentator, 1972 Summer Olympic Games—ABC. John Croak, Charles Gardner, Jakob Hierl, Conrad Kraus, Edward McCarthy, Nick Mazur, Alex Moskovic, James Parker, Louis Dende, Ross Skipper, Robert Steinback, John Delisa, George Boettcher, Merrit Roesser, Leo Scharf, Randy Cohen, Vito Gerardi, Harold Byers, Winfield Gross, Paul Skoskie, Peter Fritz, Leo Stephan, Garber McBeath, Louis Torino, Michael Wenig, Tom Wight and James Kelley, video-tape editors, 1972 Summer Olympic Games—ABC.

Outstanding achievement in religious programming, an award for programs and individual achievements: *Duty Bound*, Doris Ann, executive producer; Martin Hoade, producer—NBC. *Insight*, the Rev. Ellwood Kieser, executive producer; John Meredith Lucas and John Furla Jr., producers—syndicated. Martin Hoade, director, *Duty Bound*—NBC. John B. Boxer, costume designer, *Duty Bound*—NBC.

Outstanding achievement in any area of creative technical crafts—an award for individual technical craft achievement which does not fall into a specific category, and is not otherwise recognized: Philippe Cousteau, underwater cameraman, "The Singing Whale," *The Undersea World of Jacques Cousteau*—ABC. Biddy Chrystal, hairdresser, *Dr. Jekyll and Mr. Hyde*—NBC. Donald Feldstein, Robert Fontana and Joe Zukerman, animation layout of Da Vinci's art, *Leonardo: To Know How to See*—NBC.

There were 63 nominations in the news and documentary programs category, with NBC having a total of 28 (including performers, writers, directors and creative crafts), CBS 20, ABC 11, and PBS 3. One nomination was for the network pool that covered the Apollo 17 splashdown Dec. 19, 1972.

Leading network in the program and individual classification was NBC, with 15 program nominations and 12 individual nominations. CBS followed with nine and 11; ABC trailed with two and nine. PBS received two program nominations and one individual nomination.

The nominations:

Outstanding achievement within regularly scheduled news programs. A. An award for program segments, i.e., the presentation of individual stories (in single or multipart) or elements within the program: Coverage of the return of the POW's, *NBC Nightly News*, Robert Mulholland, executive producer, Richard Fischer, producer—NBC—Feb. 12-16, 1973; coverage of the shooting of Governor Wallace, *CBS Evening News with Walter Cronkite*, Russ Bensley, executive producer, Ed Fouhy and John Lane, producers—CBS—May 15, 1972; "The Tasaday Tribe of the Philippines," *NBC Nightly News*, Wallace Westfeldt, executive producer; Robert Mulholland and David Teitelbaum, producers—NBC—April 7-11, 1972; "The US/Soviet Wheat Deal: Is There a Scandal?," *CBS Evening News with Walter Cronkite*, Paul Greenberg and Russ Bensley, executive producers, Stanhope Gould and Linda Mason, pro-

ducers—CBS—Sept. 27 through Oct. 6, 1972; "The Watergate Affair," *CBS Evening News with Walter Cronkite*, Paul Greenberg, executive producer; Stanhope Gould, Brian Healy, Ed Fouhy, producers—CBS—Oct. 27 and 31, 1972.

B. An award for individuals contributing to the program segments. John Chancellor correspondent, coverage of President Nixon's visit to Russia, *NBC Nightly News*—NBC—May 20-27, 1972; Walter Cronkite, Dan Rather, Daniel Schorr and Joel Blocker, correspondents, "The Watergate Affair," *CBS Evening News with Walter Cronkite*—CBS—Oct. 27 and 31, 1972; David Dick, Dan Rather, Roger Mudd and Walter Cronkite, correspondents' coverage of the shooting of Governor Wallace, *CBS Evening News with Walter Cronkite*—CBS—May 15, 1972; Jack Reynolds, reporter, "The Tasaday Tribe of the Philippines," *NBC Nightly News*—NBC—April 7-11, 1972; Eric Sevareid, correspondent, "LBJ—The Man and the President," *CBS Evening News with Walter Cronkite*—CBS—Jan. 22, 1973; Eric Sevareid, correspondent, "The Paradox of Special Privilege Executive Immunity and Shield Laws," *CBS Evening News with Walter Cronkite*—CBS—March 14, 1973.

Outstanding achievement for regularly scheduled magazine-type programs. A. An award for programs, program segments or series: *First Tuesday*, Eliot Franken, executive producer—CBS—series; "The Poppy Fields of Turkey—The Heroin Labs of Marseille—The N.Y. Connection," *60 Minutes*, Don Hewitt, executive producer, William McClure, Jean Tiffin, Phil Scheffler, producers—CBS—Dec. 10, 1972; "The Selling of Colonel Herbert," *60 Minutes*, Don Hewitt, executive producer, Barry Lando, producer—CBS—Feb. 4, 1973; *60 Minutes*, Don Hewitt, executive producer—CBS—series; *Today*, Stuart Schulberg, executive producer, Douglas P. Sinsel, Gene Fairnet, producers—NBC—series.

B. An award for individuals contributing to the program, program segments or series achievements: Morley Sater, correspondent, *60 Minutes*—CBS—series; Mike Wallace, correspondent, Dita Beard interview, *60 Minutes*—CBS—April 2, 1972; Mike Wallace, correspondent, "The Selling of Colonel Herbert," *60 Minutes*—CBS—Feb. 4, 1973; Mike Wallace, correspondent, *60 Minutes*—CBS—series; Edwin Newman, writer, "No Contest," *Today*—NBC—Nov. 7, 1972.

Outstanding achievement in coverage of special events. A. An award for program achievements: coverage of the Munich Olympic Tragedy, ABC Special, Roone Arledge, executive producer—ABC—Sept. 5, 1972; the 1972 Democratic convention, NBC News special, George F. Murray, executive producer, Ray Lockhart, producer—NBC—July 9-13, 1972; *Election night '72* NBC News special, Robert Northshield, executive producer, Wallace Westfeldt, Robert Mulholland and Fred Rheinlein, producers—NBC—Nov. 7, 1972; *Jackie Robinson*, CBS News Special, Robert Wussler, executive producer, Clarence Cross, Russ Bensley and Barry Jagoda, producers—CBS—Oct. 24, 1972; the return of the POW's, NBC News special, Helen Marmor, producer—NBC—Feb. 12, 1973.

B. An award for individuals contributing to the program achievement: John Chancellor, David Brinkley, Edwin Newman, Catherine Mackin, Douglas Kiker and Garrick Utley, correspondents, *Election Night '72*, NBC News special—NBC—Nov. 7, 1972; Jim McKay, commentator, coverage of the Munich Olympic tragedy, *ABC Special*—ABC—Sept. 5, 1972; Harry Reasoner, anchorman, *Elections '72*, ABC News special—ABC—Nov. 7, 1972; David Fox, director, *Apollo 17 astronauts' splashdown in Pacific—pool coverage*—Dec. 19, 1972; Edwin Newman, writer, *Decision '72: It Starts Tomorrow*, NBC News special—NBC—July 9, 1972.

Outstanding documentary program achievement. A. An award for documentary programs dealing with events or matters of current significance: "The Blue Collar Trap," *NBC News White Paper*, Fred Freed, producer—NBC—June 27, 1972; "If You Want Us to Stand Down, Tell Us" and "When the War Is Over—The American Military in the 70's," *NBC Reports*, Fred Freed, executive producer, Al Davis, producer—NBC—Jan. 30, 1973; "The Mexican Connection," *CBS Reports*, Burton Benjamin, executive producer, Jay McMullen, producer—CBS—June 25, 1972; "One Billion Dollar Weapon," and "When the War is Over—The American Military in the 70's," *NBC Reports*, Fred Freed, executive producer, Craig Leake, producer—NBC—Feb. 20, 1973; "Pansions: the Broken Promise," *NBC Reports*, Eliot Frankel, executive producer, David Schmerler, producer—NBC—Sept. 12, 1972.

B. An award for documentary programs dealing with artistic, historical or cultural subjects. *America*, Michael Gill, executive producer—NBC—series; "The Ceve People of the Philippines," *NBC Reports*, Gerald Green, producer—NBC—Oct. 10, 1972; *The Incredible Flight of the Snow Geese*, Aubrey Buxton, executive producer—NBC—Jan. 23, 1973; *Jane Goodall and the World of Animal Behavior*, the *Wild Dogs of Africa*, Marshall Flaum, executive producer, Baron Hugo Van Lawick, Bill Travers and James Hill, producers—ABC—Jan. 22, 1973; *In Search of Ancient Astronauts*, Laurence Savadove, executive producer, Alan Landsburg, producer—NBC—Jan. 5, 1973.

C. An award for individuals contributing to documentary programs. Alistair Cooke, narrator, *America*—NBC—series; Marshall Flaum and Bill Travers, writers, *Jane Goodall and the World of Animal Behavior*, the *Wild Dogs of Africa*—ABC—Jan. 22, 1973; Alistair Cooke, writer, "A Fireball in the

The net effect of 'Sonderling': FCC diminishes broadcast freedom yet another cubit

Oak Park obscenity decision will stand as precedent, marking new limit for radio-TV programming

The name *Sonderling* apparently is not going to be added to those of Roth and Ginzburg in the pantheon of Supreme Court obscenity cases, but in the FCC's own sparse literature on the subject, *Sonderling* can now be cited for the proposition that, for broadcasters, the First Amendment means something less than it does for those in print, movies and other media.

The commission's action two weeks ago helping to establish that interpretation—the decision to propose a \$2,000 fine for *Sonderling Broadcasting Corp.* as a result of two *Femme Forum* broadcasts on WGLD-FM Oak Park, Ill., that the commission held to be obscene (BROADCASTING, April 16)—was disturbing to some, even within the commission, as is any commission incursion into the programming area. But given the present climate of opinion, the action seems to have been inevitable.

Influential members of Congress, in-

Night," *America*—NBC—Jan. 23, 1973; Tom Priestley, director, "The Forbidden City," *NBC Reports*—NBC—Jan. 16, 1973; Hugo Van Lawlick, director, *Jane Goodall and the World of Animal Behavior, the Wild Dogs of Africa*—ABC—Jan. 22, 1973.

Special classification of outstanding program and individual achievement—an award for unique program and individual achievements, which does not fall into a specific category, or is not otherwise recognized. *The Advocates*, Greg Harney, executive producer, Tom Burrows and Russ Morash, producers—PBS—series; *LBJ: The Last Interview*, Burton Benjamin, producer—CBS—Feb. 1, 1973; "VD Blues," *Special of the Week*, Don Fouser, producer—PBS—Oct. 9, 1972; Dick Cavetti, host, "VD Blues," *Special of the Week*—PBS—Oct. 9, 1972; Walter Cronkite, correspondent, *LBJ: The Last Interview*, CBS News special—CBS—Feb. 1, 1973.

Outstanding achievement in cinematography for news and documentary programming—for a series, a single program of a series, a special program, program segments or elements within. A. Regularly scheduled news programs and coverage of special events: Isadore Bleckman, "Roadside Garden, on the Road," *CBS Evening News with Walter Cronkite*—CBS—May 19, 1972; Laurens Pierce, coverage of the shooting of Governor Wallace, *CBS Evening News with Walter Cronkite*—CBS—May 15, 1972; Dang Van Minh, Vietnamese Orphans, *ABC Evening News with Howard K. Smith and Harry Reasoner*—ABC—Nov. 14, 1972.

B. Documentary, magazine-type or mini-documentary programs. Philippe Cousteau and Jacques Renoir, "The Smile of the Walrus," *The Undersea World of Jacques Cousteau*—ABC—Nov. 15, 1972; Des and Jen Bartlett, *The Incredible Flight of the Snow Geese*—NBC—Jan. 23, 1973; Philippe Cousteau, Francois Charlet and Walter Bal, "The Singing Whale," *The Undersea World of Jacques Cousteau*—ABC—March 12, 1973.

Outstanding achievement in film editing for news and documentary programming—for a series, a single program of a series, a special program, program segments or elements within. A. Regularly scheduled news programs and coverage of special events: Patrick Minerva, Martin Sheppard, George Johnson, Bill Freeda, Edward Portillo, Al Hellas, Irwin Graf, Jean Venable, Rick Hessel, Loren Berry, Nick Wilkins, Gerry Breese, Michael Shugrue, K. Su and Edwin Elnarsen, *NBC Nightly News*—NBC—series; Michael C. Shugrue, "I Am Woman," *NBC Nightly News*—NBC—Jan. 2, 1973; Patrick Minerva, Thomas Dunphy, Jean Venable, Edwin Elnarsen, and Gerald Bheese, coverage of President Nixon's trip to Russia, *NBC Nightly News*—NBC—May, 1972.

B. Documentary, magazine-type or mini-documentary programs. Carl Kress, "The Singing Whale," *The Undersea World of Jacques Cousteau*—ABC—March 12, 1973; Les Parry, *The Incredible Flight of the Snow Geese*—NBC—Jan. 23, 1973; John Soh, "The Smile of the Walrus," *The Undersea World of Jacques Cousteau*—ABC—Nov. 15, 1972.

Program Briefs

'S' sells in 24. Independent Television Corp. reports its new *Department S* one-hour action-adventure series has been sold in 24 markets following pre-release test marketing purchase by KABC-TV Los Angeles and KGO-TV San Francisco. Latest buyers of series include WCPO-TV Cincinnati, KFMB-TV San Diego, KUTV(TV) Salt Lake City, KOA-TV Denver and KOOL-TV Phoenix.

Range cathedral ■ Hap Day Industries, Boston, announces national syndication of Stuart Hamblen's *Cowboy Church*, weekly inspirational radio hour.

Breaks new ground. Syndicast Services Inc., New York, has sold *Sports Challenge*, half-hour sports quiz show which has been in syndication for past three years, to CBS-TV for showing on Sunday (5-5:30 p.m.), starting May 20. Program is produced by Jerry Gross and distributed by Syndicast, which said it marked first time a syndicated sports show has moved to network.

Expanding in radio. Jay M. Kholos Enterprises, Encino, Calif., which is making its debut as radio-producer-distributor with *The Zero Hour* original mystery dramas, also plans to introduce daytime soap opera, half-hour comedy strip and

weekly one-hour dramatic anthology. Target date for these radio projects is mid-July. Mr. Kholos said that 110 stations have bought daily, half-hour mystery series, scheduled for June 4 start. Mr. Kholos has organized Hollywood Radio Theatre to produce and distribute radio series. Kholos Enterprises also includes an advertising agency, promotion-publicity firm, music publishing company, talent-bookings organization and commercial production unit.

Western talk show. Frank J. Fitzgerald & Associates, Larchmont, N.Y., has produced five-minute weekday talk program, *The Billy Walker Show*, for broadcast on 219 radio stations, starting in early May. Show features Billy Walker, top country music singer, in discussions with other country-music personalities. Iron and Steel Institute, Washington, is sponsoring program on barter basis.

New health show. Gittelman Film Associates, New York, has begun production of half-hour television series focusing on health and medicine. Series is titled *Today's Health* and is being produced in association with American Medical Association's consumer magazine of that name. Gittelman plans to barter series.

Merchandising set. Music from ABC-TV children's series *Multiplication Rock*, created by David McCall, president New York-based advertising firm of McCaffrey & McCall, will be merchandised on record by Capitol Records. *Multiplication Rock* is produced by Scholastic Rock Inc., with Tom Yohe, co-creative director of McCaffrey & McCall.

Send only the best.



CBS Laboratories Mark III Image Enhancer is preferred by most TV stations. Because it sharpens both vertical and horizontal detail automatically. And improves picture resolution as well as color fidelity. The Mark III, with unique "crispened-comb" filter, separates chrominance from luminance, providing sharper contrasts with more defined picture detail. Available for all monochrome and color cameras. From CBS Laboratories, of course.

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905

cluding the chairmen of the Senate and House committees and subcommittees having jurisdiction over the commission, in recent weeks took every opportunity to badger the commission on why it had not put a stop to programing they considered offensive. The number of complaints from the public was soaring. And the commissioners themselves, although privately referring to these pressures as a major factor in their decision, were disposed to take the action they did in any event, according to commission sources. Without these pressures, the action might have been delayed; but eventually one like it would have been taken.

Furthermore, there was no counter fire from any source—not from the press, certainly not from the broadcasting establishment whose members probably not only were made uncomfortable by the kind of broadcasts WGLD-FM's Morgan Moore was doing but were concerned about their impact on a Congress being asked to adopt license-renewal legislation that broadcasters badly wanted.

No wonder, then, that Egmont Sonderling, president of Sonderling, has no desire to provide the opposition that would enable the commission to test in court its authority to move against alleged obscenity and indecency in broadcasting. And a test case was one of the benefits the commission had hoped to achieve.

WGLD-FM's *Femme Forum*, like the now-defunct *Feminine Forum* on KGBS-AM Los Angeles, on which it was based, had tested the waters of what appeared to be a new permissiveness in American society. But it got in over its head, with two programs on oral sex that caused

even Commissioner Nicholas Johnson, the sole dissenter to the commission's action, to blush, at least figuratively. ("I personally find those portions of the tape which are repeated in the majority's opinion to be extremely distasteful," the commissioner wrote in his dissent. "I would not engage in such conversation privately or publicly, let alone over a radio station.")

Perhaps the single most important factor in the commission's action was the role of Chairman Dean Burch. For it was he, sources said, who provided the leadership. Combating alleged obscenity and indecency on the air was one of the first crusades on which Chairman Burch embarked after joining the commission, in November 1969. Indeed, a speech he delivered in January 1970 today reads like one of the sources that he might have used in preparing the tough antiobscenity talk he delivered to the National Association of Broadcasters convention last month and that the commission used in drafting the notice of apparent liability it sent to Sonderling. The 1970 Burch speech and the notice to Sonderling talk of a "Gresham's Law" being at work where obscene or indecent programing is concerned—of such programing driving out material that is "good" and "worthwhile," as he said in 1970.

What's more, all three documents talk of the special or unique nature of broadcasting—of the fact that it is designed to be received by millions of listeners and viewers of all ages in the home. And it is that quality—the "pervasiveness" or "obtrusiveness" of the medium—all three documents suggest, that set it apart from,



Dean Burch on Sonderling:
"Issues involving underarm deodorants and oral sex do not bring the Daniel Websters to their feet in defense of the First Amendment."

say, movies and books, when obscenity is concerned.

Chairman Burch, in recent testimony before Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, seemed to indicate that he is more aware now than he was three years ago of the problems involved in clearing the airwaves of alleged obscenity. Chairman Burch said he would rather risk exposing his children to an "occasional dirty movie" than have "seven people downtown deciding what people should see." He said he would not like that job (BROADCASTING, Feb. 26).

Chairman Burch last week said his perspective on the problem has changed over the years. "I have become more concerned about the First Amendment, and some things that I thought desirable from my point of view I have rethought," he said. "Responsibility is an interesting damper on the forces of passion."

He also said he understands the point of view that the First Amendment is absolute—but he does not accept it, any more than he did three years ago. The drafters of the First Amendment, he said, did not contemplate radio and television—or movies, for that matter. Further, he said, there is the "pervasiveness" of broadcasting, which requires that it be treated differently from other media.

Then he indicated the kind of personal judgment that probably went into the decision of each of the commissioners who voted with him in the Sonderling case. "I watch a certain amount of television," he said. "The tone has changed. Maybe it's changed for the better. But it is different. But I never lost my original feeling that the broadcast medium should not be the avant garde on First Amendment questions—where decency and obscenity are involved.

"I have no objection to it being avant garde where it deals with politics, public

management consultants specializing in executive search

We welcome an opportunity to discuss in greater detail our services, our methods, and our staff with respect to a specific situation in your top-level Management, Sales, Programming, Engineering, and Financial areas.
Call Ron Curtis at 312-693-6171.

Ron Curtis & Company

O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631
RADIO • TELEVISION • CATV • NEWSPAPERS

opinion or controversial issues," he added. "That's different. The commission does not censor in the field of ideas." (Others in the commission say that "difference" is not the only factor providing assurance that the commission could not be stampeded by Congress into moving against a broadcaster as a result of his news or public-affairs programing. They note that a long line of cases in which the commission has shunned the censor's or arbiter's role stands as firm protection against government interference in such programing; similar cases, they say, do not exist where allegations of obscenity or indecency are involved.)

Chairman Burch freely concedes that the kind of action the commission took in the Sonderling case is fraught with danger. And, yes, he agreed, it does have "a chilling effect" on broadcasting generally. But he said that the commission has "a responsibility" to act and that Commissioner Johnson's suggestion that broadcast obscenity cases be left to the Justice Department "begs the question." The Communications Act, he said, "thrusts" upon the commission the duty to impose forfeitures for violations of the obscenity statute.

(Indeed, the Burch speech to the NAB, coupled with the NAB's statement calling on broadcasters to avoid the "tasteless and vulgar," has already had a chilling effect. *Feminine Forum*, which made Bill Ballance famous and for which the term topless radio was coined, was a popular show for a mass audience in Los Angeles but probably not obscene. The commission had heard taped excerpts from Ballance as well as from *Femme Forum* and other topless shows, and did not move against it. The Ballance material may have been "stupid," as one official said, "but [it wasn't] obscene." Yet it is off the air, replaced by something less suggestive—or notorious.)

The chairman would still like a court to spell out for the commission what its authority is in dealing with alleged obscenity and indecency in broadcasting. At the moment, the commission is operating on the basis of its own definition, which is an imperfect guide, as some commission officials will acknowledge. Furthermore, deciding where matters of taste veer off into matters of legal obscenity does not appear to be the kind of job for which the commission is fitted; fortunately, perhaps, its experience in the field is limited. The commission was disappointed three years ago when WUHY-FM Philadelphia, fined \$100 for indecency (the station broadcast language the commission considered foul) in a Burch-led effort to find a test case, paid the fine. And although Sonderling's apparent decision to take the same route did not surprise commission officials, Chairman Burch still has hopes that a case will arise that will enable the commission to test its authority in court.

A test could emerge from the secret inquiry the commission now has under way to determine whether broadcasters or cablecasters have purveyed obscene, indecent or profane material. Several motion pictures shown on KVVU(TV) Henderson, Nev., have been considered pos-

sible choices for a test, particularly since the station owner, William H. Hernstadt, has said he would fight the commission all the way to the Supreme Court on the issue of obscenity (BROADCASTING, March 19, 26).

However, the commission, as Chairman Burch said, wants to take its "shot" with its "best case." (The commission clearly thought WGLD-FM provided it with such a case as far as radio was concerned.) And several, though not all, of the commission staffers who viewed the theatrical-release versions of the films involved, reportedly do not believe they would provide the commission with a strong case. If the commission were to lose an obscenity case involving the televised showing of a motion picture, it would, as Chairman Burch said, "lose a lot." For while few if any stations are airing such material now, the legal barriers to presenting them would clearly be down.

Conceivably, the obscenity statute itself may be challenged. The Stern Community Law firm is considering various ways of bringing about a test of its constitutionality. One possibility is simply to request the convening of a three-judge court to rule on the question and to enjoin the government from enforcing the statute. Tracy Westen, the public law firm's director, became interested in the issue while representing a Norfolk, Va., disk jockey, who had been charged by the Justice Department under the statute. Justice dropped the case after the disk jockey, John Nesci, was taken off the air by WOWI(FM) and assigned to other duties (BROADCASTING, Nov. 27, 1972).

Meanwhile, the failure of the commission's action to stir much interest—other than that reflected in some critical mail the commission has received—is itself a subject of comment. Some Office of Telecommunications Policy officials, observing the rush of events toward the Sonderling forfeiture, remarked somewhat caustically on what they saw as the "double standard" being employed. OTP Director Clay T. Whitehead, it was noted, is still being denounced as a would-be censor of network news as the result of a speech—"he didn't do anything"—four months ago; yet congressional demands for commission interference in programing, and the commission move to fine a station for its programing, caused not a ripple of protest, in Congress or the press. Indeed, in the same week that he accused Mr. Whitehead of attempting to infringe broadcasters' First Amendment rights, Senator Pastore called on the commission to deny a license renewal application as a means of obtaining a test case to clarify its authority to move against allegedly obscene broadcasts.

Chairman Burch was probably right last week in his explanation of the difference in the reactions. "Issues involving underarm deoderants and oral sex," he said, "do not bring the Daniel Websters to their feet in defense of the First Amendment." Or even the Clay T. Whiteheads. Mr. Whitehead, in his congressional appearances, supported the idea of government action to clean the airwaves of obscenity.

(This "Perspective on the News" was written by Leonard Zeidenberg, senior correspondent, Washington.)



CBS Laboratories new Video Processing Amplifier is an outstanding performer! For monochrome or composite color restructuring, CBS Laboratories CLD 1300 is the universal amplifier. High quality restoration is accomplished through individual controls of video, chroma, reference burst, sync and blanking.

In helical or quad tape use, the CLD 1300 actually improves quality dramatically. And the CLD 1300 can even be used simultaneously as a standby sync generator. From CBS Laboratories, of course.

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905

Rule vows radio-TV will not be bullied

ABC president says the easy way would be the costliest

The necessity for broadcasters to resist pressures to eliminate or reduce provocative and controversial programming was stressed last week by ABC Inc. President Elton H. Rule.

He told a meeting of the Comstock Club in Sacramento, Calif., that the path of expediency would be easier for broadcasters but said that would mean the loss of dramas of social content and significance, the loss of topical comedy, the demise of talk shows dealing with controversial issues and the decline of broadcasters' efforts to innovate and improve their programming.

"The pressures to back off, to forfeit responsibility, to forgo courage could be great if broadcasters were not true to their trust," Mr. Rule said. "Not because of any presidential administration's petty attempts at bullying. All of those present fellows will be gone some day, and another set will take their place, armed with new or disguised versions either of intimidation or of putting forward what they want the public to think is their best face."

He pointed out that in the area of reality programming in news and public affairs, it would be "simplest to take the official announcements and let them stand . . . and not look behind the stories that are represented—or misrepresented—as fact for broadcasting to report."

Television and radio news, he continued, "did not bug the Watergate, but somebody did" and "did not promise money in support of questionable favors at home and abroad, but one conglomerate did." (This was an apparent reference to ITT, with which ABC Inc. was

to merge several years ago. An ABC spokesman said, however, that Mr. Rule did not want to be more specific.)

Mr. Rule told his audience that "ABC News is acknowledged for its fairness in reporting on both sides of the political aisle in Washington," but said "that does not mean that we play favorites; it means that we extend our impartiality fairly."

'More' demands to hear those Oak Park tapes

Publication rejects FCC claim that material is exempt from Freedom of Information Act

More, a monthly journalism review, has asked the FCC to make available the tape of topless-radio segments the commission reviewed before proposing to levy a \$2,000 fine on WGLD-FM Oak Park, Ill., for violating the statute barring the broadcast of obscene or indecent matter.

More, in a letter to the commission last week, said disclosure of the tape is required by the Freedom of Information Act and that the public and broadcasters are entitled to know the basis of "a censorious reaction by the commission." If the request is denied, it added, it will seek judicial review.

The 25-minute tape in question was assembled from tapes of a number of topless radio programs monitored by the FCC Field Engineering Bureau.

Thomas A. Asher, a public-interest attorney representing *More*, said in his letter that Richard Pollack, *More's* editor, had been turned down both by Leonard Weines, chief of the commission's Office of Information, and John Pettit, the general counsel, when he sought access to the tape. Mr. Pettit, he said, held that the tape is exempt from the disclosure requirements of the Freedom of Information Act because it is part of an investigatory file.

Mr. Asher said disclosure of the tape is required not only by the Freedom of Information Act but the public-interest and First Amendment imperative imposed on the commission. He asserted that the proposed forfeiture and the commission's announcement of an inquiry into obscenity in broadcasting "are plainly intended to exert pressure upon broadcast licensees to curtail the airing of sexually related materials."

Music

Pittsburgh stealer: how Heftel hopes to shake up top 40

WKPQ, the newcomer in town, tries to grab an audience from dominant KQV with money, a unique logo, low spot loads

Enter WKPQ(AM); exit a relatively complacent top-40 scene in Pittsburgh. The horse race began in mid-March when Cecil Heftel put his newly purchased station on a contemporary format in direct competition with ABC-owned KQV(AM) for what now amounts to 20% of the listeners that tune in top-40 radio in the nation's 10th largest market.

Every radio station in Pittsburgh must live in the shadow of the city's only 50 kw clear-channel station, Group W's KDKA(AM), which by itself accounts for about one-quarter of Pittsburgh listeners. Together, contemporary stations there take about a 20% share of the market—on the low side of average.

The Heftel people say they can up that percentage just by being on the air.

WKPQ's image is being fostered by its national program director, Buzz Bennett, former programmer of Bartell's KCBQ(AM) San Diego, which was rated number one when Mr. Bennett left; Dick Casper, former head of Bartell's radio division, who put WMYQ(FM) Miami, KCBQ(AM) San Diego and WOKY(AM) Milwaukee on the air for Bartell and now serves as executive vice president of Heftel Broadcasting, and Cecil Heftel, owner of KGMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, Hawaii, who has been on a station-buying spree that has brought him WKQP (formerly WJAS, an NBC-owned, all-talk outlet) and four FM facilities in 10 months (he is awaiting FCC approval for two of those FM's). These three men have a reputation for high-energy

Won't take no. CBS Chairman William Paley told the firm's annual stockholders meeting last week (see page 49) that the breach-of contract decision against CBS and awarding the Smothers brothers \$776,000 (*Broadcasting*, April 16) would be appealed.

R. C. CRISLER & CO., INC.

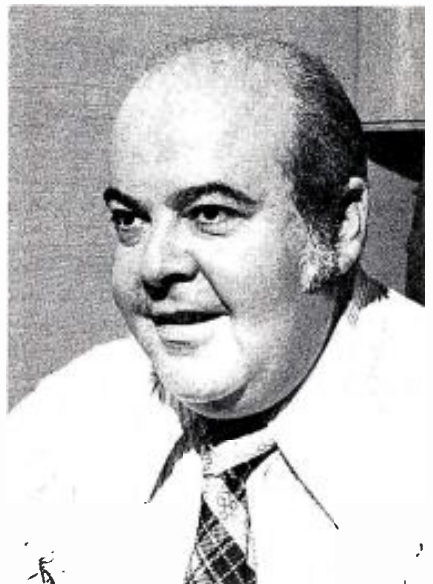
BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Ted Hepburn, Alex Howard
36 East Fourth Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 50544, 85703, phone (602) 622-3336



WKPQ's Casper

rock stations, big-money promotions and high-powered selling techniques.

Behind KQV stands the ABC radio division with all the muscle, money, expertise and reputation it has accrued from the success of its contemporary AM operations in New York (WABC) Chicago (WLS) and Pittsburgh.

From programming philosophies to sales techniques, KQV and WKPQ offer different fares. WKPQ's air sound, though classic in its gushing, active presentation of the hits of the day, has come up with some novel twists. The station has changed its on-air logo from the traditional use of call letters to the identification "13-Q." "13" is for the dial position—1320 khz—and "Q" for the last letter of the calls. There are no jingles on the station. "WKPQ" is used only once an hour while "13-Q" is punched constantly. Dick Casper, executive vice president of Heftel, says, "It's so simple, it confounds people. It's like re-inventing the bobby-pin."

And, ready to capitalize on one distinction, WKPQ slots its only repeating shot-gun slogan—an actuality recording of a woman saying "13-Q plays less commercials"—in close proximity to the times that KQV is running its spot clusters. The philosophy is that listeners switching to WKPQ from the commercials on KQV will hear about the former's lower spot count.

To top all this, WKPQ has been running a big-money contest—if a Pittsburgher answers his phone "I listen to the new sound of 13-Q" he can win several thousand dollars. The station has given away \$43,000 to six winners in about four weeks on the air.

WKPQ is offering more music, showcased by a vintage fast talker, Jack Armstrong from WKBW(AM) Buffalo, N.Y., at night especially, to attract teen-agers, the base audience of any top-40 station. KQV commands a 35-plus share of Pittsburgh's teen-agers and the Heftel people at WKPQ want to take KQV's base away.

What is allowing WKPQ to play more music than KQV is a commercials policy that allows only eight commercial minutes an hour. That light a spot load is practically unheard of on the AM dial. And if WKPQ can hold it at that level—they say they can—the implications for top-40 radio may be far-reaching.

It is a well-known practice for stations just beginning in a market to cut spot loads down to an almost impractical level to garner an inflated audience, which is then treated to a quickly raised commercial level once the first rating books come out. Though there may not be an AM top 40 in a major market in the country with so low a spot count, Larry Garrett and Dick Casper say they can hold it to eight commercial minutes by creating the impression among timebuyers that if they do not buy the station now, they may face a sold-out situation in several months. The better the ratings and the deeper the impression, they say, the quicker WKPQ will be able to get the price up to around \$100 a minute—the profit level.

Many radio people in the Pittsburgh market privately say that WKPQ will never be able to retain its eight-com-



KQV's Harper

mercial-minutes policy. "KDKA's open rate is \$106 a minute and they don't really sell them at that rate," one Pittsburgh radio veteran said. "And if you make the station hard to buy, then they'll just buy around it."

What of KQV? "Pittsburgh radio has gone a long, long time without any changes," Bob Harper, program director of KQV, says. "But the whole market has changed now, all in the last seven months." Besides the Heftel entrance into

the market, he points to change in KDKA's music policy last summer with the arrival of Alan Mitchell as program director of the station. "They're playing just about the same records as we are," Mr. Harper says. "And WTAE(AM) has been sounding a lot younger as well."

KQV has also had to deal with a station that has been taking part of its audience in the last year that's under the same roof as KQV. That is WDVE(FM) Pittsburgh, the ABC-owned rock FM. WDVE has come dangerously close to surpassing KQV at night. But Dwight Douglas, the programmer under whose direction WDVE did so well, has gone to newly turned progressive-rock WYDD(FM) Pittsburgh. And Bob Harper is free to admit, "I'm very happy that there's a second FM rocker here now." With stations old and new after its audience, KQV also had to deal with the fact that WKPQ hired away its general sales manager, Gary Popkin, and two other salesmen before it even went on the air. Mr. Popkin was quickly replaced by Dick Benzon, who was shifted down from his sales manager position at ABC's WXYZ(AM) Detroit, while the other two salesmen were "easily replaced" as well.

KQV cannot be expected to stand still amid all this market activity. When the sale of WJAS to Mr. Heftel was announced, KQV picked up WJAS's Perry Marshall to do midday two-way talk. His ment, Bob Henabery, stated ABC's

TAPECASTER®

MARK IV BROADCAST CARTRIDGE

PRECISION MACHINED METAL CORNER-POST GUIDE. ACCURATELY CONTROLS THE TAPE IN BOTH THE VERTICAL AND HORIZONTAL PLANES.

HEAVY RIBBED FOR MAXIMUM RIGIDITY

FOAM CHANNEL FLUTTER FILTER, BRAKE. MAINTAINS A CONSTANT TENSION ON THE TAPE.

TONGUE AND GROOVED MATING BETWEEN THE BASE AND THE TOP FOR ADDED RIGIDITY.

TEFLON GUIDES

WIDE OPENING PREVENTS TAPE FROM BINDING WITH PRESSURE ROLLER AND THROWING LOOPS.

TOP COVER IS SECURED TO THE BASE BY 3 POSTS WITH METAL INSERTS.

1 PIECE HUB ASSEMBLY FOR EASE IN RELOADING.

UNIQUE HYPERBOLIC HUB DESIGN REDUCES WOW AND FLUTTER BY ALLOWING THE TAPE TO FLOW FREELY FROM THE CENTER HUB.

TOLL FREE ORDER NUMBER

800-638-0977

PLEASE USE OUR REGULAR NUMBER FOR SERVICE AND TECHNICAL INFORMATION

TAPECASTER TCM, INC.

Box 662 • 12326 Wilkins Avenue, Rockville Maryland 20851

Area Code 301 881-8888

People Poll is now the only midday two-way talk in Pittsburgh, according to Mr. Harper. (KDKA is all talk from 6 p.m. to 6 a.m. and music the rest of the day, except a one-hour news block at 5 p.m.)

Bob Harper does not place an inordinate amount of emphasis on the talk segment in his fight with WKQP. "As a music radio station, the other things are worked in to enhance the sound. But it's not paramount; it's icing," he says. Perry Marshall airs only about 10 calls a day, which are taped from a larger number of callers the day before and edited. "It's still basically music," Mr. Harper adds.

But if XQV is not standing still in the face of rating battle, neither can it be expected to change radically to combat the challenge. "Listeners sense when one radio station is watching another," Mr. Harper believes. "And that can hurt you." In an interview several months ago, ABC's director of program development, Bob Henaberry, stated ABC's policy said succinctly: "Competition is good. It's American. You can't adjust your programming on a day-to-day basis to keep up with the competition. Not even on a week-to-week or month-to-month basis

Continues on page 48

Tracking the Playlist

Independent Bell Records demonstrates that the ever-expanding recording conglomerates have no infallible grip on the charts: Two of its records have the first and second places on this week's *Playlist*—"The Night the Lights Went Out in Georgia" and "Tie a Yellow Ribbon." Donny Osmond's "Twelfth of Never" (9) and Stealers Wheel's "Stuck in the Middle with You" (10) have moved into the top 10.

Breaking into the top-40 this week is the David Bowie-produced, Lou Reed-recorded "Walk on the Wild Side" (33), a song about a man who becomes a transvestite. Jumping onto the chart at Number 34 in its first week is the much touted R&B cross-over by the Independents, "Leaving Me." Jud Strunk's stay on NBC-TV's *Laugh-In* may have been short-lived (at the beginning of the season he joined the cast of the six-year-old program that was canceled this month), but his record, "Daisy a Day," has been around for many weeks. This week it is bulleted at Number 32. And Clint Holmes' "Playground in my Mind," which has been around at least as long as "Daisy," jumps from Number 48 to 36 in its steady climb.

Immediate reaction to Barry White's "I'm Gonna Love You"—it's Number 38-bulleted in only two weeks—makes it one of the hottest cross-overs on the chart, as well, while Lobo's "It Sure Took a Long, Long Time" comes in at Number 40 this week.

Five other records besides "Leaving Me" come on the playlist this week for the first time: Edward Bear's new single, "Close Your Eyes" (52), Mystic Moods' "Cosmic Sea" (named after a lyric in a Bob Dylan song called "If Dogs Run Free") (67), Susan Jack's "You Don't Know What Love Is" (68), Albert Hammond's "Free Electrical Band" (69) and a song by the former Buckingham's, "Music Everywhere," by Tufano & Giammarese (74).

The Broadcasting Playlist

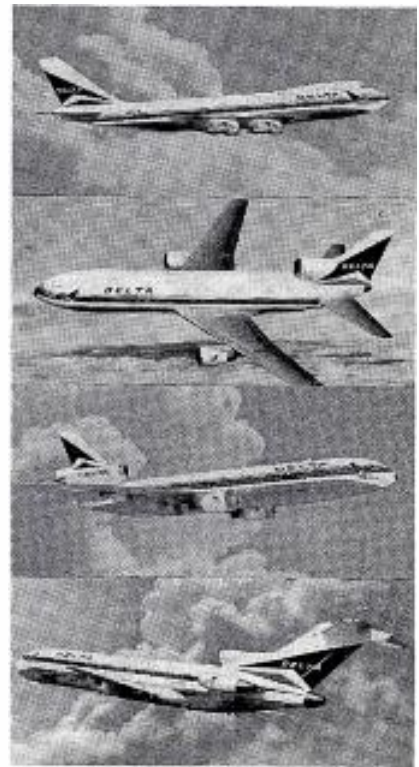
These are the top songs in air-play popularity on U.S. radio, as reported to *Broadcasting* by a nationwide sample of stations that program contemporary, "top-40" formats. Each song has been "weighted" in terms of American Research Bureau audience ratings for the reporting station on which it is played 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	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	1	2	2	1
3	2	Tie a Yellow Ribbon (3:19) Dawn—Bell	2	1	1	2
7	3	Cisco Kid (3:47) War—United Artists	4	3	3	3
4	4	Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	3	8	4	5
8	5	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	6	4	5	4
5	6	Ain't No Woman (2:59) Four Tops—Dunhill	7	7	6	6
2	7	Neither One of Us (4:15) Gladys Knight & the Pips—Soul	8	5	7	7
6	8	Sing (3:20) Carpenters—A&M	5	9	8	9
11	9	The Twelfth of Never (2:40) Donny Osmond—Kolob/MGM	9	6	9	8
15	10	Stuck in the Middle With You (3:24) Stealers Wheel—A&M	10	10	10	10
22	• 11	Reeling in the Years (4:35) Steely Dan—ABC	13	14	11	11
10	12	Danny's Song (3:06) Anne Murray—Capitol	11	12	13	15
12	13	Break Up to Make Up (4:00) Stylistics—Avco	12	11	16	14
19	14	Drift Away (3:30) Dobie Gray—Decca	14	17	12	13
28	• 15	Daniel (3:52) Elton John—MCA	15	13	14	16
16	16	Love Train (2:59) O'Jays—Philadelphia International	18	16	17	20
17	17	Last Song (3:15) Edward Bear—Capitol	16	15	26	19
26	18	Frankenstein (3:28) Edgar Winter Group—Columbia	26	23	15	12
34	• 19	Loving You Is the Right Thing to Do (2:57) Carly Simon—Elektra	21	20	18	18
21	20	Peaceful (2:50) Helen Reddy—Capitol	20	21	19	23
9	21	Masterpiece (5:30) Temptations—Gordy	19	19	22	21
13	22	Also Sprach Zarathustra (5:06) Deodato—CTI	17	18	23	26
25	23	Wildflower (4:08) Skylark—Capitol	23	22	21	22
32	24	Thinking of You (2:17) Loggins and Messina—Columbia	27	24	24	17
23	25	Little Willy (3:13) The Sweet—Bell	24	27	20	25
20	26	Stir It Up (3:09) Johnny Nash—Epic	22	25	25	27
18	27	Space Oddity (5:05) David Bowie—RCA	29	26	29	24
14	28	Call Me (Come Back Home) (3:03) Al Green—Hi	25	29	27	31
29	29	Out of the Question (2:57) Gilbert O'Sullivan—Mam	28	28	28	29
37	30	Hocus Pocus (3:18) Focus—Sire	31	32	31	28
27	31	Pinball Wizard (See Me, Feel Me) (3:23) New Seekers—MGM/Verve	30	31	30	30

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
42	• 32	Daisy a Day (2:48) Jud Strunk—MGM	32	30	34	42
41	33	Walk on the Wild Side (3:37) Lou Reed—RCA	41	40	32	32
—	• 34	Leaving Me (3:20) Independents—Wand	35	33	36	36
39	35	I'm Doin' Fine Now (2:48) New York City—Chelsea	33	34	40	41
48	• 36	Playground in My Mind (2:55) Clint Holmes—Epic	34	35	39	40
35	37	Cherry, Cherry (3:56) Neil Diamond—MCA	38	36	42	34
50	• 38	I'm Gonna Love You (3:58) Barry White—20th Century	36	37	38	46
30	39	Armed and Extremely Dangerous (2:49) First Choice—Philly Groove	42	51	33	33
47	40	It Sure Took a Long, Long Time (3:12) Lobo—Big Tree	40	38	50	37
—	• 41	Pillow Talk (3:41) Sylvia—Vibration	37	45	41	50
33	42	The Cover of Rolling Stone (2:53) Dr. Hook & the Medicine Show—Columbia	46	55	36	38
44	43	One Man Band (3:29) Ronnie Dyson—Columbia	39	44	43	45
45	44	Drinking Wine (3:37) Jerry Lee Lewis—Mercury	59	41	46	35
38	45	Cindy Incidentally (2:34) Faces—Warner Brothers	64	52	37	38
36	46	Let Your Yeah Be Yeah (3:30) Brownsville Station—Big Tree	44	50	47	48
31	47	Dead Skunk (3:08) Loudon Wainwright III—Columbia	48	48	44	43
43	48	My Love (4:08) Paul McCartney—Apple	53	39	49	49
54	49	Step by Step (3:20) Joe Simon—Spring	49	42	54	44
68	• 50	Back When My Hair Was Short (2:39) Gunhill Road—Kama Sutra	55	49	48	51
55	51	No More Mr. Nice Guy (3:05) Alice Cooper—Warner Brothers	56	54	53	47
—	• 52	Close Your Eyes (2:58) Edward Bear	62	47	45	58
57	53	I Knew Jesus (2:50) Glen Campbell—Capitol	58	46	56	52
53	54	And I Love Her So (3:14) Perry Como—RCA	45	43	64	72
71	• 55	Hearts of Stone (2:10) Blue Ridge Rangers—Fantasy	57	56	57	57
64	56	Let's Pretend (2:51) Raspberries—Capitol	51	57	58	55
61	57	Steamroller Blues (3:07) Elvis Presley—RCA	47	53	60	61
52	58	Hallelujah Day (2:53) Jackson Five—Motown	54	58	63	56
75	• 59	Right Place Wrong Time (2:50) Dr. John—Atco	66	66	61	53
62	60	I'm a Stranger Here (3:19) Five Man Electrical Band—Lion	52	60	55	60
24	61	Dueling Banjos (2:10) "Deliverance" soundtrack—Warner Brothers	43	74	52	*
69	62	Gudbuy T'Jane (3:30) Slade—Polydor	70	59	67	54
—	• 63	Long Train Runnin' (3:25) Doobie Brothers—Warner Brothers	61	67	59	62
49	64	Could It Be I'm Falling in Love (4:13) Spinners—Atlantic	50	63	71	75
58	65	Blue Suede Shoes (2:48) Johnny Rivers—United Artists	65	58	61	66
46	66	Hummingbird (3:30) Seals & Crofts—Warner Brothers	69	64	70	67
—	67	Cosmic Sea (2:40) Mystic Moods—Warner Brothers	72	65	66	69

Fly Delta's Wide-Ride™ Jet fleet.



Welcome aboard! Delta's Wide-Ride jets give "comfort" a whole new meaning. There's the eight-foot headroom of a Delta 747. The two-on-the-aisle seats of a DC-10. The wide-open spaces of Delta's new 727 and L-1011 TriStar being added late this year. You'll have your choice of the most up-to-the-minute aircraft in the sky when you fly Delta's fleet of over 180 jets.

Delta gives you "ready-when-you-are" schedules covering a 33,300-mile route system that connects 99 cities in the U.S., five foreign lands and Puerto Rico. It's convenience like this that has helped make Delta fifth among U.S. airlines and the sixth largest airline in the world.

Check Delta before you're ready for take-off. And ask your Travel Agent for reservations on Delta... the airline with the big Wide-Ride Jets. **DELTA**
The airline run by professionals

Delta is ready when you are!

The Broadcasting Playlist continued from page 47

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	68		You Don't Know What Love Is (2:51) Susan Jacks—London	67	73	65	71
—	69		Free Electric Band (3:15) Albert Hammond—Mums	71	72	62	68
59	70		Teddy Bear Song (2:57) Barbara Fairchild—Columbia	60	61	*	*
66	71		Oh La De Da (3:29) Staple Singers—Stax	74	62	69	65
40	72		Daddy's Home (2:59) Jermaine Jackson—Motown	63	70	*	64
51	73		Bitter Bad (2:30) Melanie—Neighborhood	68	71	73	73
—	74		Music Everywhere (3:37) Tufano-Giammarese—Ode	*	75	68	70
70	75		You Can't Always Get What You Want (5:00) Rolling Stones—London	*	*	72	59

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

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

Ain't No Woman (6), Also Sprach Zarathustra (22), And I Love Her So (54), Armed and Extremely Dangerous (39), Back When My Hair Was Short (50), Bitter Bad (73), Blue Suede Shoes (65), Break Up To Make Up (13), Call Me (28), Cherry, Cherry (37), Cindy Incidentally (45), Cisco Kid (3), Close Your Eyes (52), Cosmic Sea (67), Could It Be I'm Falling In Love (64), Cover of Rolling Stone (42), Daddy's Home (72), Daley a Day (32), Daniel (15), Danny's Song (12), Dead Skunk (47), Drift Away (14), Drinking Wine (44), Dueling Banjos (81), Frankenstein (18), Free Electric Band (69), Gudbuy T' Jane (62), Hallelujah Day (58), Hearts of Stone (55), Hocus Pocus (30), Hummingbird (66), I Knew Jesus (53), I'm a Stranger Here (60), I'm Doin' Fine Now (35), I'm Gonna Love You (38), It Sure Took a Long, Long Time (40), Killing Me Softly With His Song (4), Last Song (17), Leaving Me (34), Let Your Yeah Be Yeah (46), Let's Pretend (56), Little Willy (25), Long Train Runnin' (63), Love Train (16), Loving You Is the Right Thing To Do (19), Masterpiece (21), Music Everywhere (74), My Love (48), Neither One of Us (7), Night the Lights Went Out in Georgia (1), No More Mr. Nice Guy (51), Oh La De Da (71), One Man Band (43), Out of the Question (29), Peaceful (20), Pillow Talk (41), Pinball Wizard (31), Playground in My Mind (36), Reeling in the Years (11), Right Place Wrong Time (59), Sing (8), Space Oddity (27), Steamroller Blues (57), Step by Step (49), Stir It Up (26), Stuck in the Middle with You (10), Teddy Bear Song (70), Thinking of You (24), Tie a Yellow Ribbon (2), Twelfth of Never (9), Walk on the Wind Side (33), Wildflower (23), You are the Sunshine of My Life (5), You Can't Always Get What You Want (75), You Don't Know What Love Is (68).

Continues from page 46

... You have to establish what you should do in a market and then do it better than anyone else. But after that, you have to ride with it."

And that is what KQV can be expected to do, ride with it. It is, and has been, in constant competition with WTAE and WWSW(AM) Pittsburgh for the precious number-two spot in Pittsburgh and will probably remain with the basic format that has taken it that high. "WDVE has a demeanor on the air that says something about the radio station," Bob Harper says. "It says FM rock. The high energy of '13-Q' says something too. And

our demeanor says we are a controlled top 40, which we are. There's an attitudinal difference between the 19-year-old that listens to them and the 19-year-old that listens to us, I think. But it's too early to tell who will get what. What about that older audience that WJAS had? Where are they going to go? We just haven't seen any definitive research yet."

The American Research Bureau diaries went into the Pittsburgh market last Thursday (April 12) for the spring sweeps. The spring books in Pittsburgh have traditionally belonged to KDKA because of the beginning of the baseball

season. KDKA's share in the spring books has been known to go as high as 40% and rarely lower than 33%.

Together, KQV and WDVE share more than half of Pittsburgh's nighttime teen audience, in an average of 1972 ARB's. That, WKPQ says, speaks of a lack of choice in the market. This spring's ratings may tell at least the beginning of the story of whether Pittsburgh is in for a change.

Breaking In

Music Everywhere—Tufano & Giammarese (Ode) ■ Dennis Tufano and Carl Giammarese (pronounced Gee-am-er-see) began in Chicago in the mid-sixties as a group called the Buckingham. Behind several strong hit singles—"Kind of a Drag," "Susan"—they have been doing the beer-club circuit for all the years since then. Last summer, Lou Adler's Ode Records signed the duo, Mr. Adler produced an album with help from Carole King, who plays piano on the single, and the record was finally released at the beginning of this month.

FM progressive stations were the first to pick up on the loping, lyrical "Music Everywhere." The single soon followed, making the move from LP cut lists to regular rotation on top 40's in short time.

The song's simple melody and lean production seem to have given the record broad demographic appeal. And during a rating time, when playlists will be stagnant for the next few weeks, such appeal is a salable commodity. *Music Everywhere* is no experimental track.

Stations playing it last week included: WBBQ(AM) Augusta, Ga.; WMPS(AM) Memphis; WRC(AM) Washington; KILT(AM) Houston; WKBW(AM) Buffalo, N.Y.; WCAO(AM) Baltimore, and WIXY(AM) Cleveland.

"Bad Bad Leroy Brown"—Jim Croce (ABC/Dunhill) ■ Jim Croce doesn't seem to have as much success with his subtle, lyrically oriented love songs as he does when he puts out records about big, mean characters. "Don't Mess Around with Jim," his first and only top-10 hit, was just such a story about a mythical meany. "Operator," his follow-up from the same album, was a poignant love-lost tale. It did no better than mid-chart. "One Less Set of Footsteps," the first single from his second album, another soft, sad song, didn't even do that well. But "Bad Bad Leroy Brown"—the second single and out of the same mold as "Jim"—("badder than old King Kong" as the chorus goes) may finally provide his second hit.

Out for only three weeks, major stations began to go on the record last week. No pattern to the airplay has emerged and the major-market programmers who have decided to play the record seem to be playlisting it by ear.

Stations on "Bad Bad Leroy Brown" last week included: WFIL(AM) Philadelphia, WBBQ(AM) Augusta, Ga., WMPS(AM) Memphis, KJR(AM) and KOL(AM) Seattle, KSFO(AM) San Francisco, KLIF(AM) Dallas, and WIN(AM) Atlanta.

WDHF, CHICAGO

The undersigned assisted in this transaction

Hogan - Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS

4404 Riverside Drive, Box 1545, Burbank, California 91505

Area Code 213 849-3201

CBS first quarter also a record breaker

Revenues were up 12%, pre-share earnings rose 40% and the outlook is 'excellent'

CBS Chairman William S. Paley had nothing but good news for stockholders, meeting April 18 in North Hollywood, Calif.: CBS, he said, has posted its best first quarter in the company's history—per-share earnings up 40% on a 12% increase in sales volume over the comparable period last year. And, Mr. Paley said, "1973 promises to be an excellent year."

Also during the meeting, Mr. Paley criticized some activities in Washington that he said were detrimental to broadcasting—pay TV, attacks on advertising, moves toward program control, compulsory allocation of time and counter-advertising.

Broadcasting, Mr. Paley told the 500 stockholders at the meeting, still is the major source of CBS earnings. But he noted, more than half of CBS's sales derive from nonbroadcast activities.

The upbeat in revenues for the first quarter was underscored by Arthur R. Taylor, president of CBS. CBS-TV, he said, enjoyed record sales in 1972 "with better results reported to date." First-quarter sales of the CBS Television Stations Division, he said, were up 11%, with the radio division up 17% over the same period last year.

Asked by a stockholder about the closing last year of CBS's feature-film activities, Mr. Paley reported that many of Cinema Center Films' 33 features ("April Fools," "Boy Named Charlie Brown" are two) are still in distribution and that revenues will be realized from their sale to TV.

Re-elected were all 16 CBS directors, including Frank Stanton, who retired as vice chairman March 31, but who remains as a consultant to the company at \$100,000 annually through 1987. One nomination—that of stockholder Keats A. Pullen Jr., Kingsville, Md.—was made from the floor, but failed to make any sort of showing.

For the first quarter ended March 31:

	1973	1972
Earned per share	\$0.78*	\$0.42
Net sales	363.7 million	324.1 million
Net income	22.3 million*	12.3 million

* Includes nonrecurring on gain from sale of New York Yankees of \$5.4 million (0.19 per share).

Up year for NBC Films buyer

National Telefilm Associates Inc., Los Angeles, which is taking over NBC Films at a price of \$7.5 million subject to Department of Justice clearance, reported increased revenues and net income for the fiscal year that ended Sept. 30, 1972. The annual report was issued late, according to NTA sources, because of changes in accounting practices that involve gross revenues from film-rental contracts. The change, it was noted, had

the effect of reducing net income by \$343,600 (0.03 per share) below what it would have been under the old accounting procedure. The net income figure also includes extraordinary income of \$94,994 (\$0.01 per share) in 1972 and \$58,870 (\$0.01 per share) in 1971.

NTA is principally owned by Telecommunications Inc., Salt Lake City-based group CATV owner and common-carrier microwave firm.

For the year ended Sept. 30, 1972:

	1972	1971
Earned per share	\$ 0.02	\$ 0.01
Gross film-rental income	5,845,697	4,913,813
Net income	182,700	91,675

Financial Briefs

Metromedia Inc., New York, reported 39% jump in income and 21% hike in revenues for first quarter of 1973. For 13 weeks ended April 1:

	1973	1972
Earned per share	\$ 0.23	\$ 0.18
Revenues	49,370,007	40,791,869
Net income	1,523,812	1,094,435

Scripps-Howard Broadcasting Co., Cincinnati, reported increases in revenues and income for first quarter of 1973. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.45	\$ 0.36
Revenues	6,583,992	5,820,045
Net income	1,162,282	993,417

Walt Disney Productions, Los Angeles, reported increases in revenues and earnings for the second quarter of its fiscal year that ended March 31. Donn B. Tatum, chairman, said all aspects of the

company's business operated profitably for the period and that film revenues for the second quarter, and for the six months, increased over last year to record highs for the periods.

	1973	1972
Earned per share	\$ 0.36	\$ 0.31
Revenues	86,451,000	75,421,000
Net income	10,406,000	9,056,000

Harte-Hanks Newspapers Inc., San Antonio, reported increases in revenues and earnings for first quarter of 1973. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.85	\$ 0.22
Revenues	18,865,000	14,495,000
Net income	1,074,000	831,000

Kansas State Network, Wichita, reported increases in revenues and earnings for first half of fiscal 1972-73. For six months ended Feb. 28:

	1973	1972
Earned per share	\$ 0.29	\$ 0.26
Revenues	4,072,875	3,906,960
Net income	505,501	427,952

Filmways Inc., Los Angeles, reported jump in income but dip in revenues for first half of fiscal 1972-73. For six months ended Feb. 28:

	1973	1972
Earned per share	\$ 0.20	\$ 0.08
Revenues	25,301,000	29,183,000
Net income	462,000	242,000

Time Inc., New York, reported 25% jump in earnings, and 8% hike in revenues, for first quarter of 1973. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.73	\$ 0.58
Revenues	124,375,000	114,874,000
Net income	5,298,000	4,232,000

THIS ANNOUNCEMENT APPEARS AS A MATTER OF RECORD ONLY

NOT A NEW ISSUE

34,000 Shares

American Television
&
Communications Corporation

Common Stock

THE UNDERSIGNED REPRESENTED THE SELLER
AND THE BUYER IN THIS TRANSACTION.



SOURCE EQUITIES INC., 160 BROADWAY, NEW YORK, NEW YORK 10038 (212) 349-3518

Telepro Industries Inc., Cherry Hill, N.J., diversified company that manufactures Fidelipac tape cartridges and related broadcasting products, reported record sales and earnings for year ending Dec. 31, 1972:

	1973	1972
Earned per share	\$.22	\$.05
Revenues	7,354,212	4,638,949
Net income	378,364	82,482
Average shares outstanding	1,717,760	1,717,357

General Instrument Corp., New York,

supplier of cable-TV equipment and services, reported substantial increases in revenues and earnings for fiscal 1972-73. For year ended Feb. 28:

	1973	1972
Earned per share	\$ 1.14	\$ 0.64
Revenues	318,630,079	279,789,718
Net income	9,248,482	5,968,433

ABC Inc. plans to purchase on open market during next several months up to 200,000 shares of its own common stock

to be held in treasury and be available for general corporate purposes. These shares are in addition to 300,000 shares recently purchased by ABC.

Rust Craft Greeting Cards Inc., Dedham, Mass., reported record income for fiscal year 1972-73. For year ended Feb. 25:

	1973	1972
Earned per share	\$ 1.87	\$ 1.66
Revenues	69,428,000	55,029,000
Net income	4,369,000	3,853,000

Broadcasting Stock Index

Weekly market summary of 142 stocks allied with broadcasting

Stock symbol	Exch.	Closing April 18	Closing April 11	Net change in week	% change in week	High	Low	1973	1972	Approx. shares out (000)	Total market capitalization (000)
Broadcasting											
ABC	ABC	N 26 1/2	27	- 1/2	- 1.85	31 1/2	23			16,836	446,154
ASI COMMUNICATIONS			1 1/2	1	+ 1/2	+ 50.00	1 1/2	1		1,815	2,722
CAPITAL CITIES	CCB	N 52	49 1/4	+ 2 3/4	+ 5.58	62 1/2	47 1/2			6,991	363,532
CBS	CBS	N 41 3/8	39 1/2	+ 1 7/8	+ 4.74	52	36 7/8			28,096	1,162,472
CONCERT NETWORK INC.*	O		1/4		.00	5/8	1/4			2,200	550
COX	COX	N 24	24 1/2	- 1/2	- 2.04	40 1/4	24			5,850	140,400
FEDERATED MEDIA	O		3 1/4		+ 8.33	3 1/2	2 1/2			820	2,665
GROSS TELECASTING	GGG	A 15 3/8	16	- 5/8	- 3.90	18 3/8	14 3/8			800	12,300
LIN	LINB	O 10	10 3/4	- 3/4	- 6.97	14 3/4	10			2,341	23,410
MOONEY	MOON	O 6 3/8	7 3/8	- 1	- 13.55	10 1/4	6 3/8			385	2,454
PACIFIC & SOUTHERN	PSOU	O 12	10 3/4	+ 1 1/4	+ 11.62	13 3/4	8 3/4			2,010	24,120
RAHALL COMMUNICATIONS	RAHL	O 8 1/2	8 1/4	+ 1/4	+ 3.03	12 1/4	7 3/4			1,296	11,016
SCRIPPS-HOWARD*	SCRP	O			.00	21 1/4	19			2,589	49,838
STARR*	SBG	M 15 1/4	16 1/4	- 1	- 6.15	24 1/2	15 1/4			1,061	16,180
STORER	SBK	N 27 1/2	28 1/4	- 3/4	- 2.65	44	22			4,402	121,055
TAFT	TFB	N 40 3/4	39 7/8	+ 7/8	+ 2.19	58 5/8	38 1/2			4,064	165,608
									TOTAL	81,556	2,544,476
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A 3 5/8	3 5/8		.00	5 3/8	3 3/8			1,259	4,563
AVCO	AV	N 12 1/8	12 7/8	- 3/4	- 5.82	16	11 7/8			11,478	139,170
BARTELL MEDIA	BMC	A 1 3/4	2 1/8	- 3/8	- 17.64	3 1/2	1 5/8			2,257	3,949
CHRIS-CRAFT	CCN	N 5	5 1/4	- 1/4	- 4.76	6 5/8	5			4,008	20,040
COMBINED COMMUNICATIONS	CCA	A 29	27 5/8	+ 1 3/8	+ 4.97	44	25 3/4			3,220	93,380
COWLES COMMUNICATIONS	CWL	N 7	7 3/8	- 3/8	- 5.08	9 5/8	7			3,969	27,783
DUN & BRADSTREET	DNB	N 79 1/4	80	- 3/4	- .93	81 1/4	75			13,021	1,031,914
FAIRCHILD INDUSTRIES INC.	FEN	N 8 3/8	8 5/8	- 1/4	- 2.89	13 3/8	8 3/8			4,550	38,106
FUQUA	FQA	N 13 7/8	13 3/4	+ 1/8	+ .90	20 3/8	13 1/4			9,587	133,019
GABLE INDUSTRIES	GBI	N 17 1/2	19 1/4	- 1 3/4	- 9.09	25	15			2,551	44,642
GENERAL TIRE & RUBBER	GY	N 21 1/4	23 1/2	- 2 1/4	- 9.57	28 3/4	21 1/4			20,652	438,855
GLOBETROTTER COMMUNICATION INC	GLBTA	O 7 3/4	7 5/8	+ 1/8	+ 1.63	8 1/8	7			2,843	22,033
GRAY COMMUNICATIONS	O		9 1/2		+ 5.55	12 7/8	9			475	4,512
HARTE-HANKS NEWSPAPERS INC.	HHN	N 16 1/4	19	- 2 3/4	- 14.47	29 1/4	15 1/4			4,321	70,216
ISC INDUSTRIES	ISC	A 7 7/8	7 1/4	+ 5/8	+ 8.62	8	6 3/8			1,658	13,056
KAISER INDUSTRIES	KI	A 5	5		.00	6 5/8	4 5/8			27,487	137,435
KANSAS STATE NETWORK	KSN	O 5 1/4	5 1/4		.00	6 1/8	5 1/4			1,741	9,140
KINGSTIP INC.	KTP	A 8 1/2	8 1/2		.00	14 1/4	8			1,155	9,817
LAMB COMMUNICATIONS*	O		1 3/4		+ 14.28	2 5/8	1 3/4			475	950
LEE ENTERPRISES	LNT	A 16	17	- 1	- 5.88	25	16			3,340	53,440
LIBERTY CORP.	LC	N 17	17 1/4	- 1/4	- 1.44	23 7/8	16 7/8			6,753	114,801
MCGRAW HILL	MHP	N 10 5/8	10 1/8	+ 1/2	+ 4.93	16 7/8	10 1/8			23,525	249,953
MEDIA GENERAL INC.	MEG	A 41	41		.00	43 1/2	34 1/4			3,434	140,794
MEREDITH CORP.	MOP	N 15 3/8	14 7/8	+ 1/2	+ 3.36	20 1/2	14 3/8			2,827	43,465
METROMEDIA	MET	N 19 3/8	19 1/4	+ 1/8	+ .64	32 1/4	16 1/2			6,078	117,761
MULTIMEDIA INC.	O		23 1/2		+ 1.07	30 1/4	23			4,387	103,094
OUTLET CO.	OTU	N 13	12 7/8	+ 1/8	+ .97	17 5/8	12 1/2			1,336	17,368
POST CORP.	POST	O 12 1/4	13 1/4	- 1	- 7.54	17	12 1/4			942	11,539
PSA INC.	PSA	N 16 1/2	17	- 1/2	- 2.94	21 7/8	15			3,779	62,353
PUBLISHERS BROADCASTING CORP.	PUBB	O 1 1/8	1 1/8		.00	2	1 1/8			919	1,033
REEVES TELECOM	RBT	A 1 3/4	2	- 1/4	- 12.50	3 1/4	1 5/8			2,294	4,014
RIDDER PUBLICATIONS	RPI	N 21 7/8	22 1/2	- 5/8	- 2.77	29 7/8	21 1/2			8,327	182,153
ROLLINS	ROL	N 22 7/8	24	- 1 1/8	- 4.68	36 1/2	19 1/4			13,372	305,884
RUST CRAFT	RUS	A 21 1/4	20 1/2	+ 3/4	+ 3.65	33 3/4	20			2,350	49,937
SAN JUAN RACING	SJR	N 14 1/2	14 7/8	- 3/8	- 2.52	23 3/4	14 1/2			2,153	31,218
SCHERING-PLOUGH	SGP	N 148	149 3/4	- 1 3/4	- 1.16	151 1/2	130			26,295	3,891,660
SONDERLING	SDB	A 11 3/8	11 3/8		.00	16 3/8	10 1/2			1,005	11,431
TECHNICAL OPERATIONS, INC.	TO	A 9 1/2	8 3/4	+ 3/4	+ 8.57	13 1/2	8 1/4			1,386	13,167
TIMES MIRROR CO.	TMC	N 16 5/8	18 3/8	- 1 3/4	- 9.52	25 7/8	16 5/8			31,080	516,705
TURNER COMMUNICATIONS*	O		4 3/4		- 5.00	6	4 3/4			1,486	7,058
WASHINGTON POST CO.	WPD	A 23 5/8	24 1/2	- 7/8	- 3.57	37	23 5/8			4,818	113,825
WHDH CORP.*	O		21		+ 5.00	23	14			589	12,369
WOMETCO	WOM	N 15 7/8	15 1/8	+ 3/4	+ 4.95	19 3/8	13			6,073	96,408
									TOTAL	275,255	8,394,010
Cable											
AMECO	ACD	O 7/8	7/8		.00	3	7/8			1,200	1,050
AMERICAN ELECTRONIC LABS	AELBA	O 2 3/8	2 3/4	- 3/8	- 13.63	3 5/8	2 3/8			1,726	4,099
AMERICAN TV & COMMUNICATIONS	AMTV	O 32 1/4	33 1/2	- 1 1/4	- 3.73	39	30 1/2			2,856	92,106
BURNUP & SIMS	BSIM	O 24 5/8	24 3/4	- 1/8	- .50	31 3/4	23 3/4			7,510	184,933
CABLECOM-GENERAL	CCG	A 5 1/4	5 1/4		.00	8 7/8	4 7/8			2,472	12,978
CABLE FUNDING CORP.*	CFUN	O 7 1/4	6 3/4	+ 1/2	+ 7.40	8 1/8	5 3/4			1,233	8,939
CABLE INFORMATION SYSTEMS*	O				.00	2 1/2	1 1/2			955	1,432
CITIZENS FINANCIAL CORP.	CPN	A 6 3/4	6 7/8	- 1/8	- 1.81	9 1/2	6 1/2			2,676	18,063

	Stock symbol	Exch.	Closing April 18	Closing April 11	Net change in week	% change in week	High	1973 Low	Approx. shares out (000)	Total market capitalization (000)	
COMCAST CORP.		O	5	4 3/4	+ 1/4	+ 5.26	5 3/8	4 1/4	1,280	6,400	
COMMUNICATIONS PROPERTIES	COMU	O	5 5/8	5 7/8	- 1/4	- 4.25	9 3/4	5 5/8	1,917	10,783	
COX CABLE COMMUNICATIONS	CXC	A	23 5/8	24 3/8	- 3/4	- 3.07	31 3/4	20 1/4	3,556	84,010	
CYPRESS COMMUNICATIONS*	CYPR	O				.00	18 1/4	13	2,732	35,516	
ENTRON	ENT	A	2 1/2	2 1/2		.00	9 1/4	2 1/2	1,358	3,395	
GENERAL INSTRUMENT CORP.	GRL	N	19	19 3/4	- 3/4	- 3.79	29 1/2	17 1/4	6,503	123,557	
GENERAL TELEVISION INC.*	O	O	3 3/4	3 1/2	+ 1/4	+ 7.14	4 1/2	3 1/4	1,000	3,750	
HERITAGE COMMUNICATIONS INC.	O	O	11	11		.00	17 1/2	7	345	3,795	
LVO CABLE INC.	LVOC	O	7 1/8	7 3/8	- 1/4	- 3.38	11 1/4	7 1/8	1,466	10,445	
SCIENTIFIC-ATLANTA INC.	SFA	A	10 3/8	11	- 5/8	- 5.68	15 3/8	9	917	9,513	
STERLING COMMUNICATIONS	STER	O	2 5/8	3	- 3/8	- 12.50	4 1/4	2 5/8	2,162	5,675	
TELE-COMMUNICATIONS	TCOM	O	12 1/4	13 5/8	- 1 3/8	- 10.09	21	11 3/4	3,866	47,358	
TELEPROMPTER	TP	A	24 5/8	23 1/8	+ 1 1/2	+ 6.48	34 1/2	20 1/8	15,960	393,015	
TIME INC.	TL	N	39 3/4	40 5/8	- 7/8	- 2.15	63 1/4	37 1/2	7,286	289,618	
TOCOM	TOCM	O	6	7 3/4	- 1 3/4	- 22.58	12 1/8	6	596	3,576	
UA-COLUMBIA CABLEVISION INC.	UACC	O	10 3/8	10 1/2	- 1/8	- 1.19	15	10 1/4	1,832	19,007	
VIACOM	VIA	N	12 7/8	14 7/8	- 2	- 13.44	20	12 1/8	3,931	50,611	
VIKOA	VIK	A	6 1/8	6 1/4	- 1/8	- 2.00	9 1/8	5 7/8	2,562	15,692	
Programming									TOTAL	79,897	1,439,316
COLUMBIA PICTURES	CPS	N	5 3/4	6	- 1/4	- 4.16	9 7/8	5 1/2	6,335	36,426	
DISNEY	DIS	N	92	93 5/8	- 1 5/8	- 1.73	123 7/8	88 1/2	28,552	2,626,784	
FILMWAYS	FWY	A	3 5/8	3 1/4	+ 3/8	+ 11.53	5 3/8	3 1/4	1,877	6,804	
GULF + WESTERN	GW	N	24	25 3/8	- 1 3/8	- 5.41	35 3/4	23 3/4	16,387	393,288	
MCA	MCA	N	23 7/8	23 5/8	+ 1/4	+ 1.05	34 1/4	23	8,267	197,374	
MGM	MGM	N	18 3/8	19 1/2	- 1 1/8	- 5.76	24	18 3/8	5,958	109,478	
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8	534	1,401	
TELE-TAPE PRODUCTIONS*	O	O	1 1/4	1 1/2	- 1/4	- 16.66	1 3/4	1 1/4	2,190	2,737	
TELETRONICS INTERNATIONAL*	O	O	7 1/4	7	+ 1/4	+ 3.57	10 1/2	7	724	5,249	
TRANSAMERICA	TA	N	13 5/8	14 1/8	- 1/2	- 3.53	17 5/8	13 3/8	66,449	905,367	
20TH CENTURY-FOX	TF	N	7 7/8	8 3/8	- 1/2	- 5.97	12 3/8	7 3/4	8,562	67,425	
WALTER READE ORGANIZATION	WALT	O				.00	1 3/8	7/8	2,203	1,927	
WARNER COMMUNICATIONS INC.	WCI	N	22 3/4	24 1/2	- 1 3/4	- 7.14	39 1/8	20 3/8	18,883	429,588	
WRATHER CORP.	WCO	A	12 1/8	11 1/4	+ 7/8	+ 7.77	16 5/8	10	2,164	26,238	
Service									TOTAL	169,085	4,810,086
JOHN BLAIR	BJ	N	9 1/8	9 1/2	- 3/8	- 3.94	13	8 1/2	2,606	23,779	
COMSAT	CQ	N	50 1/2	54	- 3 1/2	- 6.48	64 1/2	50	10,000	505,000	
CREATIVE MANAGEMENT	CMA	A	6 7/8	7 1/8	- 1/4	- 3.50	9 1/2	6 3/4	975	6,703	
DOYLE DANE BERNBACH	DDYL	O	15 1/4	15 1/2	- 1/4	- 1.61	23 1/2	13 3/4	1,884	28,731	
ELKINS INSTITUTE	ELKN	O	7/8		+ 1/8	+ 16.66	1 1/4	3/4	1,664	1,456	
FOOTE, CONE & BELDING	FCB	N	9 5/8	9 1/2	+ 1/8	+ 1.31	13 3/8	9 1/8	2,152	20,713	
CLINTON E. FRANK INC.*	O	O	9	9		.00	11 1/2	8 1/2	720	6,480	
GREY ADVERTISING	GREY	O	12 3/4	13 1/4	- 1/2	- 3.77	17 1/4	11 1/4	1,200	15,300	
INTERPUBLIC GROUP	IPG	N	19 3/8	19 1/4	+ 1/8	+ .64	25 3/8	17 1/4	2,587	50,123	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	13 1/4	13 1/2	- 1/4	- 1.85	18 1/2	13 1/4	825	10,931	
MCCAFFREY & MCCALL*	O	O		8 1/2		.00	10 3/4	8 1/2	585	4,972	
MCI COMMUNICATIONS	MCIC	O	5 3/4	5 3/4		.00	8 3/4	5 3/4	11,810	67,907	
MOVIELAB	MDV	A	1 1/4	1 1/4		.00	1 7/8	1 1/8	1,407	1,758	
MPO VIDEOTRONICS	MPD	A	3 3/4	3 3/4		.00	4 7/8	2 1/2	540	2,025	
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O		16 1/2		.00	26 1/4	16 1/2	911	15,031	
A. C. NIELSEN	NIELB	O	39 1/4	36 1/2	+ 2 3/4	+ 7.53	40 1/2	35 3/4	10,598	415,971	
OGILVY & MATHER	OGIL	O	25	25 1/4	- 1/4	- .99	32 1/2	25	1,716	42,900	
PKL CO.*	PKL	O	1 1/2	1 1/2		.00	2 5/8	1 1/2	778	1,167	
J. WALTER THOMPSON	JWT	N	14 7/8	15 3/4	- 7/8	- 5.55	24 3/4	14 1/2	2,673	39,760	
UNIVERSAL COMMUNICATIONS INC.*	O	O	6	6		.00	12 1/4	6	715	4,290	
WELLS, RICH, GREENE	WRG	N	12 7/8	12 3/4	+ 1/8	+ .98	21 1/8	12	1,568	20,188	
Electronics									TOTAL	57,914	1,285,185
ADMIRAL	ADL	N	11 3/4	11 7/8	- 1/8	- 1.05	18	11 1/8	5,813	68,302	
AMPEX	APX	N	4 5/8	5	- 3/8	- 7.50	6 7/8	4 5/8	10,875	50,296	
CARTRIDGE TELEVISION INC.	O	O	5 1/8	4 7/8	+ 1/4	+ 5.12	16 1/2	4 7/8	2,083	10,675	
CCA ELECTRONICS	CCAE	O	1 1/2	1 1/2		.00	3	1 1/4	881	1,321	
COLLINS RADIO	CRI	N	18 1/2	22 5/8	- 4 1/8	- 18.23	25 7/8	18 1/2	2,968	54,908	
COMPUTER EQUIPMENT	CEC	A	2 1/8	2 1/4	- 1/8	- 5.55	2 3/4	2	2,421	5,144	
CONRAC	CAX	N	23 1/4	24	- 3/4	- 3.12	31 7/8	22 1/4	1,261	29,318	
GENERAL ELECTRIC	GE	N	63 3/4	64 1/2	- 3/4	- 1.16	75 7/8	60 1/4	182,348	11,624,685	
HARRIS-INTERTYPE	HI	N	30 7/8	33 3/4	- 2 7/8	- 8.51	49 1/4	30 7/8	6,301	194,543	
INTERNATIONAL VIDEO CORP.*	IVCP	O	9	10	- 1	- 10.00	14 3/4	9	2,745	24,705	
MAGNAVOX	MAG	N	13 7/8	13 7/8		.00	29 5/8	13	17,685	245,379	
3M	MMM	N	82 1/4	85 1/4	- 3	- 3.51	88 7/8	79 1/8	113,009	9,294,990	
MOTOROLA	MOT	N	106	105 1/4	+ 3/4	+ .71	138	97 3/4	13,855	1,468,630	
OAK INDUSTRIES	OEN	N	13 1/2	14 1/2	- 1	- 6.89	20 1/2	13 1/2	1,638	22,113	
RCA	RCA	N	28 1/4	28 3/8	- 1/8	- .44	39 1/8	25 5/8	74,472	2,103,834	
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4		.00	2 1/4	1 3/4	3,458	6,051	
SONY CORP	SNE	N	46 1/2	49	- 2 1/2	- 5.10	57 1/4	41 1/8	66,250	3,080,625	
TEKTRONIX	TEK	N	39	38 1/2	+ 1/2	+ 1.29	53 7/8	35 1/2	8,162	318,318	
TELEMATON	TIMT	O	4	4		.00	4 3/4	4	1,050	4,200	
TELEPRO INDUSTRIES INC.	O	O	1 3/8	2	- 5/8	- 31.25	2 1/2	1 3/8	1,717	2,360	
WESTINGHOUSE	WX	N	34 3/8	38	- 3 5/8	- 9.53	47 3/8	34 1/8	88,100	3,028,437	
ZENITH	ZE	N	40 3/4	41 7/8	- 1 1/8	- 2.68	56	39 5/8	19,043	776,002	
									TOTAL	626,135	32,414,836
									GRAND TOTAL	1,289,842	50,887,909

Standard & Poor's Industrial Average

125.02

126.41

-1.39

A-American Stock Exchange
M-Midwest Stock Exchange
*Closing prices are for Tuesday

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®

Media

Pat Norman, VP and general manager, RKO General's KKEE(FM) San Francisco, assumes additional post, general manager, RKO's KFRC(AM) there. He succeeds **Hap Trout** who has resigned (BROADCASTING, April 9).

Donald H. Knautz, assistant program manager and manager of operations, WGN-TV Chicago, named VP, and assumes new title: manager of operations, WGN-TV, and director of administrative services, WGN Continental group stations. In addition to WGN-AM-TV, WGN Continental is licensed Duluth, Minn. and



Mr. Knautz
ce of KDAL-AM-TV
KWGN-TV Denver.



Mr. DeAngelis
KMOX-FM, appointed station manager.

Richard DeAngelis, general manager, WNEM-TV Flint-Saginaw-Bay City, Mich., named VP.

Virginia R. Dawes, assistant to general manager, KMOX-AM-FM St. Louis, appointed station manager, KMOX(AM).

Robert C. Osborne, program director, KMOX-FM, appointed station manager.

Richard F. Carr, VP and general manager, KVEG-AM-FM Las Vegas, joins WIL(AM) St. Louis as general manager. He succeeds **Tom Perryman**, named general manager, KFMS(FM) St. Louis, FM affiliate of WIL.

Lynda Duggan, traffic director, noncommercial WVUM(FM) Coral Gables, Fla., named general manager of University of Miami station. Ms. Duggan's appointment complements recent addition of another woman to station's staff: **Sally Baker**, as WVUM's first female news director.

Bonnie Simmons, music librarian and disk jockey, KSAN(FM) San Francisco, appointed operations director.



Mr. Blowers



Mr. Mackin

J. Garrett Blowers, manager of business information for ABC, named to new

post of director of corporate information for ABC Inc., with responsibility for corporate and financial communication with business press and for supervising all trade-press activities of ABC Inc. and its divisions. **Tom Mackin**, manager of program publicity, East Coast, ABC, named to new post of director of program information for ABC Inc., to direct consumer publicity for ABC's TV programming and support consumer-press activities for ABC Inc.'s nonbroadcast operations.

Howard Rothstein, manager, budgets and financial forecasts, ABC-TV, named business manager, WABC-TV New York, succeeding **Richard Merkle**, appointed associate director of budgets and financial analysis, ABC Inc.

Clarence O. Yeates, manager-financial analysis, nuclear fuel department, General Electric, Wilmington, N.C., appointed manager-finance, General Electric Broadcasting Co. and General Electric Cablevision Corp., Schenectady, N.Y.

Ward L. Quaal, president of WGN Continental Broadcasting Co., Chicago, honored as "1973 Illinois Broadcaster of the Year" at annual spring convention of Illinois Broadcasters Association (April 12).

Bill Raney, community relations director, KXTV(TV) Sacramento, appointed promotion director. He is succeeded by **Jean La Motte**, formerly with Sacramento Human Relations Council as EEOC project director.

Gerard F. Forken, with noncommercial KPTS(TV) Hutchinson-Wichita, Kan., appointed director of public information.

Jim Lloyd, program director, WEEX-AM-FM Easton, Pa., joins KQV(AM) Pittsburgh as creative services director with responsibility for on-air promotion.

Broadcast Advertising

Hall Adams Jr., **Peter M. Husting**, **Victor P. Shaner**, **Gale H. Terry**, and **John H. Wiley**, all management directors, Leo Burnett Co., Chicago, elected senior VP's.

Tom Garrabrant, VP-manager of media operations, Norman, Craig & Kummel, New York, elected senior VP.

Delbert O. Fuller, president, Jennie Grosinger Food Products Co., named VP-account supervisor, Tinker, Dodge & Delano, both New York.

Austin J. Hamel, senior VP-associate creative director, Benton & Bowles, New York, named VP-creative director, Needham, Harper & Steers, New York. **Annette Amendola**, director-broadcast buying; **Allan S. Miller**, director-media research; **Martin Schmidt**, director-media planning, NHS, elected VP's. **Terrence Brejla**, media planner, Post Keyes Gardner, Chicago, named assistant media supervisor, NHS there.

John Griffin, creative director, Dreher Advertising, named VP-creative director, Gallagher Group, both New York.

Frank Nicolo, creative director, Chalek

& Dreyer, New York, named VP-creative services.

Stephen Lilly, associate TV account supervisor, BBDO, named assistant manager-nighttime sales proposals, ABC Television, both New York.

Albert S. Mazzoni, account executive, Metro TV Sales, New York, joins WTTG(TV) Washington, as national sales manager.

Levin Lyons, with WNEW(AM) New York, named national sales manager, WOR(AM) there.

James A. Johnson, director of client service, KMPC(AM) Los Angeles, named national sales manager.

Lenny Meyers, account executive, WNAC-TV Boston, joins WMEX(AM) there as sales manager.

Andy Anderson, manager, Blue Ridge Communications, Lynchburg, Va., agency, joins WHAZ(AM) Troy, N.Y., as sales manager.

Ken Foster, formerly with KFIG(FM) Fresno, Calif., joins KFYE(FM) there as sales manager.

Frank J. Lodolce, director of administration, KCBS(AM) San Francisco, appointed director of operations, CBS Radio Spot Sales, New York.

Erv Rosner, Eastern sales manager, ASI Communications, joins McGavren-Guild, New York, as director of special projects.

Ellen Adler, Eastern research coordinator, McGavren-Guild, appointed station information services coordinator.

John Philip Oldham, director of programming & syndication, David Jeffrey Television, named associate director of audience development, Katz Television, both New York.

James Marino, general sales manager, RKO Television Representatives, New York, elected VP-general manager of national rep firm. (This corrects April 16 item).

William R. Barker, VP and director of media, D'Arcy-MacManus, Chicago, joins W. B. Doner and Co., Detroit, as media director.

James A. Irvine, administrative manager, media department, Campbell-Ewald Co., Detroit, appointed VP-associate media director.

Laura Peterson, media buyer, Kinro Advertising, named media director, Powell & Associates, both Atlanta.

James D. Friedman, producer, Leon Shaffer Golnick Advertising, Baltimore, appointed VP-director of broadcast production.

Ned Tolmach, senior VP-associate creative director, Benton & Bowles, named New York agency, named senior VP-co-creative director.

Richard Christian Danus, VP-associate creative director, Kracht, Ryder, Minicus, New York agency, senior VP-co-creative director.

Spencer K. Meschter, VP and account supervisor, APCL&K, Philadelphia, joins Kalish & Rice there as VP.

Jan Jaffe, VP-research, Tatham-Laird & Kudner, New York, joins Smith/Greenland there in similar position.

William Appleman, copy supervisor, Doyle Dane Bernbach, New York, named creative supervisor, Foote, Cone & Belding, New York. **Lawrence M. James**, account executive, Doyle Dane Bernbach, New York, joins FCB in similar position.

Robert Tallman Jr., VP, Young & Rubicam International, New York, named assistant general counsel.

Hadley A. Miller, media director and account executive, Flourney & Gibbs, named VP and operating manager, newly formed Hill Advertising, Toledo, Ohio.

Robert Brown Montgomery, formerly editor, Standard Oil Co.'s *Scenic South* magazine, joins Richard Newman Associates, Louisville, Ky., agency, as manager and account supervisor.

Fred Still, president, Together of Memphis Advertising and Together of Memphis Inc., syndication firm, appointed general manager, Fort Lauderdale, Fla., office, Rowe, Kirkland, White & Schell, Atlanta-based agency.

William R. McQuiston Jr., art director, Sterling Recreation Organization, named advertising director. SRO is owner of KASH(AM) Eugene and KODL(AM) The Dalles, both Oregon, KBFW(AM) Bellingham, KEDO(AM) Longview and KALE(AM) Richland, all Washington.

Timmy Kabak, assistant estimating supervisor, Carl Ally, named media estimating supervisor, Keenan Keane & McLaughlin, both New York.

Raymond J. Hunter, account executive, Ketchum, MacLeod & Grove, Washington, appointed account manager.

Thomas R. Peretti, product manager, Schrafft's Candy Co., joins Rothenberg, Feldman & Moore, Chicago agency, as account executive on McDonald's account.

Michael J. F. Plaskett, advertising and promotion manager, WJAS-AM-FM Pittsburgh, joins Lando/Bishopric, Pittsburgh agency, as account manager.

Hack Ross, most recently operating own advertising agency in Birmingham, Ala., and **Jim Wilson**, with WAPI-AM-FM-TV Birmingham, join Luckie & Forney, Birmingham agency, as account service executives.

George E. Jaccoma, VP-creative supervisor, Grey Advertising, New York, named art director, McCann-Erickson there.

Frank Rocanova, group head, Grey Advertising, named senior art director, Jack Byrne Advertising, both New York.

Richard A. Baio, with Harris D. McKinney, Philadelphia agency, joins APCL&K, New York, as art director.

Programing

Robert Kotlowitz, editorial director, non-commercial WNET(TV) New York, appointed director of programing.

Rog Martin, formerly with KCBH(FM) Los Angeles, joins KGOE(AM) Thousand Oaks, Calif., as program director.

Tom Crockett Jr., formerly with WFRC(AM) Reidsville, N.C., joins WYTI(AM) Rocky Mount, Va., as program director.

Robert Spano, producer-director, WYEA-TV Columbus, Ga., appointed production manager.

William F. Spitzer, associate director/production coordinator, Metromedia's WNEW-TV New York, joins Metromedia's WTTG(TV) Washington as executive producer.

Bill Theis, assistant manager, technical facilities, Viacom Enterprises, New York, named manager, technical facilities, succeeding **Sam Schwartz**, who has resigned. **Irene Mizwinski**, manager, reports and analysis, Viacom International, appointed administrator, business affairs, Viacom Enterprises, New York.



Mr. Andrews

Ernie Andrews, with RKO General's WRKO(AM) - WROR(FM) Boston, joins WKFM(FM) Chicago, newly acquired by RKO, as program director.

Bud Clayton, formerly with WEEE(AM) Rensselaer, N.Y., appointed program manager, WHAZ(AM) Troy, N.Y.

Ronald F. Snyder and **George F. Eklund**, with Claster Television Productions, Baltimore, appointed sales manager for *Bowling for Dollars* and *Romper Room*, respectively.

Virginia Doyle, research analyst, Storer Television, New York, named director of research, Independent Television Corp., New York.

Audrey Maas, producer-writer for Talent Associates for 10 years until 1967, has rejoined company, now called Talent Associates-Norton Simon Inc., New York, as VP in charge of acquisition and development of motion picture, television and theatrical properties.

Jack Lease, formerly station manager, WPGH-TV Pittsburgh, joins Television Production Center there as operations manager. **Don Anco**, operations manager, Cathedral Teleproductions, Cuyahoga Falls, Ohio, joins TPC engineering/production staff.

Scott Towle, account executive, Group One Broadcasting-West, Denver, joins Worldvision Enterprises Inc. (formerly ABC Films), New York, as Eastern division account executive. **Lawrence Gottlieb**, senior accountant, Price, Waterhouse & Co., New York, certified public accounting firm, named treasurer, Worldvision.

John L. Bailey, formerly head of Production 13, film production unit of WZZM-TV Grand Rapids, Mich., has formed Alpha Production, audio-visual production firm located at 2852 Brisam Street, NE, Grand Rapids.

Broadcast Journalism



Mr. Harrison

Charles F. Harrison, manager of news, WGN-AM-TV Chicago, elected VP, WGN Continental Broadcasting Co.

Frederick M. Bohen, former assistant to president of Ford Foundation, New York, appointed director of news and public affairs, non-commercial WNET(TV) New York.

Tom Siler, news director, KFSA-TV Fort Smith, Ark., joins KORK-TV Las Vegas in similar post. Both are Donrey Media Group stations.

Dick Florea, WKJG-TV Fort Wayne, Ind., elected president, Indiana Associated Press Broadcasters Association. **Harry Frey**, WTHI-TV Terre Haute, and **Bob Coker**, WIRE(AM) Indianapolis, elected VP's.

Ann Hillyer Medina, reporter, WKYC-TV Cleveland, appointed correspondent, ABC News, New York.

William Tompkins, assistant public affairs and editorial director, WJW-TV Cleveland, appointed editorial director.

Harv Morgan, newsman, and **Sandy Eng**, news producer, KGO(AM) San Francisco, appointed to station's anchor team for *Evening News*.

Michael Morgan, newsman, Outlet Co.'s

AMERICA'S LARGEST SUPPLIER
OF BROADCAST CARTS, NEEDLES
AND BROADCAST TAPE
ALL ORDERS SHIPPED SAME DAY RECEIVED



**FIDELIPAC
TAPE CARTS**

Finest Quality at the Lowest
Prices. Used by hundreds of
Radio and TV Stations, Com-
mercial Business, etc.

MODEL NUMBER	LENGTH IN FEET	TIME AT 7 1/2 IPS	1-49	50-100
Model 300			Each	Each
65-140	Empty	Empty	1.45	1.35
65-140	25	40 Second	1.81	1.64
65-140	44	70 Second	1.92	1.72
65-140	57	90 Second	1.99	1.77
65-140	63	100 Second	2.01	1.79
65-140	132	3 1/2 Minute	2.31	2.07
65-140	207	5 1/2 Minute	2.64	2.35
65-140	285	7 1/2 Minute	2.97	2.66
65-140	384	10 1/2 Minute	3.46	3.08

MODEL 350, 600 and 1200 ALSO IN STOCK
Lack of Space Limits Complete Listing

Write for FREE Catalogue

FREE! 100 I.D. TAGS with purchase of 100 carts or more

REDISCO

1815 GUILFORD AVE.—Dept. B2
BALTIMORE, MD. 21202
PHONE (301) 727-6420

WJAR-AM-FM-TV Providence, R.I., joins WNYS-TV Syracuse, N.Y., as anchorman/producer. Outlet is partial owner of WNYS-TV.



Mr. Masterman

John Masterman, anchorman, 1 a.m. news, WNBC-TV New York, since 1971, joins WDAF-TV Kansas City, Mo., as lead anchorman and managing editor for station's news department.

Ray White, news manager, WBAL-TV Baltimore, joins

WTOP-TV Washington as editorial director.

Frank Licht, former governor of Rhode Island, and most recently in private law practice, will serve as news commentator on regular basis for WJAR-TV Providence, R.I.

Gary Putnam, with WTRY-FM Albany, N.Y., joins WHAZ(AM) Troy, N.Y., as news editor.

Susan Peterson, co-host, *Kennedy and Co.*, WLS-TV Chicago, joins WRC-TV Washington as reporter.

Music

Dennis Wilen, with University of Pennsylvania Law School, becomes music director, WMMR(FM) Philadelphia. Mr. Wilen has worked as reporter for *Philadelphia Inquirer* and *Rolling Stone Magazine*.

Mick Titer, with WRFD(AM) Columbus, Ohio, appointed music director.

Equipment & Engineering

Clyde V. Hussey, VP, electronics group,

Superior Continental Corp., Hickory, N.C., elected president. He succeeds **Warner T. Smith** who becomes senior group VP, responsible for corporate research and development, international sales and electronic products group. Superior Continental is manufacturer of wire, cable and communications equipment and products.

Robert N. DeHart, assistant director of engineering, Page Communications Engineers, joins Telecom Inc., McLean, Va., as director of engineering programs.

Gerald A. Nordsieck, assistant chief engineer, WJXT-TV Jacksonville, Fla., named chief engineer, **James O. Biggers Jr.**, supervisor-management, engineering department, WJXT-TV appointed assistant chief engineer.

Cable



Mrs. Gilbert

new subscribers, Suffolk became subsidiary of Viacom International last December.

Shirley Gilbert, co-founder, Suffolk Cablevision, named vice president of company which serves Islip, Shelter Island, Brookhaven and North Haven, all New York. Mrs. Gilbert will continue management duties in programing, community relations and

Allied Fields

DeWitt Frederick Helm Jr. president, Miller-Morton Co., Richmond, Va., elected board chairman, Proprietary Association, Washington. **O. G. Kennedy**, president, Norwich Pharmacal Co., Norwich,

N.Y., elected vice chairman. **James D. Cope**, executive VP, Proprietary Association, named president.

Deaths



Mr. Marriott

He had been in European posts for Desilu Sales and for 20th Century-Fox TV. He is survived by his wife, actress Lois Maxwell, who played Miss Money Penny in James Bond films, and their two children. They made their home in London.

Earl Newsom, 75, public relations adviser to private industry, died April 11 in Sharon (Conn.) hospital. Mr. Newsom was founder in 1935 of Earl Newsom & Co., firm whose clients included CBS, Standard Oil Co. (New Jersey), Ford and General Motors, R. H. Macy & Co. and Trans World Airlines. Mr. Newsom retired in 1966, making his home in Salisbury, Conn., since then. He is survived by his wife, Lois, a daughter and a son.

Bradford Crandall, 52, community service director, WSM-TV Nashville, died April 12 following an extended illness. Mr. Crandall had been with the station since 1953 as production manager, operations manager, promotion manager and special projects director. He is survived by his wife, Bonnie, and three daughters.

For the Record®

As compiled by BROADCASTING April 11 through April 17, and based on filings,

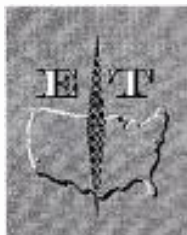
authorizations and other FCC actions. Abbreviations: Alt.—alternate. ann.—announced.

ant.—antenna. aur.—aural. aux.—auxiliary. 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. U—unlimited hours. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017. 212-687-4242
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924. 408-375-3164
East Coast—1000 Chesapeake Drive, Havre de Grace, Md. 301-939-5555



New TV stations

Application

■ Milwaukee—B & F Broadcasting Inc. Seeks UHF ch. 24 (530-536 mhz); ERP 2,000 kw vis, 400 kw aur. HAAT 1,004 ft.; ant. height above ground 1,096 ft. P.O. address c/o Robert S. Block, 777 West Glencoe Place, Milwaukee 53217. Estimated construction cost \$2,823,184; first-year operating cost \$629,825; revenue \$810,000. Geographic coordinates 43° 05' 43" north lat.; 87° 54' 12" west long. Type trans. RCA TTU-110B. Type ant. RCA TFU-36JDAS. Principals: Robert S. Block and Marvin L. Fishman (each 47.5%), et al. Mr. Block owns Robert S. Block Advertising Inc., Milwaukee, among other interests. Mr. Fishman owns M. L. Fishman Building Corp., real estate development

firm in Milwaukee. Applicant also seeks authorization to carry on subscription TV operations on ch. 24. Ann. March 22.

Final actions

- South Bend, Ind.—G & E Religious and Educational Broadcasting Corp. Broadcast Bureau granted UHF ch. 46 (662-668 mhz); ERP 912 kw vis., 182 kw aur. HAAT 1,000 ft.; ant. height above ground 983 ft. P.O. address c/o George H. McQueen, 902 Reddick Street, Mishawaka, Ind. 46544. Estimated construction cost \$344,116; first-year operating cost \$34,048; revenue \$200,000. Geographic coordinates 41° 36' 12" north lat.; 86° 12' 41" west long. Type trans. RCA TTU-60B. Type ant. RCA TFU-25G. Legal counsel Eugene T. Smith, Washington; consulting engineer E. Harold Munn Jr., Coldwater, Mich. Principals of non-profit corporation are George McQueen, owner of recording studio in Mishawaka, and Glenn L. Smith, general manager of WHME(FM) South Bend. Action April 10.
- *Colfax, Wis.—Educational Communications Board. Broadcast Bureau granted UHF ch. 28 (554-560 mhz); ERP 1050 kw vis., 209 kw aur. HAAT 1,142 ft.; ant. height above ground 1,192 ft. P.O. address 732 North Midvale Boulevard, Madison, Wis. 53705. Estimated construction cost \$1,035,779; first-year operating cost \$348,600; revenue none. Geographic coordinates 45° 02' 47" north lat., 91° 51' 42" west long. Type trans. RCA TTU-60B. Type ant. RCA TFU-36J. Consulting engineer W. J. Kessler, Associates, Gainesville, Fla. Principals: Anton J. Moe, executive director, et al. Action April 4.

Rulemaking action

- Booneville, Miss.—FCC amended TV table of assignments to assign ch. *12 to Booneville for noncommercial use (Doc. 19510). Action April 11.

Call letter application

- State Educational Radio & Television Facilities Board, Waterloo, Iowa—Seeks *KRIN(TV).

Existing TV stations

Final actions

- WLCY-TV Largo, Fla.—Broadcast Bureau rescinded grant of application for renewal of license. Action April 6.
- WOR-TV New York—FCC denied application by Horace P. Rowley III for review of Nov. 13, 1972, ruling by Broadcast Bureau refusing fairness complaint against WOR-TV. Action April 11.
- WSTE-TV Fajardo, Puerto Rico—FCC denied application by WSTE-TV Inc., permittee of WSTE-TV, for review of review board denial of their request for mod. of CP to change ant. site and increase power (Doc. 18048-9). Action April 18.

Action on motion

- Chief, office of opinions and review, in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted motion by Las Vegas Valley and extended through April 23 time to respond to applications for partial review and review of various review board memorandum opinions and orders filed by Western Communications (Doc. 19519, 19581). Action April 10.

Other actions

- Review board in Largo, Fla., TV proceeding, denied motion by Hubbard Broadcasting Inc., licensee of WTOG(TV) St. Petersburg, Fla., to add suburban and air hazard issues against WLCY-TV Inc., licensee of WLCY-TV Largo in proceeding involving WLCY's application to make changes in authorized facilities (Doc. 19627). Action April 9.
- Review board in Las Vegas, TV proceeding, denied request by Western Communications Inc. for clarification of memorandum opinion and order released March 9 in proceeding involving Western's application for renewal of license for KORK-TV Las Vegas, and Las Vegas Valley's application for new TV at Las Vegas (Docs. 19519, 19581). Action April 13.

New AM stations

Processing line

- Milton, Fla.—FCC announced that competing applications of Jimmie H. Howell and H. Byrd Mapoles, trading as Mapoles Broadcasting Co., for former facilities of WEBY Milton on 1330 khz, 5 kw-D are ready for processing. Other applications for same facilities must be submitted by May 25. Action April 11.
- Lakewood, Wash.—FCC announced that competing applications of Clay F. Huntington and Dale A. Owens for former facilities of KOOD Lakewood on 1480 khz, 1 kw-D are ready for processing. Other applications for facilities must be submitted by May 25. Action April 11.

Final action

- *Kotzebue, Alaska—Kotzebue Broadcasting Inc. Broadcast Bureau granted 720 khz, 5 kw-U. P.O. address Kotzebue 99752. Estimated construction cost \$103,333; first-year operating cost \$64,500; revenue none. Principals: June Nelson, president of non-profit organization, et al. Action March 20.

Action on motion

- Administrative Law Judge Herbert Sharfman in Mount Dora, Fla. (Lake Radio Inc. and Golden Triangle Broadcasting Co.), AM proceeding, set certain procedural dates and scheduled hearing for June 5 (Docs. 19701-2). Action April 9.

Other actions

- Review board in Eureka, Calif., AM proceeding, scheduled oral argument for May 8 on exceptions and briefs to initial decision proposing grant of application of Carroll R. Hauser for new AM on 790 khz with 5 kw-D at Eureka, and denial of competing applications of Phil D. Jackson and W.H. Hansen for same facilities (Docs. 19294-6). Action April 9.
- Review board in Vinita, Okla., AM proceeding, denied petition by Northeast Oklahoma Broadcasting Inc., for addition of misrepresentation, lack of candor and character qualification issues against PBL Broadcasting Co., in proceeding involving Northeast and PBL mutually exclusive applications for authority to operate facilities of KVIN Vinita (Docs. 19639-40). Action April 12.
- Review board in Houston, AM proceeding, referred petition by Albert L. Crain for stay or other appropriate action in proceeding involving four mutually exclusive applications for new D only AM in vicinity of Houston. Applications of Crain, Artlite Broadcasting Co., Jester Broadcasting Co., and Space City Broadcasting Co. were designated for hearing on March 24, 1971 (Docs. 19186-89). Action April 12.

Call letter application

- James River Broadcasting Corp., Norfolk, Va.—Seeks WZAM.

Call letter action

- Kotzebue Broadcasting Inc., Kotzebue, Alaska—Granted KICE.

Existing AM stations

Applications

- KLOV Loveland, Colo.—Seeks CP to change ant.-trans. location to West 1 Street and Tatt Avenue, Loveland. Ann. April 16.
- WCEM Cambridge, Md.—Seeks CP to increase tower height to support FM ant. Ann. April 16.
- WOKI Oak Ridge, Tenn.—Seeks mod. of CP to change to nondirectional ant. Ann. April 16.
- WDLB Marshfield, Wis.—Seeks CP to move trans. site to 1710 North Central Avenue, Marshfield. Ann. April 16.

Final actions

- KFRB Fairbanks, Alaska—FCC denied request by Northern Television Inc. for waiver of rules and returned application to change frequency of KFRB from 900 khz to 820 khz as unacceptable for filing. Action April 11.
- WMOG Brunswick, Ga.—Broadcast Bureau granted license covering use of former main trans. as

alt. N—aux. D-trans. Action April 11.

- KKUA Honolulu—Broadcast Bureau granted license covering aux. trans. Action April 11.
- WIFE-AM-FM Indianapolis—FCC reopened comparative hearing involving competing applications of Star Stations of Indiana Inc. for license renewal of WIFE-AM-FM and Indianapolis Broadcasting Inc. for new AM in Indianapolis (Docs. 19122-5). Action April 11.
- KLEU Waterloo, Iowa—Broadcast Bureau granted license covering new station. Action April 11.
- KCIA Humble City, N.M.—Broadcast Bureau granted license covering aux. trans. Action April 11.
- WKAL Rome, N.Y.—William B. Ray, chief, complaints and compliance division, informed Maurer Broadcasting Co., licensee, that it violated personal-attack rule by failing to transmit script or tape to local physician within seven days after he was accused on program of "unethical conduct" in death of two small children, and of having been found guilty in death of young boy. Ann. April 13.
- WHEN Syracuse, N.Y.—Broadcast Bureau granted license covering new second aux. trans. Action April 11.
- WCVI Connellsville, Pa.—FCC modified order designating for hearing application of Connellsville Broadcasters Inc., for renewal of license to include notice of apparent liability for forfeiture of \$10,000 or less (Doc. 19668). Action April 11.
- WFRM Coudersport, Pa.—Broadcast Bureau granted license covering new aux. trans. Action April 11.
- KRBC Abilene, Tex.—Broadcast Bureau granted license covering aux. trans. Action April 11.
- WSTX Christiansted, Virgin Islands—Broadcast Bureau granted license covering use of former main nighttime trans. for aux. purposes only. Action April 11.

Other action

- WHBB Selma, Ala.—FCC, in response to request by Citizens Communications Center, extended to May 7 time to file petition to deny license renewal application of Talton Broadcasting Co., licensee. Action April 11.

Fine

- WCLD Cleveland, Miss.—FCC notified Radio Cleveland Inc., licensee, that it has incurred apparent liability of \$500 for violation of rules by failing to have qualified operator in charge of trans. on 11 days in April and May 1972, and to make and enter required one-half hour readings in operating logs. Action April 11.

Call letter applications

- WOOO Deland, Fla.—Seeks WKKX.
- WSWP West Warwick, R.I.—Seeks WKRI.

Call letter actions

- WABT Tuskegee, Ala.—Granted WBIL.
- WSAF Sarasota, Fla.—Granted WQSA.
- WXLN Potomac-Cabin John, Md.—Granted WCTN.

Designated for hearing

- KVAN Vancouver, Wash.—FCC scheduled oral argument for May 24 before commission on exceptions and statement in support of initial decision recommending denial of application of Cathryn C. Murphy for renewal of license of KVAN (Doc. 18672). Action April 11.

Summary of broadcasting

Compiled by FCC, March 31, 1973

	Licensed	On air STA*	CP's	Not Total on air	on air CP's	Total authorized
Commercial AM	4,368	5	14	4,385	47	4,432
Commercial FM	2,386	2	46	2,434	113	2,547
Commercial TV-VHF	504	1	6	511	10	522
Commercial TV-UHF	185	0	6	191	52	243
Total commercial TV	689	1	12	702	62	765
Educational FM	558	0	22	580	89	669
Educational TV-VHF	87	0	5	92	0	92
Educational TV-UHF	123	0	10	133	7	140
Total educational TV	210	0	15	225	7	232

* Special temporary authorization.

New FM stations

Applications

- Juneau, Alaska—Capital Community Broadcasting Inc. Seeks 104.3 mhz, 17 w. HAAT 97 ft. P.O. address 715 6th Street, Juneau 99801. Estimated construction cost \$4,210; first-year operating cost \$18,300; revenue none. Principals: Elaine B. Mitchell, president, et al. Ann. April 2.
- Madera, Calif.—Glomor Music Broadcasters Inc. Seeks 92.1 mhz, 3 kw. HAAT 187 ft. P.O. address Box 67, Madera 93637. Estimated construction cost \$13,150; first-year operating cost \$4,500; revenue \$15,000. Glomor Music Broadcasters is licensee of KHOT(AM) Madera. Principals: Bob and Gloria Moran (together 75%), et al. Ann. March 26.
- Lincoln, Ill.—Lincoln University. Seeks 91.1 mhz, 10 w. HAAT 72 ft. P.O. address 604 Wyatt Avenue, Lincoln 62656. Estimated construction cost \$7,700; first-year operating cost \$500; revenue none. Principals: Ray F. Knoekel, professor of college, et al. Ann. March 26.
- Oskaloosa, Iowa—William Penn College. Seeks 88.7 mhz, 10 w. HAAT 80 ft. P.O. address North Market and Trueblood Avenues, Oskaloosa 52577. Estimated construction cost \$2,112; first-year operating cost \$2,875; revenue none. Principals: Gaylord Dempster, president of board of trustees, et al. Ann. April 5.
- Hogenville, Ky.—Lincoln Broadcasting Co. Seeks 106.3 mhz, 3 kw. HAAT 237 ft. P.O. address Box 276, Brandenburg, Ky. 40108. Estimated construction cost \$29,700; first-year operating cost \$30,470; revenue \$60,000. Principals: Joseph W. Myers, Joseph R. Jones and James L. Jones (each 33 1/3%). Messrs. Jones own two supermarkets in Kentucky. Mr. Myers is general manager of WMMG(AM) Brandenburg. Ann. April 3.
- Lake Charles, La.—United Broadcast Industries Inc. Seeks 103.7 mhz, 100 kw. HAAT 442 ft. P.O. address 812 Prioux Street, New Iberia, La. 70560. Estimated construction cost \$61,939; first-year operating cost \$37,980; revenue \$102,500. Principals: Mal A. Donado president (60%) et al. Mr. Donado is general manager of KSMB(FM) Lafayette, La. Ann. March 26.
- Easton, Mass.—Stonehill College Inc. Seeks 91.3 mhz, 27 w. HAAT does not apply. P.O. address 320 Washington Street, Easton 02356. Estimated construction cost \$3,000; first-year operating cost \$2,000; revenue none. Principals: Rev. Ernest Bartell, president of college, et al. Ann. April 3.
- Tawas City, Mich.—Lawrence Norman DeBeau. Seeks 101.7 mhz, 3 kw. HAAT 304 ft. P.O. address 1125 Bay Drive, Tawas City 48763. Estimated construction cost \$73,046; first-year operating cost \$30,768; revenue \$127,764. Principal: Mr. DeBeau, formerly news director of WIOS(AM) Tawas City, owns Tawas Hardware and the Four Seasons Resort, both in Tawas City. Ann. March 27.
- Avalon, N.J.—WAVV Communications Inc. Seeks 94.3 mhz, 3 kw. HAAT 287 ft. P.O. address 100 East Vermont Avenue, Rio Grande, N.J. 08242. Estimated construction cost \$27,249; first-year operating cost \$36,000; revenue \$63,000. Principals: Owen W. Hand, president (76%), and Ronald L. Oberholzer (24%). Mr. Hand owns, together with his wife, 50% of WRIO-FM Cape May, N.J. Mr. Oberholzer is technical writer and editor for RCA, Camden, N.J. Ann. March 27.
- Bricktown, N.J.—Brick Township Board of Education. Seeks 91.9 mhz, 10 w. HAAT 72 ft. P.O. address 346 Chambers Bridge Road, Bricktown 08723. Estimated construction cost \$2,083; first-year operating cost \$2,083; revenue none. Principals: Daniel F. Newman, president, et al. Ann. March 26.
- Boiling Springs, N.C.—Gardner-Webb Junior College Inc. Seeks 88.3 mhz, 4.68 kw. HAAT 226 ft. P.O. address Box 897, Boiling Springs 28017. Estimated construction cost \$25,000; first-year operating cost \$10,000; revenue none. Principals: E. Eugene Poston, president, et al. Ann. March 26.

- Farmville, N.C.—Farmville Broadcasting Co. Seeks 94.3 mhz, 3 kw. HAAT 300 ft. P.O. address Box 148, Farmville 27828. Estimated construction cost \$25,212; first-year operating cost \$40,000; revenue \$40,000. Farmville Broadcasting is licensee of WFAG(AM) Farmville. Principals: J. T. Snowden, president, et al. Ann. April 2.
- Mullins, S.C.—Mullins & Marion Broadcasting Co. Seeks 107.1 mhz, 3 kw. HAAT 237 ft. P.O. address Box 542, Mullins 29574. Estimated construction cost \$25,187; first-year operating cost \$8,000; revenue \$5,000. Mullins & Marion Broadcasting is licensee of WJAY(AM) Mullins. Principal: William L. Harrelson (100%). Mr. Harrelson, farmer, is commissioner of South Carolina Department of Agriculture. Ann. March 26.
- Greenville, Tex.—Radio Station KGVL Inc. Seeks 93.5 mhz, 3 kw. HAAT 317 ft. P.O. address Box 1015, Greenville 75401. Estimated construction cost \$35,462; first-year operating cost \$22,000; revenue \$12,000. Radio Station KGVL is licensee of KGVL(AM) Greenville. Principals: Cecelia C. Kimzey (45%), et al. Miss Kimzey has minority interests in KSST(AM) Sulphur Springs, Tex. Ann. March 26.
- Cedar City, Utah—Southern Utah Broadcasting Co. Seeks 92.7 mhz, 1.35 kw. HAAT 12 ft. P.O. address Box 819, Cedar City 84720. Estimated construction cost \$41,830; first-year operating cost \$9,600; revenue \$30,000. Southern Utah Broadcasting is licensee of KSUB(AM) Cedar City. Principals: Howard D. Johnson, president, et al. Ann. April 5.
- Vernal, Utah—Utah Broadcasting and TV Co. Seeks 92.7 mhz, 1.35 kw. HAAT 426 ft. P.O. address Box 307, Vernal 84078. Estimated construction cost \$26,248; first-year operating cost \$18,960; revenue \$36,250. Utah Broadcasting is licensee of KVEL(AM) Vernal. Principals: J. C. Wallentine, president and general manager, et al. Ann. April 4.

Final actions

- North Adams, Mass.—North Adams State College. Broadcast Bureau granted 89.5 mhz, 10 w. HAAT not applicable. P.O. address Church Street, North Adams 01247. Estimated construction cost \$4,255; first-year operating cost \$2,000; revenue none. Principals: Dr. James T. Ansler, president of college, et al. Action April 11.
- Sheffield, Mass.—The Berkshire School Inc. Broadcast Bureau granted 91.7 mhz, TPO 10 w. HAAT not applicable. P.O. address Route 41, Goodman Hall, Sheffield 01257. Estimated construction cost \$8,615; first-year operating cost \$1,500; revenue none. Principals: Thomas H. Dixon, faculty advisor of school, et al. Action April 4.
- Mt. Kisco, N.Y.—Westchester Community College. Broadcast Bureau granted 88.5 mhz, 13.5 w. HAAT 440 ft. P.O. address 75 Grasslands Road, Valhalla, N.Y. 10595. Estimated construction cost \$1,100; first-year operating cost \$2,400; revenue none. Principals: Joseph Hankin, president, et al. Action March 19.
- Walton, N.Y.—Delaware County Broadcasting Corp. Broadcast Bureau granted 92.1 mhz, 490 w. HAAT 660 ft. P.O. address Route 206, Box 58, Walton 13856. Estimated construction cost \$15,000; first-year operating cost \$4,000; revenue \$4,000. Delaware County Broadcasting is licensee of WDLA(AM) Walton. Principals: E. O. Bush, M. J. Cuneen and E. J. Kellam (each 33 1/3%). Action April 4.

Actions on motions

- Administrative Law Judge Chester F. Naumowicz Jr. in West Palm Beach, Fla. (Guy S. Erway, et al.), FM proceeding, scheduled further conference for April 18. (Docs. 19601-4). Action April 5.
- Administrative Law Judge James F. Tierney in Fort Collins, Colo. (Gilroy Broadcasting Co. and Beef Empire Broadcasting Co.), FM proceeding, granted petition by Gilroy to amend application to reflect changes respecting financial qualifications

(Docs. 19681-2). Action April 6.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), noncommercial FM proceeding, confirmed matters disposed of orally in record and ordered that whatever action Bureau wishes to pursue hereafter, including but not limited to interlocutory appeal and other processes conducive to proper dispatch of commission's business and in pursuit of ends of justice. Bureau. by this action, is free to do so (Doc. 18634). Action April 6.

Other actions

- Review board in Lexington Park and Leonardtown, both Maryland, FM proceeding, on request of Sound Media Inc., applicant for FM ch. 249 at Leonardtown, added issue against Key Broadcasting Corp., applicant for channel at Lexington Park, to determine whether Key misrepresented licensed nighttime power of its WPTX Lexington Park and if so, effect on qualifications (Docs. 19410-11). Action April 12.
- Review board in Las Vegas, FM proceeding, scheduled oral argument for May 10 on exceptions and briefs to initial decision proposing grant of application of Quality Broadcasting Corp. for a new FM on ch. 226 (93.1 mhz) at Las Vegas, and denial of application of James B. Francis for same facilities (Docs. 18437-8). Action April 11.
- Review board in Carlisle, Pa., FM proceeding, added issue to determine whether Cumberland Broadcasting Co., one of three competing applicants for FM, proposed trans. site which it knew was unavailable (Docs. 19468-9, 19471). Board also added issues to determine if Cumberland had secured document and filed it with commission, solely to convince FCC it had reasonable assurance of site, and effect of these determinations on Cumberland's qualifications to be a licensee. Action April 11.

Rulemaking action

- Tupelo, Miss.—FCC proposed amendment of FM table of assignments to assign ch. 240A to Tupelo. Action April 11.

Call letter applications

- Gold Country Radio, Jackson, Calif.—Seeks KNGT(FM).
- William J. Bogan High School, Chicago—Seeks *WBHI(FM).
- Harbor Cities Broadcasting Inc., Kewaunee, Wis.—Seeks WAUN(FM).

Call letter actions

- J. W. Shirley, Fayette, Ala.—Granted WVLE-FM.
- Lake Forest College, Lake Forest, Ill.—Granted *WMXM(FM).
- McLean Communications Corp., Normal, Ill.—Granted WIHN(FM).
- Kentucky Christian College, Grayson, Ky.—Granted *WIXS(FM).
- Radio 900 Inc., Louisville, Ky.—Granted WFIA-FM.
- University of Maine, Presque Isle, Me.—Granted *WUPI(FM).
- Tung Broadcasting Co., Picayune, Miss.—Granted WJOJ(FM).
- 960 Radio Inc., Klamath Falls, Ore.—Granted KLAB-FM.
- Goddard College, Plainfield, Vt. — Granted *WGDR(FM).
- Newport Consolidated Joint School District, Newport, Wash.—Granted *KUBS(FM).
- WOJO Broadcasting Co., Durand, Wis.—Granted WRDN-FM.

Existing FM stations

Final actions

- WHTB(FM) Talladega, Ala.—Broadcast Bureau granted license covering new FM; ERP 250 w; ant. height 870 ft. Action April 9.
- *KUNC-FM Greeley, Colo.—Broadcast Bureau granted CP to change trans. location to 7.35 miles west and 3.15 miles south of Weld county courthouse at Greeley; make change in ant. system; ERP 3 kw; ant. height 360 ft.; remote control permitted. Action April 11.
- WKSS(FM) Hartford-Meriden, Conn.—Broadcast Bureau granted CP to install new trans.; install new ant.; make changes in ant. system (increase height); change TPO; ERP 14.5 kw; HAAT 820 ft.; remote control from main studio, 2 Wethersfield Avenue, Hartford; conditions. Action April 5.
- WSB-FM Atlanta—Broadcast Bureau granted license covering new alt. trans.; ERP 100 kw; ant. height 740 ft. Action April 9.
- WSGF-FM Savannah, Ga.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 320 ft. Action April 11.
- WDAI(FM) Chicago—Broadcast Bureau granted

Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCEE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCEE

EDWARD F. LORENTZ & ASSOCIATES
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCEE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCEE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCEE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCEE

LOHNES & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D. C. 20004
(202) 347-8215
Member AFCEE

ROBERT E. L. KENNEDY
1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCEE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFCEE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hilland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCEE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR N. JAMES
CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCEE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER LAMB, INC.
Communications Consulting
and Engineering
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEER
9616 Pinkney Court
Potomac, Maryland 20854
301 - 299-3900
Member AFCEE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

CHU ASSOCIATES, INC.
Telecommunications Division
AM—FM—TV—CATV
Applications—Facilities Planning
Field Surveys and Proofs
Appraisals
800 Fesler St., El Cajon, Ca. 92020
(714) 442-9459
TWX 910 331 1178

DAWKINS ESPY
Consulting Radio Engineers
Applications/Field Engineering
P.O. Box 3127—Olympic Station 90212
BEVERLY HILLS, CALIF.
(213) 272-3344

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

APPLIED VIDEO ELECTRONICS, INC.
Box 25, Brunswick, Ohio 44212
(216) 225-4443
SYSTEMS DESIGN—INSTALLATION
SERVICING—EQUIPMENT BROKERAGE

license covering use of former main trans. for aux. purposes only; ERP 20 kw; ant. height 720 ft. Action April 9.

■ *WSHA(FM) Raleigh, N. C.—Broadcast Bureau granted CP to install new trans. and ant.; make change in ant. system; ERP 12.5 kw; ant. height 115 ft.; remote control permitted. Action April 11.

■ WRWR-FM Port Clinton, Ohio—Broadcast Bureau granted CP to install new ant. and change transmission line. Action April 9.

■ WHP-FM Harrisburg, Pa.—Broadcast Bureau granted license covering changes; ERP 14 kw; ant. height 840 ft. Action April 9.

■ WDAR-FM Darlington, S. C.—Broadcast Bureau granted license covering changes; ERP 3.0 kw; ant. height 260 ft. Action April 9.

■ *WVEP(FM) East Montpelier, Vt.—Broadcast Bureau granted license covering new noncommercial FM. Action April 11.

Fine

■ WGLD-FM Oak Park, Ill.—FCC notified Sonderling Broadcasting Corp., licensee, of apparent liability of \$2,000 under provisions of Communications Act because it violated U.S. Code by broadcasting obscene or indecent matter on *Femme Forum* shows of Feb. 21 and 23. Action April 11.

Call letter actions

■ KTYM-FM Inglewood, Calif.—Granted KAGB-FM.

■ WSAF-FM Sarasota, Fla.—Granted WQSR(FM).

■ WKFM(FM) Chicago—Granted WFYR(FM).

■ WIL-FM St. Louis—Granted KFMS(FM).

■ WELF(FM) Tomahawk, Wis.—Granted WYYS(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's where appropriate: KDCD-TV Midland, Tex.; KHAK Cedar Rapids, Iowa; WAAY-TV Huntsville, WABB Mobile and WBRC-TV Birmingham, all Alabama; WCEH-AM-FM Hawkinsville, WCLB Camilla, and WCRY Macon, all Georgia; WDIG Dothan, WEBJ Brewton and WGAD Gadsden, all Alabama; WHAN Haines City, Fla.; WHKP-AM-FM Hendersonville, N. C.; WIBB Macon, Ga.; WIBF-FM Jenkintown, Pa.; WJAD(FM) Bainbridge, Ga.; WKSJ-AM-FM Prichard and WNDA(FM) Huntsville, both Alabama; WOBS Jacksonville, Fla.; WORA-TV Mayaguez, Puerto Rico; WPLO Atlanta, Ga.; WRSA(FM) Decatur, Ala.; WSEM Donaldsonville, Ga.; WSWN-AM-FM Belle Glade, Fla.; WTHO-FM Thomson, *WVVS(FM) Valdosta and WWGS Tifton, all Georgia; WWNC Asheville, N. C.; WYAM Bessemer, Ala.; KRNT-AM-TV Des Moines, Iowa (conditioned on being without prejudice to whatever action commission may deem appropriate as result of pending proceeding involving license renewal application of WESH-TV Daytona Beach, Fla.). Actions April 13.

■ KXFM(FM) Santa Maria, Calif.—Broadcast Bureau granted renewal of license, including SCA, subject to conditions. Action April 2.

■ WOXF Oxford, N. C.—Broadcast Bureau granted renewal of license. Action April 9.

■ K07DS and K12FZ, both Toketee Falls area, Ore.—Broadcast Bureau granted renewal of licenses. Action April 12.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of permits for extension of time for following stations: *WGCT(FM) Guilford, Conn., to Sept. 24; *WAFG(FM) Fort Lauderdale, Fla., to Dec. 30; WYFE-FM Winnebago, Ill., to Oct. 21; WRPM-FM Poplarville, Miss., to Sept. 15; *WBJB-FM Lincroft, N. J., to Oct. 20; WGNB(FM) Albany, N. Y., to Oct. 20; KWHW-FM Altus, Okla., to Oct. 20; KOMS(FM) Lebanon Ore. to Aug. 30; *WRFN(FM) Nashville, to June 30. Action April 9.

■ *WEDH(TV) Hartford, Conn.—Broadcast Bureau granted mod. of CP to change FRP to vis. 676 kw, aur. 69.2 kw; change type of trans. and ant.; ant. height 890 ft. Action April 10.

■ *WMNR(FM) Monroe, Conn.—Broadcast Bureau granted mod. of CP to change trans. location to pump station, pastors walk, Monroe; make change in ant. system; ERP 350 w; ant. height 250 ft.; remote control permitted. Action April 9.

■ *KLUM-FM Jefferson City, Mo.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 1004 East Dunclan Street, Jefferson City; operate trans. by remote control from studio site; install new trans. and ant.; make change in ant. system; ERP 41 kw; ant. height 255 ft. Action April 10.

■ K57AB, K60AA, K66AE and K69AE, all Colfax, N. M.—Broadcast Bureau granted mod. of CP's to extend completion date to Oct. 4. Action April 4.

■ *KTOY(FM) Tacoma, Wash.—Broadcast Bureau granted mod. of CP to change trans. and ant.; change transmission line; ERP 38 kw; granted mod. of CP to extend time to Sept. 14. Action April 9.

Translators

Actions

■ K70FH, K72DS, K74DS, and K76CY, all Hopi Reservation, Ariz.—Broadcast Bureau granted CP to replace expired permit for new UHF translators and waived rules. Action April 4.

■ K292AD Mancos, Colo.—Broadcast Bureau granted CP for new FM translator to serve Cortez, Colo., on ch. 292 (106.3 mhz) by rebroadcasting programs of KOB-FM Albuquerque, N. M. Action April 5.

■ K13AO Roaring Fork Valley and Glenwood Springs rural area, both Colo.—Broadcast Bureau granted CP to change principal community of VHF translator to Glenwood Springs rural area, Frying Pan River Valley, Roaring Fork River Valley, Crystal River Valley, Divide Creek rural area, Rifle and New Castle, all Colorado. Action April 9.

■ K13MF Tramp Butte, Idaho—Broadcast Bureau granted CP for new VHF translator to serve Jordan Valley, Ore., on ch. 13 (210-216 mhz) by rebroadcasting programs of KTVB(TV) Boise, Idaho. Action April 4.

■ K101J Elliston, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Elliston on ch. 10 (192-198 mhz) by rebroadcasting programs of KXLF-TV Butte, Mont. Action April 4.

■ K60AF and K62AE, both Carlin, Nev.—Broadcast Bureau granted CP's for two new UHF translators to serve Carlin on ch. 60 (746-752 mhz) by rebroadcasting programs of KTVB-TV Boise, Idaho, and ch. 62 (758-764 mhz) by rebroadcasting programs of KOKO-TV Reno. Action April 4.

■ K12HJ Crystal Bay, Nev.—Broadcast Bureau granted CP for VHF translator to replace expired permit for changes and request for waiver of rules. Action April 9.

■ W59AB North Woodstock and Lincoln, both New Hampshire—Broadcast Bureau granted license covering new UHF translator; over-all ant. height above ground 85 ft. Action April 4.

■ W67AD Delhi, N. Y.—Broadcast Bureau granted CP for new UHF translator to serve Delhi on ch. 67 (788-794 mhz) by rebroadcasting programs of WHHT(TV) Schenectady, N. Y., WCNY-TV Syracuse, N. Y., and WNET(TV) Newark, N. J. Action April 4.

■ K07KT Canyonville, Riddle and Tri City, all Oregon—Broadcast Bureau granted license covering new VHF translator. Action April 4.

■ K13KW Dairy and Swan Lake area, both Oregon—Broadcast Bureau granted license covering new VHF translator. Action April 10.

■ K11LO and K13ME, both Riverside, Ore.—Broadcast Bureau granted CP's for two new VHF translators to serve Riverside on ch. 11 (198-204 mhz) by rebroadcasting programs of KTVB(TV) and ch. 13 (210-216 mhz) by rebroadcasting programs of KOB(TV), both Boise, Idaho. Action April 4.

Ownership changes

Applications

■ KHVH(AM) Honolulu—Seeks assignment of license from Western Telestations Inc. to KHVH Inc. for \$400,000. Sellers: Lawrence S. Berger, president, et al. Western Telestations is selling other broadcast properties, KHVH-TV Honolulu and KHVO-TV Hilo, Hawaii, to Starr Broadcasting Group. Buyers: Lawrence S. Berger, president, (94%) et al. Mr. Berger owns 30% of Western Telestations Inc. Ann. March 26.

■ KWNT-FM Davenport, Iowa—Seeks assignment of license from Robert W. Schmidt and Oneita G. Schmidt to Mid America Audio-Video Inc. for \$140,000. Sellers: the Schmidts own KWNT(AM) Davenport. Buyers: Burrell L. Small, president (53%), et al. Mid America Audio-Video owns WIRE(AM)-WXTZ(FM) Indianapolis. It also owns Kankakee TV Cable Co., Kankakee, Ill. Ann. March 26.

■ WUAZ(FM) Henderson, Ky.—Seeks assignment of license from Futura Sound Inc. to Professional Broadcasters Inc. for \$65,000. Sellers: Frank Fulis Jr., president, et al. Buyers: Richard Albright, Herbert E. Baggett, Walton Smith Jr. and James K. Miles (each 23.34%), et al. Mr. Smith has minority interests in insurance agency in Clarksville, Tenn. Mr. Miles and Mr. Albright own 25% each of WBAR(AM) Bartow, Fla. Mr. Baggett has various real estate and leisure time interests in Tennessee. Ann. March 26.

■ WBAP(AM)-KSCS(FM) Fort Worth—Seeks assignment of license from Carter Publications Inc. to Capital Cities Broadcasting Corp. for \$10 mil-

lion. Sellers: Carter Publications, owned by Amon G. Carter Foundation, et al., is selling its other broadcast property, WBAP-TV Fort Worth, to North Texas Broadcasting Corp. Buyers: Capital Cities, publicly owned broadcast group owner, is licensee of WROW-AM-FM Albany and WKBW-AM-TV Buffalo, all New York; WTVD(TV) Durham, N.C.; WPRO-AM-FM Providence, R.I.; WPAT-AM-FM Paterson, N.J.; KTRK-TV Houston; WJR-AM-FM Detroit; KPOL-AM-FM Los Angeles; WPVI-TV Philadelphia; WTNH-TV New Haven, Conn.; KFSN-TV Fresno, Calif. Ann. March 29.

Actions

■ KZAP(FM) Sacramento, Calif.—Broadcast Bureau granted assignment of license from California Talking Machine and Wireless Co. to New Day Broadcasting Corp. for \$200,100. Sellers: estate of Lawrence Gahagan (45%), et al. Buyers: George J. Fickes, chairman of board, (83%), et al. Mr. Fickes, retired since 1956, is private investor. Action April 10.

■ KOME(FM) San Jose, Calif.—Broadcast Bureau granted transfer of control of Audio House Inc. from Contemporary Communications Inc. (100% before, none after) to Progressive Communication Corp. (none before, 100% after). Consideration: \$461,500. Principals: Richard Ullman (31%), Michael A. Wiener (23%), et al. Mr. Ullman is stock broker in New York. Mr. Wiener is business manager of KLAC(AM) Los Angeles. Action April 6.

■ WPTA(TV) Roanoke, Ind.—Broadcast Bureau granted assignment of license from Sarkes Tarzian Inc. to WPTA-TV Inc. for \$3,625,000. Sellers: Sarkes Tarzian, president, et al. Sarkes Tarzian Inc. is licensee of WTTS(AM)-WTTV-FM-TV Bloomington, WPTH-FM Fort Wayne and WATI(AM) Indianapolis, all Indiana. Buyers: WPTA TV Inc. is wholly owned subsidiary of Combined Communications Corp., publicly held corporation which controls following stations: KBTB(TV) Denver; KARK-TV Little Rock, Ark.; KJAR-AM-FM-TV Phoenix; KBLU-AM-TV Yuma, Ariz.; KOCO-TV Oklahoma City, Combined Communications recently acquired WLKY-TV Louisville, Ky. Action April 4.

■ WLKY-TV Louisville, Ky.—Broadcast Bureau granted transfer of control of WLKY-TV Inc. from Sonderling Broadcasting Corp. (100% before, none after) to Combined Communications of Kentucky Inc. (none before, 100% after). Consideration: \$8,330,000. Sellers: Sonderling Broadcasting is broadcast group owner which controls following stations: WOPA(AM)-WGLD(FM) Oak Park, Ill.; KDIA(AM) Oakland and WFOX-AM-FM Long Beach, both California, WDIA(AM)-WAID(FM) Memphis, WWRL(AM) New York, WAST(TV) Albany, N.Y., WOL(AM)-WMOD(FM) Washington and WLKY-TV Louisville, Ky. Combined Communications of Kentucky Inc. is wholly owned subsidiary of Combined Communications Corp. (See item above). Action April 4.

■ WJMI-FM Jackson, Miss.—FCC granted assignment of license from Rebel Broadcasting Co. of Mississippi to Tri-Cities Broadcasting Co. for \$141,103. FCC dismissed petition to deny filed by TAB Broadcasting Co., licensee of WKXI(AM) Jackson. Buyers: E. O. Roden, president (45%), James E. Reese and Zane D. Roden (each 27%), Mr. Roden has majority interest in Investors Inc., financing firm in Booneville, Miss. Both Messrs. Reese and Roden also have interests in that firm. Tri-Cities is licensee of WOKJ(AM) Jackson, Miss. Action March 29.

■ KSOA(AM) Ava, Mo.—Broadcast Bureau granted assignment of license from Ava Radio Association Inc. to Guilford Broadcasting Co. for \$57,000. Sellers: Quinton Haden, president, et al. Buyer: Thomas S. Guilford (100%). Mr. Guilford, in physics department of University of Missouri at Rolla, Mo., owns cattle ranch in Salem, Mo. Action April 5.

■ KDEF-AM-FM Albuquerque, N.M., and KROD(AM) El Paso—Broadcast Bureau granted assignment of license from Doubleday Broadcasting Co. to Desert Horizons Inc. for \$1,250,000. Seller: Doubleday Broadcasting is wholly owned subsidiary of Doubleday & Co., New York publishing company. Doubleday Broadcasting owns KHOW-AM-FM Denver; KITE(AM) Terrell Hills, KEXL(FM) San Antonio, KOSA-TV Odessa, KROD-TV El Paso and KDTV(TV) Dallas, all Texas; KDWB(AM) St. Paul, and KRIZ(AM) Phoenix. Buyer: Media Horizons Inc. (100%). Media Horizons is licensee of WGNV(AM) Newburgh, N.Y., WRAN(AM) Dover, N.J., and KMEO-AM-FM Phoenix. Action April 10.

■ WOXF(AM) Oxford, N.C.—Broadcast Bureau granted assignment of license from Oxford Broadcasting Corp. to Radio Granville Inc. for \$140,000. Sellers: F. Royster Critcher, secretary, et al. Buyers: Roy A. Childers and William Lee Carroll (each 50%). Mr. Childers is general manager and owns 75% of WCBX(AM) Eden, N.C. Mr. Carroll owns various textile interests in Eden. Action April 6.

■ KPOK-AM-FM Portland, Ore.—Broadcast Bureau granted transfer to control of KPOJ Inc. from P. L. Jackson Trust (100% before, none after) to Tracy Broadcasting Co. (none before, 100% after). Consideration: \$1,050,000. Principals: Richard B.

Stevens (100%). Mr. Stevens owns 25% of KDON (AM) Salinas, Calif. Tracy Broadcasting is licensee of KGJF (AM) Los Angeles, Action April 5.

■ KWLW (FM) San Angelo, Tex.—Broadcast Bureau granted assignment of license from KWLW Inc. to West Texas Broadcasting Corp. for \$65,000. Sellers: Kenneth S. Gunter, president, et al. Buyers: John G. Bolen and Richard C. Stoebner (each 45%), et al. Both Drs. Bolen and Stoebner are physicians with practices in San Angelo. Action March 30.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced April 10 (stations in parentheses are TV signals proposed for carriage):

■ T.V. Cable Service Inc., Fort Payne, Ala. (Add WMSL-TV Huntsville, Ala.).

■ Clear Vision Cable Co. of Alabama, Marion, Ala. (WAPI, WBMG, WBRC and WBIQ, all Birmingham, WCOV, WKAB and WSFA, all Montgomery, and WCFT Tuscaloosa, all Alabama; WTOK Meridian, Miss.; WSLA Selma, Ala.).

■ Bisbee CATV, Bisbee and Cochise county, both Arizona (Add KZAZ Nogales, Ariz.).

■ Community Communications Co., Warren and Drew county (unincorporated areas), both Arkansas (KETS, KARK-TV, KATV and KTHV, all Little Rock and KTVE El Dorado, both Arkansas; KNOE-TV Monroe, La.; WABG-TV Greenwood, Miss.).

■ Televents of Paradise Inc., Paradise, Calif. (KTUV Oakland, KCRA, KVIE and KXTV, all Sacramento, KRCR and KIXE, both Redding, KOVR Stockton and KHSL Chico, all California).

■ Teleprompter of Florida Inc., Polk county, Fla. (Add WSWB-TV Orlando, Fla.; WTCC Atlanta; WLTV Miami; WUSF-TV Tampa, Fla.).

■ Comtec Inc., South Hilo District, Hawaii (KHET-TV, KPAA-TV, KHAW-TV and KHVO-TV, all Hilo, Hawaii; KHON-TV, KHVH-TV, KGMB-TV, KHET-TV and KIKU-TV, all Honolulu).

■ Georgetown Cable TV, Scott county (unincorporated areas adjacent to Georgetown), Ky. (WLEX-TV, WKYT-TV, WBLG-TV and WKLE, all Lexington, Ky.; WKON Owenton, Ky.; WCPO-TV, WKRC-TV, WXIX-TV, WLWT and WCET, all Cincinnati; WKPC-TV Louisville, Ky.).

■ Champaign-Urbana Communications Inc., Champaign, Ill. (WCIA and WCID, both Champaign, WAND Decatur, WICS Springfield, WILL Urbana, WGN-TV, WFLD-TV and WTTW, all Chicago, WSIU-TV Carbondale and WJYY-TV Jacksonville, all Illinois).

■ Houma Cablevision Inc., Houma, La. (Add WRBT Baton Rouge).

■ Annapolis CATV Inc., Annapolis, Md. (Add WPHL-TV and WKBS-TV, both Philadelphia).

■ American Cablevision Co., Calumet Village, Allouez township, Copper City, Osceola township, Schoolcraft township, Ahmeek, Calumet township, Laurium, Lake Linden and Torch Lake township, all Michigan (Add CHFD Thunder Bay, Ont.).

■ General Electric Cablevision Corp., Wyoming, Mich. (WKZO-TV Kalamazoo, WOOD-TV, WZZM-TV and WGVC, all Grand Rapids, WUHQ-TV Battle Creek and WKAR East Lansing, all Michigan; WTTW, WGN-TV and WSNS-TV, all Chicago; WKBD-TV Detroit).

■ Faribault Cable Television Co., Faribault, Minn. (Add WGN-TV Chicago; WVTW Milwaukee).

■ Warren Cable TV Inc., Warren, Minn. (KXJB Valley City, WDAZ Devils Lake, KTHI Fargo and KCND Pembina, all North Dakota; BWFT, CBWT and CJAY, all Winnipeg, Canada).

■ Midcontinent Cable Systems Co. of Nebraska, Valentine, Neb. (Add KOA-TV Denver).

■ Diversified Communications Inc., Woodstock and Lincoln, both New Hampshire (WGBH-TV, WBZ-TV and WSBK-TV, all Boston; WCAX-TV Burlington, Vt.; WCSH-TV, WMTW-TV and WGAN-TV, all Portland, Me.; WMUR-TV Manchester, N.H.; WENH-TV Durham, N.H.; WVTB-TV St. Johnsbury, Vt.).

■ Sonic TV Systems, Ltd., Highland Falls, N.Y. (WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX, WNYE-TV, WNYC-TV and WNET, all New York; WNJU-TV Linden, N.J.; WXTV Paterson, N.J.; WHCT Hartford, Conn.; WSMW-TV Worcester, Mass.).

■ Akron Telarama Inc., Akron, Barberton, Cuyahoga Falls, Stow and Tallmadge, all Ohio (Add WOSU-TV Columbus, Ohio).

■ Tower Communications Inc., Newark, Ohio (WLWC, WTVN-TV, WBNS-TV and WOSU-TV, all Columbus, WHIZ-TV Zanesville, WGSF Newark, WUAB Lorain and WKBF-TV, Cleveland, all Ohio; WXIX-TV Newport, Ky.).

■ Northeastern Pennsylvania TV Cable Co., Jessup borough, Pa. (WNEP-TV, WDAU-TV and WVIA-TV, all Scranton and WBRE-TV Wilkes-Barre, both Pennsylvania; WPHL-TV Philadelphia; WOR-TV and WPIX, both New York).

■ Midland Cable TV Co., Watertown, S.D. (Add KWCM-TV Appleton, Minn.).

■ Pasadena CATV Ltd., Pasadena, Tex. (KPRC-TV, KUHT-TV, KHOU-TV, KTRK-TV, KURL and KHTV, all Houston; KDTV Dallas; KTVI Fort Worth; KWEX-TV San Antonio, Tex.).

■ Teleprompter of Clear Lake, Webster, Nasau Bay, El Lago, Taylor Lake Village and Seabrook, all Texas (Add KDTV Dallas; KTVT Fort Worth; KWEX-TV San Antonio, Tex.).

■ Sanwick Cablevision Inc., Sudden Valley, Wash. (KVOS Bellingham, Wash.; KOMO-TV, KING-TV, KIRO-TV, and KCTS, all Seattle; CBUT and CHAN, both Vancouver and CHEK Victoria, both Canada).

■ Lovell Cable TV Co., Lovell, Wyo. (KTVO-TV and KULR, both Billings, Mont.; KWRE-TV Riverton, Wyo.; KCPX-TV, KSL-TV, KUTV-TV and KUED-TV, all Salt Lake City; KTWO-TV Casper, Wyo.).

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Cablecom General of Dyersburg, Dyersburg, Tenn.; Liberty TV Cable Inc., Charleston, Ill.; Hawkeye Cablevision Inc., Windsor Heights, Iowa; Iowa Video, Fort Madison, Iowa; Mt. Pleasant Cablevision, Mt. Pleasant, Iowa; Atmore Cablevision

Inc., Atmore, Ala.; Liberty TV Cable Inc., Winchester, Ind.; Quint-Cities Cablevision Inc., Battersdorf, Iowa; Fairfield Cablevision Inc., Lancaster, Ohio; Rock River Cablevision Co., Hopkins township and Sterling township, both Illinois; Quint-Cities Cablevision Inc., Moline, Silvis and East Moline, all Illinois, and Davenport, Iowa. Actions April 3-6.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Rock River Cablevision Corp., Sterling, Rock Falls, Mont Morency and Coloma township, all Illinois. Action April 6.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Teleprompter Gulf Coast CATV Corp., St. Petersburg Beach, Gulfport, South Pasadena and Treasure Island, all Florida; Seemore TV Inc., Philadelphia, Miss.; Walnut Grove Cable TV, Walnut Grove, Minn.; Decatur Telecable Corp., Decatur, Ala.; Northwest Ill. TV Cable Co., East Galesburg and Knoxville, both Illinois; Television Transmission Co., Ogleby, LaSalle and Spring Valley, all Illinois. Actions April 9 and 10.

■ FCC granted certificate of compliance and authorized Vilas Cable Inc., Eagle River, Wis. to carry following signals: WSAU-TV and WAOW-TV, both Wausau and WAEO-TV Rhinelander, both Wisconsin; WNPB (TV) Marquette, Mich.; WBAY-TV Green Bay, Wis.; WLUC-TV Marquette, Mich. Action April 4.

■ FCC granted certificate of compliance and authorized Butte Television Co., Butte, Mont. to add signal of KWGN-TV Denver to cable TV system in Butte. Action April 4.

■ FCC granted request by Kewanee Cablevision Inc., operator of a cable TV system in Kewanee, Ill. and Television Transmission Co., operator of cable systems in Bureau county and LaSalle county, both Illinois, for STA to carry signals of WSNS-TV Chicago until commission acts on applications for certificates of compliance. Action April 11.

■ San Diego—FCC granted applications by Mission Cable TV Inc., Penasquitos Antenna System Inc., South Bay Terraces Antenna System Inc., University City Antenna System Inc., Terrasanta Cable TV Association, Carriage Hills Cable TV, Southwestern Cable Co., Televents of Coronado Inc., The Times Mirror Co. and San Dieguito Cable TV for certificates of compliance for cable TV systems at various locations in San Diego television market. Action April 11.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through April 17. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Watervliet, Mich.—Cable Television Inc. of Kalamazoo has applied to city commission for franchise. Firm proposes monthly rate of \$5.95 and installation fee of \$5.

■ Corpus Christi, Tex.—City council approved transferral of franchise from Cablecom General Inc. of Corpus Christi to Athena Cablevision of Corpus Christi Inc.

■ Urbanna, Va.—Bruce Monson, Urbanna television and appliance firm operator, has applied to town council for franchise.

Classified Advertising

Payable in advance. Check or money order only.

(Billing charge: \$1.00)

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted by letter. 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.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate 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

Sales manager for southern Ohio daytimer. If you're experienced in announcing sales and are ready to move up . . . this group owned station can be your step-up. Salary and Commission. Box D-225, BROADCASTING.

Management Continued

Should we get married? The person our growing company desires is currently spending most of his time on the street selling local radio accounts. Desire "selling pro" who feels he is going nowhere now. We offer stock without any cash investment, excellent financial arrangement and many other benefits to person selected as GM of NE suburban station. Write Box D-229, BROADCASTING.

Operations Manager. KDTH in Dubuque, Iowa is seeking a highly qualified broadcaster thoroughly experienced in operations and programming. Large staff, totally dedicated to community service. Salary to \$12,000. Send resume to George Lipper, Gen. Mgr.

Position open immediately. Small FM station manager. Involves programming, management and sales. Prefer aggressive individual ready to move up. Send complete resume to Chester Medley, 482 Broadway, Brandenburg, Ky. 40108.

Manager, promotional sales Northeast. Generous commissions, overtime. Travel. Costello Associates, Box 1011, South Glens Falls, New York 12801.

Station Manager for Michigan upper peninsula. Sales oriented small market. 5000 watt AM. Call days 517-482-9695 or evenings 517-484-0702.

Help Wanted Sales

Sports minded Florida station looking for experienced salesman to rebuild sales department from scratch. A challenge with enormous potential. Rush complete resume to Box D-208, BROADCASTING.

Nationwide company wants to add to staff of sales representatives. Full time positions, all areas. Earnings potential very good if you are an effective, hard-working sales person. Future advancement very good, too. If you have a good sales record, are able to stand a thorough investigation and are bondable, send your resume air mail—now! Box D-228, BROADCASTING.

Top rated Stereo FM Rock station, WHVY in major New England market of Springfield, Mass., seeks services of aggressive salesman—above average salary with future management position and override based upon results. Be willing to do street work, agency solicitation and work with our national representatives. Must have proven track record. Write Jon Goodman, Manager, WHVY, 101 West St., Springfield, Mass. to arrange interview or telephone 413-737-1414.

Salesman eager to grow but no place to go? Sell yourself to us! Join a dynamic sales force in top 50 market. Steady family man who can document ability to sell and service regular business. Solid salary plus commission, incentive and fringe benefits! Call, write: Roy Tobin, WJOB, Hammond, Ind. 219-844-1230.

DJ/Salesman for fast growing station will make \$10,000+ with much greater earnings potential. Sales or on air experience preferred but not necessary. Fringe benefits. Contact Gerry Gallina, WMCL Radio, Mcleansboro, Ill. 62859.

Salesman . . . strong single station; high rates; excellent earnings. Rare opportunity. WMCR, AM-FM, Oneida, N.Y.

WMKC, Oshkosh, Wisconsin needs another good salesman to work at a respected full time radio station. Base salary plus percentage plus outstanding benefits plus good working conditions plus ample sales tools to do the job. Contact William Shaw, Manager..

Excellent product needs sales person. AM/FM soon to split, requiring expanded force. We sell a lot, and we sell soft, up at WTSV, Claremont, NH 03743. EOE.

Sales Manager for a Progressive Rock 50KW station. A good knowledge of the concerts and records industry would be an asset as would production capability. Send resume to the Business Manager, Box 1149, Providence, RI 02912.

Attention! Need local sales manager or salesman for 5000 watt full time AM-MOR station. WNPT in Tuscaloosa has this opening with good pay and chance for advancement. Call Vic Rumore, 205-758-3311 or send complete resume to Box 2787, Tuscaloosa, Ala.

Help Wanted Announcers

Growing Florida group needs 1st ticket men/women. All airshifts. Engineering, sales, for future expansion. All fringes with a straight company. Write Box C-162, BROADCASTING.

Good enough for the big city? Then you might be good enough for the busiest and best middle market station in the East. Seasoned pro needed for MOR/Information station. Production a must, news background helpful. Send tape. Box D-17B, BROADCASTING.

Immediate opening for versatile, experienced AM announcer for Mod/MOR format. Mid Eastern states. Equal Opportunity Employer. Send picture, full resume, salary requirements and audition tape to Box D-187, BROADCASTING.

New Jersey MOR seeks afternoon jock. Good voice, good production. Experience. Send current tape and resume. Box D-239, BROADCASTING.

Here's your chance: Progressive MOR needs experienced morning drive personality. Smaller market, top sound. If you're looking for a choice position, this is it. Send resume, tape and salary requirements to Box D-242, BROADCASTING.

#1 Eastern medium market MO/Rock station seeks creative air/production personality. Excellent equipment, staff, opportunity. Send tape, resume, salary required. Box D-244, BROADCASTING.

Help Wanted Announcers Continued

Immediate opening for announcer/newsman. Must be steady and experienced. Send resume, tape and picture. KAFF, Flagstaff, Ariz.

KINA, 910 KHz, daytimer, Salina, Kansas, 40,000 population, is adding announcer to staff. Send tape, photo and resume to Bill Melton, Program Director.

Fast growing station in booming Florida market needs evening personality! Bright MOR style. New control facilities and happy staff. Send tape and resume immediately to: Jerry Peterson, PD, WBJW Radio, Box 7475, Orlando, Fla. 32804.

Announcer for 5KW suburban Philly Indie. Accent on personality and experience for contemporary station first in market. No beginners. Good salary, benefits. 3rd endorsed, good references a must. WCOJ, Coatesville, Pa., an Equal Opportunity Employer. 215-384-2100.

Morning personality with experience, ideas, original wit. Salary commensurate to ability. Medium market offers ideal living conditions. Send tape, resume, salary expected, WFON, Fond du lac, Wisc. 54935.

Announcer, interested in gathering and writing local news. Board work 3rd phone. \$150 with experience. WHTG, Eatontown, N.J.

Area's top Uptempo MOR looking for midday creative personality. Strong on production. Excellent pay, benefits, working conditions. Married preferred. Pro and references a must. Call Bill Erb, WRIE, Erie, Pa. 814-796-6777.

Experienced country jock personality. Send dj show tape and resume to manager, W-SHO, 2820 Canal St., New Orleans, La. 70119.

Established Mid-Atlantic Contemporary seeks bright, morning communicator. Possibilities for advancement with fast growing group owner. Send tape and resume to Rick White, WTBO, Box 510, Cumberland, Md. 21502.

Philadelphia Beautiful Music FM want an Easy Talker with smooth, mature voice and relaxed delivery. Experience plus third ticket required. Call Mr. Wachs, 1-215-839-7832

Help Wanted Technical

Chief engineer-New England kilowatt. All new equipment. Adult staff and surroundings. Must have complete know how. \$10,000. Box D-191, BROADCASTING.

Chief Engineer, KFSD-AM in beautiful Boise, 5KW, 24 hours, DA-N. 208-345-8812, Box 107, Boise, Idaho. 83701. Wayne Cornils.

Engineering Supervisor to help construct and operate new public radio station. At least 2 years experience in radio operations and maintenance required. Salary open. Send resume to Business Manager, WXXI, 410 Alexander Street, Rochester, New York 14607.

Panama City, Florida Country Stereo station looking for engineer/announcer combo man to pull board shift and engineering duties. Engineering and announcing experience a must. Salary open. Send tape and resume with first mailing. Write: James Bozeman, Box 519, Panama City, Fla. 904-769-1408.

Chief Engineer. Independent AM needs chief who is strong in administration and technical. Applicants must possess directional antenna system maintenance and experience. Must be a self starter who can run his own department. Position offers security. Salary negotiable. Send resume to Box 2069, Livonia, Mich. 48151.

Help Wanted News

Wanted: Aggressive News Director for central Florida's fastest growing radio station. This man must have a hungry appetite for news gathering, writing, rewriting and reporting. The man I choose must also be able to handle those under him as well as he handles himself. Rush tape, resume and picture to Box D-204, BROADCASTING.

Major market morning AM newscaster wanted! One of Canada's largest (50 kw MOR News and Information) radio stations is expanding its already big news operation and seeks mature morning newscaster who is making it in major markets. Must have responsible news judgment and writing ability. Send aircheck, resume, references and present income position to Box D-231, BROADCASTING.

News Director. Radio and TV New York State. Great opportunity with expanding group for aggressive newshawk. Box D-234, BROADCASTING.

Help Wanted News Continued

Newsman wanted for station where local news comes first. Persons selected will cover, write and broadcast news. Opportunity to be part of growing chain. Write Dick Vaughan, WARE, 90 South St., Ware, Mass. 01082.

Announcer, interested in gathering and writing local news. Board work, 3rd phone. \$150 with experience. WHTG, Eatontown, N.J.

Newscaster-Reporter wanted for a top news operation covering metro Miami. Strong on-air experience required. Send air check and writing samples to News Director, WVCG radio, Box 1516, Coral Gables, Fla. 33134. We are an Equal Opportunity Employer.

Help Wanted Programming, Production, Others

Copy/production. Wisconsin radio station needs creative copy/production person with emphasis on production. Copy must be top calibre and sell. Send resume, sample copy and own production tape to Box D-58, BROADCASTING.

Broadcast Educator: Instructor in Broadcast Management, University Communications Program. Develop, teach courses radio production, management. Also, manage campus FM radio station. Salary \$11,000; FT faculty status. At least 3 years broadcast industry experience. Demonstrated interest educational broadcasting. Box D-205, BROADCASTING.

If you are a conservatively creative music type that longs for loads of responsibility, a chance to program to a 1 million plus Midwestern FM market, supervise people well, understands the concept of "Fine Arts" programming and feels all this can be accomplished during the course of a normal week in addition to a 3 hour Monday through Friday classically oriented board shift, send your resume and air check to Box D-211, BROADCASTING. Degree in Music or Broadcasting and 3rd class endorsed required. Salary \$570/mo. + nice benefits. Available in June.

We're looking for a man who loves copy and production work. The man we hire is probably doing production on a full or part time basis now. If you know your way around a splicing block, tape machines, etc., send examples of your work (tape, resume and salary requirements) to Perry St. John, Program Director, KSO, Des Moines, Iowa 50317.

Director of Radio Services for a new public radio station. At least 2 years experience in a radio management position. BA required. Salary open. Send resume to Business Manager, WXXI, 410 Alexander Street, Rochester, New York 14607.

Situations Wanted Management

A young, top flight GM ready to move into new challenge with \$30,000 cash to invest. Location must be east of Mississippi. Box D-120, BROADCASTING.

General Manager. Florida east or west coast. 17 year pro. 13 in the Sunshine State. Announcer through Sales Manager. Creative. Strong on the street. Now I'm ready to run the whole works. Honest. Family man. Perfect for your absentee owner operation. Box D-144, BROADCASTING.

14 years of programming, production, promotion, sales and management experience. College degree in broadcast management. Seeking GM or Sales Management position in major market. Very aggressive. Like to work on incentive vs performance basis. Complete resume and references available. Box D-152, BROADCASTING.

Experienced personnel executive with prior broadcast experience wishes to return to the field. Relocate anywhere. Box D-162, BROADCASTING.

Operations Manager with first, 5 years experience desires stable position with Rocker or MOR. Married, 25, and digs the hell out of music, news jocking and selling. Box D-179, BROADCASTING.

Compelling personal reasons dictate relocation to within 200 miles of Chicago. Now selling Top 50 southern Contemporary. Qualified for: small market GM, medium market SM, rep office. RAB oriented. Seek situation offering opportunity to acquire equity and eventual ownership from earnings. Salary minimum \$360 weekly. Box D-197, BROADCASTING.

Atlanta, Ga. Sale of our station makes available experienced General Manager. For his resume write Box D-203, BROADCASTING.

Today—you may be looking for a responsible young man to train and groom for your station's future direction. I might be that individual. Five years of radio sports gives me a background—an intense desire gives me a future. Box D-221, BROADCASTING.

Situations Wanted, Management Continued

GM or GSM. Currently in management top 20 market. Excellent reasons for change. Outstanding documented track record. Top references. Mature pro. Box D-236, BROADCASTING.

Presently employed manager in market of 50,000 wishing to work for a more progressive organization. Have a secure position now with 17 years radio/TV experience. Box D-241, BROADCASTING.

GM to save sick Classical Music FM: Earl Bradsher, 1178 Piedmont, Atlanta 30309. 404-873-1110, 6-7 P.M.

Station Management—Solid broadcasting background. Looking for challenging growth opportunity. Excellent references. 301-730-5123.

Situations Wanted Sales

College graduate (May 15) seeks position in news or sales departments. Talented and experienced. Let's talk about your needs! 2012 W. Ash, N-11, Columbia, Missouri 65201 or call 314-445-5094.

Looking for lasting job. Sales and board work. 1st ticket, mature, family. Any locale considered. John Hall, Apt B3, 1663 W. Forest Park Ave., Baltimore, Md.

Situations Wanted Announcers

First phone, six years experience, want back into Top 40. Proven ratings booster, a whiz in the production room. Station recently sold, things are getting tight. Security and advancement opportunity a must. Box D-167, BROADCASTING.

Reliable first ticket announcer, nine years experience in all phases of radio. Looking for good town and climate to settle in. Will relocate. Box D-188, BROADCASTING.

Experienced Rock jock. 1st phone, looking for Florida's east coast or California. Will consider other. Please send station profile with reply. Chris E. Stevens, Box D-230, BROADCASTING.

Top 40 cooker, 5 years radio experience, 3 years sports director. 1st phone, ready right now. Tape and resume on request. Box D-246, BROADCASTING.

Personality plus. 1st phone, tight board. Creative but can follow directions. Three years experience. BS will go anywhere. Prefer Top 40-MOR. Bill Lane, 833 Chestnut St., Indiana, Pa. 15701.

First phone, some experience, prefer Rock, consider any format. College grad willing to work hard, will relocate. Robert Powers, 27 Valley View Rd., Chappaque, N.Y. 10514. 914-238-3390.

Hardworking, 1st phone beginner looking for start Good broadcasting training. Salary not big item. Need chance to prove myself. Steven Burgess, 4103 E. Lake St., Minneapolis, Minn. 55406.

Versatile, young, reliable disc jockey, tight board. Lots of ambition. 20 years old. Single, first phone. Four months experience. Good references. Willing to go anywhere in United States, Canada, Alaska, etc. Contact Jody Duke, 2100 S. 15th St., Burlington, Iowa 52601. Telephone 319-752-2292.

Free, one week worth of air time. Rusty dj with first, wants back in. I'm single, 21 and willing to travel. If interested contact Al Robbins, 924 W. Cambridge, Fresno, Calif. 93705 or phone 209-233-1430.

1st phone searching for jock and music director job at stable Rock station. 3 years in radio, 7 in Top 40 music. 22, I'm ready! Mike West, Box 1064, Richmond, Ind. 47374. 317-966-6202.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Play-by-play, sports caster also dj and news. 3rd ticket. 27, single. Available now. Box D-147, BROADCASTING.

Tired of the same old rap? Bright, imaginative, have training and talent, 3rd ticket. Needs first "big break". Sick and tired of "no openings". Box D-224, BROADCASTING.

Jock with third phone one year's experience, available immediately. Family man willing to relocate anywhere. Box D-226, BROADCASTING.

Reliable, good voice, experienced, radio-TV, dj/sports-caster/production, looking for fulltime position, place to settle Southeast. Married, 27, veterans, 3rd endorsed, college broadcasting degree, Columbia Broadcasting school graduate. Hard worker, responsible. Tape, resume available. 904-378-6782, Hamp Elliott, 2224 SW 37th St., Gainesville, Fla. 32601.

Situations Wanted Announcers Continued

Looking for first break. 3rd endorsed, Top 40 or Rock preferred. Excellent training, News, 2 years board experience. Call: 212-375-7736.

Recent Columbia School of Broadcasting graduate seeks a first position. Desire to settle down with your station and gain experience. Professional, mature and smooth delivery. DJ, sales work. South or West preferred. 3rd endorsed. All formats. Randal Curell, 7336 Sanderson Pl., Cincinnati, Ohio 45243. 1-513-561-6790.

Professional (Top 40) personality, four years, large medium or major only. References. Box D-135, BROADCASTING.

Needed now, 5 years experience, married, 3 children. Worked all formats, relocate anywhere. Prefer small market, chance to work up to PD. Box D-166, BROADCASTING.

Looking for first break, knows commercial delivery, tight board work, interviews, looking for job in Baltimore, Washington, Northern Va. area. Box D-183, BROADCASTING.

Former Program Director for four major market stations and excellent drivetime talents wants to relocate with MOR station either as PD and/or talent. Box D-202, BROADCASTING.

Versatile, experienced announcer with writing abilities, looking for the right station to work for. Must have opportunity to advance. Box D-206, BROADCASTING.

Money, guts hires me to make audience think. Progressive, young MOR personality wants major market housewife. Will sell music, sponsors, station. Talks, creates, interviews, chutzpah, charmer, innovates, wins! If afraid other djs will walk out when I walk in, don't reply. Can PD. Single, straight, news background. Box D-227, BROADCASTING.

Top 40 looking for station to rock with. Can cook. Always willing to learn. Al Franco, 632 Marlboro, Rd., Brooklyn, N.Y. 11226. 212-434-4562.

Ten years music, three years Prog. Rock radio. Extensive music knowledge, currently looking. Replies to Frank Lehmann, 10022 N 25th St., Phoenix, Ariz. 85028. 602-992-8923.

Two jocks seek jobs together at small-medium market station anywhere to learn total radio operation. Intend owning own station in 2 years. Guarantee 2 years your station. Are heavy production team, also news, MOR, Rock formats. Write: DJ's, 201 S. Sheridan, Pana, Ill. 62557. Phone 217-562-3142.

Brother Ray/The Trucker seeks permanent position. Prefer New England area. 3 years experience. Write to Ray Allard, 8 Fourth St., Fairhaven, Vt. 05743, for air check.

Experienced announcer, copywriter, newsmen, college background seeks permanent position in small market. Country-Western, MOR. Relocate. Ray White, 919-482-2693, Box 61, Merry Hill, N.C. 27957.

Personality Morning Man for Contemporary MOR, med/large market. Warm, involved, phones, voices, creative; 28, wants permanency, freedom and direction to develop ideas. 10-yr. proven radio-TV track record. Good references. Available immediately. Scott, 703-591-5954.

Situations Wanted Technical

Engineer, first class license, experienced in studio master control operations, UHF transmitters. Desires video tape position. Box D-173, BROADCASTING.

Situations Wanted News

I'd like to join a multiple-man news department under a man who really knows his business. Operations experience in suburban top 5 market. Morning drive news in major market. Part-time news at network O & O. Box D-96, BROADCASTING.

Wire service broadcast editor, news director experience. 25, degree, 1st phone, RTNDA. Seeks new challenge with dynamic news operation. Box D-128, BROADCASTING.

Newsmen. Medium or larger market. Top field reporting and writing. College grad, 26. Northeast. Box D-138, BROADCASTING.

Newsmen, gather, write, present. Excellent delivery, sports oriented. 3rd endorsed. Mature, dependable. Will relocate. Box D-154, BROADCASTING.

Mature and dependable sports director who can cover it all. Also broadcast journalist. Would like opportunity in both media. Years of experience. Box D-160, BROADCASTING.

Situations Wanted News Continued

Experienced announcer/newscaster, first phone, college grad seeking a position in an active news department. I want to learn more about news than possible at my present position. Box D-182, BROADCASTING.

Assignments editor/anchorman in medium market seeks editor or reporter position in larger market. Eleven years strong background includes radio, newspaper and television. Photographer reporter, editor, producer, news director. Box D-189, BROADCASTING.

Newswoman, experienced all phases news and public affairs. 22, college graduate. Locate Rhode Island, southern Mass. Tape, resume available. Box D-196, BROADCASTING.

Sportscaster with play-by-play ability in college, pro basketball, leading harness race caller, on air background New York market. Some TV. Tape, resume available. Box D-200, BROADCASTING.

Radio sportscaster, presently employed in major New England city, is seeking top college or pro job. 7 years experience, including college football and basketball play-by-play. Can also double in news. Willing to relocate anywhere for secure job. Write Box D-201, BROADCASTING.

I live news. Well educated. Presently small competitive market News Director. Young family man. Large markets only. Box D-218, BROADCASTING.

Young Blackman, 5 years experience, Indiana Univ., broadcasting major, experienced as News Director, anchor and street reporting. Married, no children. Presently employed, references. Box D-219, BROADCASTING.

Major award winning play-by-play sportscaster, basketball and football. Top national references. Seeking change to new major market radio and/or TV station to cover pro or college team. Also daily sports newscasts. Single, 27, personable, superior image. Box D-238, BROADCASTING.

Speech Communications, BA, 5 years commercial and educational news experience. Willing to work hard with the right ND. Howard Fine, Fraser Box 489, Geneseo, N.Y. 14454. 716-243-3416.

Experienced sports director all play-by-play, news, disc jockey seeks Florida station. Call 305-279-6768.

Young, aggressive radio news reporter seeks position with operation that considers news an important part of its format. I am a digger who believes in leg work and news as a career. BS in Broadcast Journalism with 1 1/2 years commercial experience and AFTRS. Glen Miller, 729 17th St., #B, Des Moines, Iowa 50314.

Situations Wanted Programing, Production, Others

10 Enthusiasm-filled years. All phases. Programmer, promoter. Personable, positive! I know that more sense makes more dollars. Will happily coordinate your MOR accordingly. Box D-177, BROADCASTING.

Upcoming MA grad seeking PD slot with exciting potential, 12 years experience all phases. Personable, hard-working, great talent. Let's talk. Box D-192, BROADCASTING.

Personality, entertainment and professionalism still have a place in radio. I have a dozen years in broadcasting, over half in major markets and I'm looking for a programming position with a station that feels the same. I'm looking for a position with a future. Box D-215, BROADCASTING.

Positive programming that pleases the public, a proven pathway to profits! Advertisers swear by you, competitors swear at you! If you'd like to stop following and start leading in your Southern market, it's your move! Box D-233, BROADCASTING.

Hey! Hey! Hey! Are you looking for a Program Director, Music Director or a jock or maybe all three? Then look no further . . . because here I am. If you are a small to medium market Country station, then you speak my language. Relocate anywhere. Tom, 2921 Witters, Saginaw, Mich. 48602. 517-793-6253.

TELEVISION

Help Wanted Management

Business Manager. Fastest growing independent in top ten market. Need for progressive financial manager. Opportunity to learn all phases of TV management and increase income. Box C-224, BROADCASTING.

Help Wanted Sales

Polished, aggressive salesman to market totally new concepts in production of an innovative, young corporation. 20% commissions, draws, expenses. New territories now open. Telephone interviews only. Call Clay Ratcliffe, Computer Image Corporation, Denver, Colo. 303-934-5801.

Help Wanted Technical

Wanted: Technical Director for major broadcast chain: radio and TV engineering experience necessary. Salary and benefits excellent. Great career opportunity. Box D-170, BROADCASTING.

Transmitter supervisor for VHF network affiliate. Full responsibility for alternate main transmitter and microwave. If you're ready to move up, do it in Florida. Box D-185, BROADCASTING.

Television transmitter, operator full time employment and no future automation. Midwest location excellent salary and fringe benefits with an Equal Opportunity Employer. Reply to Box D-186, BROADCASTING.

Chief engineer for Southeastern network VHF television station. New studio facilities and latest equipment offer great opportunity for a number two man to move up. This is a career opportunity with excellent benefits. Box D-223, BROADCASTING.

Lab Technician-film processing/camera repair. Contact Frank Broughton, WCKT-TV, Miami, Fla. Equal Opportunity Employer.

First class licensed engineer needed, full color operation. Write WSKG-TV, Box 97, Endwell, N.Y. 607-754-4777.

Audio Mixer with experience in multiple mike input music mixing for active TV production center. Call Don Ford, 918-743-3823, Tulsa, Okla.

Video engineer with experience in shading, maintenance and repair on RCA TK-44 cameras. Maintenance of TS series RCA switcher and BC series audio boards and RCA videotape recorders. Strength needed in video shading for production. Call Don Ford 918-743-3823 Tulsa, Okla.

Help Wanted News

TV sportscaster. Major Ohio market. Top pay for attractive, experienced, knowledgeable sports talent. All replies absolutely confidential. Equal Opportunity Employer. Send picture and resume only to Box D-168, BROADCASTING.

Announcer with good on-air presence for small network Midwest station. Send resume and requirements. Box D-213, BROADCASTING.

Needed: A sharp News Director with news production experience to take charge and shape up our newscasts. Will write and deliver editorials. Top 50. Long, hard work. Box D-220, BROADCASTING.

TV anchorman. Large Ohio VHF. Equal Opportunity Employer. Send resume and non-returnable picture to Box D-232, BROADCASTING.

Latin news editor. TV writing/reporting/desk. Bilingual. Experienced only. Contact Dave Choate, WCKT-TV, Miami.

Help Wanted Programing, Production, Others

Promotion manager. Manage going department for #1 station in 3 VHF, top 50 Midwest market. Creativity in on-air promotion a must, plus experience in print layout and general publicity. Resume to Box D-92, BROADCASTING.

Major Southwest university seeks versatile production specialist with MA to run closed circuit color system used for teaching professional broadcast news, public affairs, and advertising courses. Equal opportunity Employer with affirmative action program. Send complete biographical information to Box D-150, BROADCASTING.

Executive Producer, top 10 market. Responsible for P/D staff, content and style of all local P.A., entertainment and other programs. A challenging position with future for the right person with proven abilities and production and content background. EOE. Box D-172, BROADCASTING.

Immediate South Florida VHF, experienced senior producer for full charge "studio" and control room crews and production operation. Enthusiasm and dedication prime requisites. Resume with salary requirements to Box D-184, BROADCASTING.

Writer/researcher TV documentary unit. Experienced only. Contact Roger Burnham, WCKT-TV, Miami.

Situations Wanted Management

Knowledgeable Prod Assistant GM, PD, Operations Manager. 20 years experience. Net and independent. Box D-171, BROADCASTING.

Controller-Business Manager. Nine years wide experience with affiliated VHF and with independent UHF top 10 market. Box D-209, BROADCASTING.

Top regional, national sales, 20 years experience, available now. Phone 703-222-8389.

Situations Wanted Sales

Top 50 TV executive wants new challenge. Proven record of sales, profit and dependability. Experienced as Gen. Mgr., Gen. Sales Mgr. and Nat'l. Sales Mgr. Here is your opportunity. Box D-222, BROADCASTING.

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701 214-592-6280.

Situations Wanted Announcers

Weatherman-commercial announcer. Currently top weatherman in my market, now ready to move up. 16 years experience. Box D-193, BROADCASTING.

Announcer/copywriter, major market experience, 3 years TV/radio, seeks TV work. VTR upon request. 919-762-4790 evenings.

Situations Wanted News

Strong radio reporter wants television field reporter position. College grad, 26, Northeast. Box D-139, BROADCASTING.

Experienced TV Sports Director seeking middle market commercial or CATV. Versatile sports pro with exceptional play-by-play delivery and enthusiasm. Currently employed, desire more challenging position. Dedicated to the industry. Box D-143, BROADCASTING.

If you want a pro, top 5 anchorman/reporter/documentarian, national awards, top ratings, impeccable references. Box D-159, BROADCASTING.

Desk-field work. Incisive, experienced, versatile and enthusiastic. At 28: stable, intelligent and know what you need. Box D-180, BROADCASTING.

Female Black TV-news reporter, five years experience, desire relocation, Canada included. Assignment editor comment: "She's intelligent, super-personality, congenial, attractive . . . Our loss . . . your gain." State salary and benefits. Box D-190, BROADCASTING.

Weatherman, rating builder, track record proves it. Seeks larger market, greater opportunity. Box D-194, BROADCASTING.

Experienced weekend anchor/field reporter seeks reporter position in top twenty market. All inquiries answered, send info on your station, plus reason for looking. Box D-195, BROADCASTING.

Sportscaster. Pro, 30 years old. Experienced as TV Sports Director in top 20 market. Network exposure. Excellent references. Box D-198, BROADCASTING.

Former news director in top 20 market. Twenty years experiences in documentaries, reporting, writing, on-air talent. Position with growth opportunities of prime importance. Box D-212, BROADCASTING.

Producer/Assignment Editor. 8 years experience broadcast news, MA Journalism, graduate work broadcasting. Professional and responsible. Box D-235, BROADCASTING.

Experienced newspaper photographer-reporter seeks TV opportunity. BSJ-Broadcasting. Wigodsky, 310 North Ninth, Norfolk, Nebr. 68701.

Situations Wanted Programing, Production, Others

College graduate BA, AA in broadcasting and political science desires position in broadcasting industry. Four years experience in TV production, master control technician and film. Third phone. Ability to take direction and carry out orders. Will consider news or sales position. Box D-34, BROADCASTING.

Network producer/director (NYC). Heavy news background, sports and play-by-play. Creative, professional, ambitious and single. Willing to travel and relocate. Box D-75, BROADCASTING.

Situations Wanted, Programing Production, Others Continued

Free lancing producer/director, Washington, D.C.-based. Call 301-794-8274. Box D-176, BROADCASTING.

Experienced, capable director seeks challenging future as Production Manager or Director with progressive company in medium to large market. Resume available. Box D-207, BROADCASTING.

Art Director, 9 years television experience with some film processing experience. Desires to relocate, Midwest or Southwest. Excellent references. Slides and resume sent upon request. Box D-210, BROADCASTING.

Currently radio copywriter seeks same position in TV. Experienced in both radio and TV. Able to work closely with production staff. Resume nad samples supplied upon request. Box D-217, BROADCASTING.

RATV grad (BA), experienced in all phases television and film production, worked at major market UHF station. Box D-245, BROADCASTING.

Young MA in TV production, studied in USSR, diverse work experience at CBS O & O station, eager to work for you in programing, news, sales. Excellent references. R. Brown, 2302 SE 57th, Portland, Oregon. 503-235-6914.

College student (Television major) seeks summer job in NYC area. S. Schwartz, 212-336-6393.

Producer-Director/Prod. Dir. 3 years experience with network affil. news and commercials. Artistic background, photography and TV promotion experience. Ambitious, professional, personable. Excellent references, call 203-688-3886 after 5. Relocate.

CABLE

Situations Wanted Programing, Production, Others

Manager, program director, producer-director, host, sales, first phone. BA, CATV tec., one or all. 315-478-8896. Box D-94, BROADCASTING.

WANTED TO BUY EQUIPMENT

Spotmaster and Tapecaster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

FOR SALE EQUIPMENT

Thinking automation? Substantial savings on large, new, never used automation system designed for our busy AM format station. Random selection of carts and sources. Lots of hardware. May sell piecemeal. Write Box D-146, BROADCASTING.

Used RCA-50G, 50,000 watt AM transmitter. Excellent condition-very clean. Tuned to 720 KHz. Box D-153, BROADCASTING.

Marti-Used, reconditioned and new Marti equipment in stock. Immediate delivery. Terms available. BESSCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

1 250' Lehigh tower, 4-leg, self supporting galvanized, for 12-bay FM antenna, TV. Immediately available. \$7,500. Broadcast Automation Associates, 5199 NE 12th Ave., Ft. Lauderdale, Fla. 33308. Call collect 305-776-4762.

Consoles—McMartin maintains a complete stock of five channel mono-dual-stereo audio consoles for immediate delivery. All feature plug in interchangeable inputs and plug in booster and line amps. Full monitor, cue and audition features with optional step attenuators. B-501 mono \$750, B-502 Stereo \$1050 and B-503 dual \$975, FOB Omaha, Nebr. For immediate delivery call Sales Dept., 402-342-2753 or write McMartin, 605 N. 13th St., Omaha, Nebr. 68102.

New AM/RF Amplifier. Have AM remote monitoring problems? Solve them or avoid them with the new McMartin TBM-8800 AM/RF amplifier. The TBM-8800 includes AGC, day/night gain adjustment and separate outputs for modulation and frequency monitors, price \$485, FOB Omaha. Available for immediate delivery. Call 402-342-2753 or write director of sales, McMartin Industries, Inc., 605 North 13th St., Omaha, Nebr. 68102.

Color camera sale, RCA TK-42 chains \$9,900 each, RCA TK-43 chains \$12,500 each. All excellent condition. 1-205-591-4800.

RCA 8-bay 92.3 antenna, with de-icers . . . excellent condition. For Sale, "cheap". KCFM, St. Louis. 314-726-1077.

Marti remote control and McMartin TBM-2500C 6 months old. Ampex 350 (new heads). WDDD, 618-997-2341.

FOR SALE EQUIPMENT Continued

For Sale: Jamieson Color Processor Mark IV for 16mm and 8mm Ektachrome, 30fpm, with eight 100 litre storage tanks, mixing tank, temp. controls, water filters, valves, etc. Used 18 months for special project. Call 703-820-4500 ext. 273 or write Production, WETA-TV, 3620 27th St. S., Arlington, Va. 22206.

865 Ft. stainless television tower with 12 bay, Channel 8 antenna. Will be dismantled August, 1973. A. R. McMaster, G.E. Broadcasting Co., 441 Murfreesboro Rd., Nashville, Tenn. 37210. 615-259-2200.

COMEDY MATERIAL

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.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

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 27, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

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.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Chesertdale Rd., Cincinnati, Ohio 45246. 513-771-8580.

Need 1st phone fast. Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next intensive Theory Course will begin April 30, 1973. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 2-3281.

FCC First Class License in six weeks. Theory and laboratory training. Day or evening classes. State Technical Institute (Formerly Elkins Institute), 3443 N. Central Ave., Chicago, Ill. 60634. 312-286-0210.

No: tuition, rent. Memorize, study-Command's "1973 Tests-Answers" for FCC first class license. —plus— "Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco 94126. (Since 1967)

REI teaches electronics for the FCC first class radio telephone license. Over 90% of our students pass their exams. Classes begin April 30, June 11, July 16. REI, 52 South Palm Ave., Sarasota, Fla. 33577, phone 813-955-6922. REI, 809 Caroline St., Fredericksburg, Va. 22401, phone 703-373-1441.

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, programming. 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.

Cartridges spotlessly cleaned, rebuilt and reloaded with Scotch 157. Like new at approximately half price. Also, best prices anywhere—new Fidelipac carts, 3M professional tape and other studio supplies. Your order is your charge account! Full guarantee. Free catalogue. Lauderdale Electronic Labs, 135W 13th St., Ft. Lauderdale, Fla. 33315, Dept. B. 305-525-0478.

Miscellaneous—Continued

Free Easter Special. Starlight Chapel Broadcast, 28 minutes, Contemporary Folk-Rock and/or Traditional. Send request to: Starlight, Box 2401, Paterson, N.J. 07509.

Photography by Herb. Los Angeles area. Finest quality. Reasonable prices. Satisfaction guaranteed. Studio or location. 213-461-7220.

Twenty personalized drop ins. \$10. Rerecorded free when changing station. Used in major markets. Columbus Radio, Box 187, Bradley, Ill. 60915.

"The Blonde"! Cute, saucy, taped sidekick for your show! Over 150 recorded lines \$15.00. Free dj catalog! Chicago Broadcast Circle, 25 East Chestnut, Chicago, 60611.

Sell us music. Want to buy 10" reels MOR bright music. No Rock or FM type Beautiful Music. Need complete music service or separate reels of instrumental and vocal and hits of 40's thru 70's. Hudson Millar, WIRA-AM, Ft. Pierce. Fla. 33450.

Announcer, engineers, increase your income. Information free-Sceptre, 4812 Imperial Terrace, Louisville, Kentucky 40216.

Help Wanted Announcers

TALK SHOW HOST M/F

East Coast major market news and information station needs light, learned and listenable open-form hostess/host with head and voice to handle issue-oriented two-way talk. Must be experienced, attractive and personable with ability to entertain as well as inform.

Golden opportunity with prestige employer. Rush detailed resume and tape. An Equal Opportunity Employer.

Box D-243, Broadcasting

Help Wanted Technical

BROADCAST FIELD ENGINEERS

We are a leading producer of TV and Radio broadcast equipment with several openings in the Service Department for well trained and experienced TV and Radio Field Engineers. TV service experience should be in transmitters, antennas or studio equipment. Extensive travel is required and relocation to our Quincy Office.

Salary commensurate with experience, full company benefits, paid travel and relocation expenses. Send resume and salary history, in confidence to: Tom Bedford, Employment Supervisor.

An Equal Opportunity Employer M/F

GATES DIVISION

HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

RADIO

Help Wanted Sales

Major market California FM Station needs sales person to handle Sale/Continuity/Promotion. Opportunity for advancement. Permanent position. Excellent employee benefits. Apply in person or send detailed resume to:

McClatchy Broadcasting
21st Street and Q
Sacramento, Calif. 95813
Attention: Personnel Dept.

An Equal Opportunity Employer

STOP SELLING SPOTS!

Start selling opportunities. Be a part of helping others get the broadcasting industry through education. Excellent earnings and advancement potential for an effective, hard-working sales representative. Columbia School of Broadcasting is expanding its nationwide sales representation program. If you're looking for something different, challenging and rewarding, write us. Give full background in letter and resume. We're looking for good sales representatives now. Write to: Roy E. Gruenwald, Columbia School of Broadcasting, 1902 Van Ness Avenue, San Francisco, CA 94109. (Not affiliated with Columbia Broadcasting System, Inc.) An Equal Opportunity Employer.

For Fast Action Use

BROADCASTING'S

Classified Ad Order Form

Situations Wanted Announcers

TALKMASTER

Top 10 market telephone and interview host available due to format change. Versatile and experienced. Current events, sports, nostalgia.

Call 314-567-6496 or
Box D-216, Broadcasting

TELEVISION

Help Wanted Management

READY TO MOVE UP?

Here's your opportunity to be considered for management positions with leading radio and television stations in every state. And, on a completely confidential basis! Send your resume today for openings in the \$18,000 to \$75,000 income range. State position desired, salary requirements, and geographical preference. No fee and all replies answered.

ATTENTION: C. L. MITCHELL
RON CURTIS & COMPANY
O'HARE PLAZA, 5725 EAST RIVER ROAD
CHICAGO, ILLINOIS 60631

Situations Wanted News

**Journalist,
Anchorman,
Administrator . . .**
with exceptional credentials.
Box D-181, Broadcasting

You Belong in
Broadcasting
The newsweekly of broadcasting and allied arts

**Situations Wanted
Programing, Production, Others**

EXPERIENCED PRODUCTION MAN
Highly intelligent young man with 14 years experience both on air and in production broadcasting, wants position in native California. Considered by superiors to be extremely perceptive with excellent sense of timing. Would be asset to any TV station or production house.
Box D-240, Broadcasting

CABLE

CATV FRANCHISE

The Town of Kent, New York, is requesting proposals for cable communication franchise to be awarded.

Public hearing for all interested parties will be held on April 30, 1973 at 7:30 in the evening at the Town Hall, Rt. 52, Kent, New York.

Address all inquiries to:
Frank R. Barbarita, Supervisor
Town of Kent
Town Hall
Carmel, New York

Miscellaneous

BROADCAST BROKER AM/FM/TV
Am working Chief Engineer. Ticket since '51! Let me help sell your facility at ethical commission. Any market.
Meyer Gottesman
c/o WTMI Radio
Miami, Florida 33133
Tel (305) 446-7134 anytime!

Wanted to Buy Stations

3 broadcast professionals experienced in all phases of the business looking for a station to own and actively operate. AM-FM—or both. Principals only. Replies confidential.

Box D-199, Broadcasting

For Sale Stations

Profitable Mountain States AM Medium market
Good cash flow. Station well established with top billing in market. Price \$500,000.
Principals only.

Box D-214, Broadcasting

Interest available in one of the fastest growing radio stations in the West. Flexible financial and Participation arrangements available.

Box D-237, BROADCASTING

For Sale Stations Continued



*Brokers & Consultants
to the
Communications Industry*

THE KEITH W. HORTON COMPANY, INC.
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138

LARSON/WALKER & COMPANY
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90067 Wash., D.C. 20036
1801 Ave. of the Stars 1725 Oe Sales St., N.W.
Century City, Suite 501 Suite 508
213/277-1587 202/223-1553



SOVRAN
ASSOCIATES, INC.
BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545

LaRue & McGauren
Media Brokers, Inc.

341 Bayside Dr. 116 Central Park South
Newport Beach, CA. New York, N.Y.
(714) 675-4585 (212) 265-3430

We are pleased to announce the opening of our new New York area office with:

Mr. James R. (Jim) Galbreath

Ready to serve you in Broadcast properties

Chapman Associates
5 Northfield Rd.
W. Orange, New Jersey

(Area Code) 212-964-7335
New York City

(Area Code) 201-731-2687
W. Orange, New Jersey

BROADCASTING'S CLASSIFIED AD ORDER FORM

NAME _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Indicate desired category: Radio Television Cable

HELP WANTED	SITUATIONS WANTED	WANTED TO BUY	FOR SALE
<input type="checkbox"/> Management	<input type="checkbox"/> Management	<input type="checkbox"/> Equipment	<input type="checkbox"/> Equipment
<input type="checkbox"/> Sales	<input type="checkbox"/> Sales	<input type="checkbox"/> Stations	<input type="checkbox"/> Stations
<input type="checkbox"/> Announcers	<input type="checkbox"/> Announcers		
<input type="checkbox"/> Technical	<input type="checkbox"/> Technical	ADDITIONAL CATEGORIES	
<input type="checkbox"/> News	<input type="checkbox"/> News	<input type="checkbox"/> Instruction	
<input type="checkbox"/> Programing	<input type="checkbox"/> Programing	<input type="checkbox"/> Comedy Material	
<input type="checkbox"/> Production, Others	<input type="checkbox"/> Production, Others	<input type="checkbox"/> Miscellaneous	

Insert _____ time(s). Starting date _____ . Box No. Yes No (\$1 Additional)

Display Inches _____ Non-Display

COPY: _____

See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.

Profile

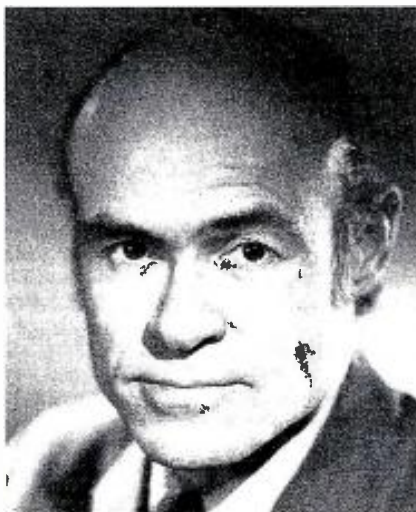
On the front lines and with the headliners: Bill Monroe of 'Today'

"Everybody concedes that freedom of the press is basic to our democracy. Does it make sense not to insist equally on the fundamental importance of freedom of broadcasting at a time when Americans are getting half of their information, at a rough guess, from radio and television?" These words were written in 1961 by Bill Monroe, shortly after the conclusion of his term as president of the Radio Television News Directors Association. More than a decade has passed since then, but in the interim, Mr. Monroe, now Washington editor of NBC-TV's *Today* program, has had much more to say on the subject.

In 1967, for instance, Mr. Monroe, in a criticism of Canon 35, the judicial guideline that prohibits live broadcast coverage of court proceedings, wrote: "As the influence of television grows, only one branch of government, the judiciary, seems to have adopted a total hostility toward it." A year later, in a critique of the state of the art of political broadcasting, Mr. Monroe told a college audience: "If there's a danger of television creating a false image of candidates, the danger is certainly enhanced by the extent to which politicians are now exercising control over television's approach to politics." And in 1970, in referring to recent criticisms—most notably from the Vice President—of the alleged biases of broadcast journalism, Mr. Monroe proclaimed: "At present, we are busily engaged in cutting down even further the already limited freedoms of broadcasting. But despite cliché arguments to the contrary, there is no structural necessity for broadcasting to be any less free in its editorial judgments than in the printed press."

In more than 25 years as a broadcast journalist—much of the time in the forefront of his profession—Mr. Monroe has maintained a consistency in his condemnation of government tampering with the media. And he commands attention. Physically, his presence is formidable. Standing well over six feet tall and possessing the type of clean-cut, distinguished facial features of which executives are made, he projects authority that has propelled him into the dual role of leading journalist-personality and one of broadcasting's staunchest advocates.

Mr. Monroe recalls well the circumstances that led him into the latter role. Having worked for five years as an associate editor at the *Item*, a now-defunct daily newspaper in his native city of New Orleans, he made a return to broadcast in 1955, when he became news director of



William Blanc Monroe, Washington editor, NBC-TV's *Today*; b. New Orleans, 1920; BA Tulane University, 1942, Phi Beta Kappa; staff correspondent, UPI, New Orleans, 1941-42; U.S. Air Force, 1942-45, discharged with rank of captain; freelance writer, New Orleans, 1946-47; news director, WNOE(AM) New Orleans, 1947-50; associate editor and chief editorial writer, *New Orleans Item*, 1950-55; news director, WDSU-TV New Orleans, 1955-61; Washington bureau chief, NBC News, 1961-69; Washington editor, *Today*, 1969-present; past president, Radio Television News Directors Association, Radio Television Correspondents Association; Peabody award, 1973; m. Elizabeth Beale Harrison; children—Lee, 25; Arthe, 23; Kitty, 21; Maria, 15.

wdsu-TV there. His initial impression of the television news operation was one of surprise. "It seemed as if there wasn't the same feeling of freedom and independence there as there was at the at the paper." The climate, he determined, was not the result of a voluntary inclination on the part of wdsu-TV's management to shy away from controversial issues. Rather, it was the result of a tendency—common, he believes, among most broadcasters—to avoid confrontations with federal regulators, particularly the FCC, who would take issue with certain programs.

Mr. Monroe responded to this situation early in his stay at wdsu-TV. In 1955, he came on the idea that broadcast coverage of the upcoming session of the Louisiana legislature in Baton Rouge would make a good news story. The trouble was that nobody had ever done it before. Sensing that red tape could preclude such coverage, Mr. Monroe ordered his film crew to set up in the center aisle of the legislative chamber, without an invitation to do so. Strangely enough, no

reprimands were forthcoming, and wdsu-TV continued its coverage unimpeded. But one day, after the station's cameras caught Louisiana Governor Earl Long scurrying about the chambers—a place he was traditionally barred from entering—the executive branch moved to force the broadcasters off of the premises. The campaign might have worked if it were not for the threats of the print representatives covering the legislature to walk out themselves if wdsu-TV were evicted.

That incident affirmed Mr. Monroe's belief that journalists, if convinced that a cause was proper, would resist government pressure as a united force. He still believes it today, which, perhaps, is why he feels that legislation will not be necessary to curb the current tide of judicial actions against newsmen who refuse to disclose confidential sources. "Newsmen seem to believe in the right of confidentiality," he says. "As long as they maintain their clear-cut belief in this principle, prosecutors and judges will have to give up this fad of jailing them."

While he remains encouraged by print support of broadcast causes today, Mr. Monroe feels the industry still faces a foreboding dilemma—the prospect of "semi-independence" inspired by the fear of FCC sanction. "We will never have a genuinely free system of broadcasting," he claims, "until we see licenses in perpetuity."

Mr. Monroe has not made these observations from an ivy tower. For the past four years, he has conducted live interviews on the *Today* program with representatives of all parts of the political spectrum. Rising before dawn each morning, driving 10 miles from his Fort Sumner, Md., home to NBC's studios in upper-northwest Washington, he faces the daily prospect of entering into a potential adversary relationship with those in positions of power—all before a national television audience. "Interviewing is a harum-scarum, extemporaneous type of thing," says Bill Monroe, who views himself as nothing more than a catalyst. The interviewee, he says, is the one who is doing the work, is making the news. And, he adds, "I get a real pleasure out of seeing that somebody's done a good job."

"Rewards are hard to come by in this field," he insists although, in retrospect, he would have little trouble finding a few—a national reputation for excellence in reporting (affirmed recently by his designation as the only broadcast newsmen to individually receive a 1973 Peabody award), a sense of accomplishment in being one of the nation's most renowned "catalysts," and a feeling of pride that the principles of press freedom he has endorsed for decades are now being embraced by so many of his peers.

Editorials

The gun that's loaded

Clay T. Whitehead marched up the Hill last week to make a case for the administration's bill for license-renewal reform. Nobody asked him the right question.

Why does an administration that until now has professed abhorrence of the fairness doctrine insist that a "fairness obligation" be included among criteria for renewal?

The answer must be that the White House sees a fairness criterion as the mechanism the FCC can use to make affiliates exercise the "responsibilities" Mr. Whitehead spoke of in the clearance, rejection or countering of network news. At any time the FCC majority felt a network getting out of line, a discreet word to affiliates on fairness—by which their next renewal would be judged—ought to produce fast, fast relief.

In his testimony Mr. Whitehead made no effort to conceal the administration's determination to apply affiliate restraints to network news departments. The fairness provision in the administration's bill is the secret weapon. Hopefully it will be defused in the writing of a final bill.

Watergate watered down

President Nixon's admission that the Watergate case was real sent us looking through back issues of this magazine. In the one dated Nov. 20, 1972, we found the report we recollected.

Its subject was a speech delivered to the New England Society of Newspaper Editors by Charles W. Colson, then special counsel to the President. Mr. Colson accused the *Washington Post* and CBS News of engaging in McCarthyism by reporting "unproven innuendo" about the Watergate affair. He was particularly critical of two special reports on the Walter Cronkite program that he said contained 10 minutes of "unlabeled" editorializing. Watergate, Mr. Colson was saying, was another example of the dreadful anti-Nixon bias by the Eastern press.

The President's announcements of last week would never have been made if journalists had not persisted in digging into a case that the White House did everything possible to hide. Watergate, Mr. Colson, wherever you are, is its own best argument against the kind of docile journalism that you and the White House secretariat yearn for.

It had to happen here

The noncommercial-television system in this country is being sorely torn by internal stresses that have been cleverly manipulated from outside. It has incurred the displeasure of an administration that holds the veto power over congressional funding. It is a federally subsidized system without much federal subsidy.

Still, nobody who is familiar with the system's origins and operations should be surprised that things turned out this way. Back in 1967 when Congress was considering how to set up and fund a permanent structure of noncommercial television, the legislators chose to ignore warnings that a centralized system depending on annual federal grant was doomed. As predicted, a network developed, its political coverage and commentary became pointed and political reprisal set in.

That the showdown occurred during the incumbency of a Republican President is happenstance. It was destined to occur during any administration that was rubbed the wrong way by the output of the noncommercial network.

What nobody has mentioned in the current dispute over the noncommercial system's future is that, under some conditions

of political alliance, a capture of the system by the federal authority could also occur. Given a President and congressional majority of the same party and persuasion, program control would be unavoidable in the annual appropriations process.

There is growing reason to doubt that a governmentally subsidized broadcasting system should engage in journalism at all. The conditions of support are too conducive to corruption or coercion. Nor is there a compelling need for a government news service. It is not as though private media of journalism were drying up.

Maybe it is time for the Congress to rethink the whole concept of noncommercial broadcasting, including its sources of support and the limits of its service.

No contest

What freedom do you have to lose if, to maintain the freedom to do something, you must not do it?

That remains the catch—and, unfortunately, the lesson—in the FCC's decision to fine Sonderling Broadcasting's WGLD-FM Oak Park, Ill., for broadcasting a discussion of oral sex.

There is double trouble in this proceeding. The FCC now has on its books a standard for obscenity where none existed before. An FCC that had been advancing more and more toward the view that broadcasting fell within the same First Amendment that protects other media was forced back to language explicitly denying that protection.

Topless radio will be missed by few. It was a format that invited excesses, and, with the FCC, we agree that the WGLD-FM example was an excess of the grossest kind. But that's just our opinion. It is, we venture, the opinion of most responsible broadcasters. It may, indeed, be the opinion of a majority of residents of Oak Park, Ill. Add them all together and we still find no justification for five appointed officials in Washington saying what is fit for Americans to hear.

Having so said, we concur in the decision of Sonderling to pay the man the two (thousand) dollars. Given the circumstances of this case and the current dispositions of the courts, it would be unrealistic to anticipate from an appeal a decision enhancing the broadcasters' claim to First Amendment status. This is one case in which bad enough is better left alone.



Drawn for BROADCASTING by Sid Hix
"The set's been dead for a week, but Billy Graham and Oral Roberts are still coming in strong."

**"Through all kinds of weather...
side by side..."**



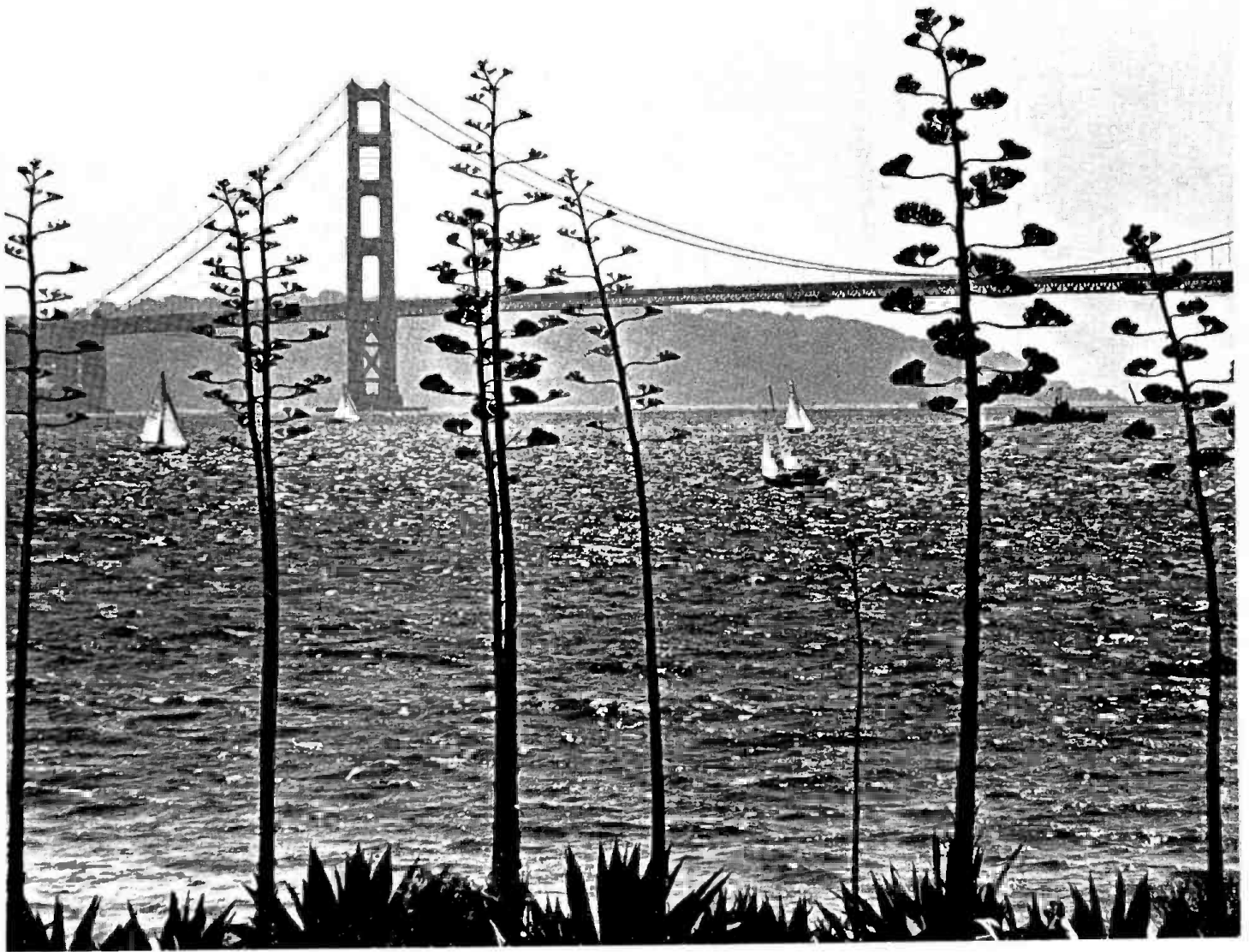
We've done something about our weather. It's in the way we look at it. By time-lapse photography looking right down the state line between the two Carolinas. As the day clicks away, frame by frame, minute by minute, rain or shine, we record the elements. . . South Carolina to the left and North Carolina to the right. And, in our news show, "Carolina in the Morning," "Carolina Moon" and everything in between is shown in a matter of seconds. It's seen from Carowinds, the 30-million dollar theme amusement park on the state line, 10 miles south of Charlotte. "What if the sky should fall. . ." Carolinians know where to look!

eyewitness news / wsoc tv charlotte, n.c.



COX BROADCASTING CORPORATION STATIONS WSB AM FM TV Atlanta WHIO AM FM TV Dayton
WSOC AM FM TV Charlotte WIOD AM WATA FM Miami KTVU TV San Francisco Oakland WHIO TV Pittsburg

If you lived in San Francisco...



...you'd be sold on KRON-TV