

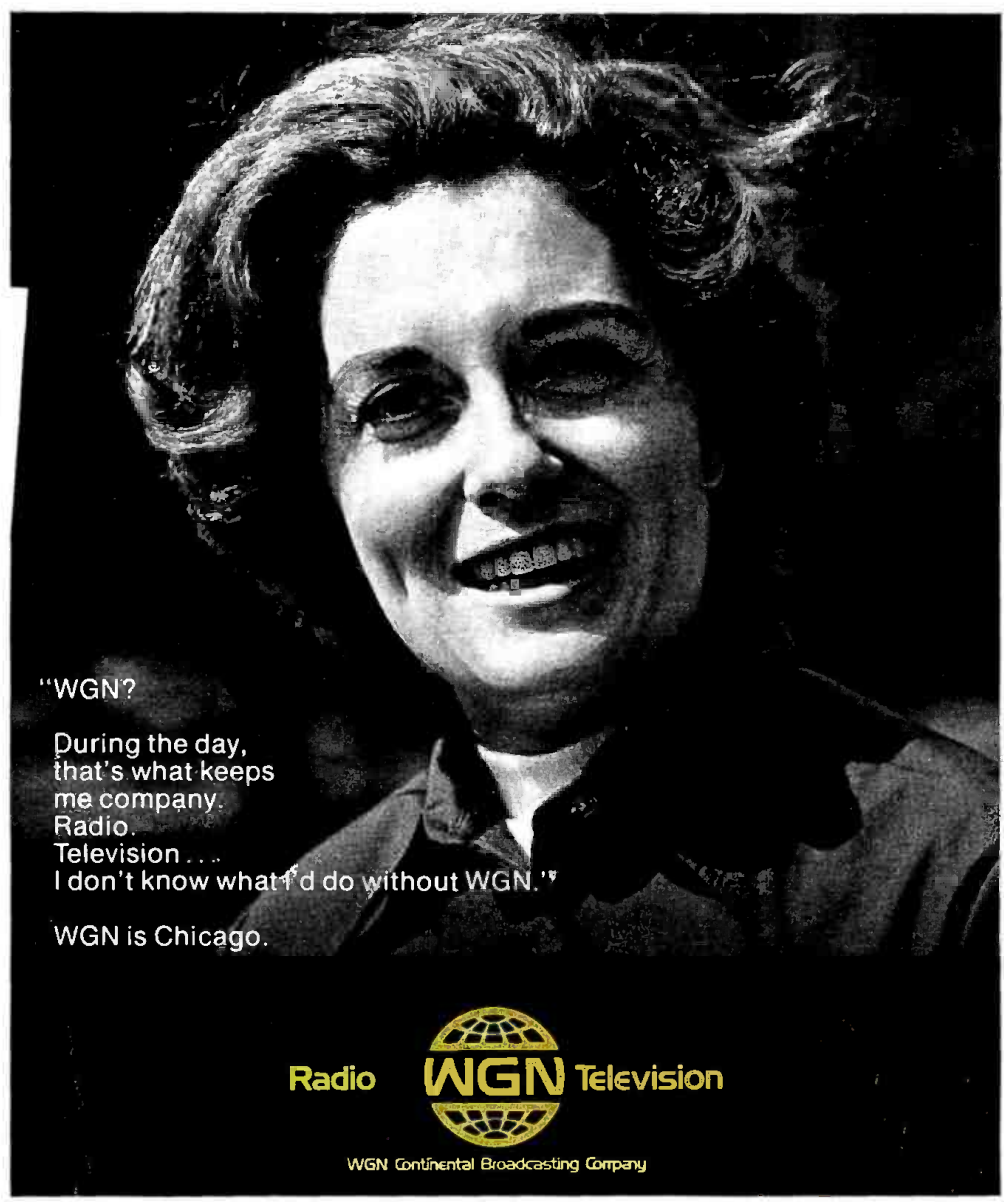
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Late night: new leading edge in network TV
Post-mortem on cable in wake of ATC-Cox

Broadcasting Apr 30

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

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"WGN?
During the day,
that's what keeps
me company.
Radio.
Television . . .
I don't know what I'd do without WGN."
WGN is Chicago.

Radio  Television

WGN Continental Broadcasting Company

Women 18-49 Love
THAT GIRL starring Marlo
and Time Buyers Love

THAT GIRL reaches 33% more women 18-49 than the average situation comedy currently in syndication*.

THAT GIRL reaches 36% more women 18-49 per household than the average situation comedy currently in syndication*.

THAT GIRL enjoys a 44% advantage over the average situation comedy currently in syndication* in percent of total viewers who are women 18-49.

73% of all women viewing **THAT GIRL** are women 18-49.

136 comedy half-hours in color

If THAT GIRL is still available in your market, phone, wire or write today for further details.

 **METROMEDIA PRODUCERS CORPORATION**

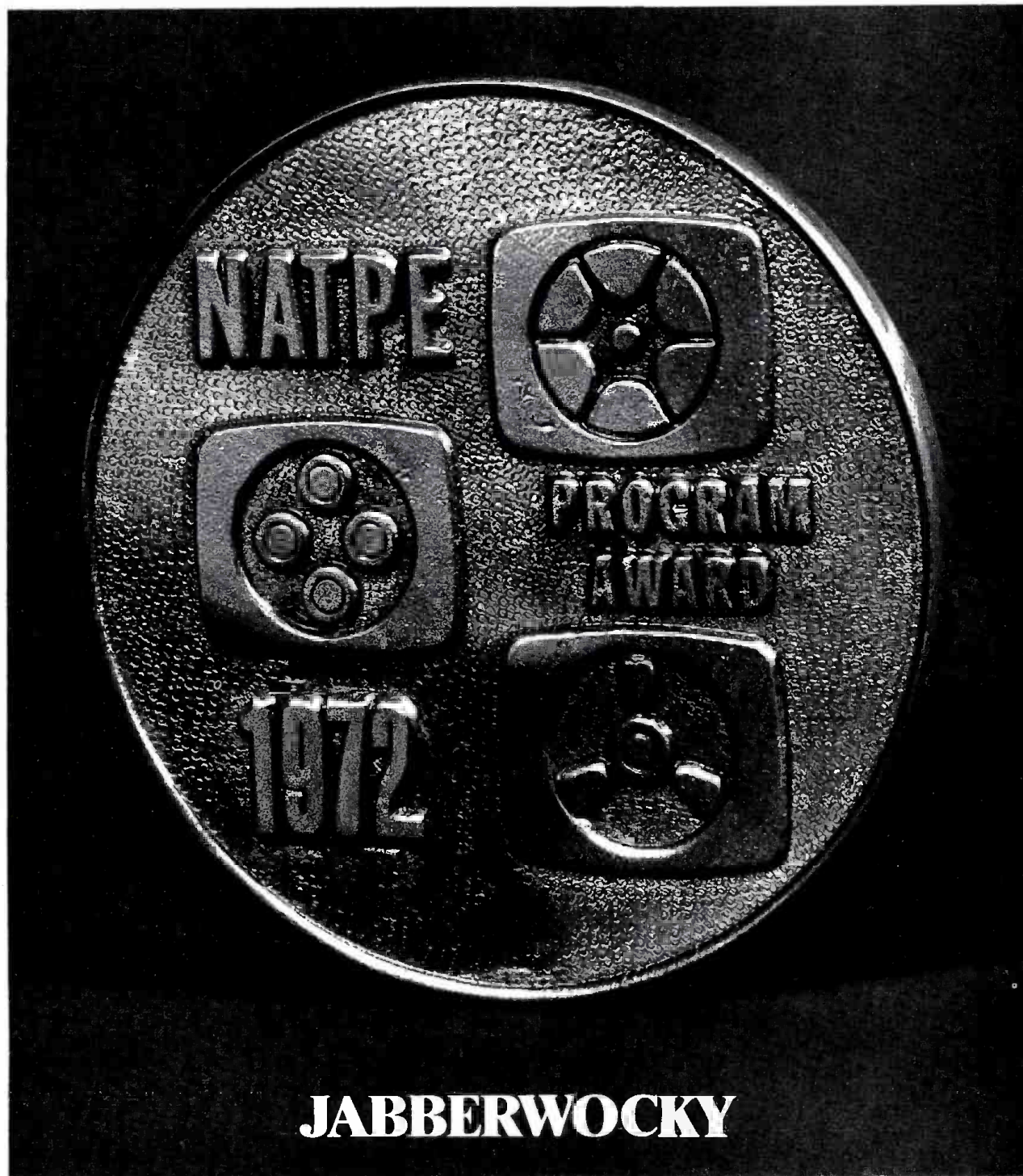
485 LEXINGTON AVENUE, NEW YORK, NEW YORK 10017 • TEL (212) 682-9100 CABLE METPROEAST

Thomas

Women 18-49



based on 18 situation comedies currently in syndication with a coverage of 25% or more U.S. TV households. Latest available REPORT ON SYNDICATED PROGRAM AUDIENCES, based on NSI All-Market Cycle, Oct. 26-Nov. 22, 1972. Subject to qualifications available on request.



JABBERWOCKY

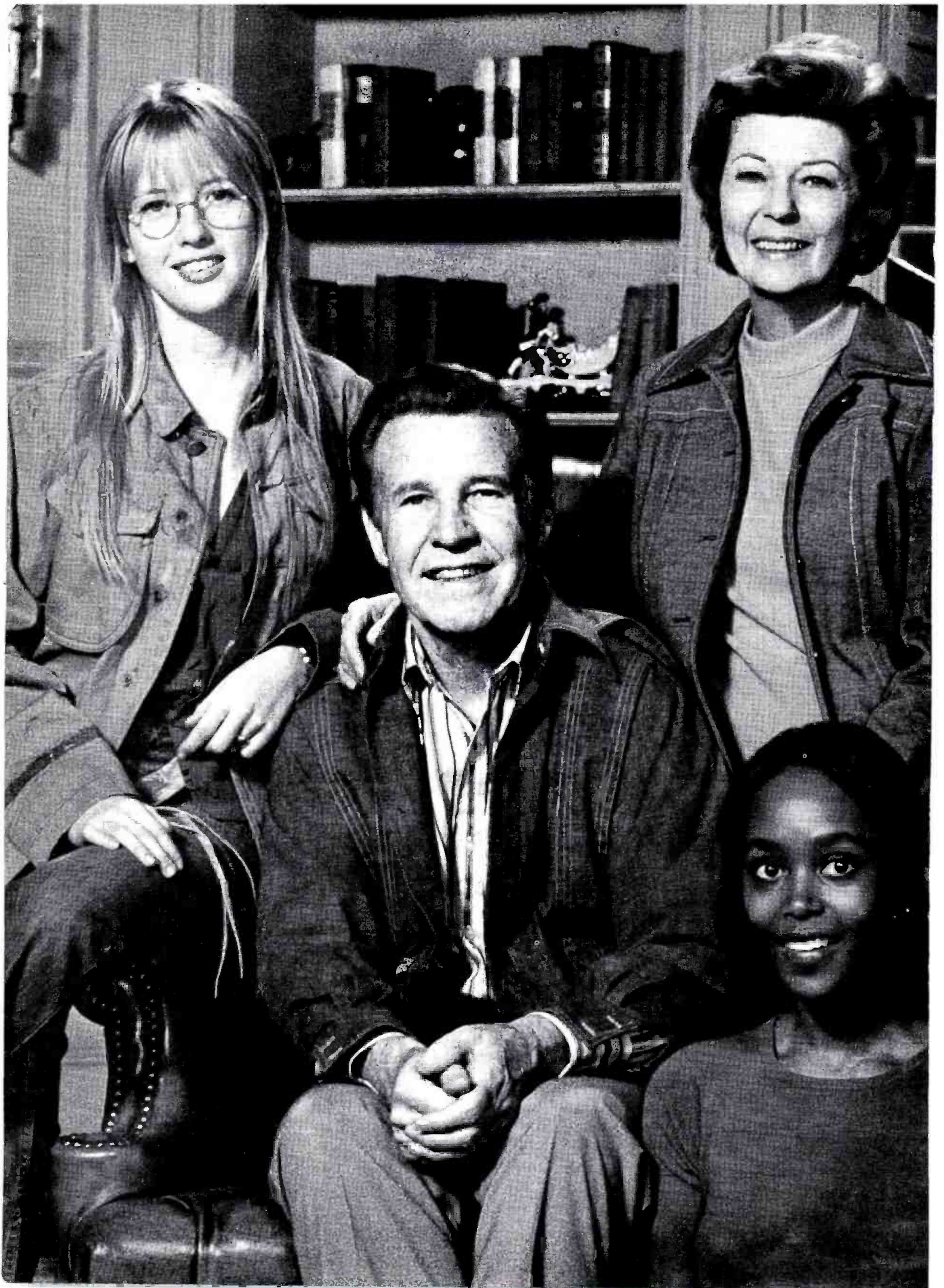
Winner of the NATPE award for program excellence. Cited by ACT for "achievement in children's television." And now, the nation's only locally-produced children's show in prime time. It's a beginning.

WCVB-TV
BOSTON **5**

Represented Nationally by **hnp** HARRINGTON, RIGTER & PARSONS, INC.

Broadcasting **Apr 30**

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**Already selected
or Fall 1973
prime-access time
by these major
stations:**

WABC-TV New York
WABC-TV Los Angeles
WLS-TV Chicago
WPVI-TV Philadelphia
KGO-TV San Francisco
WXYZ-TV Detroit
WJW-TV Cleveland
WTAE Pittsburgh
WCPO-TV Cincinnati
WKBW-TV Buffalo
KXTV Sacramento
KBTX Denver
WTVN-TV Columbus
KGTV San Diego
WHAS-TV Louisville
KTAR-TV Phoenix
WPTA Fort Wayne
WBAL-TV Baltimore
WWSR-TV Syracuse
WVTV-TV Hartford

“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.

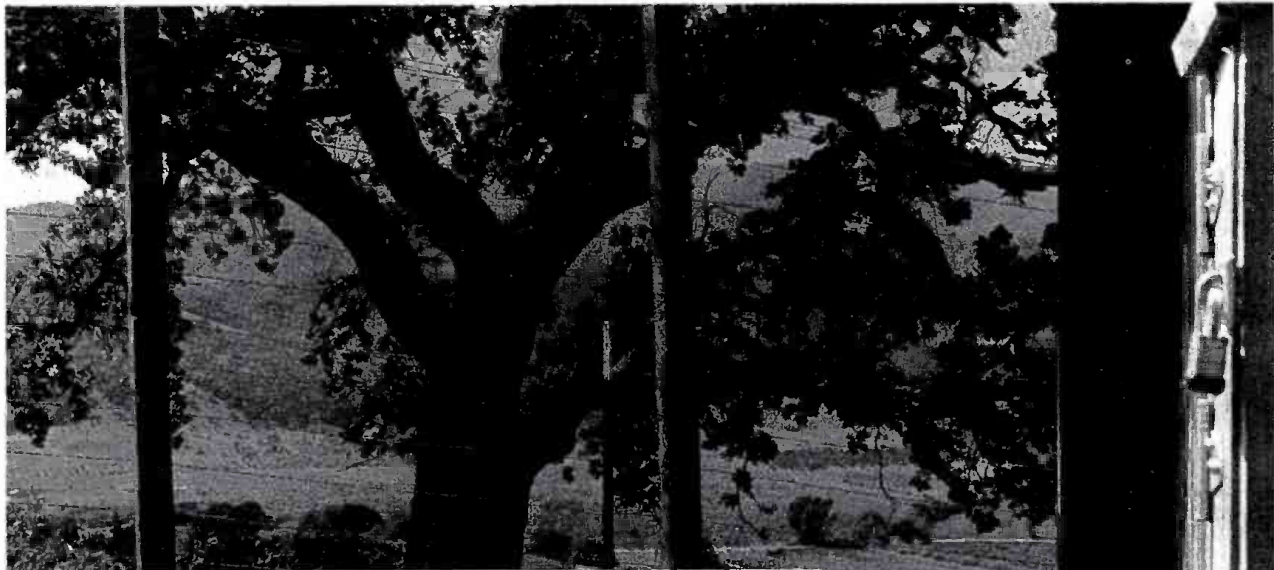
It’s like having children all over again. Only this time the gap is a giant step wider. And the bridge between the generations swings and sways with every encounter. The result is hilarious, heart-warming comedy as new as next year.

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

Source: NTI (Sept. 1, 1972). New York and Los Angeles Instantaneous Audimeter reports. Audience estimates are subject to qualifications available on request.



BUSY BEAUTY SPOT FOR SPARTA

The sunny, oak-clad Vaca Hills surround this transmitter site, but there's nothing else sleepy about this bustling area between San Francisco and Sacramento. Within view of the Sparta 602A FM Transmitter lies Travis AFB, where our returning Vietnam POWs first touched their native soil. The Sierra Nevada brings heavy San Francisco Bay Area traffic to I-80, below, both summer and winter. This area is growing, and builder Don Reeves (left) is planning for the future.

Don has been associated with construction of ten stations in his nearly 30 years in radio, and was given the huge Broadcast Coordinator's job for the 1960 Winter Olympics. Consulting Engineer Cecil Lynch has worked with Don on many of those projects, including the mammoth Squaw Valley one.

Yes, these men know radio, and its future in busy Northern California. After five years exper-

ience with Sparta equipment at KPOP-KPIP in Roseville, Don and Cecil picked Sparta again for this new venture . . . complete Showcase studio outfitting and the 602A Transmitter with the all new 680 Exciter and 682 Stereo Generator.

To their listeners they're KUIC. To us they're Don and Cecil.

SPARTA, the 'just right' company. Small enough to be first name friends . . . big enough to offer EVERYTHING. Call us. Collect.



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ELECTRONIC CORPORATION

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916 383-5353 TELEX 377-488 CABLE SPARTA
A DIVISION OF COMPUTER EQUIPMENT CORPORATION

Closed Circuit®

Roll call

With addition of two that surfaced last week (see page 11), nine names are in contention for upcoming Nicholas Johnson vacancy on FCC. (There's no indication of fast action at White House, preoccupied with Watergate.) New contenders are Dr. Lee Dreyfus, chancellor of University of Wisconsin's Stevens Point campus, and Warren D. Quenstedt, deputy general manager of Washington's Metro Authority (which runs buses, is building subway).

Seven previously mentioned in BROADCASTING were David E. Bradshaw, Chicago lawyer who weeks ago reportedly had it in bag before things apparently went awry; Herbert B. Cahan, Westinghouse Broadcasting vice president for Baltimore-Washington area; Rev. Luther Holcomb, Dallas, vice chairman of U.S. Equal Employment Opportunity Commission; Donald C. Keyes, owner of WHYN(AM) Canton, Ohio (who had visit with Chairman Burch last Wednesday); James Quello, retired manager of WJR(AM) Detroit, first to announce candidacy; Robert J. Rawson, who retired last year as deputy chief of FCC Broadcast Bureau, and Barry Zorthian, president, Time-Life Cable.

Burch at back door

If FCC Chairman Dean Burch had his druthers, he would have nonbroadcaster as replacement for his bete noire, Nicholas Johnson, on FCC come July 1. Not violently antibroadcaster but outwardly pro-cable, FCC chairman (who himself is expected to depart by Labor Day) evidently feels that with broadcaster there would be knee-jerk bias in favor of first love. Chairman Burch called on Jerry H. Jones, acting White House contact on administrative agency appointments last week, presumably to exchange views. Mystery persists about what Mr. Burch will do and where he will go, but best guess is law practice in Phoenix, in his home state, with offices perhaps in Washington too. He is accepting no engagements after Sept. 1.

Break in the wall

For network-TV affiliates generally, network rates have been largely status quo since about time of cigarette ban in 1971 and general economic recession that worsened it. NBC-TV has had next thing to moratorium on rate increases in effect, and CBS-TV has followed pretty much same line—sources there saying CBS affiliates' network rates in total have gone up about 2% since 1970. News is better for at least some ABC-TV affiliates: ABC

officials say they recently approved increases for 36 stations. Competitors claim ABC action was to take care of "special situations," but ABC sources said it was result of latest of two rate reviews they conduct regularly each year. In past couple of years, they say, raises have gone to about 55 stations.

Klein treads water

When and where Herbert G. Klein will go when he relinquishes post of director of communications for executive branch was in limbo last week because of Watergate botch. It has been open secret that Mr. Klein was considering number of alternatives in media, print and broadcast, or both, and was to have made his decision known at formal news conference last Thursday. But long-time confidant of President Nixon elected to stay on during immediate crisis, even though he has been packed and prepared to go for months.

Among prospects, it has been understood, were group newspaper and station owners—not excluding Metromedia mentioned in stories published last week. Whereas Metromedia likely would mean return to Mr. Klein's native southern California, other prospects were understood to include newspaper groups (with broadcast affiliations) that would entail headquarters in New York or Washington.

The crunch

Studios may start layoffs in couple of weeks if writers' strike isn't over by then, it's believed in Hollywood, even though negotiations resume tomorrow (May 1) between Writers Guild of America, and Association of Motion Picture and Television Producers. One studio has notified key personnel that unless strike is settled by May 14, it will begin to furlough workers, keeping only couple of key people in standby and maintenance roles. Great fear in Hollywood is that if one studio begins layoffs, others will follow suit. Writers' strike began March 6.

Children's hours

Although FCC probably won't begin to grapple with its options in children's television programming proceeding for several weeks, there are some early signs of direction in which it may move. Staffers and some commissioners are known to favor cutback in commercial time in children's programming, perhaps to nine and a half minutes per hour, limit networks observe in prime time. But whether that limit, if adopted, will be set in rule or merely urged in policy statement remains to be settled. Staff is also known to feel

that available evidence warrants establishment of guidelines for separating program content from advertising, at least in pre-schoolers' programming.

And if policy statement is issued, staff will probably urge inclusion of passage urging broadcasters to carry certain minimum of children's programming during week. One idea that appears to have wide support is that broadcasters be called upon to treat children as special audience whose needs should be ascertained.

Public vs. private

Detroit Common Council, legislative body of city government, is split deeply over question of whether city ought to build and own cable television or issue franchise to private operator. Year ago citizen committee recommended feasibility study (to cost as much as \$135,000 and take as long as nine months), and council was expected to vote on recommendation in recent weeks. Vote is hung up on issue of municipal ownership.

Art follows life?

Boxoffice International Pictures, riding current controversy over radio sex-talk shows, is releasing sex-comedy movie, "Dirty Mind of Young Sally," which deals explicitly with subject. "Sally" of title is depicted as beautiful Los Angeles radio-station secretary who ambitiously sets up mobile radio station to compete with and be bolder than every other radio sex-talk show on air. She describes in intimate detail sex fantasies of listeners, acting them out as well.

Insiders

Office of Telecommunications Policy staffers and Wall Street specialists have had two-day seminar on cable television. OTP's general counsel, Henry Goldberg, and Byron Lamb, assistant to OTP Director Clay T. Whitehead, spent April 19 and 20 in New York with analysts and representatives of financial institutions, at invitation of group of security analysts. Discussions touched on cable report President's committee has prepared (but not put in final form), though without going into detail on it. (Wall Streeters were said to have number of misconceptions about report.)

OTP officials, at least, regarded trip as worthwhile, providing opportunity to clarify OTP's position on some points and to obtain first-hand impressions of Wall Street's attitudes and concerns. Meeting was said to be similar to those OTP has had with cable operators, broadcasters and others during preparation of cable report. However, Wall Street visit is not likely to result in any revisions in report.

Girls!

First in time period
among young women 18-34 in 22 markets.

The Andy Griffith Show.

Girls!

51% more women 18-34
than year-ago programs in 35 markets.

The Andy Griffith Show.

Girls!

35% more women 18-34
than this same program reached last
year in 9 markets.

The Andy Griffith Show.



The way to get girls is to
get Andy first!

The Andy Griffith Show

Another great sitcom from Viacom

At Deadline

In Brief

Boom on local front. Local TV expected to earn estimated \$1,135,000,000 in 1973, according to Television Bureau of Advertising. Figure represents growth of 19% over 1972 and would be first time local TV passes billion-dollar mark. In 1965, local TV expenditures represented 15% of total advertiser investments in TV. In 1973 figure is expected to be 25%. ■ **Staying on.** James Dodd, vice president of NBC International, is understood to have resigned from company after 13 years, to accept top-level post with National Telefilm Associates, Los Angeles, in its New York office, specializing in international sales. Side-light: Mr. Dodd was to retire at end of 1973 upon reaching age 65 but elected to remain in harness with NTA, which has bought bulk of NBC's television program-syndication business. ■ **ANPA backs shield law.** American Newspaper Publishers Association voiced support for federal legislation that would protect newsmen from disclosing their sources of news. Len H. Small, chairman of ANPA's government relations committee, told closing session of ANPA's annual meeting in New York that association was supporting broad shield law sponsored by Senator Edward M. Kennedy (D-Mass.) and Senator Alan M. Cranston (D-Calif.). ■ **'Granny' dies.** Irene Ryan, 70, who portrayed "Granny" on *Beverly Hillsbillies* for nine seasons, died April 26 in St. Johns hospital, Santa Monica, Calif., after suffering stroke. Veteran actress recently made stage debut on Broadway in "Pippin" when she was stricken onstage March 10 and flown to Santa Monica. ■ **Self-investing.** Warner Communications Inc., New York, reported its board of directors has approved purchase on open market of up to one million shares of its common stock. This is in addition to one million shares already approved for purchase by Securities & Exchange Commission and of which about 800,000 shares have been bought to date. ■ **Kansas on top.** According to latest National Association of Broadcasters tabulation of its Radio Code subscription list, highest percentage of AM and FM stations in Kansas subscribe to code—64 out of 88 stations operating in state (or 73%). Bottom of list is Puerto Rico where only 1 of 76 stations makes code subscription list. ■ **Aussies' color splurge.** RCA reports that TV stations in Australia have bought more than \$3 million in color broadcast equipment in preparation for start of color television there in 1975. Government has authorized testing of color broadcasts in January 1975, with regular programming to begin two months later. ■ **Repeat for Adams.** Stanley Adams, president of American Society of Composers, Authors and Publishers since 1959, was elected to his 15th consecutive one-year term as president of performing rights organization last Thursday (April 26).

Two more in running to succeed Johnson

U. of Wisconsin's Dreyfus, onetime FCC attorney Quenstedt mentioned for commission vacancy

Lee Sherman Dreyfus, 47, chancellor of University of Wisconsin, Stevens Point, who has had experience in commercial and noncommercial broadcasting, emerged last week as leading prospect for FCC Democratic vacancy to be created with Commissioner Nicholas Johnson's departure from agency.

Mr. Dreyfus has close associations with former Defense Secretary Melvin Laird, who as congressman represented Stevens Point, and Secretary of Army Robert Froehle, who has home in Stevens Point and whom Mr. Dreyfus serves as chairman of Army's Reserve Officers Training Corps advisory board.

Mr. Dreyfus, whose father, Woods Dreyfus, was broadcaster—program director of WISN(AM) Milwaukee, has master's degree in radio and PhD in mass communications. He was radio actor as youngster, later managed noncommercial WDET-FM Detroit and University of Wisconsin's noncommercial WHA-TV Madison. He is now director of Sentry Broadcasting Corp., owner of WRJN(AM) Racine, Wis., and WSPT(AM) Stevens Point.

He also has background in cable television. He is chairman of Governor's Blue Ribbon Task Force on Cable Communications, which issued report in February (BROADCASTING, April 16).

Another new name in speculation for FCC post is that of Warren D. Quenstedt, of Alexandria, Va., one-time FCC trial attorney who is now deputy general manager of Washington Metropolitan Area Transit Authority.

Mr. Quenstedt, 61, was on commission staff from 1953 to 1955, between periods of private practice in Washington that included communications law work.

Mr. Quenstedt has been in present post with transit authority, which was created to build and operate rail rapid transit system to serve metropolitan Washington, since 1967. Between 1961 and 1967, he was deputy administrator of National Capital Transportation Agency, whose responsibilities have been taken over by transit authority.

Cook will wait no longer

Spokesman for Senator Marlow Cook (R-Ky.) said Friday (April 27) that senator plans to ask leadership this week to allow Senate-passed bill banning broadcast advertising of little cigars to move to House.

Decision was made, spokesman said, because there has been no change in

Consolidated Cigar Corp.'s plans to proceed with TV campaign for its Dutch Treats little cigars (BROADCASTING, April 16).

Senate passed bill on April 10 and Senator Cook, in order to give Consolidated time to change its mind, subsequently moved for reconsideration of bill—maneuver that prohibited measure from being reported to House until vote could be taken on motion.

According to spokesman, Senator Cook plans to ask Senate to table motion, allowing bill to go to House as passed. (Other course of action would be to request approval of motion, thereby opening up bill for debate and amendments.)

FCC's Hooks goes along with Ala.-Ga. renewals despite 'footdragging'

FCC Commissioner Benjamin L. Hooks says he remains concerned about "equal-employment-opportunity reports submitted by most Alabama and Georgia" stations whose renewal applications have been granted by staff under delegated authority. Stations were due for renewal April 1.

However, he said in statement issued Friday (April 27), he is concurring in commission's decision to "note" that staff action because of "imminent establishment" of commission's equal-employment-opportunity office.

Commissioner Hooks said stations' renewal applications present "very serious problems which have not been answered to my satisfaction." He said they "reflect a continuation of the footdragging practices of the communications industry."

Commissioner Hooks indicated he sees external EEO office as remedying that situation—but not only through impact it will have on employment practices.

He said new office will be charged with assuring commission and public that broadcasters "are doing everything within their power" to "present programming attuned to the needs of their service area" as well as to utilize "to the fullest extent possible the human resources within their communities."

Commission, which established EEO office to handle internal matters earlier this year, has been held up in selection of personnel for external office in part by budgetary problems. It is understood commission expects to name in next several weeks director and deputy director of new office, which is to be located in general counsel's office.

Commissioner Hooks said new EEO office will be able to review on more regular basis than is now done broadcast industry's employment practices and will

recommend remedial actions—including calling for early renewal of licenses—against stations where “certain patterns” are evident.

Not all stations in Alabama and Georgia escaped further scrutiny on EEO matters. Commission wrote 24 AM, FM and TV outlets, requesting further information on their employment practices. They were:

WAPI-AM-FM and WCRT-AM-FM, all Birmingham; WBAM(AM), WCOV(AM), WKAB-TV and WSFA-TV, all Montgomery; WLAY-AM-FM Muscle Shoals, and WALA-TV Mobile, all Alabama.

WBBQ-AM-FM Augusta; WDUN-AM-FM Gainesville; WFOM(AM) Marietta; non-commercial WGTV(TV) Athens; WSGA(AM) and WSAV-TV, both Savannah, and WGST(AM), WIGO(AM), WIIN(AM) and WAGA-TV, all Atlanta, all Georgia, and WPNK(AM) Phoenix City, Ala.-Columbus, Ga.

Sale of WGRT approved; Atlass leaves owner ranks

Black publisher John H. Johnson will enter realm of broadcast ownership following FCC approval last week of his purchase of WGRT(AM) Chicago from veteran broadcaster Ralph L. Atlass and others. Sale price is \$1.8 million.

Mr. Johnson, native of Chicago, is owner of Johnson Publishing Co., through which he is acquiring WGRT. Firm publishes several black-oriented magazines, including *Ebony*, *Jet*, *Black Stars* and *Black World*. WGRT will be first black-owned station in Chicago area, which has black population of about 45%.

In approving sale, commission made unusual notation of fact that transaction marks departure of Mr. Atlass, who has been in station ownership for nearly 50 years, from broadcast scene. Mr. Atlass and brother, Leslie, began Chicago's first commercial radio station, WBBM, in 1924. He assumed majority control of WGRT in 1967.

WGRT operates on 950 khz with 1 kw daytime.

White House pressure on PTV under more attacks

Noncommercial WGBH-TV Boston and conservative commentator William F. Buckley Jr. are latest to add public outcries to continuing and now increasingly shrill embroglio between nation's public-television stations and Corporation for Public Broadcasting. Boston station, one of key production centers for national public TV programming, has issued what is being interpreted as ultimatum against “improper influence” from White House, threatening to refuse government funding.

Station President David O. Ives told CPB board, in written statement, of concern over “signs that the Executive Branch of the federal government may be trying to take over control of public television for its own ends.” Among “signs,” one listed as being “the latest and most worrisome of all” are statements attributed to

recently resigned CPB Chairman Thomas B. Curtis who charged that White House staff pressure interfered with his attempts for compromise agreement between CPB and public-TV stations (see page 31). WGBH-TV statement warns that station “will not hesitate to refuse government grants” if it appears that “improper influence” is being exerted.

In separate action, Mr. Buckley, in New York news conference, said his *Firing Line* series will be pulled from public TV after May 18 and offered to commercial stations if private foundation money or CPB funding is not found before then. Production of discussion program will end May 1, it was revealed. *Firing Line*, along with such programs as *Bill Moyers' Journal* and *Washington Week In Review*, is not among those now scheduled for funding by CPB, but Mr. Buckley told news conference that he was “privately assured by an authoritative spokesman for a private foundation” that funds would be made available if compromise can be worked out between CPB and public-TV stations as to who will have scheduling control of national network.

NAACP legal action could slow Atlanta sale

Group of black Pennsylvania businessmen is expected to file shortly for FCC approval of their \$2 million purchase of WAOK(AM) Atlanta. But there may be complications, in form of legal action taken against station's present ownership,

Belk Broadcasting Co. of Georgia, by president of local chapter of National Association for Advancement of Colored People.

Lonnie King, head of Atlanta NAACP, has filed \$8-million lawsuit against Belk and WAOK employes Jerry Thompson and Robert Reese, charging that Mr. Thompson made “defamatory and injurious” statements against him (Mr. King) during Feb. 10 broadcast about local Atlanta school desegregation controversy.

WAOK President Stan Raymond said last week station is fighting suit and is taking position that Mr. Thompson, black who remains at station, made statement of his own volition without clearing remarks beforehand with WAOK officials. Mr. Reese was implicated in suit because of his alleged collaboration in Feb. 10 program, entitled *Jerry's Analysis*.

WAOK is being purchased by group headed by Philadelphia attorney Ragan A. Henry. Group also includes Ronald Davenport, dean of Duquesne University Law School in Pittsburgh, who with Mr. Henry has interest in firm purchasing Dynamic Broadcasting's WAMO-AM-FM Pittsburgh, WILD(AM) Boston and WUFO(AM) Buffalo, N.Y. FCC approval of WAOK sale, which was announced last month (BROADCASTING, March 12), is expected to be sought within two weeks.

Recipient Stanton says Freedoms award belongs to all American journalists

Frank Stanton, who retired month ago as vice chairman and chief operating officer of CBS, was hailed as “modern renaissance man” and “legendary leader in broadcasting” who “in significant measure has made broadcast journalism what it is today” and helped make American people “the most fully informed people on earth.” Praise came from New York Governor Nelson A. Rockefeller at dinner ceremonies in New York Thursday (April 26) at which Dr. Stanton received Four Freedoms award of Four Freedoms Foundation, nonpolitical organization formed in 1951 in honor of late President Roosevelt. Award, whose past winners have included Harry S. Truman, John F. Kennedy and General George C. Marshall, was presented by Franklin D. Roosevelt Jr., who told Dr. Stanton: “You represent all that is great in the news media.”

Dr. Stanton, in brief acceptance speech, said President Roosevelt's “first freedom”—freedom of speech and expression—“has been central to the preservation of all our freedoms,” and when “those on the firing line” protect that freedom they protect all others as well.

“In accepting your award tonight,” he said, “I can claim no more than that it has been my privilege to work with them and, in a sense, for them occasionally when the going got rough. But it is they who have kept the ‘first freedom’ alive and vigorous. It is they, I am sure, we mean to honor tonight. And it is they whom, in acknowledging your signal tribute, I invite you to join me in saluting—the men and women of American journalism.”

Headliners



Mr. Greene



Mr. Glaser

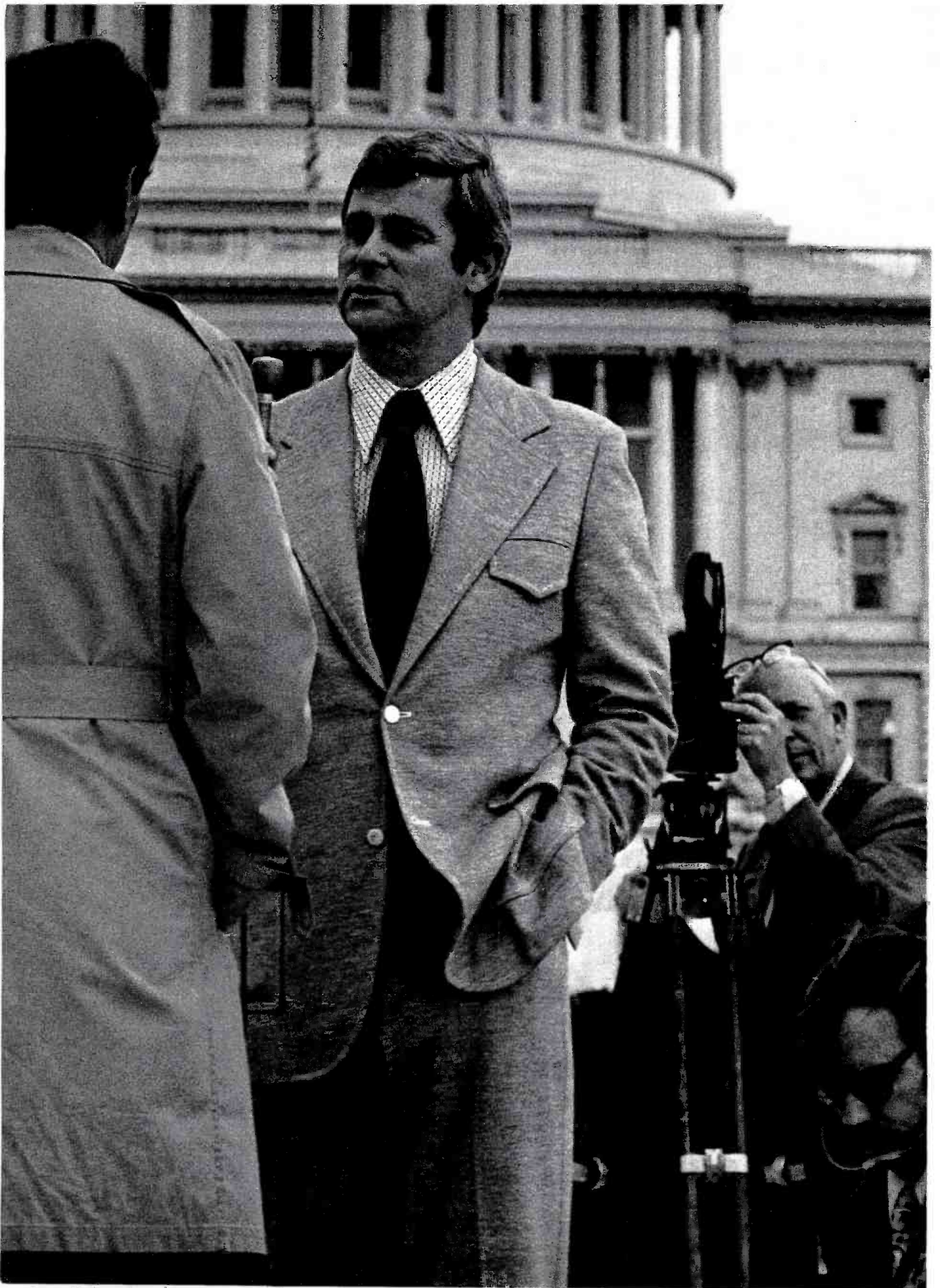
Robert L. Glaser, VP in charge of RKO General's two independent TV stations and general manager of WOR-TV New York, named president of RKO General television division, in charge of WOR-TV KHJ-TV Los Angeles, WNAC-TV Boston and WHBQ-TV Memphis (see “Profile,” BROADCASTING, April 9). He remains as general manager of WOR-TV and president of RKO Television Representatives. Henry V. Greene, VP in charge of affiliated TV stations, becomes VP and assistant to president of RKO. James Copersmith, formerly VP and general sales manager of WNEW-TV New York, named general manager of RKO's WNAC-TV Boston. He succeeds Robert L. Gilbertson, who resigns.



The Music Machine wins a Peabody

Blair Radio congratulates 62/KGW...
A Division of King Broadcasting
on the 1972 Peabody Award
for its Public Affairs series
“Open Door”

62/KGW Radio...The Music Machine...Portland, Oregon



TOO MANY PEOPLE DON'T KNOW WHAT THEIR REPRESENTATIVES ARE DOING IN WASHINGTON.

But they do in cities where there's a Storer station.

Americans usually have a good idea what the President is doing. Or their Governor. Or their Mayor.

But about the only time they're aware of what their representatives are doing is when Congressmen are back home campaigning.

Because what happens in Washington is of vital concern to their local communities, Storer stations regularly send news teams to Washington.

The stations film and tape interviews with local Congressmen. The interviews are broadcast to local audiences, in effect

giving them a "quarterly report."

But besides having crews visit Washington, Storer also maintains a Washington News Bureau. Staffed by six Storer employees, the Bureau is made up of a Bureau Chief, cameraman, soundman and correspondents, including full-time White House correspondent Fay Gillis Wells.

Fay has covered the White House throughout the Johnson and Nixon Administrations. She was one of only 3 women selected for the 87-strong press corps that made the historic visit to Red China with President Nixon last year. She also accompanied the President on his trip to Russia.

Storer's Washington News Bureau continuously feeds

national and local news to all of its stations. That's why Storer stations often provide coverage other news services don't.

It's another example of how Storer stations get deeply involved in the vital affairs of the communities they serve.

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

Broadcasting that serves.

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY

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

Datebook®

■ Indicates new or revised listing.

This week

■ **April 28-May 16**—28th session of administrative council of *International Telecommunication Union*, Geneva, Switzerland.

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

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

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. Blakeslee 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 commercial workshop, *Television Bureau of Advertising*. Blittmore 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 2**—33d annual *George Foster Peabody Awards* luncheon. Pierre hotel, New York.

May 3-5—Annual *International Idea Bank* convention. Organization is composed of broadcasters and functions in the exchange of information among member stations. Carrousel 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**—First annual *Women's Broadcast Seminar*, sponsored by *WTMJ-AM-FM-TV* Milwaukee. Rose Blythe Kemp, president, *American Women in Radio and Television*, Jane Cohen, *WRC-TV* Washington and Elizabeth Baln, *Katz TV* Sales, among panelists. *WTMJ Studios*.

May 5—*Radio Television News Directors Association* regional seminar. *KRCR-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.

Also in May

■ **May 7**—Third annual distinguished awards dinner of *Consumer Federation of America* honoring Senator Warren G. Magnuson (D.-Wash.) and Miles W. Kirkpatrick, former chairman, Federal Trade Commission. Mayflower hotel, Washington.

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-*

tions Society of America. Continental Plaza hotel, Chicago.

■ **May 9**—Open conference to explain cable television to church and community groups, sponsored by *Cable Communication Committee of Greater Milwaukee Conference on Religion and Urban Affairs*. Unitarian Church West, 13001 West North Avenue, Brookfield, Wis.

■ **May 9-10**—Open meetings of steering committee of the *Cable Television Federal/State-Local Advisory Committee*. Room 6331 of West annex of FCC, 2025 M Street, N.W., Washington.

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**—Annual meeting and presentation of broadcaster of the year award to Norman Lear, *International Radio and Television Society* luncheon. Grand Ballroom, Waldorf-Astoria, New York.

■ **May 10**—*Tennessee Association of Broadcasters* spring meeting. Nashville-Vanderbilt Holiday Inn, Nashville.

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*

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.

Sept. 30-Oct. 3—Annual convention, *Institute of Broadcasting Financial Management*. Marriott hotel, New Orleans.

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*. Statler Hilton hotel, Buffalo, N.Y.

Nov. 25-29—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.

tion 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 Plofsky, professor of law, New York University. Contact: conference office, Graduate School of Business, 5836 South Greenwood Avenue, Chicago 60637. (312) 753-3663.

May 15-16—Annual convention, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

May 15-17—Seminar, "lighting for television," sponsored by *Kliegl Bros. WLAC-TV* Nashville. Contact: Mr. Baird, *Kliegl 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**—Regional seminar, *Radio Television News Directors Association*. Walt Disney World, Orlando, Fla.

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 22-25**—Third annual assembly of *Council of Better Business Bureaus Inc.* Disneyland hotel, Anaheim, Calif.

May 23—Luncheon meeting, *Federal Communications 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**—Regional seminar, *Radio Television News Directors Association*. Marriott hotel, Philadelphia.

May 28—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, Elmer Lower, president, ABC News, and Stan Scott, special assistant to President Nixon for minority affairs. Royal Sonesta hotel, New Orleans.

June

June 1—First South Carolina Broadcasters Association "Fame Awards" dinner honoring G. Richard Shafro. Frank Blair, master of ceremonies. Carolina Inn-Downtown, Columbia, S.C.

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 Country 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.

June 6-8—23rd World Congress of International Advertising Association based on theme "Changing Spheres of World Influence." Speakers and panelists include: Jim McCaffrey, chairman. McCaffrey & McCall Inc., New York; A. J. F. O'Reilly, executive VP, H. J. Heinz Co.; Peter Goldman, president, International Organization of Consumer Unions, London. Hotel Burlington, Dublin, Ireland.

June 7-8—Spring meeting, Indiana Broadcasters Association. Location not yet confirmed.

June 7-9—Spring conference, Alabama Broadcasters Association. Decatur Inn, Decatur.

June 7-10—Spring meeting, Missouri Broadcasters Association. Lodge of the Four Seasons, Lake of the Ozarks.

June 8-10—Regional conference between NBC News executives and news managers of NBC radio and TV affiliates. WMAQ-AM-FM-TV Chicago.

June 10-12—Georgia Association of Broadcasters 39th annual convention. Callaway Gardens, Atlanta.

Open Mike®

Smith to Salant to Smith

EDITOR: Mr. Salant [Richard Salant, president of CBS News; quoted in BROADCASTING, April 23] should imitate some of his newsmen and check his facts at the source. As sometimes happens, BROADCASTING, reporting on my remarks [before the Federal Communications Bar Association] got its causal sequence wrong. I did not say that the suit against CBS by the Birmingham city council was the cause of my being fired by CBS. Indeed, that suit was filed after my dismissal. I did say that my reporting and commentaries on the brutal beatings, in my presence, of the first freedom riders in Birmingham during the first big civil rights crisis of the sixties was the cause, and the climax, of our disagreements. Calling a lynch mob by its proper name, which later became acceptable, was not so to CBS at that time.

I know of no commitment that the facts behind my dismissal not be disclosed. I chose silence because I was weary of my long and futile fight for free and courageous reporting. I still find the argument tiresome, and especially so since CBS has clearly recovered. I have heard sharper comments on that network since. I hope my fight contributed to their change of policy.—Howard K. Smith, ABC News, Washington.

(Mr. Smith had recounted the circumstances under which he left CBS in 1961, appearing to criticize that network for a lack of courage "in the crunch." Mr. Salant called that account "a total, complete, absolute lie.")

Saw this movie before

EDITOR: Following the recent controversy about so-called "topless radio" programs being aired across the country invokes a sense of deja-vu. Since the time of the ancients society has been plagued by a band of self-appointed "morality preservers" who have made it their appointed (and presumably God-given) duty to

protect the rest of society from what they term damaging material. Isn't it about time our courts and regulatory agencies get out of the morality business and get down to solving some of the serious regulatory problems confronting us today? Broadcasters—stop paying those damnable fines and stand up for the freedom of expression which you have supposedly been granted.

Let us once and for all give to broadcasting the kind of freedom it needs to continue being the innovative media it is. Let the marketplace be the final arbiter of whether a given program format is acceptable or not. This is, after all, the theory basic to our broadcasting system.—James C. King, PhD candidate, University of Michigan, Ann Arbor, and Kathy King, law student, Detroit College of Law.

Rangers tall in saddle

EDITOR: In your major-league baseball article (BROADCASTING, Feb. 25), you stated the next six weeks would tell the story on the Rangers Network. This certainly was a true statement and, fortunately for us, the final story is a good one. We can now report sales to Gulf, Schlitz Brewing, Dodge (each one-sixth of radio and TV play-by-play); Coca-Cola and Dr. Pepper (both one-fourth of pregame and post-game shows); State Farm and Motorcraft (both one-eighth of TV); Southland Corp., Stewart Co., Republic Bank, Preston Road Dodge, Consolidated Dodge, Brake-O Co. (TV participations); 7-11 Stores, Southwestern Bell, Jetton's Good Service, Sunbeam Bread, Idea Research and Development (radio participations). These sales represent an almost complete sale of TV play-by-play (one and a half minutes left which will be sold) and all but three minutes of radio play-by-play (verbal commitments have been made for two of them).—Roy M. Parks, sales manager and public relations director, Texas Rangers, Arlington, Tex.

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Broadcasting TELEVISION®

The newswEEKLY 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.

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



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Monday Memo

A broadcast advertising commentary from John Franklin, The Broadcast Organization Inc., New York

Future shock hits the broadcast media and the advertiser

We are fast approaching a time when we won't be able to reach effectively a mass audience. Let's face it—the public is facing an ever increasing choice of channels, and there will be a premium on the people who can come up with ways to pinpoint one market segment at a time. The sponsor that will win in this new era will be the one with the insight to listen to a new idea, pre-empt it and use it to get his message across.

But, surprisingly, there has been little action on our part to devise new means to reach the consumer. Advertisers, agencies and networks are reacting in low gear to the new rules of the game. We are not proposing the psychographically designed, carefully budgeted programs and commercials that will efficiently beam an advertiser's message through the clutter.

Perhaps the best way to look at what is happening today to the broadcast media is to take a glance at what happened to radio in the past 20 years. As suddenly as the mass network audiences defected in the early fifties to television, radio stations became nothing more than antennae groping for an identity. Station personalities developed, then FM diffused radio even more. And today there is radio for everyone—the best of it well defined. But we in advertising don't even give lip service to what has happened to the medium over the past two decades.

The FM commercial, if it exists at all, is live copy. Yet FM stations are near the top of the ratings in the top-10 major markets. Country-oriented commercials on country stations are recorded mostly by jingle singers in New York. Black-oriented spots usually are written by copywriters who commute past Harlem in the daylight hours. And these are the stations with pure demographics where we could be talking on a one-to-one basis.

Several years ago Ford did a series of three-minute, miniprogram-type commercials totally integrated with the format of NBC Radio's *Monitor*. The commercials were the hub of a strong merchandising and promotion campaign over two weekends, correlating with key sales periods.

Yes, they were entertaining. They worked. And they sure were expensive.

Yet, if you would take the money being spent to make a little ripple on network television and put it, for example, into FM radio aimed at a prospect, you might help to accomplish a qualitative sales job when there simply isn't enough money to use a quantitative approach.

How about radio programming? The



John Franklin has been in communications work since his graduation from Northwestern University in 1959. He has held supervisory posts in radio and television at BBDO, and on the Ford radio account at J. Waller Thompson. He formed The Broadcast Organization Inc., which works directly with agencies and advertisers on broadcast campaigns, in 1972. Most recently, The Broadcast Organization was involved with Young & Rubicam on the current Chrysler-Plymouth broadcast campaign.

sponsor who put a five-minute horror show in prime drive time would get a lot of talk. But so would the sponsor with the guts to buy up 8-10 p.m. on Sunday evenings in 50 to 100 major markets.

Why? Because that's when active America is coming home from the beach, or from skiing, or from grandma's house. And that's when there's a captive, select audience to talk to. But be sure you put the right show in the slot—one that says "you" with humanity.

Which brings me to that bad word, "budget." Radio is a victim of fiscal irresponsibility. Because it is usually a stepchild, the lowest-paid writers are writing it. And, because numbers folks are buying it, the percentage spent on production is closer to 5 than to 10 percent of media. Now, don't get me wrong. It may not take an enormous glob of money to do beautifully produced radio. But it does take the same kind of thought, consideration and time that is given to the more glamorous media.

Like television of tomorrow, the radio of today should be part of a total communications plan to isolate and to reach a specific market segment. Radio may be, probably will be, only one key element in the plan. Let's take the so-called youth market as an example.

Look at what we've done to high school and college youth. The local television danceathon and radio shouter were pretty effective in the fifties, but only recently have we begun to react to the youth market of 1973. ABC-TV's *In Concert* and NBC-TV's *Midnight Special* at least employ the language of now in a virgin attempt to communicate with youth on television. And the quiet, intelligent appeal of New York radio's Jonathan Schwartz [of WNEW-AM-FM] personifies the new young radio. What's missing for the sponsor is the effective merchandising and promotion of these broadcast approaches. Credibility is the key to any youth-oriented campaign. They'll spot a "rip off" in a minute. Yet, if the advertising tool is really valuable to them, and it is, we can cultivate a highly qualified prospect and make a long-term friend.

For instance, the fifties rock that many of us took so seriously while growing up is now a semi-camp fad. And a nostalgia campaign aimed at college campuses is one highly credible route a sponsor could capitalize on, using radio as a primary medium. Key feature of the promotion could be block-rock programming on college radio stations, spotlighting the fifties sounds and in-depth interviews with the top personalities of the era. Add college newspapers, point-of-purchase materials and tie-in fifties rock concerts in key market areas and you've got a neat package that will positively identify you as somebody who cares. Or, if a sponsor really wants to gain a franchise on the college campus, why not aim for a television special that showcases the best of the new talent on campuses all over the country.

In my ramblings you may have noticed a certain blend of terms. First, I've made little distinction between programs and commercials. That's because many times a program may be your best commercial.

Next, I've used the word "sponsor" in the singular. Let's face it. In an era of future shock the public is going to be faced with an enormous choice of sight and sound. And it is the *single sponsor* who pre-empt's a new idea and the means to project it who will get his message across.

And we in the agencies, networks, and creative and production companies who will win those sponsors as clients are the ones who will put the shortest distance between the person with the idea and the man who can pay for it.

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Accuracy is always top priority on the AP Broadcast News wire. And the new, computerized AP delivers its traditional accuracy with unprecedented speed.

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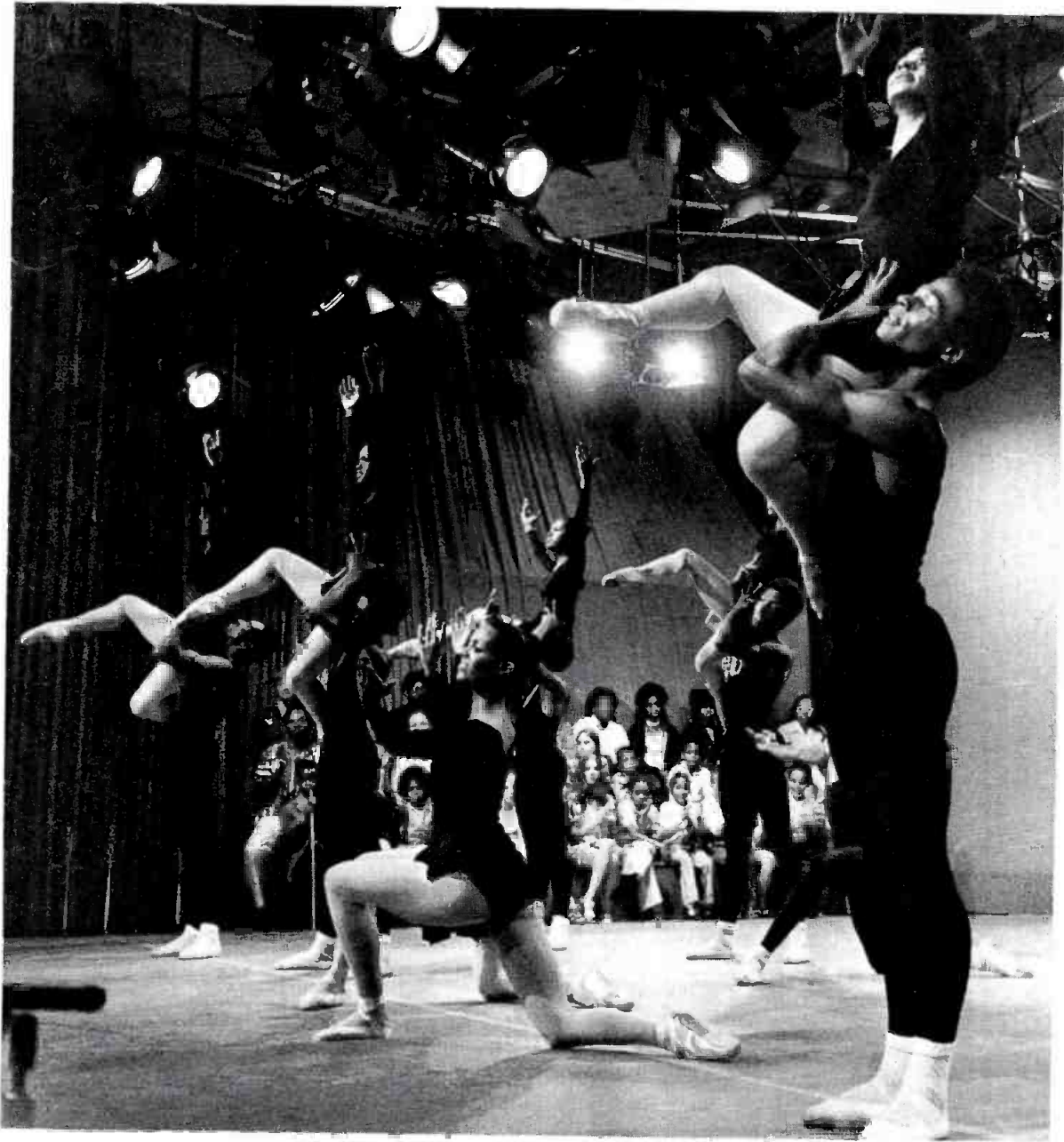
BROADCAST NEWS STYLE BOOK

And Broadcast News Wire Operators Timetable

...speaking of style...

... the new, third edition of the AP Broadcast News Style Book is now available to those who deal with broadcast news. If you would like a copy, contact your AP Regional Membership Executive in your area, or AP New York.

**Sure they've got terrific rhythm.
But will they ever be any good at ballet?**



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SIoux FALLS, S. DAK.

For years people felt blacks couldn't dance classic ballet. And for years there were no blacks dancing classic ballet to disprove this theory.

Then along came Arthur Mitchell. He became the first black dancer to become a principal artist in one of the world's great ballet companies, George Balanchine's New York City Ballet, now at Lincoln Center.

Still people felt blacks couldn't dance ballet — that Mitchell was an exception to the rule.

So Mitchell went out and broke that rule once and for all. In 1969 he formed a black classical ballet school. Then he turned the school into the nucleus for the Dance Theatre of Harlem.

Mitchell took his students and performers from the streets of the ghetto. And they came with the problems that every ghetto kid faces. But ballet quickly became a way to dissolve many of those problems.

What's happened in the short span of four years is almost unbelievable. Several critics feel the Dance Theatre of Harlem shows enough promise to take its place with the great classical ballet companies of the world.

The Theatre has traveled throughout the country and abroad, and wherever they've performed, the reviews have been unanimously favorable.

But ballet, no matter who performs it, has never been very popular on television. However, when Capital Cities Broadcasting's Milton Fruchtmán saw the Dance Theatre of Harlem, he envisioned a television program that was more than just a show on dance.

He saw people being exposed to an art form of disciplined expressiveness from which they had previously been excluded.

And he saw that art giving focus and motivation to the lives of these young people.

That's what Fruchtmán saw in the Dance Theatre of Harlem. And that's what he captured in "Rhythmetron With the Dance Theatre of Harlem and Arthur Mitchell," a unique one hour television special. It traces the growth of the Theatre and presents the dynamic personality of Mitchell himself. And it culminates in performances that have led critics to call the Dance Theatre of Harlem one of the best new companies in the world.

The program has caused a tremendous amount of favorable comment inside the dance world and out. And it's picked up several awards along the way.

It's also done something else. Changed people's conceptions forever on blacks dancing ballet.



Capital Cities Broadcasting
We talk to people.

The networks' new frontier in programing

What used to be 'late night' is now the lead-in to early morning, and some think the schedules will eventually run to 24 hours

The three TV networks are locked in a late-night battle that is as fiercely competitive as the prime-time sweepstakes, despite its smaller scale of investments and returns.

NBC, a solidly entrenched number one in the 11:30 p.m. to 1 a.m. NYT time slot due to the durability of Johnny Carson, is knee-deep in an experiment to program the 90-minute period after Carson. There have been nine telecasts so far of the youth-targeted *Midnight Special* (Fridays—or, to be technical about it, Saturdays—from 1 to 2:30 a.m.), and NBC is calling the show a hit on the basis of the Nielsen averages, which give it a 4.1 rating and 29 share (with the most recent pocketpiece showing a 4.9 rating and 35 share). In addition, NBC is taking a tentative first step in putting together a new entertainment package for the week-end with a once-a-month 11:30 p.m.-1 a.m. comedy-variety show beginning in October, to be hosted by actor Burt Reynolds.

CBS, having failed in its attempt, with *The Merv Griffin Show*, to out-Carson Mr. Carson, decided in February 1972 to counterprogram with a broad mix of movies, ranging all the way from Alfred Hitchcock's 1935 classic, "The 39 Steps," to the 1971 remake of "Wuthering Heights." Within a couple of months, the network had doubled the shares it had been getting. Since then, despite occasional wide fluctuations in ratings, depending on the title, *The Late-Night CBS Movie*, week in and week out, has delivered a steady, low-30's share.

In recent months, ABC has been laying on a heavy publicity barrage over its catch-all *Wide World of Entertainment*, an umbrella title that encompasses, in any given month, five nights of Jack Paar and five nights of Dick Cavett, with the other two weeks given over to a melange of rock music (the *In Concert* segment every other Friday), comedy, variety, drama and documentaries.

The cost-per-minute figures for the various *Wide World* elements provide something of a barometer of how each is faring in the eyes of the network. "In

Concert," which is geared to an audience of older teen-agers and young adults and which, in six shows to date, has a 6.7 average Nielsen rating, with a 21 share, goes for \$15,000 a minute. (In all of the *Wide World* elements, ABC reserves eight network minutes for itself, leaving nine minutes of commercial breaks for its affiliates.) The current sponsors of the show—Gillette, Pepsi, Dodge and Warner Lambert—are all aiming their messages at the 18-to-24-year-olds, who are said to be less inhibited in spending habits than those of any other age group. Jack Paar's show started out at \$15,000 a minute, but, after a satisfactory premiere week in the Nielsen nationals (5.2 rating and 19 share), he slipped to a 4.1 rating and 15 share in February and a 3.9 rating and 14 share in March. As a result of this decline, ABC lowered the minute price to \$10,500. (The most recent pocketpiece, however, shows Mr. Paar recouping a bit, with a 4.1 rating and a 16 share.) The alternate-week mix of comedy-variety-drama-documentary was priced low to begin with, at \$8,000 a minute. But when some reruns of 90-minute made-for-TV movies and an "Alan King Inside Las Vegas" show outpointed the *Late-Night CBS Movies*, ABC began charging \$10,000. "The Dick Cavett Show" is tabbed at \$7,000.

At these prices, according to George Newi, a sales vice president at ABC, the entire *Wide World* slate is sold out through June. CBS is also experiencing a seller's market with its late-night movies, so much so that as of tomorrow (May 1) it is raising its minute cost from \$15,000 to \$16,000. Since the CBS movies always run past 1 a.m., a total of 21 minute positions are provided. The network takes 11 minutes each night and gives the affiliates 10 minutes to sell to local or spot advertisers.

The CBS stations are doing some grumbling, according to Ed Pfeiffer, vice president and general manager of WPRI-TV Providence, R.I., the affiliates' chairman, about the network's taking all of its 11 minutes before 1 a.m. "The affiliates would like to get more station-announcement positions prior to 1 a.m.," he says. "The audience is not terribly big after 1. and some stations end up with a lot of unsalable inventory on their hands." Mr. Pfeiffer hastens to add that there's no affiliate revolt in the offing. The matter is destined for discussion, however, at the upcoming affiliates' meeting May 15-16.

NBC's success with Johnny Carson allows it to set aside nine minutes for network commercials at \$21,000 a minute (although volume buys have been known to knock the price down to as low as \$17,000), with eight minutes for affiliates to sell. Sitting in at a meeting on

NBC's expanding late-night schedule with Herb Schlosser, executive vice president of the network; Mort Werner, senior vice president, program planning; and Mike Weinblatt, vice president, sales, is like listening to three men who have cornered a lucrative market. "After 10 years of doing the show, Johnny Carson seems to be still in his prime," says Mr. Werner. "If anything, the move to California, the new locale, has made him funnier, more brilliant than ever."

"Carson's really the only regular comedy star on the air who's constantly making topical comments and sticking pins into our foibles," adds Mr. Schlosser.

"And don't forget," chimes in Mr. Werner, "that NBC's success in the late-night arena predates Carson by quite a number of years." He mentioned *Broadway Open House*, which ran in the early fifties, Steven Allen, who hosted a show from July 1953 to January 1957, and Jack Paar, July 1957 to March 1962.

The NBC executives acknowledge that they have their work cut out for them in lining up affiliates for the upcoming once-a-month Saturday/Sunday Burt Reynolds shows. Only 104 NBC affiliates currently plug in to the Saturday/Sunday *Tonight Show* reruns (compared with the 214 stations that take Carson on week nights). Ancil Payne, the executive vice president of KING-TV Seattle and a member of the board of NBC affiliates, says that many stations prefer to show movies on the weekends but "if Burt Reynolds becomes a red-hot property, the affiliates will be glad to accept it."

Mr. Weinblatt regards *Midnight Special* as a success, particularly by its demographic standards. According to Nielsen, 62% of its audience on a given Friday is made up of 18-to-49-year-olds (compared to the prime-time average of 44%). NBC also likes to boast about the affiliate coverage of the show; despite the late hour, 194 stations are carrying it. The network is still proceeding cautiously on its plans to program Monday through Thursday from 1 to 2:30 a.m., however, and will not talk about formats it may have in mind.

Mr. Payne sees clearance problems for this time period among stations that go off the air after Carson. The cost of extending weekday operations into early-morning hours, he says, could prove burdensome to the smaller affiliates, particularly when it comes to renegotiating union contracts for overtime and for altered work shifts.

Over at CBS, Irwin Segelstein, vice president for program administration—a fussy, deliberate man who sports one of the few beards to be seen in the executive suites—says, "Before Merv Griffin, there was no CBS network show at 11:30,

and the affiliates did very well programming movies or syndicated reruns of former network shows." But when CBS joined NBC and ABC in the late-night crash-out, according to Mr. Segelstein, "the network viewers ended up with very little choice of program type between Carson, Cavett and Griffin. So the independent stations in the larger urban markets—which were counterprogramming with movies and other dramatic forms—began to pick up ratings and share points at our expense."

When CBS turned to network movies, however, it doubled the Griffin show's shares without having any effect at all on Carson's or Cavett's shares. CBS's big gain, says Mr. Segelstein, came largely from people who deserted the independent stations' movies in favor of the movies on the network.

CBS hasn't yet come up with any magic formula enabling it to predict how well a particular type of movie will do on a given night, although, in Mr. Segelstein's words, "we've knocked out the shibboleth that the exploitation-horror picture is the safest bet for showing on Friday. We've discovered that westerns, in general, play much better on Fridays than the exploitation movies."

Mr. Segelstein also has a rule that the longer a movie runs, the better; those 21 minutes of commercials have to be shoe-horned in every night, and when a picture is only 75 minutes long, that makes for a lot of shoe-horning.

At ABC, the man to see about the *Wide World of Entertainment* is feisty, volatile Michael Eisner, the vice president for programming development and children's programs. "We're at the point now," he says, right off the bat, "where on any given night we can beat both Carson and the CBS movies in the ratings."

But Mr. Eisner readily admits that some elements of *Wide World* aren't working. "Jack Paar hasn't found his groove yet," he says. "But we're working on the show, and I can assure you that Jack Paar will survive us all."

As for other *Wide World* soft spots, "the 'comedy news' format hasn't been successful," he says, "and I don't think we'll do any more two-part taped dramas, like 'Frankenstein' and 'Dorian Gray.' People don't want to commit themselves to watching the first part because they're afraid something will come up the next night, or they'll be too tired to watch it."

One of the most encouraging signs of *Wide World* impact, as Mr. Eisner sees it, is the improved station clearance for the new format. The figures supplied by ABC show that at its peak last year *The Dick Cavett Show* was clearing 142 stations, 119 of which were live feeds, 23 delays. At its peak so far this year, *Wide World* cleared 166 stations (144 live, 22 on delay)—a jump in national coverage of from 86.8% to 93.4%, according to ABC.

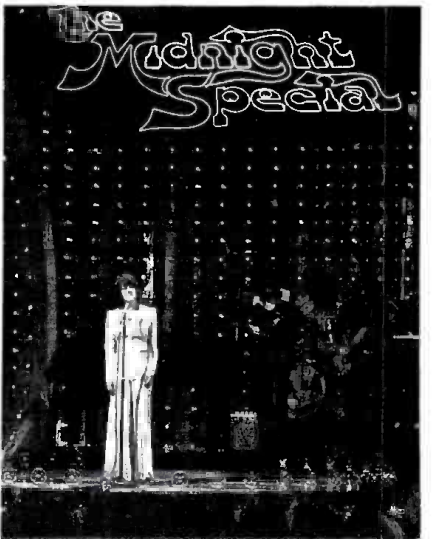
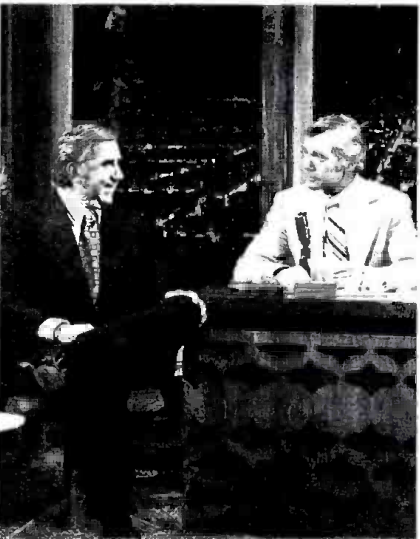
Mr. Eisner's final thought should quicken the adrenaline flow of any network salesman. "Considering the habits of many Americans, I can foresee a time when the networks will be successfully programming 24 hours a day."



Melange. ABC works late nights with a weekly alternating hodgepodge of Dick Cavett, Jack Paar (top) and a grab bag of *In Concert* rock specials (bottom l) and documentaries, variety shows and dramas such as "Frankenstein" (bottom r).



Uncomplicated. CBS is sticking with its relatively successful movies in the 11:30-1 p.m. slot, with such fare as "Waterhole #3" starring James Coburn.



Reigning. NBC is still on top of post prime time, carried by veteran Johnny Carson and sidekick Ed McMahon (r), but is branching out into the wee hours with the mistitled *Midnight Special* (r) on Saturday mornings at 1-2.30.

The camera turns around to see evils in commercials

Television focuses on itself in CBS News examination of advertising on the medium

"Are television commercials reasonable, are they logical, are they strictly truthful?" Reporter Charles Kuralt posed the question at the end of a CBS News examination of network TV commercials last Thursday night (April 26) and concluded that "the answer must be: not exactly, not always. . . . Commercials must be taken with a grain of salt. Or, in the words of an earlier observer of the marketplace, caveat emptor, let the buyer beware."

The one-hour report, which CBS News billed as the first such study ever undertaken on commercial TV, incorporated parts of an estimated 150 commercials—out of more than 6,000 that producer-writer-director Irv Drasnin and his staff viewed in a year's research—in an explanation of some of the implications as well as the business of TV advertising and the principal issues surrounding it. The report, titled "You and the Commercial" and presented at 10-11 p.m. NYT on CBS-TV, was not sponsored.

Many of the familiar faces as well as the familiar issues in the controversy over advertising regulation were on tap: Robert Pitofsky, filmed when he was still director of the Federal Trade Commission's Consumer Production Bureau, advocated corrective advertising and counteradvertising, while Peter Allport, president of the Association of National Advertisers, and Archibald McG. Foster, chairman of Ted Bates, argued against them. The landmark cases of "misleading" advertising—among them the Rapid Shave sandpaper case, Libby-Owens-

Ford's open-window commercial, the marbles in Campbell soup—were reported (but the also-famed Xerox anti-freeze case, in which the FTC admitted it had been wrong, was not). Viewers even got their first look at a counter-commercial on a network: the Stern Concern's spot in which Burt Lancaster tells viewers that defects in certain Chevrolet models "could cost you your life."

Among the missing were six big-spending TV advertisers who, viewers were told, declined to be interviewed for the report: Proctor & Gamble, General Foods, Warner-Lambert, Bristol-Myers, Colgate-Palmolive and American Home Products. P&G was quoted as saying it would consider appearing only if given the questions in advance. ANA's President Allport, speaking for the companies, said the news policy of not submitting advance questions or letting interviewers participate in editing "is probably a good thing but it is a very inhibiting thing."

The most sustained disparagement of commercials came from Eric Fromm, psychologist and author. Would he say, for instance, that advertising gives the consumer "enough information to make a rational decision in the marketplace?" "On the contrary," Dr. Fromm said, "I would say our ads by and large tend to misinform the reader [sic] and not to make him think rationally, but irrationally. You might speak of side-effects. . . ."

"Advertising tends to make a person greedy, to create the man who wants more and more, instead of trying to be more and more. Thinking, rational thinking, critical thinking, independent thinking is undermined. That advertising does not try to inform and convince, but to suggest in a semihypnotic way. There's a tremendous difference between convincing and suggesting. Convincing is a matter of showing good rational argument. Suggesting is demagogic. . . ."

Dr. Fromm saw in some commercials an appeal to "fear," both specifically and "in a more subtle way the general fear of not being loved and then to be able by some product to be loved." He also saw in commercials "the concept of the miracle. That is to say, the general theme

is, love is dependent on a gadget and this is a very potent theme in our whole modern life. The expectation that not human power, human effort, not being, but gadgets create the good life and that there is really no limit to what a gadget can do."

Asked how he would "analyze" National Airlines' "Fly Me" advertising, Dr. Fromm replied "By a slight change of letters, and I think that is its meaning. . . it is just an attempt to shift the argument completely from the value of an airline to a sexual illusion. Since there is very little love in our society, sex plays a tremendous role."

He thought the answer was yes and no when asked whether people really believe what ads say. "They know that these claims of the drugs and of the food and of the pills and of the various cigarettes are all nonsense, but at the same time they would like to hope that there might be something to it, and so they have an experience which is not clearly that of differentiating between reality and fantasy, but reality and fantasy become mixed up. . . . Man ceases to respond to reality. He is ready to believe everything or nothing, and in fact I think that is largely the case with people today."

He thought advertising both reflected this condition and contributed to it. "It would be foolish," he said, "to accuse the advertising people for poisoning the mind of the American public. They do what they have to do under the given rules and mechanisms of our mode of production and consumption." Especially with big corporations, he said, "the taste of the public must be manipulated, must be made foreseeable. Otherwise the big mammoth enterprise couldn't exist, and advertising is one of the means to do this."

Asked whether he wasn't taking advertising more seriously than most people do, Dr. Fromm replied that "they don't take it seriously and they do. The hopes, the fears which are aroused by advertising operate, but they don't operate much on a conscious level."

To Alvin Achenbaum, executive vice president and director of marketing services for J. Walter Thompson, this sort of talk was "utter nonsense." In 22 years in advertising, he said, he had never heard anyone propose an ad aimed at the subconscious. He also insisted that "we don't have any specialized techniques for convincing people to do things that they don't want to do."

Man gets woman or woman gets man—that sort of thing, Mr. Achenbaum said, is often put into commercials just to get people to watch them, as dramatic but "unreal" situations are often used in literature. "But people recognize in literature that there's a certain amount of unreality," he said. "I think they understand that there's unreality in watching a commercial."

Nor did he think that commercials "manipulate," any more than church leaders or politicians do, though in those cases "we don't call [it] manipulation." And, he added, "I think when an advertiser in a 30-second commercial tries to persuade you, we shouldn't call that manipulation either. He's doing that in a

BAR reports television-network sales as of April 8

NBC \$195,339,700 (34.6%), CBS \$194,062,000 (34.4%), ABC \$175,273,800 (31.0%)

Day parts	Total minutes week ended April 8	Total dollars week ended April 8	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	80	\$ 509,000	969	\$ 6,331,400	\$ 5,984,600
Monday-Friday 10 a.m.-6 p.m.	1,020	8,517,600	13,623	117,313,900	95,732,800
Saturday-Sunday Sign-on-6 p.m.	306	4,199,700	3,944	58,447,000	62,531,500
Monday-Saturday 6 p.m.-7:30 p.m.	95	1,906,100	1,307	29,337,100	25,960,100
Sunday 6 p.m.-7:30 p.m.	21	737,300	218	6,098,500	4,853,500
Monday-Sunday 7:30 p.m.-11 p.m.	392	22,494,800	5,483	315,955,700	276,309,200
Monday-Sunday 11 p.m.-Sign-off	164	2,466,000	2,075	31,191,900	22,619,400
Total	2,078	\$40,830,500	27,619	\$564,675,500	\$493,991,100

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

rather open and honest way."

People, Mr. Achenbaum said in response to another question, "don't believe everything they see or hear—any more than I believe everything I see or hear in church or in school or from a politician or at an FTC hearing. I think that we discriminate. We recognize that this is a commercial message. I think most people realize that someone is trying to sell them something and therefore they should take everything with a grain of salt."

The report went into network policing of commercials in an interview with Herminio Traviesas, broadcast standards vice president of NBC. He said his department reviewed over 36,000 commercials last year, demanded substantiation for every one that made a claim and sometimes took two to three months of back-and-forth discussions with advertisers and agencies before reaching a conclusion "that either the copy has to be changed to match the substantiation or we throw it out completely."

Asked whether he could say "that every commercial the public sees on NBC is truthful," Mr. Traviesas said he could say for all three networks—since the others have review departments similar to NBC's—that "we do not put anything on the air that we do not honestly believe can be substantiated, that is truthful." Asked about "fraud" such as in the sandpaper case, he said that "when that happened, we honestly believed it was truthful. We do make mistakes."

Newsman Kuralt observed, "Whether the networks' self-policing is all that it

should be has been a matter of controversy among the public and the government and the special-interest groups for 30 years. It still is."

Mr. Kuralt said at the outset that the report was focusing primarily on the network-TV phase of the "\$23-billion-a-year" advertising business because "it is the commercial that has fixed attention on advertising. Advertisers say that for all its cost and complexity, the commercial is the cheapest, fastest and most dramatic way to reach the most people."

Perry Wolff was executive producer of the report.

Chevron ads again before appeals court

But to surprise of judge, challengers no longer feel F-310 is relevant to the case

After almost three years of litigation in which television commercials promoting the use of Chevron gasoline blended with the additive F-310 were said to raise a fairness-doctrine issue, the U.S. Court of Appeals in Washington heard, for the first time, last week that the presence or absence of the additive was "irrelevant" to the complaint.

The statement which drew expressions of surprise from Judge Roger Robb, one member of the three-judge panel, was made by one of the complainants in the case, Alan F. Neckritz. He had been a

University of California law school student when the complaint was filed and is acting as his own counsel.

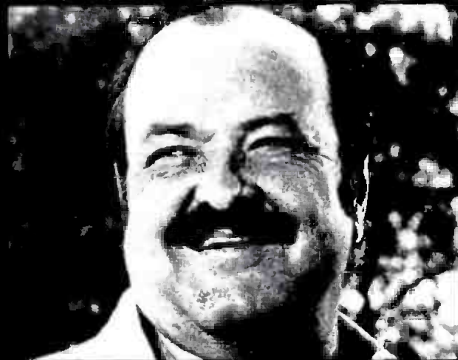
"The commercial raises the question of whether Chevron gasoline will contribute significantly to the air-pollution problem," Mr. Neckritz said. "The point is that the additive is irrelevant."

To Judge Robb the thrust of that argument appeared to be that advertisements for any gasoline raised a fairness-doctrine issue. "How do you get around that interpretation?" he asked. Mr. Neckritz did not try. He said the FCC has held that advertising making explicit claims raising controversial issues of public importance involves the fairness doctrine. "You have to use the F-310," he said. "And that raises the issue." He said the ads failed to inform the public of the alleged dangers in the use of the gasoline.

To FCC General Counsel John Pettit, who represented the commission, the exchange appeared to underline what he said was the "elusive nature" of the case, which raises again the question of whether product advertising leaves broadcasters vulnerable to fairness-doctrine complaints.

At issue in the case are Chevron ads, no longer aired, that promote F-310 as offering a partial solution to air pollution. Mr. Neckritz and a fellow law-school student, Lawrence B. Ordower, filed their fairness complaint against five California stations, contending that the ads presented one side of a controversial issue—whether the use of the product would reduce air pollution—and that the ads were false and misleading. The commission

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denied the complaint, claiming the ads were product advertising not subject to fairness.

Messrs. Neckritz and Ordower appealed that decision, and after the court reversed the FCC in the separate Friends of the Earth case and held that commercials promoting leaded gasoline and high-powered cars came within the fairness doctrine, the FCC asked the court to remand the case. The commission subsequently and in light of the FOE case decided again that the Chevron ads did not raise a fairness issue.

In his argument last week, Mr. Neckritz held that the FCC should be reversed on two grounds—that the Chevron case is indistinguishable from FOE and that the commission acted arbitrarily in not applying the fairness doctrine.

But Mr. Pettit, in commenting on what

he said was the "elusive nature" of the case, said that "no matter how many ways you attempt to phrase it," the question deals with "product efficacy" and is not subject to the fairness doctrine. The deceptive-advertising issue has been dropped from the suit (although the Federal Trade Commission is investigating the F-310 claims). And FOE, he said, applies only in cases where commercials promote the use and glorification of products—such as leaded gasoline and high-powered cars—that contribute to health problems. F-310 commercials, he noted, promoted the use of all Chevron gasolines—nonleaded as well as leaded.

He also said that the key to determining whether a controversial issue is involved in a commercial is to focus on the kinds of responses that might be made. In the Chevron case, he said, the

thrust of a response would be that some other gasoline should be used. And that, he said, "would hardly enlighten the public" on a controversial issue of public importance.

Lewis Paper, of the Citizen Communication Center, who acted as co-counsel with Mr. Neckritz, said, however, that the response to an F-310 commercial would not be to argue against the use of F-310, but that normal use of gasoline products like F-310 pose "serious health problems."

Lee Loevinger, counsel for Standard Oil of California, Chevron's parent corporation, and a former FCC commissioner, said the assertion that F-310 is irrelevant to the complaint is "utter nonsense." "If used, it reduces pollution," he said, "It won't solve the problem. All we said was that it helps."

P&G easily retains crown as TV's top client

Totals for 1972 also show toiletries accounted for most network dollars, food products for largest share of spot

Procter & Gamble, General Foods and American Home Products were television's big three in combined network-spot TV investments last year. Each ad-

vertiser spent more than \$90 million in network and spot.

The leader, P&G allocated \$188.4 million to network and spot television. GF's total was \$98.8 million and American Home spent \$96.3 million.

Other leading advertisers were Bristol-Myers with \$73.6 million, Colgate-Palmolive with \$70.5 million; Ford Motor,

\$67.1 million; Sterling Drug with \$67 million, and Sears and Lever Brothers each spending over \$50 million in the medium.

The Television Bureau of Advertising released data today (April 30), showing network and spot investments of the top-100 advertisers and by product categories. Top network category was toiletries and toilet goods (\$328.8 million) and for the spot category was food and food products (\$268.3 million).

The 100 biggest spenders in 1972

	Total TV	Spot TV	Network TV		Total TV	Spot TV	Network TV
1. Procter & Gamble	\$188,351,800	\$72,319,400	\$116,032,400	52. Chesebrough Ponds	14,502,000	4,948,600	9,553,400
2. General Foods	98,225,400	47,647,100	50,578,300	53. Exxon	14,457,100	9,036,200	5,420,900
3. American Home Products	96,335,100	35,139,300	61,195,800	54. Carnation	14,317,000	4,927,600	9,389,400
4. Bristol-Myers	73,646,200	17,745,100	55,901,100	55. Pfizer	14,055,300	1,593,800	12,461,500
5. Colgate-Palmolive	70,485,000	34,968,500	35,516,500	56. General Electric	13,661,600	5,508,300	8,153,300
6. Ford Motor	67,078,100	16,892,200	50,185,900	57. Gulf Oil	13,037,400	2,275,700	10,761,700
7. Sterling Drug	67,013,800	10,615,600	56,398,200	58. Eastman Kodak	12,646,300	2,146,100	10,500,200
8. Sears Roebuck	56,463,700	20,108,100	36,355,600	59. Anheuser-Busch	12,637,200	6,862,400	5,774,800
9. General Motors	54,806,100	15,494,200	39,311,900	60. F. W. Woolworth	12,562,300	12,562,300	—
10. Lever Brothers	54,369,800	23,626,400	30,743,200	*61. Great Atlantic & Pacific Tea	12,517,600	10,325,300	2,192,300
11. Warner-Lambert	50,403,400	13,785,300	36,618,100	62. Seven-Up	12,507,500	9,742,100	2,765,400
12. Gillette	48,461,500	12,298,600	36,162,900	63. Toyota Motor Distributors	12,307,900	10,843,900	1,464,000
13. General Mills	47,050,000	18,572,600	28,477,400	64. Merck	12,184,400	1,066,700	11,117,700
14. Nabisco	38,328,100	9,645,300	28,682,800	65. RCA	12,063,400	7,053,800	5,009,600
15. Miles Laboratories	35,780,600	13,299,200	22,481,400	66. R. J. Reynolds Industries	11,309,900	3,862,300	7,447,600
16. S. C. Johnson & Son	34,938,800	3,786,800	31,152,000	67. Scott Paper	11,224,700	4,100,300	7,124,400
17. Chrysler	34,890,900	10,547,900	24,343,000	*68. E. & J. Gallo Winery	11,193,400	9,126,200	2,067,200
18. PepsiCo	34,476,500	18,520,700	15,955,800	69. Mars	11,193,300	2,451,000	8,742,300
19. Alberto-Culver	32,922,200	17,711,100	15,211,100	70. C. P. C. International	10,868,400	7,004,300	3,864,100
20. Kellogg	32,262,800	6,820,200	25,442,600	*71. J. C. Penney	10,749,900	5,164,900	5,585,000
21. Coca-Cola	32,173,100	16,614,700	15,558,400	72. Smith Kline & French Labs	10,736,600	2,871,600	7,865,000
22. Ralston Purina	31,547,800	7,294,400	24,253,400	73. Standard Oil of Ind.	10,349,000	6,626,100	3,722,900
23. McDonalds	29,882,400	17,768,700	12,113,700	74. Standard Brands	10,241,500	3,454,400	6,787,100
24. Kraftco	29,074,100	12,848,600	16,225,500	75. E. I. Dupont DeNemours	10,218,400	1,593,000	8,625,400
25. AT&T	27,866,400	12,010,700	15,855,700	76. Polaroid	10,065,000	465,300	9,599,700
26. Schering-Plough	25,661,900	8,969,600	16,692,300	77. Squibb	9,881,500	5,139,900	4,741,600
27. Carter-Wallace	24,778,000	4,334,200	20,443,800	78. Firestone Tire & Rubber	9,749,800	878,300	8,871,500
28. Nestle	24,674,500	8,084,200	16,590,300	79. Schick	9,649,400	4,948,100	4,701,300
29. Heublein	23,897,300	13,863,900	10,033,400	80. Avon Products	9,543,900	1,910,900	7,633,000
30. Quaker Oats	23,008,500	11,275,500	11,733,000	81. Ideal Toy	9,486,100	7,170,100	2,316,000
31. Shell Oil	21,446,600	11,799,200	9,647,400	82. H. J. Heinz	9,446,200	4,691,500	4,754,700
32. Johnson & Johnson	21,328,600	4,351,400	16,977,200	83. American Motors	9,406,800	3,477,000	5,929,800
33. American Cyanamid	20,813,000	7,099,600	13,713,400	84. Phillip Morris	9,150,700	2,599,800	6,550,900
34. William Wrigley Jr.	20,615,100	19,912,900	702,200	85. Liggett & Myers Tobacco	8,846,600	1,923,800	6,922,800
35. ITT	19,998,200	10,100,000	9,882,000	86. Consolidated Foods	8,820,500	6,625,700	2,194,800
36. Campbell Soup	19,577,200	7,136,400	12,440,800	*87. Scott's Liquid Gold	8,770,500	5,780,500	2,990,000
37. Block Drug	18,391,400	3,735,800	14,655,600	88. Triangle Publications	8,542,000	8,542,000	—
38. Clorox	17,994,200	2,939,100	15,055,100	*89. Hasbro Industries	8,482,600	2,641,200	5,841,400
39. Schlitz Brewing	17,761,600	9,522,100	8,239,500	90. Revlon	8,466,500	1,516,600	6,949,700
40. Rapid-American	17,695,900	1,381,800	16,314,100	91. Ronco Tele-Products	8,453,000	8,453,000	—
41. Volkswagenwerk	17,567,700	8,308,000	9,259,700	92. Mobil Oil	8,422,400	2,490,000	5,932,400
42. Mennen	17,530,000	3,585,600	13,944,400	93. Sun Oil	8,260,700	2,810,900	5,449,800
43. Noxell	17,380,500	8,255,500	9,125,000	94. Westinghouse Electric	8,163,400	7,364,000	799,400
44. Morton-Norwich Products	17,377,700	7,276,300	10,101,400	95. Borden	8,005,500	4,444,700	3,060,800
45. Mottel	16,129,600	6,984,600	9,145,000	96. Union Carbide	8,003,500	1,408,400	6,595,100
46. Pillsbury	15,811,000	7,396,800	8,414,200	97. Hershey Foods	7,974,300	2,337,900	5,636,400
47. Richardson Merrell	15,361,200	2,184,800	13,176,400	*98. Hanes	7,654,700	6,936,100	718,600
48. Greyhound	15,228,700	3,955,300	11,273,400	*99. Nissan Motor Corp USA	7,643,400	5,475,200	2,168,200
49. Texaco	15,101,700	893,600	14,208,100	100. American Express	7,522,800	3,232,800	4,290,000
50. Norton Simon	14,741,000	3,862,100	10,878,900				
51. Goodyear Tire & Rubber	14,639,300	2,774,100	11,865,200				

* New to the Top 100 in 1972.

Product spending in TV in 1972

	Spot TV	Network TV	Total National		Spot TV	Network TV	Total National
AGRICULTURE AND FARMING	\$ 5,435,200	\$ 48,000	\$ 5,483,200	Dairy products	24,741,100	7,251,600	31,992,700
APPAREL, FOOTWEAR AND ACCESSORIES	43,334,200	31,663,800	74,998,000	Desserts and dessert ingredients	4,534,500	13,637,100	18,171,600
Apparel fabrics and finishes	2,114,900	1,876,500	3,991,400	Flour and baking mixes	3,000,200	14,490,500	17,490,700
Footwear	7,540,100	3,758,100	11,298,200	Fruit and vegetable juices	7,081,800	13,359,900	20,441,700
Hosiery	9,441,800	728,200	10,170,000	Fruits and vegetables	11,768,700	10,303,700	22,072,400
Ready-to-wear	6,849,900	5,624,700	12,474,600	Health and dietary foods	1,780,100	1,269,700	3,049,800
Underwear, foundations and bras	10,666,100	18,070,900	28,737,000	Infants' foods	526,000	580,400	1,106,400
Miscellaneous apparel, accessories and notions	6,721,400	1,605,400	8,326,800	Meat, poultry and fish	17,303,500	14,577,600	31,881,100
AUTOMOTIVE	111,657,100	179,317,900	290,975,000	Pasta products and dinners	7,837,000	7,073,600	14,910,600
Passenger cars	89,131,600	126,355,000	215,486,600	Prepared dinners and dishes	12,289,200	12,404,100	24,693,300
Tires and tubes	5,674,500	26,000,700	31,675,200	Salad dressings and mayonnaise	7,082,300	8,359,100	15,441,400
Trucks and mobile homes	9,365,000	7,088,900	16,453,900	Shortening and oil	13,208,900	22,538,900	35,747,800
Miscellaneous auto accessories and equipment	7,486,000	19,873,300	27,359,300	Soups	6,454,600	11,995,800	18,450,400
BEER AND WINE	78,422,600	35,176,900	113,599,500	Sugars, syrups and jellies	3,960,500	3,277,800	7,238,300
Beer and ale	54,238,500	28,183,800	82,422,300	Miscellaneous food and food products	18,505,500	29,778,000	48,283,500
Wine	24,184,100	6,993,100	31,177,200	GASOLINE, LUBRICANTS AND OTHER FUELS	59,413,600	52,956,500	112,370,100
BUILDING MATERIALS, EQUIPMENT AND FIXTURES	14,454,800	13,443,600	27,898,400	HORTICULTURE	6,383,900	4,022,900	10,406,800
Building materials	2,567,600	1,296,700	3,864,300	HOUSEHOLD EQUIPMENT AND SUPPLIES	84,484,500	81,297,600	165,782,100
Equipment fixtures and systems	8,575,700	6,535,300	15,111,000	Deodorizers and air fresheners	2,742,000	4,575,900	7,317,900
Protective coating and finishes	3,311,500	5,611,600	8,923,100	Disinfectants	2,610,900	10,550,200	13,161,100
CONFECTIONERY AND SOFT DRINKS	96,784,300	61,400,500	158,184,800	Food wraps and rolls	8,777,100	15,904,800	24,681,900
Confectionery	38,612,900	30,054,200	68,667,100	Household paper products	22,241,900	16,632,100	38,874,000
Soft drinks	58,171,400	31,346,300	89,517,700	Insecticides	3,965,000	5,263,300	9,228,300
CONSUMER SERVICES	32,193,200	38,102,700	70,295,900	Major appliances	15,726,200	17,311,500	33,037,700
Communications and public utilities	8,483,800	15,877,800	24,361,600	Small appliances and equipment	9,631,400	4,402,600	14,034,000
Engineering and professional services	9,455,700	9,482,000	18,937,700	Miscellaneous accessories and supplies	18,790,000	6,657,200	25,447,200
Financial	2,686,800	12,741,500	15,428,300	HOUSEHOLD FURNISHINGS	10,313,900	10,323,700	20,637,600
Schools and colleges	11,566,900	1,400	11,568,300	Floor covering	1,924,800	4,766,900	6,691,700
ENTERTAINMENT AND AMUSEMENT	{105,767,600}*	19,598,600	125,366,200	Furniture	6,309,300	2,659,300	8,968,600
Amusements and events	{ 17,851,700}*	265,000	18,116,700	Household fabrics and finishes	1,676,200	1,854,600	3,530,800
Motion pictures	{ 28,395,400}*	3,986,500	32,381,900	Miscellaneous household furnishings	403,600	1,042,900	1,446,500
Restaurants and drive-ins	{ 59,520,500}*	15,347,100	74,867,600	INSURANCE	22,509,000	38,711,600	61,220,600
FOOD AND FOOD PRODUCTS	268,314,100	305,689,600	574,003,700	JEWELRY, OPTICAL GOODS AND CAMERAS	10,629,000	30,460,700	41,089,700
Appetizers, snacks and nuts	11,699,800	15,255,800	26,955,600	Cameras and photographic supplies	4,647,700	21,735,400	26,383,100
Bakery goods	32,290,600	20,584,700	52,875,300	Jewelry, watches and optical goods	5,981,300	8,725,300	14,706,600
Cereals	29,010,700	54,857,000	83,867,700	OFFICE EQUIPMENT, STATIONERY AND WRITING SUPPLIES	2,892,100	18,414,200	21,306,300
Coffee, tea and cocoa	45,012,300	32,961,300	77,973,600	PETS AND PET SUPPLIES	28,326,500	43,338,400	71,664,900
Condiments	10,226,800	11,133,000	21,359,800	Pet foods	24,503,300	40,249,200	64,752,500

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26 HALF HOURS OF LAUGHTER AND ACTION

FIRST-RUN/COLOR



A sure-fire comedy hit
 Ideal for access time. Or for any time period
 Slot this comedy on your station, and you'll have everybody laughing...except the competition
 Produced by BBC-TV



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	Spot TV	Network TV	Total National		Spot TV	Network TV	Total National
Pet supplies	3,823,200	3,089,200	6,912,400	Sporting goods	9,828,200	5,843,300	15,671,500
PROPRIETARY MEDICINES	90,326,100	223,296,600	313,622,700	TOILETRIES AND TOILET GOODS	151,391,400	328,867,500	480,258,900
Cold, cough and sinus remedies	21,602,300	53,406,100	75,008,400	Cosmetics and beauty aids	28,733,500	39,326,900	68,060,400
Digestive aids and antacids	12,935,800	25,053,800	37,989,600	Dental supplies and mouthwashes	23,562,100	74,781,700	98,343,800
Headache remedies and sedatives	24,794,800	64,663,300	89,458,100	Depilatories and deodorants	13,526,800	47,221,500	60,748,300
Laxatives	1,533,600	16,375,000	17,908,600	Feminine hygiene products	4,256,500	2,773,900	7,030,400
Medical equipment and supplies	3,084,600	4,854,400	7,938,600	Hair products	51,388,700	82,810,100	134,198,800
Skin products and liniments	9,878,500	21,185,200	31,063,700	Men's shaving equipment	6,770,800	17,724,000	24,494,800
Vitamins	7,233,300	20,183,700	27,417,000	Men's toiletries	6,690,800	30,458,500	37,149,300
Miscellaneous proprietary medicines	9,263,200	17,575,500	26,838,700	Toilet soaps	11,774,400	25,964,100	37,738,500
PUBLISHING AND MEDIA	17,369,800	3,914,000	21,283,800	Women's shaving equipment	1,016,200	736,900	1,753,100
RADIOS, TELEVISION SETS AND MUSICAL INSTRUMENTS	48,934,700	19,671,800	68,606,500	Miscellaneous toiletries and toilet goods	3,671,800	7,069,900	10,741,500
Musical Instruments	1,311,000	112,000	1,423,000	TRAVEL, HOTELS AND RESORTS	39,266,300	10,451,700	49,718,000
Records and tape recordings	30,301,500	349,300	30,650,800	Airlines	26,852,200	4,462,700	31,314,900
Radios, TV sets, phonographs and recorders	15,202,700	17,890,100	33,092,800	Buses	1,662,700	161,700	1,824,400
Miscellaneous components and supplies	2,119,500	1,320,400	3,439,900	Car rental	2,492,600	1,727,300	4,219,900
SMOKING MATERIALS	7,199,400	14,942,800	22,142,200	Hotels and motels	2,300,600	3,695,600	5,996,200
Cigars and tobacco	6,302,700	14,575,500	20,878,200	Railroads	—	15,500	15,500
Miscellaneous smoking material and accessories	896,700	367,300	1,264,000	Resort promotion	5,518,000	388,900	5,906,900
SOAPS, CLEANSERS AND POLISHES	102,268,500	162,586,000	264,854,500	Steamships	440,200	—	440,200
Cleansers and polishes	40,731,300	76,716,200	117,447,500	MISCELLANEOUS	5,804,600	66,774,600	72,579,200
Laundry preparations	18,933,900	23,120,600	40,054,500	TOTAL	\$1,390,250,200	\$1,833,818,600	\$3,224,066,800
Soaps and detergents	44,603,300	62,749,200	107,352,500				
SPORTING GOODS AND TOYS	52,141,400	39,344,400	91,485,800				
Games, toys and hobbycraft	42,313,200	33,501,100	75,814,300				

* Categorized as "Local" Activity by BAR, shown here for comparative purposes but not included in the total.

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising

Noncommercial station takes FCC commercial policy too lightly

In 1971, noncommercial WBJC-FM Baltimore began programming a number of old-time radio programs for its nostalgia-hungry listeners. Subsequently, the station came on the idea that those same listeners might be interested in hearing some of the commercials of yesteryear as well. Last week, it found out that when the FCC designates a station as noncommercial, it means it.

In rejecting WBJC-FM's request for a long-term waiver of the rules precluding the broadcast of commercial announcements by public broadcast media, the commission noted that while the spots the station had in mind might have historical significance, these interests would

be better served by a limited waiver. WBJC-FM had previously secured a staff ruling granting it such a waiver until May 1972. It asked for a further extension of the waiver last February and in the meantime, according to the commission, continued to broadcast its vintage programming, commercials intact.

That action, despite the fact that WBJC-FM had asked that its waiver request be granted retroactively to last May, indicates that the stations had not shown the "degree of responsibility expected of a licensee," the commission said. It said it was particularly concerned with possible violations of the prohibition of broadcast cigarette advertising occurring within the course of the WBJC-FM programming.

Accordingly, the commission warned the station that any further violations of its rules in this area may result "in the imposition of appropriate sanctions."

Business Briefs

Bad batting average. N.W. Ayer & Son, New York, has completed two-year study of TV stations' handling of commercials involving 111,300 individual commercial placements by Ayer. Study shows that out of every 100 commercials placed, 14 did not run as ordered.

Weiss collection. Lee King & Partners, formerly Edward H. Weiss & Co., Chicago, is establishing permanent collection of advertising and marketing books at Chicago Public Library. Edward H. Weiss Advertising Collection is being launched with total gift to the library of \$5,000.

Spot exchange. Five CBS-owned television stations have created and produced series of children's public-service spot announcements to be broadcast, starting May 1. Each station produced 60-second spot and 30-second version for distribution to other four outlets. Several announcements stress proper nutrition and others focus on aspects of safety in and outside home.

Agency appointments. Toshiba America, New York, manufacturer and importer of radios, TV's, stereo systems, and other small electrical appliances, has appointed DKG, New York, to handle its advertising. Agency anticipates use of radio and TV. Bristol-Myers, New York, has assigned new product, "The Works" by Vitalis, to Young & Rubicam, New York. Y&R will be going into spot-TV test markets. Health care division of Johnson & Johnson, New Brunswick, N.J., has appointed Young & Rubicam, New York, to handle advertising for Care, new facial-cleanser product. Y&R is testing TV commercials for Care in Phoenix area.

Fly me. Hughes Airwest, San Francisco-based airline serving West, is using heavy schedule of radio spots in \$1-million summer campaign announcing new international routes. Agency is Foote, Cone & Belding, Los Angeles.

Early riser. Network-TV billings showed a first-quarter 1973 gain of 14.6% over the comparable period of a year ago, according to a Television Bureau of Advertising report of Broadcasting Advertisers Reports (BAR) compilations. In March, the increase was 18.2%. Big winner, percentagewise, was weekend daytime business in March, though that time category showed a slight decrease for the full quarter. NBC continued to lead the networks in TV billings on a quarterly basis, but CBS was first in March as it had also been in February.

	March			January-March		
	1972	1973	% Chg.	1972	1973	% Chg.
Daytime	\$ 49,783.4	\$ 58,899.0	+18.3	\$150,020.4	\$166,933.3	+11.3
Mon.-Fri.	34,628.9	39,629.2	+14.4	94,411.0	114,618.7	+21.4
Sat.-Sun.	15,154.5	19,269.8	+27.2	55,609.4	52,314.6	- 5.9
Nighttime	104,346.6	123,318.5	+18.2	301,842.5	351,038.0	+16.3
Total	\$154,130.0	\$182,217.5	+18.2	\$451,862.9	\$517,971.3	+14.6

	ABC	CBS	NBC	TOTAL
*January	\$ 52,617.2	\$ 57,918.5	\$ 62,578.2	\$173,113.9
*February	52,865.7	56,089.3	53,684.9	162,639.9
March	55,028.2	64,306.3	62,883.0	182,217.5
Year-to-Date	\$160,511.1	\$178,314.1	\$179,146.1	\$517,971.3
*Revised				

Ownership ties drop in Congress

Down two from the 92d session, seven senators and equal number of representatives now have personal or family interests in broadcasting properties

Seven House members and seven senators in the 93d Congress have a direct or family-related interest in television or radio stations, according to research conducted by BROADCASTING, which has reported such interests with each new session of Congress.

In the 92d Congress seven senators and nine representatives had station-ownership ties (BROADCASTING, May 24, 1971).

Of the 14 Senate and House members having financial interest in the broadcasting industry, five representatives and five senators have a direct interest in a broadcast property. That amounts to less than 2% of the present 534 members of the new Congress. In the 92d Congress slightly more than 2% of House and Senate members had direct broadcast interests.

Five names have been deleted from the list of two years ago.

Representative Richard H. Fulton (D-Tenn.) disposed of his 6.7% interest in

wmcv(tv) (ch. 17) Nashville. The station went dark March 14, 1971.

Senator B. Everett Jordan (D-N.C.) did not seek re-election last year. Senator Jordan and his family owned about 8% of WBBB-AM-FM Burlington-Graham, N.C., and his wife owned 3% of WHKY-AM-FM Hickory, N.C.

Representatives Alvin E. O'Konski (R-Wis.) and Roman C. Pucinski (D-Ill.) were defeated in the elections last fall. Mr. O'Konski owns 90% of WAEO-TV Rhinelander, Wis., and Mr. Pucinski is majority owner of WEDC(AM) Chicago.

Senator Winston L. Prouty (R-Vt.) died in September 1971. The senator's second cousin had less than 1% interest in WIKI(AM) Newport, Vt.

The additions to the list are all newly elected to Congress—Senators Jesse Helms (R-N.C.) and Walter Huddleston (D-Ky.) and Representative William Armstrong (R-Colo.).

Following is the tally for the 93d Congress:

- Representative William L. Armstrong (R-Colo.)—is president and owner of Armstrong Broadcasting Corp., licensee of KOSI(AM) Aurora, Colo., and KOSI-FM Denver.

- Representative Thomas L. Ashley (D-Ohio)—owns 3,319 (of 1,749,683 outstanding) voting common shares of Pacific & Southern Broadcasting Co. The P&S stations are WQXI-AM-TV Atlanta, WQXI-FM Smyrna, both Georgia; WSAI-AM-FM Cincinnati; WWDJ(AM) Hackensack, N.J.; KKDJ(FM) Los Angeles, and KIMN(AM)

Denver. WQXI-TV is a channel-11 ABC-TV affiliate; WSAI-FM is affiliated with the ABC Information Network. P&S has reached an agreement under which it will merge five of its stations into Combined Communications Corp. and spin off the remaining three properties—WQXI-AM-FM and KIMN (BROADCASTING, April 23).

- Senator James L. Buckley (Conservative-Republican-N.Y.)—his brother, William F. Buckley Jr. (columnist, television commentator and owner of *National Review* magazine), is board chairman and owns 63,866 voting common shares (of about 1,061,000 outstanding) of Starr Broadcasting Group Inc. The Starr stations are KXLR(AM) North Little Rock, Ark.; KABL(AM) Oakland and KABL-FM San Francisco, both California; KUDL(AM) Fairway and KUDL-FM Kansas City, both Kansas; WBOK(AM) New Orleans; WLOK(AM) Memphis; KYOK(AM) Houston; WCYB-TV Bristol, Va.; WWWW(FM) Detroit, and WNCN(FM) New York. WCYB-TV is a channel-5 affiliate of NBC-TV; KUDL, KYOK and WWWW are affiliates of the ABC Contemporary network, and KXLR is affiliated with the ABC Entertainment network.

- Representative John R. Dellenback (R-Ore.)—owns 140 voting common shares, or 20%, of Radio Medford Inc., which owns KMED-AM-TV and KTMT(FM) Medford, Ore., and KQMS(AM) Redding, Calif. KMED-TV, on channel 10, is affiliated with ABC-TV and NBC-TV; KMED is affiliated with NBC.

- Representative Joe L. Evins (D-Tenn.)

TOM BROWN'S SCHOOLDAYS

THE LAST OF THE MOHICANS



13 COLOR HALF HOURS

The James Fenimore Cooper classic and the Thomas Hughes masterpiece brilliantly translated as television drama

Purchased by the CBS O & O stations

21 masterful half hours—ideal for prime access time ...or any time, including week-ends

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Mr. Armstrong



Mr. Ashley



Mr. Buckley



Mr. Dellenbach



Mr. Evins



Mr. Fountain



Mr. Hansen



Mr. Helms



Mr. Huddleston



Mr. Sparkman



Mr. Stevens



Mr. S. Symington



Mr. J. Symington

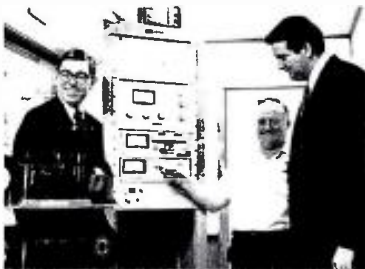


Mr. Taft

—his first cousin, John Bill Evins, is vice president, director and 12% owner (50 voting common shares) of Center Hill Broadcasting Corp., which is licensee of WJLE-AM-FM Smithfield, Tenn.

▪ Representative L. H. Fountain (D-N.C.)—is vice president and director and owns 29% (86 voting common shares) of Coastal Plains Broadcasting Inc., licensee of WCPS-AM-FM Tarboro, N.C. Members of his family own the remainder of the stock, and his brother, V. E. Fountain, is president of Coastal Plains Broadcasting.

▪ Representative Orval Hansen (R-Idaho)—owns 122 shares of voting common stock (37%) of KFXD(AM) Nampa, Idaho. The congressman's brother, Reed Hansen, serves as vice president and director of the licensee, Idaho Broadcasting Co. KFXD is an affiliate of the ABC Contemporary network.



Grass roots. FCC Commissioner Richard E. Wiley, who is in charge of the commission's re-regulation project, two weeks ago visited the kind of small-market radio station whose regulatory problems have received particular attention in the commission effort to streamline and simplify its procedures. Commissioner Wiley (l) was conducted on a tour of the facilities of WTIM-AM-FM Taylorville, Ill., by station President Don Jones (r) who along with Chief Engineer Roy Fritcher, are showing him the stations' remote control monitoring equipment. Commissioner Wiley stopped off at the station while in Illinois for a talk to the Illinois Broadcasters Association, in Chicago.

▪ Senator Jesse A. Helms (R-N.C.)—is owner of 10 voting common shares (less than 1%) of Capitol Broadcasting Co., licensee of WRAL-FM-TV Raleigh, N.C. Prior to his election last November, Senator Helms was executive vice president, vice chairman and assistant chief executive of the stations. WRAL-TV (ch. 5) is affiliated with ABC-TV.

▪ Senator Walter D. Huddleston (D-Ky.)—is one-sixth owner of Lebanon-Springfield Broadcasting Co., licensee of WLBN(AM) Lebanon, Ky. Before being elected to the Senate last fall, Senator Huddleston was also president and general manager of WIEL(AM) Elizabethtown, Ky., although he had no financial interest in the station and is no longer associated with it. Senator Huddleston is former president of the Kentucky Broadcasters Association.

▪ Senator John Sparkman (D-Ala.)—his wife, Ivo Hall Sparkman, owns 49% of Sand Mountain Broadcasting Service, licensee of WAVU(AM) and WQSB(FM) Albertville, Ala. (This interest was omitted from BROADCASTING's 1971 report.)

▪ Senator Ted Stevens (R-Alaska)—owns less than 1% (five working common shares) of Northern TV Inc., licensee of KBYR(AM), KNIK-FM, and KTVA(TV) Anchorage, and KFRB(AM) and KTVF(TV) Fairbanks, Alaska. Prior entering the Senate in 1968, Senator Stevens also served as legal counsel to the company. KTVA is on channel 11 and is affiliated with CBS-TV. KTVF, also on channel 11, is an affiliate of CBS-TV and ABC-TV. KFRB is affiliated with CBS; KBYR with ABC's Contemporary network.

▪ Senator Stuart Symington (D-Mo.)—Valeria Symington, the wife of the senator's brother, James H. Symington, owns 42 shares, or 67%, of WAGE(AM) Leesburg, Va. The senator's brother-in-law, Huntington Harris, is president of the licensee, Radio WAGE Inc.

▪ Representative James W. Symington, (D-Mo.)—is the son of Senator Stuart Symington, and nephew of James H. Symington, whose wife has interest in WAGE.

▪ Senator Robert Taft Jr. (R-Ohio)—a trust fund held for his benefit owns approximately 40,000 shares (of about 4,960,000 outstanding) of Taft Broadcasting Co. At one time he owned 76,000 shares in his own name, but he no longer has that interest. In addition, he is trustee of a charitable trust that holds 71,516 shares, with the University of Cincinnati being the beneficiary. Senator Taft does not vote on issues affecting broadcast regulation in order to avoid a conflict of interest. The Taft broadcast properties are WBRC-TV Birmingham, Ala.; WDAF-AM-FM-TV Kansas City, Mo.; WGR-AM-FM-TV Buffalo, N.Y.; WKRC-AM-TV and WKRQ(FM) Cincinnati and WTVN-AM-TV and WBUK(FM) Columbus, both Ohio; WTAF-TV Philadelphia, and WNEP-TV Scranton, both Pennsylvania. WBRC-TV (ch. 6), WNEP-TV (ch. 16), WKRC-TV (ch. 12) and WTVN-TV (ch. 6) are affiliated with ABC-TV. WDAF-TV (ch. 4) and WGR-TV (ch. 2) are NBC-TV affiliates. WTAF-TV is a channel-29 independent. WDAF and WGR are affiliates of ABC's Information network and WKRC and WTVN are affiliated with ABC's Entertainment network.

'Post' says Nixon group stacked poll

Incident involved WTTG survey of reaction to Haiphong mining

President Nixon's re-election committee, which has been in the news in connection with allegations of political espionage and sabotage aimed at the Democrats, turned out last week to have stacked a survey WTTG(TV) Washington conducted last year on the President's decision to mine Haiphong harbor.

The *Washington Post*, which has played the major press role in breaking the Watergate story, quoted committee officials and employes on the stacking. They said the committee sent the station thousands of postcards—one said 2,000;

another, 4,000—in support of the President's position. One also said the station was sent ballot coupons that had been clipped from about 1,000 newspaper copies purchased for that purpose.

The Metromedia station had simply asked its viewers to vote yes or no on whether they supported the President's position, which was then highly controversial, and published a sample ballot in newspaper ads.

As announced by the station, the final result showed 5,157 viewers supporting the mining operation, and 1,158 opposing it. However, many of the postcards mailed by the committee probably were not counted. Ed Turner, Metromedia's news director, said last week that in the final two days of the week-long survey, postcards were received that bore striking similarities to one another—in terms of phrasing used and the typewriter on which they were written. "These were set aside and were discounted," Mr. Turner said. "We announced on the air somebody had tried to stack" the survey.

Although "several thousand" postcards were not counted, he said, the newspaper ballots now reported to have been submitted by the committee apparently were included in the total.

"We were trying to get a sample of audience concern, and they abused it," Mr. Turner said of the re-election committee. But it proved a lesson. Since that experience, he said, "We have gone to Arbitron to do telephone polls" when surveys were wanted. "It's more scientific."

Curtis quit over those phone calls

Former CPB chairman says last-minute White House pressure and the subsequent delay of PBS compromise broke his faith in the independence of his board

What can and should be done to resolve the current impasse between the Corporation for Public Broadcasting and the nation's 234 public television stations? Thomas B. Curtis, who's a victim of the impasse, last week emerged with an unequivocal suggestion. "The White House must make a statement," he told BROADCASTING. "That statement should say, 'We respect the integrity of the CPB board. We think it's very important if public broadcasting is going to go ahead that it be insulated from any federal pressures from the White House or from the Congress.' Let somebody from the White House say this," Mr. Curtis urged.

Mr. Curtis, whose sudden resignation earlier this month as CPB chairman followed his failure to mediate differences between CPB and public television stations (BROADCASTING, April 23), apparently is not realistically expecting such a statement from the White House. But he indicated that he once did and was disappointed. Referring to the director of

the White House Office of Telecommunications Policy, Mr. Curtis recalled: "I thought Tom Whitehead was going to say before the Pastore committee [in testimony on a two-year public broadcasting funding bill being heard by the Senate Communications Subcommittee headed by Senator John O. Pastore] 'Look, we in the White House understand why this board must be independent and we respect it. Yes, we want to get our point of view across, but we'll get it across in an orderly way and in a public way, just as everyone else has to.'"

But instead of such a statement from Mr. Whitehead, Mr. Curtis indicates a different sort of communication emanated from the White House. He confirmed rumors that individual members of the CPB board received telephone calls from White House people on the eve of the CPB board's fateful April 13 meeting when a vote was taken on a compromise plan determining the operation of public broadcasting's national interconnection. Mr. Curtis resigned immediately after the CPB board, by a 10-to-4 vote, decided to defer action on the compromise plan which he had helped work out and supported (BROADCASTING, April 16).

Mr. Curtis, while not naming names, did not reject the suggestion that OTP director Clay T. Whitehead and Patrick J. Buchanan, special assistant to the President, were among those who placed calls to individual CPB board members. Indicating that he was referring to certain members of the White House staff,

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Mr. Curtis said "they certainly have the right to express themselves, but they wouldn't call individual members of the Federal Trade Commission or Federal Communications Commission." He stressed that calls were made to CPB board members at a time and in a climate when "it was important to be leaning backward to respect the integrity of the board."

The telephone calls led directly to his decision to resign, Mr. Curtis explained. "I could defend the integrity of the board and did before the Pastore committee," he pointed out. "But after this instance of telephone calls I couldn't see how I could. What I'm simply saying is, I can't defend the integrity of the board with the vigor that I formerly did."

The result of the White House action, Mr. Curtis suggested, is that there is "a gloomy future" for public broadcasting unless the White House, Congress and the other agencies and people involved (including news media) work to insure that the integrity of the CPB board as an independent body is maintained. "This means you treat it independently," he said. "You don't attempt, by calling individual members just before a vote is about to be taken, to get your point of view across. This is what I mean by boiler-plate proceedings. It's really sort of naive and unsophisticated on the part of the White House people who don't understand what it means to treat the Congress as a co-equal independent body any more than they understand what they

have to do to maintain the integrity of the Federal Communications Commission, the Federal Reserve Board or the Corporation for Public Broadcasting."

Mr. Curtis also believes that the news media were instrumental in creating an environment in which the White House could interfere. "The news media collectively bear as much responsibility for this situation as any," he charges, "because they kept making what I thought were unfounded and false charges that this was a Nixon takeover simply because I had been named chairman. In spite of everything I said, reiterated, repeated and the actions of the board, the news media continued to report the situation the same way," he emphasized. "Well, wolf, wolf, they cried, and, well, the wolf came."

Mr. Curtis feels that there has to be a resolution of the impasse between CPB and the public television stations. He believes that the public television representatives and CPB representatives may come up with a compromise similar to the one he proposed. "The point is, he says, "we've been horsing around with this for several months and time is running out. We've got to get these public programs in being and moving in order to have them available."

But, he maintains, more importantly the Congress and the foundations and private companies who would put money into public broadcasting are looking to be assured that "the house is in order," and that public broadcasting is not going

to become "a propaganda arm of the federal government."

The White House can go a long way to clarify the situation, he notes, by saying: "'Gee, this is a misunderstanding. We certainly do think this has got to be an independent body. We're sorry the chairman felt the way he did and resigned, but we understand his reasons and we're going to come out and make it darned clear that we're not going to tamper with the board.'"

If such a statement isn't forthcoming, and Mr. Curtis hardly sounded optimistic about its chances, CPB will be in serious trouble, according to its former chairman. "There will be many people who will not believe this is an independent body and who will think instead that this is really the White House speaking."

Changing Hands

Approved

The following transfers of station ownership have been approved by FCC (for other FCC activities see "For the Record," page 61):

▪ **KOWN-AM-FM** Escondido, Calif.: Sold by Alan B. Skuba and others to John D. Feldmann, Arthur Hogan and others for \$370,000 plus \$142,000 consultancy agreement. Mr. Skuba retains interest in **KGOE(AM)** Thousand Oaks, Calif. Messrs. Hogan and Feldmann are partners in Hogan-Feldmann Inc., Los Angeles media brokerage. **KOWN** operates on 1450 khz with 1 kw day and 250 w night. **KOWN-FM** is on 92.1 mhz with 3 kw and antenna 155 feet above average terrain.

▪ **KOCA(AM)** Kilgore, Tex.: Sold by A. Glenn Morton and William G. Morton to Ewing Adams, Douglas B. Humble, William Y. Rice and Gillett Sheppard for \$122,850. Messrs. Adams and Sheppard are partners in Longview, Tex., law firm. Mr. Rice is real-estate developer and heads petroleum firm in Longview. Mr. Humble is president of Gregg county, Tex., flight-training school. **KOCA** operates full time on 1240 khz with 1 kw day and 250 w night.

United charges flaws in proposed denial

United Broadcasting Co. has told the FCC that conclusions in Administrative Law Judge Forest L. McClenning's initial decision recommending denial of renewal to firm's **WOOK(AM)** Washington (**BROADCASTING**, Feb. 26) are so "patently ambiguous" that the whole decision must be sent back to the judge for clarification. United said it cannot file an appeal of the decision until certain definitions and issues are clarified.

The major flaw in the decision, which recommended that a competing application for **WOOK's** frequency be granted, is evident in Judge McClenning's determination that United, while legally qualified to remain the licensee of the station, "does not possess the requisite comparative qualifications" to do so, United said.

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"There is no such concept" as comparatively qualified "in the body of communications law," it contended.

Also, the firm noted, while Judge McClenning found WOOK to have been guilty of fraudulent advertising, he failed to follow the proceeding's bill of particulars by declining to rule whether this violation should be held against United in comparison with Washington Community Broadcasting Co., WOOK's rival applicant. Similarly, it asserted, while the judge had assigned WOOK a comparative demerit for technical violations, it had not ruled on whether Community's proposed station would be technically superior. And, it continued, while Judge McClenning determined that WOOK deserves positive consideration for meritorious programming, his final conclusions fail to show how, or if, that plus factor was weighed.

United owner Richard Eaton has vowed to fight Judge McClenning's decision which, in addition to recommending denial for WOOK, found that United's uncontested license-renewal application for dark WFAN-TV (ch. 14) Washington should be granted.

Alabama ETV's now look safe from hearing

**FCC Broadcast Bureau finds
stations have mended ways
in treatment of minorities
and recommends renewals**

The FCC's Broadcast Bureau has recommended license renewal for the nine stations of the Alabama Educational Television Commission. Last year, the stations' licenses were designated for hearing following charges that they discriminated against the state's black population. The bureau concluded that AETC should receive a grant of eight pending license-renewal applications as well as an initial license for a ninth.

But in making those positive recommendations, the bureau also found cause to criticize AETC's operations. During the 1967-70 license period in which the Alabama commission's conduct was judged in the proceeding, it said, AETC had not been "sufficiently sensitive" to the needs of the state's blacks. Evidence compiled in the proceeding, it said, demonstrates that the licensee had refrained from presenting programs oriented specifically toward the state's minority population, or from giving blacks the opportunity to become involved in programing decisions. But, it continued, this apparent exclusion was not the result of malice on the part of AETC. Noting that several AETC officials had testified in hearing that any shortcomings the licensee might have been guilty of were not intentional, the bureau found that "there is no extrinsic evidence to the contrary." AETC's deficiencies, it said, "were due to a lack of awareness."

AETC's nine applications were designated for hearing in February 1972 in

response to a petition by two Alabama University students—Linda Edwards and Steve Suits—and a local priest, the Rev. Eugene Farrell, that the organization failed to serve the needs of blacks in Alabama and had discriminated against them in programing and employment. A principal argument in support of these allegations was AETC's decision not to accept certain programs from the Public Broadcasting Service, such as *Soul* and *Black Journal*, that dealt specifically with minority issues (BROADCASTING, Feb. 14, 1972).

AETC had stated that the programs in question were excluded because they were judged, in several instances, to contain "objectionable" language. But without

disputing the licensee's right to make program determinations, the bureau said last week, AETC's explanation seems acceptable with respect to the objectionable programs, but does not justify rejection of an entire series. The bureau also noted that, during the 1967-70 license period, AETC had no effective control over the production of local programing, since local production was under the authority of several autonomous centers within the state. And the involvement of blacks in those centers, it said, was at the time "negligible."

Since that time, however, the bureau noted, AETC has taken several steps to correct its past deficiencies. It has hired and trained several blacks, some for supervisory positions; it now carries several

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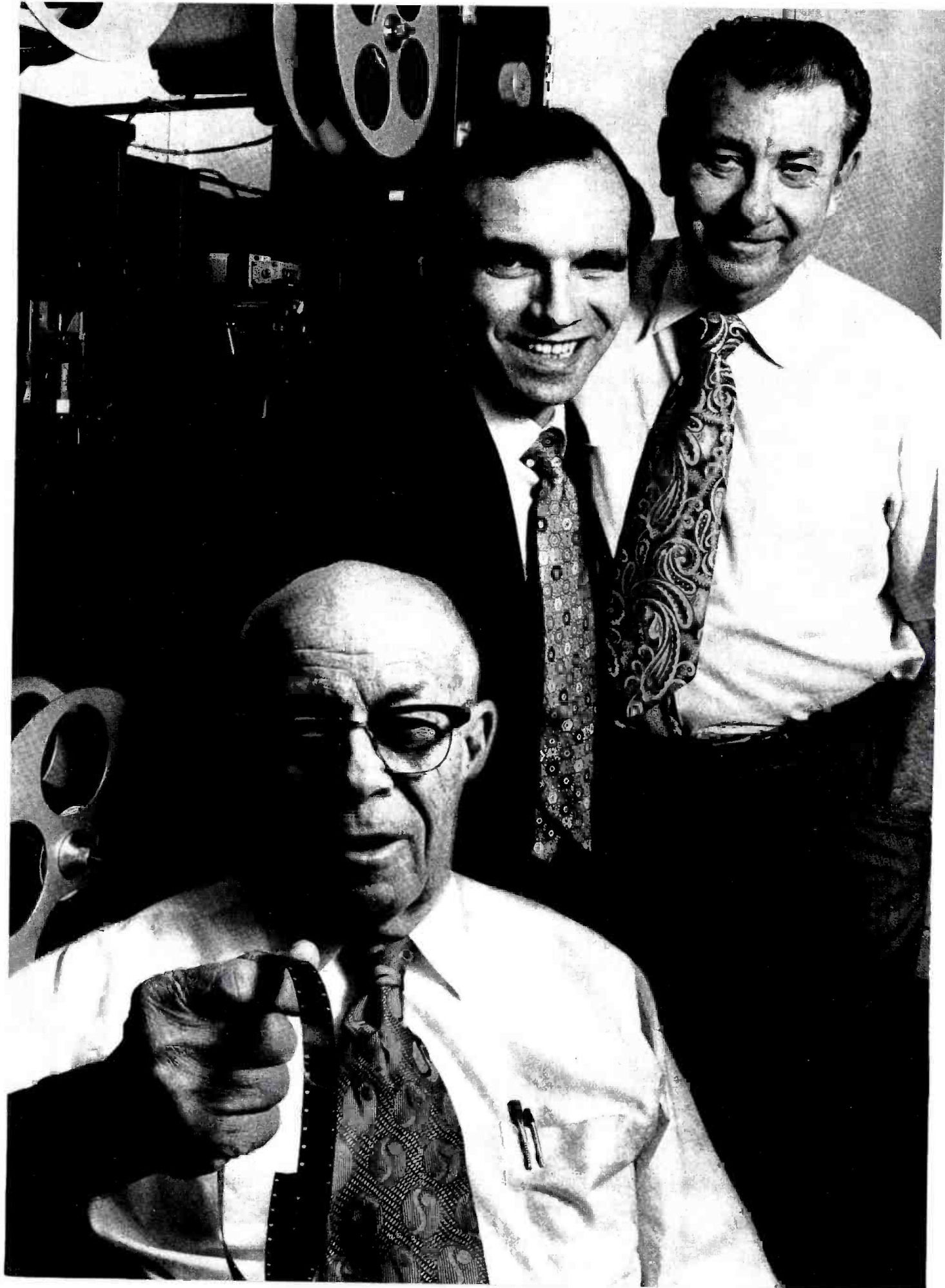
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of the PBS programs that had originally been excluded and no longer maintains a policy of rejecting entire programs when parts of them seem questionable; it has reactivated a citizen panel designed to act as a liaison between AETC and the general public, in which blacks account for eight of the 23 members; and it has established a new production center at predominantly black Alabama A&M University which will concentrate on minority programing. In light of these developments, the bureau said, "it is obvious that the designation for hearing of the renewal applications has had a salutary effect on AETC's activity in the area of programing for blacks."

Stations involving in the case are WAIQ Montgomery, WBIQ Birmingham, WCIQ Cheaha State Park, WDIQ Dozier, WEIQ Mobile, WFIQ Florence, WGQ Louisville and WHIQ Huntsville, the renewal applications of which are at issue, and WIIQ-TV Demopolis, for which AETC is seeking an initial license.

FCC judge rejects Hernreich's claim of being victimized

McClenning proposes lifting licenses for involvement in payoff to network official

An FCC administrative law judge has held that George T. Hernreich should lose his licenses for KFPW-TV Fort Smith and KAIT-TV Jonesboro, both Arkansas, because of what the judge said were the improper payoffs Mr. Hernreich made to an ABC representative for increased network compensation.

Mr. Hernreich had claimed that he was the innocent victim of extortion and that he had voluntarily brought the matter to the attention of his consultant, a former ABC official, so that ABC might be informed and that he had cooperated in the resulting investigation.

But Judge Forest L. McClenning rejected this view. He said Mr. Hernreich, a broadcaster since 1956 whose radio and television stations have network affiliations, is too experienced and sophisticated to be victimized in the manner claimed.

Judge McClenning said that after KAIT-TV entered into a new affiliation agreement with ABC in 1967, Mr. Hernreich made repeated efforts to persuade the network to increase the compensation and that it did—after he made two payments of \$3,000 each to Thomas Sullivan, then an ABC regional station relations manager, in 1969. The first payment resulted in a 5% increase, the second a \$25 hourly increase. ABC later fired Mr. Sullivan and rescinded the increases.

"To condone such conduct," Judge McClenning said, "would be a disservice to the public, to the industry and to effectuation of the functions of the commission." He said Mr. Hernreich lacks the qualifications to be a licensee.

Thus the decision could affect more than KFPW-TV, for which Mr. Hernreich was seeking a license to cover a con-



Local girl makes good. Virginia H. Knauer, special assistant to the President for consumer affairs, and a native Pennsylvanian, receives the Pennsylvania Association of Broadcasters' Gold Medal of Honor from association President Ralph L. Price of WPPA(AM) Pottsville. Later, in ceremonies at the Washington Hilton hotel, as part of PAB's 14th annual dinner and reception honoring the state's congressional delegation, Mrs. Knauer challenged Pennsylvania broadcasters to produce some significant historical programing to commemorate the state's bicentennial next year. Pointing to a survey her office had conducted that indicated virtually no programs are being planned to celebrate Pennsylvania's bicentennial, Mrs. Knauer contrasted this with the British Broadcasting Corp.'s *America* history series now playing on NBC-TV. "What about Pennsylvania?", she asked the PAB members. "Will we invite the BBC over to do a documentary on our commonwealth?"

struction permit, and KAIT-TV, for which he was seeking a renewal of license. Commission action on his applications for renewal of KFPW(AM) and KZNG(AM) Hot Springs is being held in abeyance pending a decision in the television proceeding. And an initial decision issued in December recommended a grant of Mr. Hernreich's application for an FM station in Fort Smith contingent on the outcome of the payoff case.

Judge McClenning's initial decision is the second to be issued in a commission inquiry begun in March 1970 into whether various licensees had made illegal payoffs to network employees in connection with affiliation agreements. The inquiry was precipitated by ABC's accusing Mr. Sullivan of receiving a payoff from WKTR-TV Dayton, Ohio.

In the first initial decision issued in the inquiry, Judge Frederick W. Denniston absolved the president of KDUB-TV Dubuque, Iowa, of wrongdoing (BROADCASTING, Jan. 22). The judge concluded that Gerald Green had demonstrated "gullibility, naivete and incompetence in a field in which he was inexperienced" but said that no sanctions were warranted.

Judge McClenning rejected the contention that Mr. Hernreich feared he would not have obtained the increase he was

seeking and might also lose his affiliation. There is not a "single record fact" to indicate that Mr. Sullivan provided any basis for belief that KAIT-TV might lose its affiliation if the first \$3,000 were not paid, Judge McClenning said.

He noted that Mr. Hernreich was sufficiently concerned when Mr. Sullivan "came back with a second \$3,000 proposition" to check with his consultant, Robert L. Coe, a former vice president of affiliate relations for ABC. But, Judge McClenning added, Mr. Hernreich refused to follow Mr. Coe's advice to inform the network and deliberately sought to conceal his involvement. Thus his statement to the commission that he voluntarily sought to bring the matter to ABC's attention through Mr. Coe constitutes "a misrepresentation of the true facts," Judge McClenning said.

Mr. Hernreich then elected to compound his complicity, Judge McClenning added, by making a second payment to Mr. Sullivan when led to believe he was again going to be unsuccessful in his efforts to obtain an increase in his network compensation legitimately.

Florida fight rekindles; WTOG has renewal lifted

Charges by a competing station that WTOG(TV) (ch. 44) Tampa, Fla., engaged in illegal clipping of network and syndicated programing, and that it made misrepresentations in an FCC inquiry, resulted last week in WTOG's grant of license renewal being rescinded by the FCC. The allegations against WTOG were made by WLCY-TV (ch. 10) Largo, Fla., whose five-year struggle to win commission approval of a proposed facilities improvement has been challenged by the UHF.

In an April 25 letter, FCC Broadcast Bureau Chief Wallace Johnson informed Hubbard Broadcasting, licensee of WTOG, that the station's renewal grant would be deferred pending resolution of WLCY-TV's charges against it. Mr. Johnson granted WTOG's renewal application under delegated authority on March 29.

The action followed the filing of a petition in which WLCY-TV alleged that WTOG deleted certain portions of the syndicated *Wild Kingdom* as well as portions of ABC-TV's *The Brady Bunch* (which WTOG, an independent, obtained from the network after it was rejected by WLCY-TV, the ABC affiliate in the Tampa market) to substitute local advertising.

The misrepresentation charges, WLCY-TV said, stem from WTOG's response to a March FCC staff inquiry as to why that station had been presenting less news and public-affairs programing than it had proposed in its 1970 renewal application.

WTOG had responded that serious financial limitations had forced it to make program reductions. But that statement, WLCY-TV said last week, is questionable. WLCY asserted that WTOG billed \$1.6 million last year and showed a profit of \$254,000.

WLCY-TV's request for permission to increase its antenna height, which WTOG is fighting at the FCC, claiming that the



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The Secret Of My Success
How do you make money? The answer is to be smart. When you're smart, you can make a lot of money. So we're offering the picture which is the only one that can take you to the next world. This is the story of a man who is in love for the first time.



Quentin Durward
A colorful story of a man who is in love for the first time. This is the story of a man who is in love for the first time. This is the story of a man who is in love for the first time.



Seven Women
What happens to seven American women who are in love for the first time. This is the story of a man who is in love for the first time. This is the story of a man who is in love for the first time.



Escape From Fort Bravo
A man who is in love for the first time. This is the story of a man who is in love for the first time. This is the story of a man who is in love for the first time.



The Girl And The General
What happens to a man who is in love for the first time. This is the story of a man who is in love for the first time. This is the story of a man who is in love for the first time.



The Young Lovers
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move would pose an anticompetitive threat, was designated for hearing last year. WLCY-TV's 1973 renewal application is being deferred by the commission at the request of WTOG pending resolution of that proceeding. A hearing on the facilities case has been scheduled by the commission for May 24.

Avco decides on an ounce of prevention

Agreement with black coalition in Cincinnati departs from pattern by ironing out problems in advance of renewal time

Avco Broadcasting Corp.'s WLW(AM) and WLWT(TV) Cincinnati and a coalition of black groups have signed an agreement under which the stations are committed to programs presenting the "positive" aspects of black life in the community.

The agreement, which calls for the stations to expand their service to blacks and other minorities in terms of employment and community involvement, as well as programming, is another in a series that have been reached by stations and minority groups across the country in recent years.

Unlike many, however, the Avco agreement was concluded before a petition to deny the stations' license renewal applications was filed. (Ohio stations' licenses will not expire until Oct. 1.) And it appears to go further than some in characterizing the kind of programming that will be done to meet the needs and interests of blacks.

WLWT, for instance, is committed to expand its black-oriented programming by presenting "six special half hours dealing with positive aspects of the black community." The station will also produce and broadcast a series of once-a-week five-minute programs "spotlighting positive accomplishments of black citizens." And WLW "will salute black citizens for their outstanding contributions to the community on a monthly basis."

The emphasis on "positive" aspects of black life is understood to reflect a feeling by the blacks that the white community is getting a distorted feeling of their life—one that is compounded of little more than crime and poverty. They feel the station should present material on black culture and on black achievements in business and the professions.

Another provision in the agreement commits the television station to work with a black production group in the production and airing of a series of entertainment programs with program content and talent contributions from the black community.

The agreement also contains these provisions:

▪ Avco will hire within 90 days a black director of community affairs who will operate at management level, work with the general managers of WLWT and WLW

on meeting the needs of minority groups, and serve on the stations' editorial boards.

▪ WLWT will continue its training of a black for the position of news anchor-man, in accordance with the station's "intent" to hire a black for that job within the next 12 months.

▪ The two stations will expand their affirmative-action programs in connection with the recruiting and training of minority-group members, and will maintain a level of minority employment of at least 13%.

The Rev. James V. Jones, a spokesman for the Coalition of Blacks Concerned For Justice and Equality in the Media, said in a statement released by Avco that the agreement "represents a significant step in assuring the total community that Cincinnati's broadcast industry will not allow racial injustices or inequalities to exist in this region and certainly not within their industry."

Richard E. Reed, vice president and general manager of WLWT, who has been conferring with the coalition over the past several months, said the stations have the "responsibility" and the "desire" to respond to the needs and interests of the blacks "who constitute a sizable and important element of the Cincinnati community." He also said that the conversations produced an exchange of "much helpful information" and that the agreement "will give us a blueprint of expanded action for the future."

The member groups that make up the coalition are the Cincinnati Southern Christian Leadership Conference and its Operation Breadbasket, Cincinnati National Association for the Advancement of Colored People, Cincinnati People United To Save Humanity, Avondale Community Council, Community People, Cincinnati Urban League, Representatives of the Model Cities Area, Universal Negro Improvement Association, Over the Rhine Employment Action Group, Mt. Auburn Community Representatives, West End Community Council, Lincoln Heights Community Council and the Black Brotherhood.

Lindow says public will vote for free TV

Will over-the-air television survive the winds of change? Lester W. Lindow, executive director of the Association of Maximum Service Telecasters, Washington, sees hazards. In a speech scheduled for delivery before the National Translator Association in Salt Lake City April 27, he said: "There are many who seek to hasten the demise of our present television system—and they are hard at work."

Foremost among the threats to the established television system, according to Mr. Lindow, is pay cable. The new cable TV rules of the FCC, he charged, are designed to give the cable industry "a subsidy to deliver on its blue-sky promises. You name it; it was promised in order to get the distant-signal importation rules relaxed." Emphasized Mr.

Lindow: "The threat of CATV pay cable is serious and imminent."

Mr. Lindow also cited the "wired nation" concept, satellite-to-home broadcasting and land-mobile radio as among the forces who aim to "do in" free television. "If we are vigilant, we can defeat these foes," Mr. Lindow assured, "because, properly informed, the American public will be with us."

Stern ponders fight over NAB spots

Letter goes from law firm to association suggesting that free-broadcasting promos might violate fairness doctrine

The possibility that broadcasters participating in the National Association of Broadcasters' "Radio Free America" campaign may find themselves responding to a complaint filed with the FCC has been raised again, this time by the Stern Community Law Firm.

The public-interest law firm wrote the NAB last week, asserting that broadcasts of the spots, which promote the "free-enterprise system of broadcasting," raise questions about possible violations of the commission's logging and identification rules and of the fairness doctrine. The Stern firm said the purpose of its letter was to suggest courses of action "which would do far more to increase public confidence in the truly free nature of our broadcast system than your current efforts."

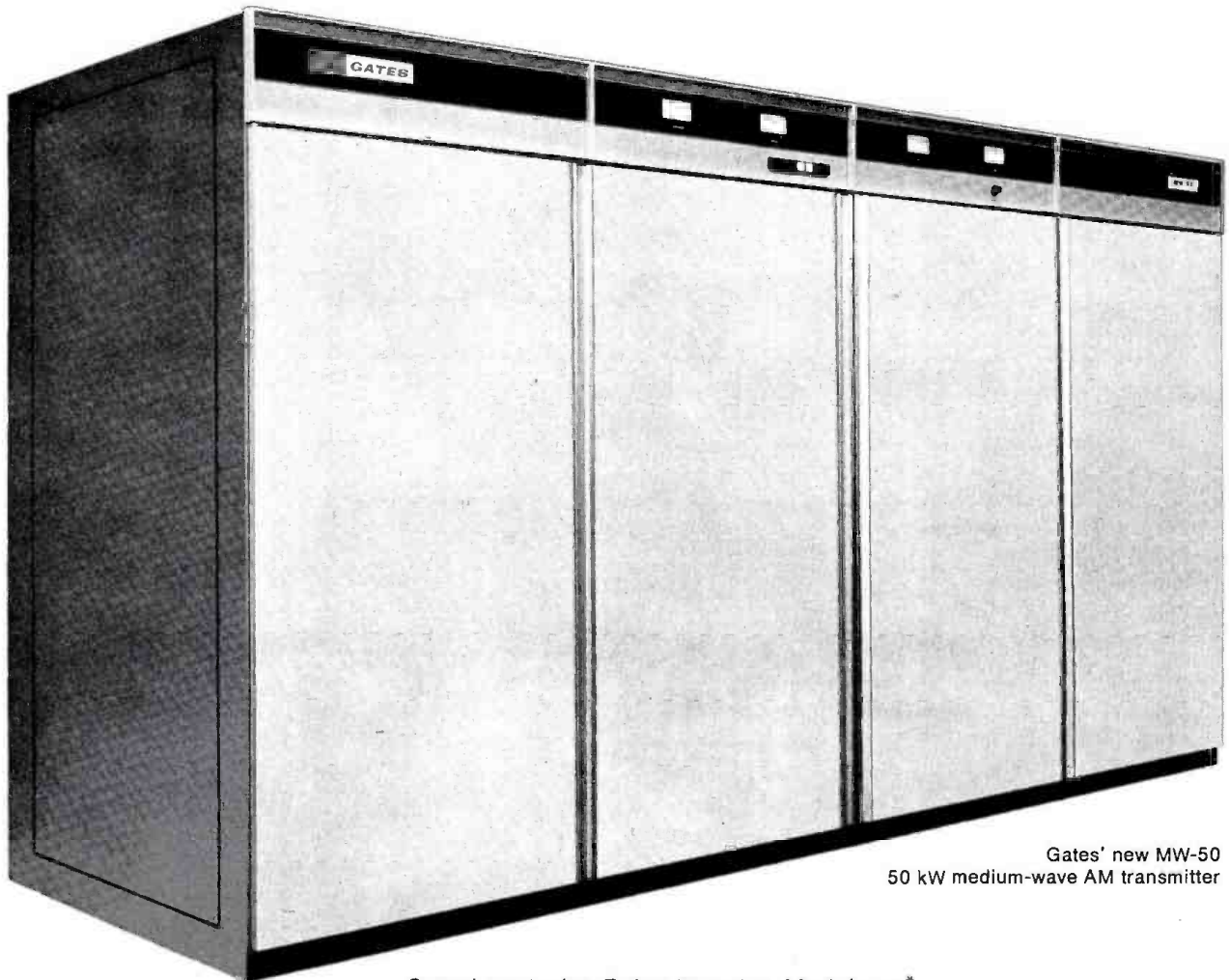
NAB, in response to BROADCASTING's request for comment, issued a two-sentenced response: "We do not think that the points in the letter are well taken. As we advised our member stations, in the letter that accompanied the campaign material, we think these are clearly station promotion announcements."

The NAB had similarly brushed off an earlier threat that broadcast of the spots could lead to fairness-doctrine complaints. The threat was made by the Rev. Everett Parker, director of the Office of Communication of the United Church of Christ, in December, before the campaign was launched (BROADCASTING, Jan. 1). NAB president Vincent Wasilewski, in a response to Dr. Parker said, "We do not envision this program as being one involving a controversy of public importance."

Dr. Parker has yet to file a complaint. But the Stern firm might. Tracy Westen, director of the firm, said last week that if stations are found in what the firm considers violation of the logging and identification rules or the fairness doctrine, complaints will be filed with the commission.

The Stern firm also said that the spots—in promoting advertising as desirable and as a means of providing "free" broadcast service and in urging other arguments in support of the present system—raise fairness-doctrine questions, and should be balanced. The firm said fairness

**We threw away the 50 kW
modulation transformer and reactor...
With PDM*, who needs them!**



Gates' new MW-50
50 kW medium-wave AM transmitter

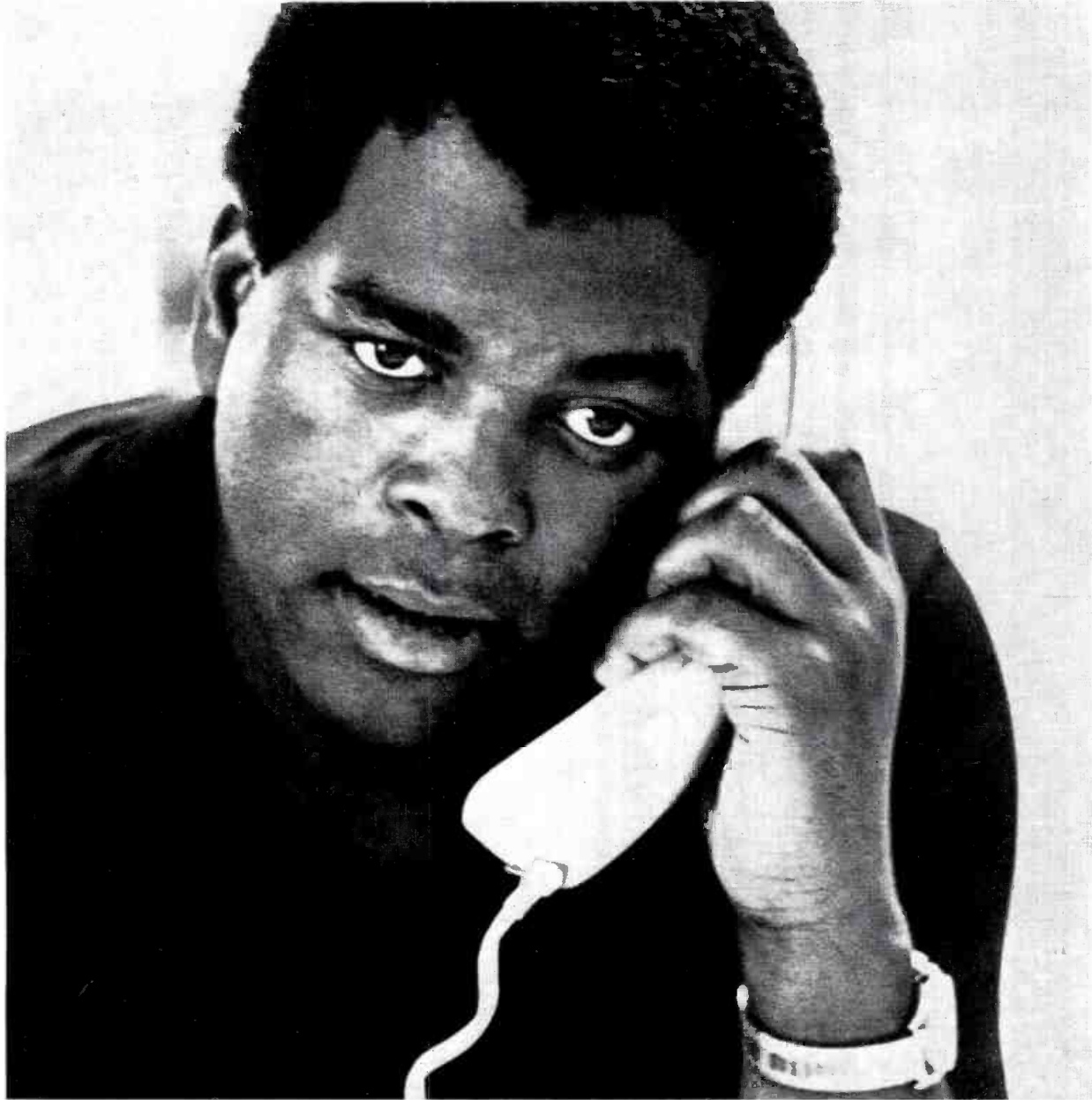
Gates' exclusive Pulse Duration Modulator* System is 90% efficient. That's why Gates' new MW-50, 50 kW medium-wave transmitter operates at greater than 60% overall efficiency. With greater reliability, greater frequency response, and lower power consumption than any other AM broadcast transmitter in the same power range.

There are other reasons why the MW-50 is superior. Like the use of only 5 tubes (in just 3 tube types) in the entire transmitter. And 130% positive modulation capability.

If you'd like to hear the whole story of the MW-50, write Gates Division, Harris-Intertype Corporation, Quincy, Illinois 62301.

HARRIS
 **GATES DIVISION**
Quincy, Illinois 62301, U.S.A.

The new adventures of a superman.



Herman Wrice worked hard to get out of the ghetto. Inhumanly hard. A college work-study program that had him in the classroom from 8 AM until 2:30 PM. Then a job as a cook until midnight, followed by a ride home that took an hour or more followed by a lot of study.

But it worked and Herman Wrice got out of the ghetto.

Then he threw it all away and went right back in. But he went back to do a job.

Herman Wrice went back to change the ghetto. Armed with extraordinary organizational ability, street savvy, empathy, energy and optimism, Wrice has put together one of the most encouraging stories to come out of the ghetto.

It's a story Capital Cities Broadcasting tells in one of the most interesting television shows we've ever produced. We call it "Fire in the Cool World", it's narrated by Greg Morris, and it tells what Wrice has accomplished so far.

And what he hopes to accomplish.

He formed a unique inner-city organization called the Young Great Society. And in the eight years they've been around, the Young Greats have gradually slowed the downward plunge of the West Philadelphia section of Mantua.

Working with street gangs, they've got them doing simple things like painting trash barrels. And not-so-simple things like cleaning streets and rebuilding homes.

The Young Greats took a burned-out row house and turned it into an integrated school. They set up a multi-million dollar industrial park, the first primarily black-owned cooperative in the United States.

Slowly, one brick at a time, Wrice and the Young Great Society are rebuilding the ghetto around West Philadelphia.

But more importantly, they're rebuilding the lives of people who live in that ghetto.

People outside the ghetto are paying attention, too. A grant established the Busch Center at the University of Pennsylvania to finance the spread of their expertise to other ghettos in other cities. Projects are already under way in St. Louis and Oakland, California.

Wrice's task is superhuman. It's full of hard work and it's empty of glamour. "Fire in the Cool World" shows it to be no more or no less. It's a film faithful to the spirit and enterprise of Wrice and the Young Great Society.

It's exciting because what Wrice is doing is exciting. And it's a little bit visionary because of the man's vision.

Instead of another program about the deplorable shape of the cities, "Fire in the Cool World" is a program on how to make the cities less deplorable.

It may be one of the most important messages of our time.



Capital Cities Television Productions

We talk to people.

*We offer this program to other television stations as a public service.
Please contact CCTP, 4100 City Line Avenue, Philadelphia, Pa. 19131.*

obligations become "even more critical" for a broadcaster when the issues involved directly affect him as a licensee.

The firm asked the NAB to undertake a study of the means by which nondiscriminatory access to free public-service time can be made available, and said it looked forward to the NAB's response on how the stations airing the spots "will provide for exposure of opposing views."

Media Briefs

Long Island's own. Long Island, N.Y., counties of Nassau and Suffolk, with a population of 2.5 million, will get their first TV station this fall, when WSNL-TV (ch. 67) goes on air. New station will have authorized visual power of 1,280 kw and aural power of 208 kw, according to Suburban Broadcasting Co., its permittee. Dedication of WSNL-TV's studios took place April 7. Station's programing, company said, will consist primarily of live color locally-produced material concentrating on subjects of interest to Long Islanders. Suburban, which trades its stock publicly over counter, is headed by two Long Islanders, David H. Polinger, of Huntington, and Robert A. Rosen, of Jamaica Estates, Queens.

Joins CBS. WMEL(AM) Melbourne, Fla., will become affiliate of CBS Radio tomorrow (May 1).

Accounting help. Check Accounting Inc., Freeport, Ill., and Madison, Wis., is providing new "check accounting" service to radio stations. Firm prepares stations' ASCAP and BMI reports, all tax reports, annual financial report for FCC and payroll reports and distribution. Subscribers also receive monthly computer printout of accounting transactions along with comparison to corresponding month in the previous year. Firm, which is owned by Midwest Family, station group owner, handles all radio-station accounting services from Madison office under direction of broadcast accountant Obert L. Bauer.

Joining NBC. WVIR-TV Charlottesville, Va., has become an NBC-TV affiliate and WDAT(AM) Daytona Beach, Fla., has joined NBC Radio.

Programing

TV 'immorality' is deplored in mail campaign

Postcards pile up at FCC at urging of Catholic society

Complaints that the FCC files under the general heading of "obscenity, indecency or profanity" continued to lead those in all other categories the commission received in March. But they will be as nothing when the April count is completed.

The commission reported last week that of 5,387 complaints received last month regarding all broadcasting matters, 1,957 dealt with obscenity, indecency or profanity. The count was 1,678 in February. As has been true in recent months, television was the subject of most of the complaints—1,687. The number directed against AM was 189 and FM, 81—which represented a decrease from February. In that month, 1,409 complaints were directed against television, 245 against AM and 33 against FM.

But since early April, the commission's complaints and compliance division has been inundated with mimeographed postcards that are part of an organized campaign against "sex and violence" in broadcasting. The postcards simply state that the "constant exposure" of young people to such programing will result in the degradation of the nation's moral standards.

As of last week, more than 12,000 of the postcards, as well as letters carrying the same message, had been received from all parts of the country, and the number was rising, according to William Ray, chief of the complaints and compliance division.

The campaign is being conducted by the Society for the Christian Commonwealth, of Warrenton, Va., a nonprofit, Roman Catholic-oriented organization, which was established in 1966. A member of its staff said last week the purpose of the organization is to encourage a fuller understanding of Christianity as it relates

to the modern world. The campaign centered on the commission is part of a new program the society has labeled "Stop Immorality on TV," which began in September with a straw poll on attitudes toward morality in television, which was mailed to one million households. The postcards now being received by the commission were sent to a mailing list of 53,000.

The president and chairman of the society is L. Brent Bozell, editor of *Triumph* magazine, one of the society's projects.

FCC turns down protest over sports waivers

Commission tells producers waiver is not inconsistent with access inquiry, but a continuation of a prior grant

The FCC has rejected a petition by the National Association of Independent Television Producers that it reconsider waivers of the prime-time access rule granted last month to NBC-TV and ABC-TV.

NAITP had argued that the waivers, which cover possible runovers of network sports coverage into time periods cleared for local programing by the prime-time rule, are inconsistent with an interim policy previously announced by the commission of not granting any additional prime-time waivers until it concludes its present inquiry on the desirability of the access rule. The association further stated that such waivers effectively condone the network practice of scheduling sports events at times when they are likely to run over into prime time and that they reward such practices by enabling local affiliates to pre-empt local access programing rather than material fed by the networks later in the evening. Such situations, it asserted, often force stations to rebate money paid by sponsors of the pre-empted programs, and generally strain relationships among stations, advertisers and program producers.

In a response to the NAITP petition, NBC had claimed that the majority of instances of sports runovers in the past have lasted only four minutes or less, and that they have had little impact on the presentation by affiliates of independently produced material in access periods.

The commission said that while its interim policy would preclude the granting of waivers of the prime-time rule that affect programs for which a waiver had not previously been sought, it has stated that it would grant continuations of waivers that it had already authorized. Waivers covering sports runovers have been sought, and granted, since the prime-time rule's inception. The disputed waivers cover network programing during the months of March, April and May 1973.

In a separate action, the commission granted a request by Indianapolis stations WRTV(TV) (NBC) and WISH-TV

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(CBS) that they be permitted to redesignate the hours of prime time in their market as 6-10 p.m. during daylight savings time. Indianapolis, the stations noted, does not observe daylight savings time, which results in stations there presenting network programming from 7-10 p.m. rather than 8-11 p.m. The commission agreed that this situation justified the relief requested, and further stated that in the future, requests of this nature may be acted upon by the chief of the Broadcast Bureau. It noted that proposed alterations in the prime-time access rule would authorize all stations in the same situation—Detroit and Grand Rapids, Mich., also do not observe daylight savings time—to readjust their prime-time hours to conform with network schedules.

XETV turned down

FCC says questions of programing will be weighed when KCST sale is considered by commission

The FCC has refused to stay its order terminating ABC's authority to transmit programing across the border to XETV-TV Tijuana, Mexico, and to redesignate the matter for hearing.

XETV made the request in the wake of the announcement of Bass Brothers Enterprises' proposed sale of KCST-TV San Diego to Storer Broadcasting Co. for \$12-million, on March 15. KCST is to become ABC's affiliate in southern California.

ABC, KCST and XETV on Feb. 21 had reached an agreement under which ABC's programs would be shifted to KCST over a period of time ending on July 1, 1973. The agreement was reached after the U.S. Court of Appeals in Washington upheld the commission's order denying ABC's request for authority to continue feeding XETV.

But XETV, contending that the proposed sale corrupts the basis of the commission's decision—it alleged Bass Brothers was not interested in serving San Diego but "in making a speculative windfall"—said the matter should be designated for further hearing. XETV also said that since its participation in the agreement with KCST and ABC was procured by "fraud," it would resume its efforts to obtain judicial relief by asking the Supreme Court to review the case.

The commission, however, noted that ABC had not joined with XETV in either the petition for stay or in the effort to obtain Supreme Court review and had not indicated it would not comply with the agreement. Accordingly, the commission said, XETV is requesting not only that the commission authorize the continued transmission of ABC programing across the border but that "we direct ABC to continue the transmission of such programing."

The commission said questions XETV had raised regarding the local programing Storer would provide would be considered in connection with the application for approval of the sale of KCST. And the appropriate place for considering XETV's charges of fraud, the com-

mission added, is in a renewal or revocation proceeding where the licensee is a party respondent—"not here where the applicant is ABC."

CBS-TV readjusts some summer plans

CBS-TV announced its summer schedule last week and the May 21 move of *Medical Center* to the Monday-night 10-11 time period.

Earlier CBS had also intended to move reruns of *Dick Van Dyke* into the Monday-night period of 9:30-10, the time *Van Dyke* will occupy in the fall ("Closed Circuit," April 9). However, the network now says that only *Medical Center* re-

runs would be moved (out of the program's Wednesday, 9-10 period)—presumably because the show's changeover will involve minimal rerun problems. The show bumps *Bill Cosby* but the latter is to be dropped before the start of the summer.

A pre-summer move of *Van Dyke* apparently had been keyed in part to the introduction of some new variety and comedy shows into the summer schedule, a rearrangement put aside till resolution of the Writers Guild of America strike. (In a *Van Dyke* move, *Doris Day* reruns would go elsewhere in the schedule, and a new show probably introduced in the Sunday, 7:30-8 p.m. period now occupied by *Van Dyke*.)

In the announced plans *The CBS Fri-*

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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.

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day Night Movies will be expanded to 8-11 p.m. to include a mix of three-hour theatrical movies and double features of movies made for TV from May 25 through June 22, reverting to its 9-11 period on June 29; *60 Minutes* moves out of its Sunday 6-7 p.m. period and into Friday 8-9 p.m. for an 11-week stay, starting June 29, bumping *Mission: Impossible*. Reruns of *Mission* will be seen Saturday, 10-11, and in turn replace *The Carol Burnett Show* over the summer months. Rebroadcasts of *Dan August* (Burt Reynolds) goes into Wednesday at 9 to fill in for *Medical Center's* advance rescheduling.

Iowa harvests a crop of nostalgia writers

Dubuque AM's successful promotion has listeners scripting thrillers

Paul Hemmer, program director of WDBQ (AM) Dubuque, Iowa, theorizes that the lifeblood of AM radio lies in a "return to its roots"—the drama, comedy and variety shows of yesteryear. WDBQ, which began programming a nightly old-time radio drama series last September, has not been content to limit itself to those classics of the 1930's and 40's it can dredge up from dusty corners of its own library and syndicated sources. With its own supply of nostalgia running thin, the station called on listeners last month to submit original scripts for a "Radio Theater" contest.

From the 52 scripts submitted, five were selected for broadcast. Three were with detective or "cops-and-robbers" themes on the order of *Sam Spade* or *Dragnet*; the fourth was an Orson Welles-type thriller, "The Next Fifty Years," about a ham radio operator who intercepts messages from outer space, and the fifth, "Second Chance," was about a man who relives his past.

The five programs, produced by the station using disk jockeys and local residents as actors, were broadcast during "Radio Theater" week in April. Cash prizes ranging from \$10 to \$100 were awarded on the basis of mail ballots cast by listeners. "Second Chance" received the largest share of the 800 votes cast.

Using a number of other scripts sub-

Ballance's latest pact. As a prelude to "national radio month" which begins tomorrow (May 1), the International Radio and Television Society held its annual radio luncheon in New York April 25 under the broad theme of "Radio is Alive and Well and Living in 353.5 Million Sets." The presence on the panel of Bill Ballance, host of the now-abandoned *Feminine Forum* on KGBS(AM) Los Angeles, gave rise to speculation that Mr. Ballance would talk frankly about the abrupt programming change in his sex-talk radio show. Instead he said sarcastically: "I've made a deal with the devil. In exchange for eternal middle age, I got a peek at the future. I can report that in the year 2073 not only was my show completely forgotten, but I, myself, was thought to be fictitious." Ray Stanfield, general manager of KGBS, who sat on the dais, said afterward, "I could sure use a rest from all this publicity."

mitted for the contest, as well as several written by station employes, WDBQ plans to continue its old-time radio in the fall with a weekly dramatic series. The station is also developing a series of mini-adventure and science-fiction programs in the vein of *Jack Armstrong* and *Buck Rogers*. These features, each five minutes in length, will be broadcast daily during morning and afternoon drive time and during an evening slot.

'Ozzie's Girls': an indicator?

Viacom Enterprises had sold *Ozzie's Girls*—its late-entry half-hour for access-time scheduling (BROADCASTING, April 16)—in 20 markets at the end of the first week of selling. Willard Block, president of Viacom Enterprises, said last Wednesday (April 25) that this sales achievement indicates that a trend is developing for network-quality situation comedy series in the 7:30-8 p.m. time slot. He said that stations and national representatives have opted for *Ozzie's Girls* because of its family appeal and high-budget production. "I think this rapid acceptance has implications for the industry as a whole," Mr. Block said.

"The 7:30-8 p.m. period traditionally was occupied by family comedy series on network but there must be no skimping on production."

Mr. Block and his top sales executive, Henry A. Gillespie, vice president, domestic syndication, are shooting for a market line-up of 70 stations for *Ozzie's Girls* by next fall.

Among the 20 stations already signed are WBAL-TV Baltimore, WLS-TV Chicago, WABC-TV New York, KABC-TV Los Angeles, KBTW(TV) Denver, WCPO-TV Cincinnati, WJW-TV Cleveland, WXYZ-TV Detroit and WSYR-TV Syracuse, N.Y.

California, here CTI comes

Cartrivision primed for full-scale statewide campaign that could be prelude to national drive

Cartrivision Television Inc., the videotape cartridge firm that hopes to sell the American public on its system of home entertainment via the TV tube, is on the starting blocks of what may be a do-or-die effort.

Beginning tomorrow (May 1), Cartrivision Television and its outlets open a full-scale marketing test in California. Almost 200 CTI centers in the state are participating, among them Sears-Roebuck, Montgomery-Ward, Bullocks and other chains and independent dealers that carry the TV sets that now incorporate the CTI playback unit—Sears, Montgomery-Ward, Admiral, Teledyne among others.

That playback unit permits a TV set owner to record programs off the air for later play, to play prerecorded feature films and other types of programs, as well as to record his own material with a separate special camera, at present available only in black and white ("Closed Circuit, April 9). The CTI device in a TV set costs the consumer about \$600 over the basic set price; the camera is selling for \$250, and the soon-to-be-marketed independent playback unit, for use with any TV set, is to sell for between \$725 and \$800.

Heralding the California sales campaign—which has no time limit at this moment—will be local and regional advertising, including mailers, newspaper supplements and a major spot-TV promotion that will be incorporated in the Teledyne advertising in the region. Teledyne, made in California by the former Packard-Bell firm, is a significant brand name on the West Coast. Topping it all will be live demonstrations in shopping malls.

If the strategy proves out, according to Samuel W. Gelfman, CTI vice president for programming and production, the firm intends to move into a similar national program.

Cartrivision was developed and founded by Avco Inc., which, along with Frank Stanton and Associates, still owns 50% of CTI. The other half of the firm is publicly owned.

Cartrivision Rental Co., the firm that

To the friends of Jim Runyon in the broadcast industry...

"Jim Runyon Night"
will be held May 4th, 1973 at
Cleveland Stadium

All proceeds to the Jim Runyon Cancer Research Fund
You may participate directly to P.O. Box 6858
Cleveland, Ohio 44101

The Chicago Radio Syndicate

is handling the rental of prerecorded tapes, is a joint venture of CTI and Columbia Pictures Inc. At present, Cartrivision has two catalogues, one listing more than 200 feature films for rent (among them, "The Anderson Tapes," "Carnal Knowledge" and "Cactus Flower," and even some classics like "Casablanca" and the "Jazz Singer") and the other featuring nonmovie feature subjects like James Brown, Judy Garland, children's cartoons, and even several "how-to" titles. The movie-feature tapes are to be rented at \$6 per feature; the others can be sold at prices ranging from \$15 for 15 minutes of playing time up to \$40 for a 90-minute cartridge.

Up to now, according to Mr. Gelfman, 6,000 CTI devices have been made by Avco's Electronic Precision Products Division, and that many presumably have been sold.

The cartridges are made in CTI's San Jose, Calif., plant, and now can carry up to 112 minutes of playing time, according to Mr. Gelfman. The San Jose plant also makes the heads for the playback unit. The CTI camera is being made by Eumig in Austria.

CTI's move toward full marketing, even though on a test basis, is impelled doubtlessly by the emergence of competitive types of home-oriented recording systems, including developments using discs instead of tape already announced by MCA, Phillips and Teldec. Still on the horizon is RCA's Selectrovision, also a cartridge-tape process, and Eastman Kodak's recently announced Super-8 film cartridge that can be played through the TV set (BROADCASTING, April 9).

Smotheres keep winning

A federal judge in Los Angeles has awarded Tom and Dick Smothers \$140,520 for copyright infringement in their suit against CBS. Three weeks ago a jury awarded the comedians \$776,300 damages from the network for breach of contract (BROADCASTING, April 16). The copyright award, made solely by U.S. District Judge Andrew Hauk on April 24, was based on the finding that CBS reran seven *Comedy Hour* programs after the Smotheres were fired. Both the breach-of-contract judgment and the copyright-infringement award are to be appealed, CBS sources said last week.

Program Briefs

Worldvision's new home. Headquarters of Worldvision Enterprises Inc. has moved to the 14th floor of 660 Madison Avenue, New York 10021, effective today (April 30). Telephone number is (212) 832-3838. Worldvision was formerly ABC Films and now is a privately owned corporation.

Relocating. TM Productions, Dallas, has moved into new offices at 1349 Regal Row there. New building houses four sound studios and general offices.

To the stars. 20th Century-Fox Television, Los Angeles, announces first sales of new, hour-long taped science-fiction series, *Starlost*. Program already has been sold in 16 markets, including NBC's and

Westinghouse Broadcasting's owned stations. Show is being produced by Glen-Warren Productions Ltd.

Washington-bound. Division of Creative Services, U.S. Catholic Conference, will transfer from New York to USCC headquarters in Washington at 1312 Massachusetts Avenue, N.W., by mid-summer. Division prepares broadcast, film and print materials.

Astrology with fun. Salter-Mathieson & Co., New York, has developed half-hour daily game show, *The Astrology Game* designed for network telecast. Packager stresses program does not contain element of prediction but tests contestant's knowledge of astrology. Leona

Gould, writer and lecturer on astrology, is host.

'Sesame' gains in inner cities

Children's Television Workshop reported last week that a survey shows that the inner-city audiences of *Sesame Street* continue to grow four years after the introduction of the series for preschoolers.

This conclusion was drawn from a study conducted for CTW by Daniel Yankelovich Inc., New York, in New York's East Harlem and Bedford Stuyvesant areas and in poverty sections of Chicago and Washington. Yankelovich

Hi, we're Carole and Sandy, the "Want Something Hot?" gals that represented Century 21 during the NAB Convention.

We want to say Thanks for the rousing interest you showed in Century 21's new concepts for your ID and commercial needs.

The new Zilch games that we gave out were a roaring success, too; we hope that you're enjoying yours.

If you didn't get a chance to see our hot ideas in action, we'll be glad to send you information on the newest in radio and TV ID and commercial production services.

CLIP & MAIL

Sorry I missed you in D.C. Please send me:

- Project I — A new TV video/audio intro & I.D. series
- Bridge — A new Top 40 transitional series
- Counterpoint — A new MOR series
- Soul Rare — A new soul series
- Cookin' Country — A new country series
- In These Changing Times — A new Top 40 series
- Doin' It Now — A new MOR series
- The Motivators — Production commercial service

Name _____

Address _____

City _____

State _____ Zip _____

**WE
SIZZLED
IN D.C.**
Thanks to you



Century 21
PRODUCTIONS INC.
21 Turtle Creek Square, Suite H, Dallas, Texas 75219

interviewed 1,217 households, of which 99% were either black or Spanish-speaking, and 44% were homes in which no member of the family was employed.

Yankelovich interviewers asked parents or other older persons several weeks ago if the children "ever watched" *Sesame Street*. Affirmative answers were given by 92% in Bedford Stuyvesant, 94% in East Harlem, 97% in Chicago and 67% in Washington. Compared to results of similar studies in 1970 and 1971, the 1973 percentages were substantially higher for all four communities.

Changing Formats

▪ **Kvov(AM)** Henderson, Nev., which has been programming old-time radio shows (40%) in combination with "big band" music and talk, will adopt a new format featuring country-and-western and soul music. Until October 1972, the station had offered 98% soul with 2% Spanish language programming. The switch to old-time radio resulted in the "almost complete loss of the black audience," according to Cy Newman, general manager. Re-institution of the soul programming is an attempt to regain that audience while continuing to offer country and western for the general audience. The change, effective Tuesday (May 1), will result in six hours daily of country, four-and-a-half of soul, one-and-a-quarter Spanish and two hours of talk.

▪ **KSSS(AM)** Colorado Springs has adopted a progressive country format and extended its operation to 24 hours. The new format, programmed by Bob Grenman, mixes traditional country music with progressive country hits (Poco, Loggins and Messina, New Riders of the Purple Sage) and classics by folk artists such as Bob Dylan and Arlo Guthrie. The new format is the only progressive country programming in the market, according to Mr. Grenman, music director.

▪ **KSJB(AM)** Jamestown, N.D., has switched to a modern country format from its top 40 programming. **KSJM**, the FM affiliate, is unaffected by the change, retaining its MOR format.

▪ **WAPL(AM)** Appleton, Wis., has adopted a country-music format to replace its easy-listening/top-40 programming.

26 buyers for zany quiz

First new series to be issued under the banner of Worldvision Enterprises Inc., New York, *It Pays to Be Ignorant*, has been sold in 26 markets in the U.S.

Jerry Smith, vice president of domestic sales for Worldvision, which formerly was ABC Films, reported last week that initial customers for *It Pays to Be Ignorant* include **wcvb-TV** Boston, **WEWS-TV** Cleveland, **KMGH-TV** Denver, **WTOP-TV** Washington and **KDFW-TV** Dallas.

The weekly comedy series is designed for showing in prime-access time. It features JoAnne Worley, Charles Nelson Reilly, Billy Baxter and Joe Flynn as host.

Broadcast Journalism

News service delays start to give sample

May 14 now opening date for TVN, planned as primary source for indies, secondary service for affiliates

Officials of Television News Inc. announced last week that their new leased-line newsfilm service would commence operations May 14 and would be offered free for a two-week trial period to all stations in the top-50 markets and to smaller-market stations where possible ("Closed Circuit," April 23).

"We're going to put our service right on the line and give people a chance to evaluate it first-hand—its quality, its quantity and what it can do for locally produced news programming," President John O. Gilbert said. "We feel this is the only way to convince people of the excellence of our product. Let's face it; this is not a business where you talk about excellence—you've got to demonstrate it. And that's exactly what we're going to do."

Mr. Gilbert said stations wishing to take the trial offer should get in touch with TVN at its New York headquarters, 10 Columbus Circle, telephone (212) 582-6666, and that TVN would then make arrangements to deliver its service to the local AT&T testboard.

TVN initially set today (April 30) as its start date. Mr. Gilbert said: "We could be on-line right now, but we feel an initial de-bugging period is important to assure problem-free service once we start our customer feed, and this is well under way."

TVN plans to feed 12 to 15 stories a day, Monday through Friday. Domestic stories will come from its own bureaus in New York, Washington, Chicago and Los Angeles, and international stories from Visnews Inc., the London-based cooperative. Richard C. Graf, former NBC

Watergate at night. As the result of a poll of noncommercial stations, the Public Broadcasting Service has decided to carry its previously announced gavel-to-gavel coverage of the Watergate hearings on a delayed basis during prime-time evening hours. A majority of the nation's 234 public television stations voted for the prime-time schedule instead of live daytime coverage. The Watergate hearings, scheduled by the Senate Select Committee to begin May 15, are expected to be held in two or more sequences of five to 10 days each with two-to-three-week breaks between. The PBS prime-time coverage plan is for the first set of hearings. A decision on coverage of subsequent hearings will be based on the importance of the sessions and audience response to the initial telecasts.

News executive who is vice president and news director of TVN, said the bureaus are 80% staffed and operating, with camera crews out shooting to sharpen their teamwork and procedures.

TVN officials see their service as a primary source of national, international and sports news for independent TV stations and as a secondary source for network affiliates. At the time the trial offer was disclosed last week they had not announced any subscribers.

Muskie says revamp of criminal code threatens newsmen

Senator Edmund Muskie (D-Me.) has attacked portions of the Nixon administration's proposed overhaul of the criminal code as "a national secrecy act" and the "latest attempt to stifle the flow of official information to the public."

In a speech delivered at Frostburg (Md.) State College, Senator Muskie pointed out that, among other things, the proposed legislation would punish newsmen who received defense and foreign policy information "unless they promptly reported [to the government] the disclosure and returned the material to a government official." And, he added: "It would punish not only reporters but all responsible officials of their publications or broadcasting companies who participated in making the unauthorized information public."

Another section, the senator said, would make it a crime for anyone to communicate "classified" information to anyone not authorized to receive it. The term is defined in the legislation as any information that is deemed to require "protection against unauthorized disclosure for reason of national security."

Penalties of three to seven years in jail and fines of \$25,000 to \$50,000 "would be imposed on actions which are not now considered crimes, which are, instead, the applauded work of investigative journalists," Senator Muskie said.

Senator Muskie was referring to S. 1400, a complex, 336-page bill introduced by Senator Roman Hruska (R-Neb.) and cosponsored by Senator John L. McClellan (D-Ark.). An identical measure—H.R. 6046—has been introduced in the House by Representative Edward Hutchinson (R-Mich.) and 14 cosponsors. Both measures are pending in the respective Judiciary Committees of the Senate and House.

The legislation "makes it abundantly clear that [it] intends to make reporters directly criminally liable for any use of information obtained from the federal government by confidential sources when this information pertains to a very broadly defined concept of national defense," Senator Muskie charged.

Parity with TV sought

The *New York Times* last week joined other news gathering organizations in protesting plans by the Senate committee

investigating the Watergate affair to permit live-TV coverage of hearings next month but to ban still photographers.

In a letter to Senator Sam J. Ervin Jr. (D-N.C.), chairman of the Select Committee on Presidential Campaign Activities, *Times* Washington Bureau Chief Clifton Daniel urged dropping the "unfortunate and unwarranted distinction" between still photographers and TV cameramen.

"Adding the voice of the *New York Times* to the voices of the Associated Press, United Press International, the *Washington Post* and others, I wish to protest against this discrimination, and invoke your help in eliminating it," Mr. Daniel wrote Senator Ervin.

Two weeks ago the committee adopted a number of guidelines for the hearings, which are scheduled to begin May 15. One of the ground rules states: "All still and motion picture photography will be completed before a witness actually testifies, and no such photography shall occur while the witness is testifying. Television coverage of a witness and his testimony shall be permitted, however, under the provisions of the standing rules of the committee."

Supreme Court offers no help to reporter

'Sun' newsman to face grand jury on June 12 about pot story

A *Baltimore Evening Sun* reporter is facing what could be an indefinite jail sentence as a result of the U.S. Supreme Court's refusal last week to review a Maryland court ruling that he must divulge information requested by a county grand jury.

David Lightman did three articles for his paper in July 1971 on the problems modern youth face. In one, he recounted the ease with which marijuana could be purchased in the resort town of Ocean City, Md. A sales girl in a pipe shop offered him some pot while, Mr. Lightman's story said, a policeman stood by and did nothing.

The story prompted a grand-jury probe. Mr. Lightman was called to testify and asked to fill in details omitted from the story—the name of the shop and of the sales girl.

Mr. Lightman refused, and the case became another in the series of contempt cases involving reporters that began moving through the courts after the Supreme Court last June ruled, in a 5-to-4 decision, that reporters have no constitutional immunity against subpoenas requesting their testimony before grand juries (BROADCASTING, July 3, 1972).

Maryland has a state shield law. But the state courts held that neither it nor the First Amendment applied to Mr. Lightman because he was not protecting confidential sources. He had not promised confidentiality, nor had he identified himself in the pipe shop as a reporter.

Mr. Lightman, in seeking Supreme

Court review of the case, contended that the grand jury was attempting to harass the *Evening Sun* because his articles implicitly criticized law enforcement in the county. The Supreme Court last year held that its decision did not mean grand juries would be free to harass reporters.

However, the high court last week rejected his plea on a vote of 8-to-1, with Justice William O. Douglas the only justice indicating that the court should hear the case.

Mr. Lightman expects to be called back before the county grand jury on June 12, to be given a chance to answer its questions or go to jail.

Networks garner major share of OPC awards

But Group W, WBAI and WWL-TV also edge into spotlight

ABC, CBS and NBC news organizations shared in the annual awards presented last week by the Overseas Press Club in New York for distinguished reporting and interpretation of foreign affairs in 1972.

Reporters representing newspapers, wire associations and magazines were also among the prize winners.

OPC, however, failed to recommend a winner for the yearly George Polk memorial award, sponsored by CBS for best

reporting in any medium "requiring exceptional coverage and enterprise abroad."

Top broadcast winners: The news team of CBS Radio's Bill McLaughlin, John Laurence, Heywood Hale Broun, Dave Marash, Mitchell Krauss and Bruno Wassertheil won the award for "best radio spot news reporting from abroad" in recognition of CBS's Radio coverage of the terrorist murders at the Munich Olympics. CBS News won the "best TV spot news reporting from abroad" for coverage of the fighting on Route 1 in South Vietnam (correspondent Bob Simon, cameraman Norman Lloyd and soundman Mai Van Duc, whose reports were shown on the Walter Cronkite evening news show).

ABC's winning efforts were a documentary, *P.O.W. Special*, on ABC Radio, in which Ramsey Clark conducted interviews of prisoners of war in Hanoi in August—the broadcast was on the four ABC radio services in mid-August; and a documentary shown last July on ABC-TV — *Chile: An Experiment in Red* — written and directed by Arthur Holch and narrated by news correspondents Charles Murphy and John Sherman.

NBC's awards were for radio and TV broadcasts in which John Chancellor and Tom Streithorst, respectively, handled interpretations of foreign affairs. Mr. Streithorst, NBC News's Latin American correspondent, won his award for best TV interpretation of foreign affairs in

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honor of a seven-part series of filmed reports on Cuba. Mr. Chancellor's recognition was for his coverage of China, the Soviet Union and Washington as heard on the *John Chancellor Reports* radio series.

Citations went to Group W in the category of best radio spot news reporting from abroad; CBS Radio and John Hart in radio interpretation of foreign affairs; Pacifica Broadcasting-WBAI(FM) New York and Frederick Kennedy of Group W for their documentaries on radio; WWL-TV New Orleans for its TV documentary, and NBC's Mr. Streithorst for best article on Latin America in any medium. NBC News was cited for a TV documentary on Laos.

Tracking the 'Playlist'

As record companies gear up for their push on spring records—shooting for coveted top-chart positions by the beginning of summer when sales volume and top-40 listenership are high—there was only minor re-shuffling in the top-10 of this week's *Playlist*. But renewed action on the upper-half of the chart can be expected soon. "Tie a Yellow Ribbon" steps over last week's number-one record, "The Night the Lights Went Out in Georgia," to become the chart-topper. "The Night" drops to number two. Dobie Gray's "Drift Away" (7) is the only new song to break into the top 10. Five songs—all from vastly different genres—slip into the top-40 of the *Playlist* this week. Paul McCartney's "My Love"—taking a giant step from number 48 to 25—may have been given a healthy push by his TV special on ABC two weeks ago (April 16), on which he performed his new single. Sylvia's "Pillow Talk" retains its bullet as it goes from 41 to 26 (major stations in New York, Chicago and Minneapolis added the record last week). "Drinkin' Wine" by Jerry Lee Lewis went from 44 to 35. Dr. John's "Right Place Wrong Time," leap-frogging from number 75 two weeks ago to 59 last week and up to 36 this week, breaks into the top-40 as well. And Ronnie Dyson's persistent "One Man Band" is the new number 40. There are five songs that come on the *Playlist* for the first time this week, three with bullets. "Bad, Bad Leroy Brown" by Jim Croce ("Breaking In," April 23) enters at number 51 and Hurricane Smith's "Who Was It" at 59. Some programmers, it seems, are unsatisfied with the A-side of Carly Simon's new single, "Loving You Is the Right Thing To Do" (16 this week), and have flipped it. "We Have No Secrets," the B-side, comes on the chart at number 64. Billy Preston's "Will It Go Round in Circles" (68) and Stephen Stills's "Isn't It About Time" (74)—many are saying that since the ex-Buffalo Springfield has not had a hit since 1970 with "Love the One You're With," that title is quite apt—also are new.

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
2	1	Tie a Yellow Ribbon (3:19) Dawn—Bell	1	1	1	1
1	2	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	2	3	2	2
3	3	Cisco Kid (3:47) War—United Artists	4	4	3	3
5	4	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	3	2	4	4
10	5	Stuck in the Middle With You (3:24) Stealers Wheel—A&M	6	5	5	5
9	6	The Twelfth of Never (2:40) Donny Osmond—Kolob/MGM	8	6	6	6
14	7	Drift Away (3:30) Dobie Gray—Decca	5	10	7	7
8	8	Sing (3:20) Carpenters—A&M	7	7	9	9
7	9	Neither One of Us (4:15) Gladys Knight & the Pips—Soul	10	8	8	11
6	10	Ain't No Woman (2:59) Four Tops—Dunhill	9	9	11	12
15	11	Daniel (3:52) Elton John—MCA	12	11	12	10
4	12	Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	11	12	14	18
11	13	Reeling in the Years (4:35) Steely Dan—ABC	17	14	10	8
25	• 14	Little Willy (3:13) The Sweet—Bell	15	16	15	13
12	15	Danny's Song (3:06) Anne Murray—Capitol	13	13	13	19
19	16	Loving You Is the Right Thing To Do (2:57) Carly Simon—Elektra	14	15	17	16
21	17	Masterpiece (5:30) Temptations—Gordy	19	17	16	15
13	18	Break Up to Make Up (4:00) Stylistics—Avco	18	18	20	12
20	19	Peaceful (2:50) Helen Reddy—Capitol	16	19	21	22
24	20	Thinking of You (2:17) Loggins and Messina—Columbia	20	20	19	20
23	21	Wildflower (4:08) Skylark—Capitol	21	21	22	17
18	22	Frankenstein (3:28) Edgar Winter Group—Columbia	31	29	18	14
29	23	Out of the Question (2:57) Gilbert O'Sullivan—Mam	22	22	23	25
26	24	Stir It Up (3:09) Johnny Nash—Epic	23	23	24	28
48	• 25	My Love (4:08) Paul McCartney—Apple	24	24	27	26
41	• 26	Pillow Talk (3:41) Sylvia—Vibration	25	25	26	27
39	• 27	Armed and Extremely Dangerous (2:49) First Choice—Philly Groove	26	28	29	23
32	28	Daisy a Day (2:48) Jud Strunk—MGM	27	26	30	39
35	29	I'm Doin' Fine Now (2:48) New York City—Chelsea	28	32	28	31
30	30	Hocus Pocus (3:18) Focus—Sire	40	39	25	24
37	31	Cherry, Cherry (3:56) Neil Diamond—MCA	30	30	32	34

continued on page 52

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 talking—on just about any subject that comes to their listeners' fertile minds. The format, according to its experienced prac-

tioners, is here to stay.

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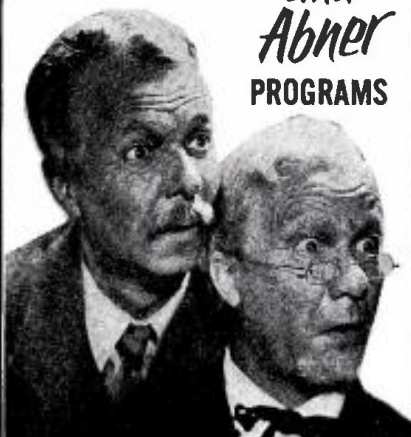
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**The
Broadcasting Playlist** *continued from page 50*

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
40	32	It Sure Took a Long, Long Time (3:12) Lobo—Big Tree	33	27	39	29
28	33	Call Me (Come Back Home) (3:03) Al Green—Hi	29	33	31	38
31	34	Pinball Wizard (See Me, Feel Me) (3:23) New Seekers—MGM/Verve	32	31	34	35
44	35	Drinking Wine (3:37) Jerry Lee Lewis—Mercury	34	34	33	40
59	36	Right Place Wrong Time (2:50) Dr. John—Atco	37	36	35	33
33	37	Walk on the Wild Side (3:37) Lou Reed—RCA	42	42	37	30
27	38	Space Oddity (5:05) David Bowie—RCA	39	35	40	32
16	39	Love Train (2:59) O'Jays—Philadelphia International	35	38	41	36
43	40	One Man Band (3:29) Ronnie Dyson—Columbia	38	40	38	43
17	41	Last Song (3:15) Edward Bear—Capitol	36	41	42	55
36	42	Playground in My Mind (2:55) Clint Holmes—Epic	41	37	44	42
38	43	I'm Gonna Love You (3:58) Barry White—20th Century	43	43	43	46
34	44	Leaving Me (3:20) Independents—Wand	45	47	45	47
47	45	Dead Skunk (3:08) Loudon Wainwright III—Columbia	46	45	46	44
22	46	Also Sprach Zarathustra (5:06) Deodato—CTI	44	44	47	48
51	47	No More Mr. Nice Guy (3:05) Alice Cooper—Warner Brothers	*	*	36	37
57	48	Steamroller Blues (3:07) Elvis Presley—RCA	48	46	52	54
56	49	Let's Pretend (2:51) Raspberries—Capitol	50	49	54	50
69	50	Free Electric Band (3:15) Albert Hammond—Mums	60	50	49	49
—	51	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	53	54	51	45
75	52	Yau Can't Always Get What You Want (5:00) Rolling Stones—London	68	60	55	41
54	53	And I Love Her So (3:14) Perry Como—RCA	47	51	66	66
72	54	Daddy's Home (2:59) Jermaine Jackson—Motown	51	48	62	63
55	55	Hearts of Stone (2:10) Blue Ridge Rangers—Fantasy	55	52	59	58
58	56	Hallelujah Day (2:53) Jackson Five—Motown	52	53	63	57
45	57	Cindy Incidentally (2:34) Faces—Warner Brothers	66	58	53	56
46	58	Let Your Yeah Be Yeah (3:30) Brownsville Station—Big Tree	71	62	50	52
—	59	Who Was It (3:00) Hurricane Smith—Capitol	49	56	67	62
65	60	Blue Suede Shoes (2:48) Johnny Rivers—United Artists	63	57	56	60
50	61	Back When My Hair Was Short (2:39) Gunhill Road—Kama Sutra	54	61	57	64
49	62	Step by Step (3:20) Joe Simon—Spring	59	55	68	59
—	63	Give It to Me (3:07) J. Geils Band—Atlantic	75	74	48	53
—	64	We Have No Secrets (3:57) Carly Simon—Elektra	58	65	*	51
52	65	Close Your Eyes (2:58) Edward Bear—Capitol	55	66	61	70
42	66	The Cover of Rolling Stone (2:53) Dr. Hook & the Medicine Show—Columbia	57	64	69	65
60	67	I'm a Stranger Here (3:19) Five Man Electrical Band—Lion	64	67	65	69

Over-all rank			Rank by day parts			
Last week	This week	Title (length) Artist—label	6-10a	10a-3p	3-7p	7-12p
—	68	Will It Go Round In Circles (3:42) Billy Preston—A&M	70	69	64	61
53	69	I Knew Jesus (2:50) Glen Campbell—Capitol	61	59	*	73
63	70	Long Train Runnin' (3:25) Doobie Brothers—Warner Brothers	73	73	58	67
—	71	Funky Worm (2:41) Ohio Players—Westbound	72	*	60	68
61	72	Dueling Banjos (2:10) "Delliverance" soundtrack—Warner Brothers	62	68	74	*
70	73	Teddy Bear Song (2:57) Barbara Fairchild—Columbia	65	63	*	*
—	74	Isn't It About Time (2:35) Stephen Stills—Gold Hill	67	75	*	75
71	75	Oh La De Da (3:29) Staple Singers—Stax	*	71	73	71

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

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

Ain't No Women (10), Also Sprach Zarathustra (46), And I Love Her So (53), Armed and Extremely Dangerous (27), Back When My Hair Was Short (61), Bad Bad Leroy Brown (51), Blue Suede Shoes (60), Break Up to Make Up (18), Call Me (33), Cherry, Cherry (31), Cindy Incidentally (57), Cisco Kid (3), Close Your Eyes (65), Cover of Rolling Stone (66), Daddy's Home (54), Daisy a Day (28), Daniel (11), Danny's Song (15), Dead Skunk (45), Drift Away (71), Drinking Wine (35), Dueling Banjos (72), Frankenstein (22), Free Electric Band (50), Funky Worm (71), Give It To Me (63), Hallelujah Day (56), Hearts of Stone (55), Hocus Pocus (30), I Knew Jesus (69), I'm a Stranger Here (67), I'm Doin' Fine Now (29), I'm Gonna Love You (43), Isn't It About Time (74), It Sure Took a Long, Long Time (32), Killing Me Softly With His Song (12), Last Song (41), Leaving Me (44), Let Your Year Be Yeah (58), Let's Pretend (49), Little Willy (14), Long Train Runnin' (70), Love Train (39), Loving You is the Right Thing To Do (16), Masterpiece (17), My Love (25), Neither One of Us (9), Night The Light Went Out in Georgia (2), No More Mr. Nice Guy (47), Oh La De Da (75), One Man Band (40), Out of the Question (23), Peaceful (19), Pillow Talk (26), Pinball Wizard (34), Playground in My Mind (42), Reeling in the Years (13), Right Place Wrong Time (36), Sing (8), Space Oddity (38), Steamroller Blues (48), Step by Step (62), Stir It Up (24), Stuck in the Middle With You (5), Teddy Bear Song (73), Thinking of You (20), Tie a Yellow Ribbon (1), Twelfth of Never (6), Walk on the Wild Side (37), We Have No Secrets (64), Who Was It (59), Wildflower (21), Will It Go Round in Circles (68), You Are the Sunshine of My Life (4), You Can't Always Get What You Want (52).

Cablecasting

What scars will cable carry from ATC-Cox?

Dissolution of merger under pressure of untried antitrust suit is seen as warning to the money market that cable growth is under scrutiny and consolidations are under threat

The Justice Department's victory in blocking the proposed merger of Cox Cable Communications Inc. and American Television & Communications Corp. without a court decision on the merits of its antitrust suit "can't help but have a certain chilling effect" on the cable television industry. That's the belief of National Cable Television Association President David Foster. Other knowledgeable industry people agree.

The deepest impact, the consensus indicates, will be felt in the money market—on Wall Street, among investors and lenders. "I think it cannot help but have an impact on the industry, not only on the companies that are in the industry now, but on those that might be interested in entering the cable industry; those that might see the potential in cable and might hesitate now to make such an investment—at least on an equity basis—for fear

that they would run afoul rather quickly of the Justice Department," said Mr. Foster last week.

"I think the fact that the Justice Department seems to have won will have a negative impact on the industry as far as being able to raise capital because I think that lenders like size, and I think it's important that cable television become larger. It has got to become a more concentrated industry than it is now in order to attract the capital that's necessary," said James Hoak Jr., president of Heritage Communications Inc. (formerly Hawkeye Communications, see page 54), a growing multiple-systems operator out of Des Moines, Iowa.

"The money could dry up—that could happen," agreed Dennis B. McAlpine, a cable-television specialist with the stock-brokerage firm of Tucker, Anthony & R. L. Day, New York.

Though what will happen on Wall Street is still debatable—and there are those such as a Washington communications lawyer, Gary L. Christensen, who think that the termination of the merger is not "going to make that much difference one way or the other"—there are certain residuals of the Cox Cable-ATC breakup that appear absolute:

■ Beyond everything else, according to the incoming NCTA chairman, Amos B. Hostetter Jr., "there is certainly the precedent of a challenge brought and backed away from."

■ No issues concerning the size and multiple-ownership limitations in cable television have been resolved. "Of course that's the big unanswered question and one of the many regrets we have in termi-

nating the thing," acknowledged Henry W. Harris, president of Cox Cable Communications.

■ The trend of mergers within the cable-television industry in the immediate future will slow down perceptibly and among the larger multiple-systems operators virtually stop. "I think that if number one is thinking of merging with number two tomorrow, they certainly should be talking to their lawyers about the possible jeopardy," said Monroe M. Rifkin, president of ATC, who otherwise refused to be pessimistic. But systems operator Jim Hoak, an attorney who once worked for the FCC, thinks that "probably the same Justice Department law suit would be filed if there would be a merger attempt among any of the companies in at least the top 10 in the industry."

■ The uncertain world of cable television has become, in the words of Bruce E. Lovett, ATC's vice president for corporate development, "a world of total uncertainty" where the current dilemma is, "Who gets hit next?"

Indeed, what has followed the Cox Cable-ATC mutual decision of earlier this month to call off their merger plans that had been pending since stockholder approval last November (BROADCASTING, April 23) is a situation, according to attorney Christensen, where there are "so many variables at play that it is very, very difficult to see how this will break out over-all and whether it will be a big thing in the industry or just be another little bump."

Among the variables:

Will the inhibition to merge among big cable-TV companies help the smaller and middle-sized companies—give them a chance to catch up? One possible answer suggested by the analyst, Mr. McAlpine: "It could be a chance to catch up for the smaller company, but unfortunately right now the public MSO's are selling at such low multiples that the majority can't go out and buy anybody or it would dilute their stock."

What will happen to the growth pattern of the industry? One opinion was expressed by NCTA's Foster:

"It simply means that growth will have to come from internal growth and by each entity going out and bidding for franchises."

Will some standards on multiple-systems size emerge from this first and thwarted confrontation between the cable-TV industry and the Justice Department? Mr. Hostetter, the new NCTA chairman, thinks standards might be desirable, if rationally developed. "Probably the most satisfactory resolution of the problem is for the industry on its own initiative to go to the FCC for some multiple-ownership guidelines," said Mr. Hostetter. "I think that if the commission, absent the particular pressure of this suit, would contemplate the issue and come up with some guidelines, it would substantially reduce the Justice Department's interest in this area, particularly if Justice feels someone else is watchdogging the situation."

Is anyone going to be a winner as a

result of the Cox Cable-ATC decision? Financial expert McAlpine sees Teleprompter, the biggest cable operator, being helped by the current situation "because there is no other big game in town for the institutions" to play. Any investor with size, he believes, "has got to go to a Teleprompter now."

Generally, people in cable television seem to genuinely believe that while imposing a handicap, the Justice Department's successful block on its first venture into the cable television industry (the antitrust suit has been dismissed without prejudice) won't be crippling. "I think it's like every other hurdle we've had to overcome," says the industry's chief spokesman, Mr. Foster. "We've had to work with them and I think we can work with this one."

And the word from at least one spokesman from the all-important financial community is equally confident. "I think the fundamentals of the industry are pretty much unchanged," says Mr. McAlpine. "I have no doubt that the industry is going to continue to grow. And I think both Cox and ATC can do well on their own. It's just that I think they could have done better combined."

Hawkeye to Heritage

Hawkeye Communications Inc., organized in Des Moines, Iowa, in 1971 and now owning five cable-television systems in Iowa, Wisconsin and Minnesota, has changed its corporate name to Heritage Communications Inc. The name change reflects the company's growth outside Iowa, the Hawkeye state, and also is intended to distinguish its corporate operations from its 60% ownership of Hawkeye Cablevision Inc., the cable franchise holder in the Des Moines metropolitan area.

Heritage Communications President Jim Hoak and his father, together, own about 17% of the company. They are major stockholders, along with Younckers Bros., a department-store chain in Iowa and Nebraska, which also owns about 17%. The remainder of the company is publicly held, with some 600 shareholders.

Heritage Communications, with some 8,000 subscribers served and a total of

103,000 homes franchised, is traded over the counter, primarily in the Middle West. The Des Moines system, of which Athena Communications Corp. and Cox Cable Communications Inc. own 20% each, is now being built with construction scheduled for completion in April 1975.

Heritage Communications also issued a financial report showing a relatively strong balance sheet, with some \$3.2 million in current assets and deferred charges and about \$1 million in cash. Heritage, however, showed a loss of 43 cents per share in 1972 (not including operations of its Minnesota system).

Cable in Cleveland sought

The first application in some six years for a cable-television franchise in Cleveland has been filed by Space Cable Inc., a local company. The new company, which estimates that it will cost about \$15 million to construct a complete system to cover the 266,000 cable homes within the city proper, is headed by Cleveland attorney Creighton E. Miller as president and Harry H. Stone, vice chairman of the board of American Greetings Corp., as vice president. Both Mr. Miller and Mr. Stone were officers and stockholders in Telerama Inc., owner and operator of a cable TV system with more than 6,000 connections in the Cleveland suburbs of Shaker Heights, Warrensville Heights and Euclid, that was sold last year to Viacom International Inc. (BROADCASTING, Jan. 17, Feb. 21, 1972).

Currently there is no cable TV within the city of Cleveland. In recent weeks the mayor of the city has appointed a committee and chairman to conduct a feasibility study of cable television. Telerama, in 1966, when Mr. Miller was president of the company, filed for a Cleveland franchise which was not acted on by the city.

NCTA tries to bring FCC into pole-fee dispute

The National Cable Television Association says General Telephone of California Inc.'s proposed 100% increase in pole-

attachment rates charged cable systems would be in violation of the Cost of Living Council's regulations.

NCTA made the argument last week in supporting the California Community Television Association's plea to the FCC to stay the proposed increase, which is to become effective on Tuesday (May 1) (BROADCASTING, April 23).

NCTA said that in proposing to increase pole-attachment rates from \$3 to \$6 per year per pole, General Telephone of California has not provided the cost-justification data NCTA says is required under the Cost of Living Council's regulations.

The question of the extent of the commission's jurisdiction over pole-attachment arrangements has been in hearing for three years, and is scheduled to enter its final evidentiary phase on the date the increase in California is to go into effect.

NCTA asked the commission to stay the rate increase pending a resolution of the jurisdiction question and the presentation by General Telephone of California of data to support its rate increase.

Stern wants cities kept out of CATV

He says municipal ownerships would wind up in the middle between political ins and outs

A call for the CATV industry "to do battle against the threat of municipal ownership" has been raised by Alfred R. Stern, chairman and president of the newly reorganized Warner Cable Corp., New York (which includes Television Communications Corp. and Cypress Communications Corp.). Mr. Stern told the New England Cable Television Association, meeting in Hyannis, Mass., that one of the more serious threats in a municipally owned cable TV system is that cable could become a "political football," with the politicians out of power complaining and the office holders defending.

In such a politically charged situation, according to Mr. Stern "... service could deteriorate while the department head in charge of cablecasting battles the department head in charge of public access who in turn is battling the department head in charge of technical performance."

Among other consequences and failings of municipal ownership cited by Mr. Stern:

- It lacks the "all-important checks and balances" of a free-enterprise system.
- It lacks the accountability of the community to the same degree as private enterprise.

- It would not have the necessary incentive for high-level performance as a commercial system.

"The cable television industry, spurred on by an honorable profit motive to provide the most advanced, high-quality communications services to the public, must prepare itself to do battle against the threat of municipal ownership," said Mr. Stern.

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California dealing. Vic's TV Cable, serving some 500 subscribers and passing estimated 1,000 homes in Carmel Valley, Calif., has been sold by Victor J. Carp to Western Communications Inc., Walnut Creek, Calif. for undisclosed price. Western Communications already operates number of cable system in northern California, including Chico, Concord, South San Francisco, Pebble Beach, Monterey, as well Carmel-by-the-Sea. Broker: Daniels & Associates, Denver.

How-to show for cable. Cable Network Television, Los Angeles subsidiary of National Telefilm Associates, announces availability in June of series of special music-instruction programs for cable-TV origination. Format of 130 half-hour color tapes is to have specialist teach each instrument (Jim Smoak, for example, five-string banjo). Arden D. Moser, CNT sales director, said programs will be provided on quasi-barter basis; cable operator buys show, "but in most instances we can guarantee a buy-back portion by a national advertiser." Tapes are on three-quarter-inch Sony and one-inch IVC configurations.

Another wrench in the compromise works

Valenti rejects Burch's latest try to get cable copyright settlement

A solution to the conflict over cable-television copyright legislation is proving as elusive to FCC Chairman Dean Burch as it has for the parties directly involved—cable operators and copyright owners.

Chairman Burch, who assumed the mediator's role several weeks ago (BROADCASTING, April 9), acknowledged last week that Jack Valenti, head of the Motion Picture Association of America, and spokesman for motion-picture copyright owners, has rejected as unacceptable the compromise offer the chairman submitted. His next move, Mr. Burch said, would be to confer with individual copyright owners. Asked whether he had any hope of success, he said he did not know.

The chairman's offer is known to have been based on a compromise solution he suggested to Senator John L. McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights. It called for arbitration of copyright fees in the top-100 markets and a legislated fee schedule in smaller markets. The offer made to Mr. Valenti, however, was understood to provide for arbitration in far fewer markets, perhaps the top 50.

Arbitration of copyright fees is called for in the consensus agreement broadcasters, cable operators and copyright owners reached in November 1971 in clearing the way to FCC adoption of the new cable rules. But legislated fees are provided for in the copyright bill that Senator McClellan has introduced and that the cable interests say is the only measure likely to be enacted.

FAA offers choices in marking towers

It would approve new light systems for day and night, but broadcasters could opt for present standards

The Federal Aviation Administration has proposed three options in the visual identification of antenna structures. Skelletal towers could continue to be marked by present standards (alternating painted bands of white and orange, with blinking red lights at night) or by either of two antenna-lighting systems.

One new system would involve the installation of high-intensity lighting at equivalent intervals along the length of the structure. The FAA has proposed that those fixtures have a minimum light intensity of 200,000 candellas during the day, 12,000-20,000 candellas at dusk and 2,000 candellas in total darkness. The other system would include the high-intensity fixtures for daytime use and common red blinkers at night.

Stanley Kingham, of the FAA's air-space obstructions and airports branch, stressed that broadcasters should not be misled into thinking that the new proposal would require them to abandon antenna-painting practices and install new lighting equipment. He said the adoption of the new lighting systems would be purely optional. He added that the FAA will probably not recommend the installation of such systems on towers less than 500 feet high but would strongly recommend such installations on structures higher than 1,000 feet or on those situated near airports or in other air-hazard areas. He noted, however, that as the lighting systems in question go into mass production, their use will most likely become less expensive than the costs of painting towers every few years.

The FAA, Mr. Kingham said, has been monitoring the operation of several such lighting systems now in use and has received favorable reports from the field. The systems are now in use at two television stations, WSMW-TV Worcester, Mass., and noncommercial WNJT(TV) Trenton, N.J.

New tuner rules suggested

The FCC has proposed a revision in its recently promulgated rules requiring that all television sets marketed in the U.S. be equipped with 70-position detent tuning devices. Under the proposal, manufacturers of monochrome units would have a choice between utilizing AFC circuitry in their products or providing a new channel-selection mechanism that has proved to be capable of tuning accuracy within plus or minus 1 mhz.

Under the new proposal, manufacturers of color receivers would be compelled to provide tuners with built-in AFC circuitry and a channel selector capable of positioning the tuner within the pull-in range of AFC. This alternative, which

may also be embraced by manufacturers of monochrome units, amounts to a restatement of the commission's initial ruling in this area, in which it ordered all receivers to be equipped with AFC.

The second alternative stems from the recent development of a 70-position detent tuner with ± 1 mhz tuning accuracy and a tuning speed of 22 khz per degree of rotation. While the new device is not as accurate for 70 channels as standard VHF tuners now in use, the commission said, it does produce essentially equal subjective results.

The commission also asked for comments on whether the current effective date of the comparable-tuning rules—which were initiated to alleviate common reception problems with UHF signals—of July 1, 1975, is reasonable. It noted that industry representatives have expressed concern that there is not presently an adequate supply of reasonably priced tuners to meet the requirement.

Comments are due on June 1; replies on June 15.

Technical Briefs

For fall delivery. CBS Laboratories, Stamford, Conn., has been given patent for automatic differential phase and gain corrector for broadcasting and closed-circuit television applications. This corrector is now commercially available and deliveries will start in fall of 1973.

FM seed money. RCA reports order for FM equipment placed with it by RKO General for its WAXY(FM) Fort Lauderdale, Fla., KRTH(FM) Los Angeles and WGMS-FM Washington—totaling about \$144,000. Included: 40-kw transmitter and associated antenna for WAXY, and two 20-kw transmitters, one each for Los Angeles and Washington.

Restructured ASC ownership

American Satellite Corp., Germantown, Md., one of six applicants before the FCC to construct a domestic communications-satellite system, last week announced a major revision in the firm's ownership structure. Under the new plan, Fairchild Industries Inc., which had previously held a 50% interest in ASC, now will control slightly more than 80%. Western Union International, which had agreed to 50% ownership in ASC when the space firm was organized several months ago, will now control less than 20%.

In addition to its minority interest in ASC, WUI has agreed to lease one transponder of the firm's projected domsat system for its own domestic common-carrier usage. The firm also said it will hold a 49% interest in a proposed ASC earth station to be located near New York.

ASC was organized as a joint venture by Fairchild and WUI last summer (BROADCASTING, Aug. 7, 1973). Prior to its initiation, both firms had individually applied for FCC authorization to operate their own domsat systems.

Up all around for Teleprompter

First quarter shows gains in sales, profits and subscribers

As a follow-up to its bullish 1972 earnings of 86 cents per share, up 46% over the previous year (BROADCASTING, Feb. 26), Teleprompter Corp., New York, last week reported new corporate highs in revenues, income and earnings per share for the first quarter of the current year. Results of the first quarter show gains of 36.8% in net income, 20% in per share earnings and 13.9% in gross revenues. The company's primary subscribers increased by some 130,000, or nearly 20%, from 649,325 to 778,699 for the year's period ending March 31.

Raymond P. Shafer, chairman and chief executive officer of Teleprompter, indicated that the company is right on target with its operating performance and that the record earnings for the first quarter "met our expectations for steady growth and reflect our continued commitment for construction of new plant and systems."

The first-quarter report was issued preliminary to Teleprompter's annual shareholders' meeting, scheduled for May 1 in the Delmonico hotel, New York. A proxy statement sent to shareholders notes that Hubert J. Schlafly, president of the company until July of last year and executive vice president, technological development, since that time, received the highest salary in 1972, an aggregate of \$150,000. Mr. Shafer, who has been chairman and chief executive officer since February 1972, received a total of \$116,083, while Leonard Tow, senior vice president, corporate development, was paid \$70,000. William J. Bresnan, elected president and a board member of Teleprompter on July 18, 1972, received \$63,433 in 1972.

For the first quarter ended March 31:

	1973	1972
Earned per share	\$ 0.24	\$ 0.20
Revenues	16,387,519	14,385,468
Net income	3,780,794	2,763,673
Shares outstanding	15,999,062	14,038,670

Note: Net income figure for 1973 period reflect no interest expense as compared to interest expense of \$626,259 for comparative period of 1972.

ABC has record quarter for sixth time in row

Earning in first three months are 53% above same period in '72

Record first-quarter 1973 operating earnings were reported formally last week by ABC Inc. Chairman Leonard H. Goldenson and President Elton H. Rule. They said earnings were the highest for any first quarter in the company's history. The increase was 53% over the like quarter in 1972, and revenues were up 14%, also a first-quarter high.

ABC noted that this was the sixth con-

secutive three-month period in which earnings reached record levels compared with prior-year periods. Mr. Goldenson and Mr. Rule said also that the totals reflected improvement in both broadcast and nonbroadcast operations, "but particularly in the television network and owned-television stations." They also took note—as they had predicted a few weeks ago before financial analysts in New York (BROADCASTING, April 16)—that the outlook for ABC is "very good" and that "substantial earnings improvement" could be expected for the full year in 1973.

According to the ABC leaders, the sale of the TV-program syndication subsidiary (now Worldvision Enterprises) accounted for a substantial portion of the extraordinary gains in the quarter.

For the three months ended March 31:

	1973	1972
Earned per share*	\$ 0.72	\$ 0.40
Revenues	236,016,000	207,325,000
Net income	12,490,000	6,512,000

* Adjusted to reflect 2-for-1 stock split. Fully diluted and including extraordinary gains of 15 cents in 1973, compared to 1 cent in 1972.

Cox Cable has good quarter

Cox Cable Communications Inc., Atlanta, reported a 17% increase in net income for the first quarter of 1973.

Henry W. Harris, Cox Cable president, noted that the improved earnings were achieved despite "substantial" legal fees incurred as a result of a Justice Department suit to block the merger of Cox Cable and American Television & Communications Corp. These expenses amounted to about \$100,000 in the 1973 first quarter.

Cox Cable and ATC two weeks ago announced that the merger agreement had been terminated by mutual consent (BROADCASTING, April 23). Cox Cable said last week that the annual meeting of shareholders has been rescheduled to permit sufficient time to make appropriate changes in the company's annual report and proxy statement.

The annual meeting, originally scheduled for May 25, now will be held June 14, at White Columns in Atlanta.

For the first quarter ended March 31:

	1973	1972
Earned per share	\$ 0.12	\$ 0.11
Revenues	4,280,235	3,815,160
Net income	440,943	377,080

Financial Briefs

Cox Broadcasting Co., Atlanta, reported 11% gain in income and 10% gain in revenues for first quarter of 1973. Company said its major division, broadcasting, went up 12% over last year, with television showing "somewhat greater gains" than radio. J. Leonard Reinsch, Cox president, said he expected "significant gains" in broadcasting for 1973's second quarter. For first quarter ended March 31:

	1973	1972
Earned per share	\$ 0.34	\$ 0.31
Revenues	19,137,543	17,424,054
Net income	2,015,071	1,812,359

Multimedia Inc., Greenville, S.C., reported 25% jump in both revenues and

earnings for first quarter of 1973. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.29	\$ 0.23
Revenues	11,211,925	8,990,176
Net income	1,241,193	996,685

PSA Inc., San Diego, reported a loss in first quarter of this year compared to profit in comparable period last year. PSA Broadcasting, subsidiary that owns four FM stations, had loss of \$111,000 for quarter compared to loss of \$89,000 in first 1972 quarter. PSA Broadcasting is being sold to Jack Siegel and associates with Mr. Siegel having been hired as general manager effective May 15 (BROADCASTING, April 16).

	1973	1972
Earned (loss) per share	\$ (0.11)	\$ 0.26
Revenues	28,406,000	26,066,000
Net income (loss)	(426,000)	1,080,000

Media General Inc., Richmond, Va., reported gains in revenues and income for first quarter of 1973. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.56	\$ 0.42
Revenues	30,435,180	26,725,687
Net income	2,028,744	1,524,436

John Blair & Co., New York, station representation firm with interests in graphic arts, reported slight increases in revenues and earnings in first-quarter 1973. Blair President Jack W. Fritz said improvement in graphic-division earnings were offset by a decline in broadcast rep earnings principally because of loss of repping former WHDH-TV Boston. He said, however, that this was last quarter that would be so affected and that improvements in comparative earnings could be expected in subsequent quarters. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.25	\$ 0.24
Revenues	16,709,000	16,546,000
Net income	631,000	628,000
Average shares outstanding	2,494,000	2,600,000

Harris-Intertype Corp., Cleveland, reported increases in revenues and earnings for first nine months ended March 31:

	1973	1972
Earned per share	\$ 1.86	\$ 1.61
Revenues	309,876,000	254,645,000
Net income	11,741,000	10,228,000

Zenith Radio Corp., Chicago, reported 58.3% jump in income and 21.8% rise in revenues for first quarter of 1973. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.84	\$ 0.53
Revenues	221,273,000	181,718,000
Net income	15,999,000	10,108,000

Chris-Craft Industries Inc., New York, reportedly bounced back from net loss to net gain for first half of fiscal 1972-73 due to its 42.5% equity interest in Piper Aircraft Corp.'s earnings this year. For six months ended Feb. 28:

	1973	1972
Earned per share	\$ 0.49	\$ (0.73)
Revenues	26,849,000	29,920,000
Net income	3,038,000	(2,438,000)

Ameco Inc., Phoenix, reported that cost-of-rights offering (which expired without "sufficient" response from company's shareholders) in the amount of \$75,000,

and all the capitalized product development costs in the amount of \$865,874 have been written off as of Dec. 31, 1972. "The result," the company said, "is a very substantial loss for the first six months of the current fiscal year." For six months ended Dec. 31:

	1972	1971
Loss per share	\$ (0.81)	\$ (0.18)
Revenues	1,534,281	1,097,647
Net loss	(1,092,902)	(219,218)

Capital Cities Broadcasting Corp., New

York, reported gains in both revenues and net income for the first quarter of 1973 and attributed increase to improved broadcast sales. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.53	\$ 0.46
Revenues	29,478,000	26,913,000
Net income	4,062,000	3,491,000

Communications Satellite Corp., Washington, as of March 31, was leasing full time to its customers equivalent of 2,991

half circuits or some 450 more than year ago. This helped account for substantial gain in both revenues and net income for first quarter of 1973, performance good enough for quarterly dividend of 14 cents per share, Comsat's 11th consecutive quarterly dividend.

For quarter ended March 31, 1973:

	1973	1972
Earned per share	\$ 0.71	\$ 0.65
Revenues	27,102,000	25,240,000
Net Income	7,066,000	8,498,000

Broadcasting Stock Index

Weekly market summary of 142 stocks allied with broadcasting

Stock symbol	Exch.	Closing Wed. April 25	Closing Wed. April 18	Net change in week	% change in week	1973		Approx. shares out (000)	Total market capitalization (000)	
						High	Low			
Broadcasting										
ABC	ABC	N 23 1/2	26 1/2	- 3	- 11.32	31 1/2	23	16,836	395,646	
ASI COMMUNICATIONS			1 1/2		.00	1 1/2	1	1,815	2,722	
CAPITAL CITIES	CCB	N 49 1/4	52	- 2 3/4	- 5.28	62 1/2	47 1/2	6,991	344,306	
CBS	CBS	N 40 1/2	41 3/8	- 7/8	- 2.11	52	36 7/8	28,096	1,137,888	
CONCERT NETWORK INC.*	O		1 1/4	+ 1/8	+ 50.00	6 5/8	1 1/4	2,200	825	
COX	COX	N 23 1/8	24	- 7/8	- 3.64	40 1/4	23	5,850	135,281	
FEDERATED MEDIA	O		3 1/4		.00	3 1/2	2 1/2	820	2,665	
GROSS TELECASTING	GGG	A 14 3/4	15 3/8	- 5/8	- 4.06	18 3/8	14 3/8	800	11,800	
LIN	LINB	O 10 1/2	10	+ 1/2	+ 5.00	14 3/4	10	2,341	24,580	
MOONEY	MODN	O 6 1/4	6 3/8	- 1/8	- 1.96	10 1/4	6 1/4	385	2,406	
PACIFIC & SOUTHERN	PSOU	O 12 1/4	12	+ 1/4	+ 2.08	13 3/4	8 3/4	2,010	24,622	
RAHALL COMMUNICATIONS	RAHL	O 7 3/4	8 1/2	- 3/4	- 8.82	12 1/4	7 3/4	1,296	10,044	
SCRIPPS-HOWARD*	SCRP	O			.00	21 1/4	19	2,589	49,838	
STARR	S8G	M 13	15 1/4	- 2 1/4	- 14.75	24 1/2	13	1,061	13,793	
STORER	S8K	N 24	27 1/2	- 3 1/2	- 12.72	44	22	4,402	105,648	
TAFT	TFB	N 39 1/2	40 3/4	- 1 1/4	- 3.06	58 5/8	38 1/2	4,064	160,528	
Broadcasting with other major interests								TOTAL	81,556	2,422,592
ADAMS-RUSSELL	AAR	A 3 7/8	3 5/8	+ 1/4	+ 6.89	5 3/8	3 3/8	1,259	4,878	
AVCO	AV	N 11 3/4	12 1/8	- 3/8	- 3.09	16	11 3/4	11,479	134,866	
BARTELL MEDIA	8MC	A 1 3/4	1 3/4		.00	3 1/2	1 1/2	2,257	3,949	
CHRIS-CRAFT	CCN	N 4 7/8	5	- 1/8	- 2.50	6 5/8	4 7/8	4,008	19,539	
COMBINED COMMUNICATIONS	CCA	A 26 1/2	29	- 2 1/2	- 8.62	44	25 3/4	3,220	85,330	
COWLES COMMUNICATIONS	CWL	N 7 1/4	7	+ 1/4	+ 3.57	9 5/8	7	3,969	28,775	
DUN & BRADSTREET	DNB	N 79 1/2	79 1/4	+ 1/4	+ .31	81 1/4	75	13,021	1,035,169	
FAIRCHILD INDUSTRIES INC.	FEN	N 7 7/8	8 3/8	- 1/2	- 5.97	13 3/8	7 7/8	4,550	35,831	
FUQUA	FQA	N 13 1/4	13 7/8	- 5/8	- 4.50	20 3/8	13 1/4	9,587	127,027	
GARLE INDUSTRIES	G8I	N 18 1/8	17 1/2	+ 5/8	+ 3.57	25	15	2,551	46,236	
GENERAL TIRE & RUBBER	GY	N 21 3/8	21 1/4	+ 1/8	+ .58	28 3/4	21 1/8	20,652	441,436	
GLOBETROTTER COMMUNICATION INC	GL8TA	O 7 5/8	7 3/4	- 1/8	- 1.61	8 1/8	7	2,843	21,677	
GRAY COMMUNICATIONS	O	10	9 1/2	+ 1/2	+ 5.26	12 7/8	9	475	4,750	
HARTE-HANKS NEWSPAPERS INC.	HMN	N 10 3/4	16 1/4	- 5 1/2	- 33.84	29 1/4	10 3/4	4,321	46,450	
ISC INDUSTRIES	ISC	A 7 1/4	7 7/8	- 5/8	- 7.93	8	6 3/8	1,658	12,020	
KAISER INDUSTRIES	KI	A 4 7/8	5	- 1/8	- 2.50	6 5/8	4 5/8	27,487	133,999	
KANSAS STATE NETWORK	KSN	O 5 1/8	5 1/4	- 1/8	- 2.38	6 1/8	5 1/8	1,741	8,922	
KINGSTIP INC.	KTP	A 8 1/8	8 1/2	- 3/8	- 4.41	14 1/4	8	1,155	9,384	
LAMB COMMUNICATIONS*	O	2 1/4	2	+ 1/4	+ 12.50	2 5/8	1 3/4	475	1,068	
LEE ENTERPRISES	LNT	A 17	16	+ 1	+ 6.25	25	15 3/4	3,340	56,780	
LIBERTY CORP.	LC	N 17 1/8	17	+ 1/8	+ .73	23 7/8	16 7/8	6,753	115,645	
MCGRAW HILL	MHP	N 10 1/8	10 5/8	- 1/2	- 4.70	16 7/8	10 1/8	23,525	238,190	
MEDIA GENERAL INC.	MEG	A 38 1/4	41	- 2 3/4	- 6.70	43 1/2	34 1/4	3,434	131,350	
MEREDITH CORP.	MDP	N 14 3/4	15 3/8	- 5/8	- 4.06	20 1/2	14 3/8	2,827	41,698	
METROMEDIA	MET	N 17 3/4	19 3/8	- 1 5/8	- 8.38	32 1/4	16 1/2	6,078	107,884	
MULTIMEDIA INC.	O	24	23 1/2	+ 1/2	+ 2.12	30 1/4	23	4,387	105,288	
OUTLET CO.	OTU	N 12 3/4	13	- 1/4	- 1.92	17 5/8	12 1/2	1,336	17,034	
POST CORP.	POST	O 12 1/4	12 1/4		.00	17	12 1/4	942	11,539	
PSA INC.	PSA	N 14 3/4	16 1/2	- 1 3/4	- 10.60	21 7/8	14 1/8	3,779	55,740	
PUBLISHERS BROADCASTING CORP.	PUB8	O 1	1 1/8	- 1/8	- 11.11	2	1	919	919	
REEVES TELECOM	R8T	A 1 7/8	1 3/4	+ 1/8	+ 7.14	3 1/4	1 5/8	2,294	4,301	
RIDER PUBLICATIONS	RPI	N 21	21 7/8	- 7/8	- 4.00	29 7/8	21	8,327	174,867	
ROLLINS	RPL	N 23 3/8	22 7/8	+ 1/2	+ 2.18	36 1/2	19 1/4	13,372	312,570	
RUST CRAFT	RUS	A 20 3/4	21 1/4	- 1/2	- 2.35	33 3/4	20	2,350	48,762	
SAN JUAN RACING	SJR	N 14 1/2	14 1/2		.00	23 3/4	14 1/4	2,153	31,218	
SCHERING-PLDOUGH	SGP	N 147	148	- 1	- .67	153 3/4	130	26,295	3,865,365	
SONDERLING	SDB	A 11 5/8	11 3/8	+ 1/4	+ 2.19	16 3/8	10 1/2	1,005	11,683	
TECHNICAL OPERATIONS, INC.	TO	A 9 1/4	9 1/2	- 1/4	- 2.63	13 1/2	8 1/4	1,386	12,820	
TIMES MIRROR CO.	TMC	N 17 5/8	16 5/8	+ 1	+ 6.01	25 7/8	16 5/8	31,080	547,785	
TURNER COMMUNICATIONS*	O	4 3/4	4 3/4		.00	6	4 3/4	1,486	7,058	
WASHINGTON POST CO.	WPO	A 22 7/8	23 5/8	- 3/4	- 3.17	37	22 7/8	4,818	110,211	
WHOH CORP.*	O	22	21	+ 1	+ 4.76	23	14	589	12,958	
WONETCO	WOM	N 14 1/2	15 7/8	- 1 3/8	- 8.66	19 3/8	13	6,073	88,058	
Cable								TOTAL	275,255	8,311,029
AMECO	ACD	O	7/8		.00	3	7/8	1,200	1,050	
AMERICAN ELECTRONIC LABS	AELBA	O 2 1/4	2 3/8	- 1/8	- 5.26	3 5/8	2 1/4	1,726	3,883	
AMERICAN TV & COMMUNICATIONS	AMTV	O 32 1/2	32 1/4	+ 1/4	+ .77	39	30 1/2	2,856	92,820	
BURNUP & SIMS	8SIM	O 23	24 5/8	- 1 5/8	- 6.59	31 3/4	23	7,510	172,730	
CABLECOM-GENERAL	CCG	A 5 1/8	5 1/4	- 1/8	- 2.38	8 7/8	4 7/8	2,472	12,669	
CABLE FUNDING CORP.*	CFUN	O 7 1/8	7 1/4	- 1/8	- 1.72	8 1/8	5 3/4	1,233	8,785	
CABLE INFORMATION SYSTEMS*	O				.00	2 1/2	1 1/2	955	1,432	
CITIZENS FINANCIAL CORP.	CPN	A 6 1/2	6 3/4	- 1/4	- 3.70	9 1/2	6 1/2	2,676	17,394	

	Stock symbol	Exch.	Closing Wed. April 25	Closing Wed. April 18	Net change in week	% change in week	High	1973 Low	Approx. shares out (000)	Total market capitalization (000)	
COMCAST CORP.	O		4 7/8	5	- 1/8	- 2.50	5 3/8	4 1/4	1,280	6,240	
COMMUNICATIONS PROPERTIES	COMU	O	5 7/8	5 5/8	+ 1/4	+ 4.44	9 3/4	5 5/8	1,917	11,262	
COX CABLE COMMUNICATIONS	CXC	A	22	23 5/8	- 1 5/8	- 6.87	31 3/4	20 1/4	3,556	78,232	
CYPRESS COMMUNICATIONS*	CYPR	O			.00	.00	18 1/4	13	2,732	35,516	
ENTRON	ENT	A		2 1/2	.00	.00	9 1/4	2 1/2	1,358	3,395	
GENERAL INSTRUMENT CORP.	GRL	N	17 1/8	19	- 1 7/8	- 9.86	29 1/2	17 1/8	6,503	111,363	
GENERAL TELEVISION INC.*	O		3 3/4	3 3/4	.00	.00	4 1/2	3 1/4	1,000	3,750	
HERITAGE COMMUNICATIONS INC.	O		11	11	.00	.00	17 1/2	7	345	3,795	
LVD CABLE INC.	LVOC	O	5 7/8	7 1/8	- 1 1/4	- 17.54	11 1/4	5 7/8	1,466	8,612	
SCIENTIFIC-ATLANTA INC.	SFA	A	9 3/4	10 3/8	- 5/8	- 6.02	15 3/8	9	917	8,940	
STERLING COMMUNICATIONS	STER	O	2 7/8	2 5/8	+ 1/4	+ 9.52	4 1/4	2 5/8	2,162	6,215	
TELE-COMMUNICATIONS	TCOM	O	9 3/4	12 1/4	- 2 1/2	- 20.40	21	9 3/4	3,866	37,693	
TELEPROMPTER	TP	A	21 5/8	24 5/8	- 3	- 12.18	34 1/2	20 1/8	15,960	345,135	
TIME INC.	TL	N	39 5/8	39 3/4	- 1/8	- .31	63 1/4	37 1/2	7,286	288,707	
TOCOM	TOCM	D	6 3/4	6	+ 3/4	+ 12.50	12 1/8	6	596	4,023	
UA-COLUMBIA CABLEVISION INC.	UACC	O	8 5/8	10 3/8	- 1 3/4	- 16.86	15	8 5/8	1,832	15,801	
VIACOM	VIA	N	12	12 7/8	- 7/8	- 6.79	20	12	3,931	47,172	
VIKOA	VIK	A	6	6 1/8	- 1/8	- 2.04	9 1/8	5	2,562	15,372	
Programming									TOTAL	79,897	1,341,986
COLUMBIA PICTURES	CPS	N	4 3/4	5 3/4	- 1	- 17.39	9 7/8	4 3/4	6,335	30,091	
DISNEY	DIS	N	90	92	- 2	- 2.17	123 7/8	88 1/2	28,552	2,569,680	
FILMWAYS	FWY	A	3 1/2	3 5/8	- 1/8	- 3.44	5 3/8	3 1/4	1,877	6,569	
GULF + WESTERN	GW	N	24	24	.00	.00	35 3/4	23 3/4	16,387	393,288	
MCA	MCA	N	23 1/2	23 7/8	- 3/8	- 1.57	34 1/4	23	8,267	194,274	
MGM	MGM	N	18 1/2	18 3/8	+ 1/8	+ .68	24	18 3/8	5,958	110,223	
MUSIC MAKERS	MUSC	O			.00	.00	2 5/8	1 5/8	534	1,401	
TELE-TAPE PRODUCTIONS*	O		1 1/8	1 1/4	- 1/8	- 10.00	1 3/4	1 1/8	2,190	2,463	
TELETRONICS INTERNATIONAL*	O		7	7 1/4	- 1/4	- 3.44	10 1/2	7	724	5,068	
TRANSAMERICA	TA	N	13	13 5/8	- 5/8	- 4.58	17 5/8	13	66,449	863,837	
20TH CENTURY-FDX	TF	N	7 1/2	7 7/8	- 3/8	- 4.76	12 3/8	7 1/2	8,562	64,215	
WALTER READE ORGANIZATION	WALT	O			.00	.00	1 3/8	7/8	2,203	1,927	
WARNER COMMUNICATIONS INC.	WCI	N	21	22 3/4	- 1 3/4	- 7.69	39 1/8	20 3/8	18,883	396,543	
WRATHER CORP.	WCD	A	10 1/8	12 1/8	- 2	- 16.49	16 5/8	10	2,164	21,910	
Service									TOTAL	169,085	4,661,489
JOHN BLAIR	BJ	N	9	9 1/8	- 1/8	- 1.36	13	8 1/2	2,606	23,454	
COMSAT	CQ	N	50	50 1/2	- 1/2	- .99	64 1/2	50	10,000	500,000	
CREATIVE MANAGEMENT	CMA	A	7	6 7/8	+ 1/8	+ 1.81	9 1/2	6 3/4	975	6,825	
DOYLE DANE BERNBACH	DDYL	O	14 1/2	15 1/4	- 3/4	- 4.91	23 1/2	13 3/4	1,884	27,318	
ELKINS INSTITUTE	ELKN	O	7/8	7/8	.00	.00	1 1/4	3/4	1,664	1,456	
FOOTE, CONE & BELDING	FCB	N	9 1/4	9 5/8	- 3/8	- 3.89	13 3/8	9 1/8	2,152	19,906	
CLINTON E. FRANK INC.*	O		9	9	.00	.00	11 1/2	8 1/2	720	6,480	
GREY ADVERTISING	GREY	O	12 1/4	12 3/4	- 1/2	- 3.92	17 1/4	11 1/4	1,200	14,700	
INTERPUBLIC GROUP	IPG	N	18 3/4	19 3/8	- 5/8	- 3.22	25 3/8	17 1/4	2,587	48,506	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	13 1/2	13 1/4	+ 1/4	+ 1.88	18 1/2	13 1/4	825	11,137	
MCCAFFREY & MCCALL*	O				.00	.00	10 3/4	8 1/2	585	4,972	
MCI COMMUNICATIONS	MCIC	O	4 5/8	5 3/4	- 1 1/8	- 19.56	8 3/4	4 5/8	11,810	54,621	
MOVIELAB	MDV	A	1 1/4	1 1/4	.00	.00	1 7/8	1 1/8	1,407	1,758	
MPO VIDEOTRONICS	MPO	A	3 1/2	3 3/4	- 1/4	- 6.66	4 7/8	2 1/2	540	1,890	
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O	17		+ 1/2	+ 3.03	26 1/4	16 1/2	911	15,487	
A. C. NIELSEN	NIELB	O	37 3/4	39 1/4	- 1 1/2	- 3.82	40 1/2	35 3/4	10,598	400,074	
OGILVY & MATHER	OGIL	O	23 3/4	25	- 1 1/4	- 5.00	32 1/2	23 3/4	1,716	40,755	
PKL CO.*	PKL	O	1 1/2	1 1/2	.00	.00	2 5/8	1 1/2	778	1,167	
J. WALTER THOMPSON	JWT	N	15	14 7/8	+ 1/8	+ .84	24 3/4	14 1/2	2,673	40,095	
UNIVERSAL COMMUNICATIONS INC.*	O				.00	.00	12 1/4	6	715	4,290	
WELLS, RICH, GREENE	WRG	N	12 7/8	12 7/8	.00	.00	21 1/8	12	1,568	20,188	
Electronics									TOTAL	57,914	1,245,079
ADMIRAL	AOL	N	11	11 3/4	- 3/4	- 6.38	18	11	5,813	63,943	
AMPEX	APX	N	4 3/4	4 5/8	+ 1/8	+ 2.70	6 7/8	4	10,875	51,656	
CARRIAGE TELEVISION INC.	O		5	5 1/8	- 1/8	- 2.43	16 1/2	4 7/8	2,083	10,415	
CCA ELECTRONICS	CCAE	O	1 1/2	1 1/2	.00	.00	3	1 1/4	881	1,321	
COLLINS RADID	CRI	N	18 5/8	18 1/2	+ 1/8	+ .67	25 7/8	18 1/2	2,968	55,279	
COMPUTER EQUIPMENT	CEC	A	2 1/8	2 1/8	.00	.00	2 3/4	2	2,421	5,144	
CONRAC	CAX	N	19 3/4	23 1/4	- 3 1/2	- 15.05	31 7/8	19 3/4	1,261	24,904	
GENERAL ELECTRIC	GE	N	59 7/8	63 3/4	- 3 7/8	- 6.07	75 7/8	59 7/8	182,348	10,918,086	
HARRIS-INTERTYPE	HI	N	31	30 7/8	+ 1/8	+ .40	49 1/4	30 7/8	6,301	195,331	
INTERNATIONAL VIDEO CORP.*	IVCP	O	8 3/4	9	- 1/4	- 2.77	14 3/4	8 3/4	2,745	24,018	
MAGNAVOX	MAG	N	14 3/8	13 7/8	+ 1/2	+ 3.60	29 5/8	13	17,685	254,221	
3M	MMM	N	78	82 1/4	- 4 1/4	- 5.16	88 7/8	78	113,009	8,814,702	
MOTOROLA	MOT	N	100 1/2	106	- 5 1/2	- 5.18	138	97 3/4	13,855	1,392,427	
OAK INDUSTRIES	OEN	N	13	13 1/2	- 1/2	- 3.70	20 1/2	13	1,638	21,294	
RCA	RCA	N	26 1/4	28 1/4	- 2	- 7.07	39 1/8	25 5/8	74,472	1,954,890	
RSC INDUSTRIES	RSC	A	1 3/8	1 3/4	- 3/8	- 21.42	2 1/4	1 3/8	3,458	4,754	
SONY CORP	SNE	N	41 3/8	46 1/2	- 5 1/8	- 11.02	57 1/4	41 1/8	66,250	2,741,093	
TEKTRONIX	TEK	N	37 1/2	39	- 1 1/2	- 3.84	53 7/8	35 1/2	8,162	306,075	
TELEMATION	TIMT	O	4	4	.00	.00	4 3/4	4	1,050	4,200	
TELEPRO INDUSTRIES INC.	O		1 3/8	1 3/8	.00	.00	2 1/2	1 3/8	1,717	2,360	
WESTINGHOUSE	WX	N	33 3/8	34 3/8	- 1	- 2.90	47 3/8	33 3/8	88,100	2,940,337	
ZENITH	ZE	N	37 5/8	40 3/4	- 3 1/8	- 7.66	56	37 5/8	19,043	716,492	
TOTAL									626,135	30,502,942	
GRAND TOTAL									1,289,842	48,485,117	

Standard & Poor's Industrial Average

121.31

125.02

-3.71

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

Sam G. Rahall resigns from posts as president, WLCY-TV Tampa-St. Petersburg, Fla., and treasurer, Rahall Communications Corp. He remains as senior VP, Rahall Communications Corp., owner of WLCY(AM) St. Petersburg, WLCY-FM Tampa, WFBM-AM-FM Indianapolis, WKAP(AM) Allentown, Pa., and WNNR(AM) Beckley, W. Va., in addition to WLCY-TV.

Jack L. Siegal, station manager, KJOI(FM) Los Angeles, named general manager, four PSA Broadcasting Inc. stations: KPSE(FM) San Diego, KPSA(FM) Los Angeles, and KPSJ(FM) San Jose and KPSC(FM) Sacramento, both California. He is succeeded at KJOI by **Felix Adams**, sales manager.

John K. Dew, general manager wwww(FM) Detroit, joins WFAA(AM) Dallas as station manager.

Frank Scott, VP and general manager, KLNG(AM) Omaha, named regional VP, Welcome Radio, station owner, and assumes additional post, general manager, Welcome's WTLK(AM) Denver. **Jim Peterson**, news and program director, KLNG, appointed station manager there.

Gary D. Edens, general manager, KOY(AM) Phoenix, elected VP.

John J. Morris, VP and general manager, WHWH(AM) Princeton, N.J., elected VP, Nassau Broadcasting Co., parent.

Lew Sadler, manager, WKIN(AM) Kingsport, Tenn., joins KXEL-AM-FM Waterloo, Iowa, in similar post. Both stations are owned by Bahakel Broadcasting.

Mary Ann Lovell, manager of Edens I and Edens II theaters, Northbrook, Ill., joins WEAW(AM)-WOJO(FM) Evanston, Ill., as station manager.

William N. Temple, manager, nighttime pricing and evaluation, NBC-TV, New York, appointed director, business administration. **Victor F. Schwebius**, manager, business affairs, operations and engineering, NBC-TV, appointed director, business affairs, operations and engineering.

Howard Rothstein, manager, budgets and financial forecasts, ABC-TV, New York, appointed business manager, WABC-TV New York.

Richard E. Garrison, chief accountant, WTCG-TV Atlanta, joins WJRT-TV Flint, Mich., as business manager.

Dick Hageman, staff announcer, WMAR-FM Baltimore, appointed operations manager.

Tom McCall, with WPNX(AM) Columbus, Ga., joins KBUY-AM-FM Fort Worth, as operations manager.

Vivian Hunt, assistant advertising and promotion manager, WMAL-TV Washington, joins KMOX-TV St. Louis, as manager, advertising and press information.

Percy L. Moore, program coordinator, University Center for Adult Education, Detroit, joins WXYZ-TV there as director of community relations. **Darlene Jones**, public service director, WXYZ, appointed director of broadcast standards and practices.

Thomas P. Banas, assistant promotion manager, WWJ-AM-FM-TV Detroit, appointed community relations director.

John Roberts, special assistant to president, noncommercial WQED(TV)-WQEX(TV) Pittsburgh, appointed director of information services and community relations. **Margie A. Moeller**, formerly assistant to director of informations services, Corporation for Public Broadcasting, Washington, appointed assistant director, department of information services and community relations, WQED-WQEX. **Joyce Chernes**, associate editor, WQED's *Pittsburgh Renaissance* magazine, appointed promotion director, WQED-FM.

Phillip W. Miller, formerly on-air promotion coordinator, WMAL-TV Washington, appointed to newly created post, director of promotion and press information, WDAF-TV Kansas City, Mo.

Joe Freeman, VP, Management Advisory and Research Service, joins WTAE-TV Pittsburgh as promotion manager.

Jay Francis, account executive, Robert Weiss Associates, Boston, appointed press-relations coordinator, WBZ-TV Boston.

Robert Mehrman, operations director, WLYN-AM-FM Lynn, Mass., joins WJIB(FM) Boston as public affairs director. **William Anthony**, news and sports director, WLYN-AM-FM succeeds Mr. Mehrman as operations director and retains sports director post.

Broadcast Advertising

David A. Bell, executive VP, Knox Reeves Advertising, Minneapolis, elected president and chief operating officer. He succeeds **Thomas B. Kilbride** who died suddenly April 13.



Mr. West



Mr. Rosella

Jack T. West, account executive, KWGN-TV Denver, named general sales manager. **Peter M. Rosella**, account executive,

KWGN-TV, appointed sales manager there. **George Eversman**, VP, J. Walter Thompson, New York, elected senior VP.

Anthony J. Amendola, managing director, St. Louis office, and **Walter E. Terry**, Western region manager, D'Arcy-MacManus & Masius, elected executive VP's.

Krin Holzhauser, VP and air media director, Goodwin, Dannenbaum, Littman & Wingfield, Houston agency, named senior VP and chairwoman of executive committee; **Don Brown**, print media director, named media director, and **Rita Kloppe**, with agency, named account executive.



Mr. Strickland

Charles H. Strickland, who joined WQXI-TV Atlanta in February as local sales manager, named general sales manager.

John H. Davison, sales manager, WJZ-TV Baltimore, appointed general sales manager. He is succeeded by **Arthur Kern**, account executive, Television Advertising Representatives, New York.

Sturges Dorrance, director of marketing, KING-TV Seattle, named to newly created post, assistant general sales manager.

Richard Lewis, local sales manager, KBTV-TV Denver, appointed regional sales manager.

Tom Moore, sales manager, KMIR-TV Palm Springs, Calif., named VP-sales, KPLM-TV there.

Robert McDaniel, with KCST(TV) San Diego, appointed local sales manager.

Terry Brennan, account executive, WCFL(AM) Chicago, joins WDFH(FM) there as sales manager.

Herbert H. Strauss, VP, TV-radio management supervisor, Doyle Dane, Bernbach, New York, joins Kenyon & Eckhardt there as VP, associate creative director in charge of TV and radio production. **Don Walley**, executive art director, Conahay & Lyon, New York, named art director, K&E.

Nick Nicholson, TV producer, Benton & Bowles, New York, elected VP. **Gerald Germain**, VP-manager of financial planning & analysis, B&B, named VP-manager, general accounting and financial planning.

Pat Shortnacy, account coordinator, BBDO, joins McCrary-Powell Advertising, Dallas, as media director.

Judith Mahan, media supervisor-direct response group, McCann-Erickson, joins Maxwell Sroge Co., Chicago, as media supervisor on Bell & Howell schools account.

Carole J. Heatley, with Jeffers Advertising, joins-Taylor/Harwood & Associates,

Tucson agency, as media buyer.

Adrienne Gitles, with D'Arcy-MacManus & Masius, Chicago, joins Eisaman, Johns & Laws, Chicago agency, as media buyer.

Stephen J. Fouce, with Spanish International Network, Hollywood, appointed director of syndicated program sales.

Jerry Levy and **Tom Turner**, assistant sales managers, New York office, McGavren-Guild, named co-sales managers.

Samuel T. Jones, treasurer, Katz Agency, New York, elected to additional post, VP-finance.

Alex Biel, senior VP, Ogilvy & Mather, New York, named international research director for North and South America.

Charles Chotiner and **Marshall Dickman**, market research department co-managers, and **Mal Gordon**, associate media director, all with Norman, Craig & Kummel, New York, elected VP's.

Ned Tolmach, VP, William Esty, named creative director, Ted Bates & Co., both New York. (This corrects April 23 item).

Arnie Roberts, president of own Philadelphia-based agency, joins Sonder Levitt & Sagorsky there as VP-creative director.

Karl Vollmer, creative director, Young & Rubicam, Houston, named VP.

Bill Battaglia, executive art director, **Murray Kalis**, copy supervisor, and **Dave Moeller**, copywriter, Leo Burnett Co., Chicago, named associate creative directors.

Ken Weinstock, account supervisor, Doyle Dane Bernbach, named associate director of programing, Grey Advertising, both New York.

Brian Sherwood, account executive, SSC&B, New York, joins Needham, Harper & Steers Advertising there in similar position.

Mike Terajima, manager, Los Angeles office, Kyowa Advertising, joins Clinton E. Frank there as account executive on Nisson Foods.

Dayl M. Soll, formerly with two Chicago television stations and Gold-Wilson Public Relations there, joins Aaron D. Cushman & Associates, Chicago agency, as account executive.

Dave Edmunds, art director, William Esty, and **Jerry Klein**, executive art director, Dentsu Corp., join Ries Cappiello Colwell as art directors. **Howard Cohen**, graduate, School of Visual Arts, New York, joins RCC as assistant art director. All agencies in New York.

Lois Ann Sutton, commercial producer, Grey Advertising, New York, joins N. W. Ayer & Son there in similar capacity.

James Barnette, sales manager, WIRK-AM-FM West Palm Beach, Fla., appointed commercial manager.

Programing

Martin Dooling, formerly with Yongestreet productions, Hollywood, named vice president, Ervin Zavada Productions, same city. Mr. Dooling is president of Aries Communications Group, Holly-

wood program consultants, and Mr. Zavada is executive VP of Aries.



Mr. Montanus

Edward A. Montanus, director of sales, MGM Television since 1964, named VP/sales, continuing to supervise network and syndication activities. He makes his headquarters in New York.

Pat Shaughnessy, VP and director of sales, Drake-Chenault Enterprises, Canoga Park, Calif., appointed executive VP and general manager. **Lee Bayley**, operations director, Drake-Chenault, named VP-programing and station relations. **Ron Nickell**, Eastern sales manager, Drake-Chenault, appointed general sales manager. **Bert Kleinman**, formerly program director, WPLJ(FM) New York, appointed special projects manager, Drake-Chenault, and **Mark Ford**, former production director, KMEN(AM) San Bernardino, Calif., assumes similar post with Drake-Chenault.

Mike Harrison, with WNEW-FM New York, joins KPRI(FM) San Diego as program director.

Quin Morrison, formerly operations manager, KUAD(AM) Windsor, Colo., named program director of WJOB(AM) Hammond, Ind.

Jerry Misner, production manager, KLNQ(AM) Omaha, appointed assistant program director.

R. Brent Judd, chief engineer, mobile television production unit, San Diego Video Inc., San Diego, appointed chief engineer for company with responsibility for supervising construction of additional mobile units to be used in production of commercials in San Francisco and Phoenix. **Phil Roberts**, producer-director, KCST(TV) San Diego, joins San Diego Video as unit manager.

Bob George, producer, KING-TV Seattle, named production manager.

Albert E. Rose, manager of budgets, WCAU-TV Philadelphia, appointed manager of production and program administration. **Stuart Crowner**, producer-director, WCAU-TV, appointed executive producer.

Robert A. Galvin, with WTMJ-TV Milwaukee, appointed producer-director.

Greg Betts, with Cuyahoga county welfare department, joins WKYC-TV Cleveland as associate director.

Broadcast Journalism

Paul Miller, board chairman, Gannett Co., Rochester, N.Y. (WHEC-TV Rochester), re-elected chairman, Associated Press. **D. Tennant Bryan**, Richmond (Va.) *News-Leader* and *Times-Dispatch* (part of Media General Corp. which owns WFLA-TV Tampa, Fla.), elected first vice chairman, and **Martin S. Hayden**, *Detroit News* (WWJ-AM-FM-TV Detroit; WALA-TV Mobile, Ala. and KOLD-TV Tucson, Ariz.), second vice chairman.

Bill Feest, news director, WJW-TV Cleve-

land, named director of news and public affairs. **William Tompkins**, assistant public affairs and editorial director, WJW-TV, appointed editorial director.

Jack Latham, news director, KMIR-TV Palm Springs, Calif., joins KPLM-TV there as VP-news.

Larry Manne, assistant news director, KMGH-TV Denver, joins KDKA-TV Pittsburgh in similar capacity. **Judyth Fielder**, reporter, noncommercial WQED(TV) Pittsburgh, joins KDKA-TV as general assignment news reporter.

Stuart H. Loory, acting executive editor, WNBC-TV New York, appointed first Kiplinger Professor of Public Affairs Reporting, School of Journalism, Ohio State University, Columbus. (Appointment is subject to approval by board of trustees.)

Bert Medley, producer, NBC News, Washington, joins Cleveland bureau as network coordinating producer.

Jim Cummins, with WOTV(TV) Grand Rapids, Mich., joins WTMJ-TV Milwaukee as news reporter.

John E. Gamel, news director, WGAW(AM) Gardner, Mass., joins WSMW-TV Worcester, Mass., as news assignment editor and reporter.

George Anderson, with KMPC(AM) Los Angeles, appointed on-air newsman.

Marcia Alvar, former VISTA teacher, joins noncommercial KCCM-FM Moorhead, Minn., as producer-reporter.

Pat Summerall, associated with CBS since 1962 in various sports capacities, has signed long-term exclusive contract with CBS Television Sports, covering assignments in basketball, golf, tennis as well as football.

Ed Wilks, with sports staff, *St. Louis Post-Dispatch*, and correspondent, *Sports Illustrated*, joins KTVI(TV) St. Louis as sports director.

Fred Woodson, former Miami Dolphin and currently with Miami school system, joins WIOD(AM) Miami as color commentator on Dolphin games.

Shelli Sonstein, public affairs producer, WMMR(FM) Philadelphia, appointed to news staff there.

Cablecasting



Mr. Landis

Kenneth E. Landis Jr., engineering specialist, Jerrold Electronics Corp., Philadelphia, joins AEL Communications Corp., CATV subsidiary of American Electronic Laboratories Inc., Lansdale, Pa., as manager, CATV system design.

Jay Wagner, North Central Cable TV, Sandusky, Ohio, elected president, Ohio Cable Television Association; **Thomas P. Willett**, Continental Cablevision of Ohio, Findlay, elected VP, and **James DeSorrento**, Viacom, Cleveland, elected secretary-treasurer.

Jimmy Balentine, Better TV Cable Co.,

Russellville, Ala., elected president, Alabama Cable Television Association; **Allan McDonald**, Alabama Cable TV, Birmingham, elected VP, and **Ralph Boutwell**, Greenville Cablevision Co., Greenville, elected secretary-treasurer.

David G. Walker, formerly with Peat, Marwick, Mitchell & Co., certified public accountants, joins Heritage Communications, Des Moines, Iowa, as treasurer.

Equipment & Engineering

Elizabeth L. Dahlberg, partner, Lohnes & Culver, Washington engineering consultants, elected president, Association of Federal Communications Consulting Engineers. Mrs. Dahlberg, who was previously VP of organization, will serve one year term as association's first woman president. **Paul L. Wimmer**, Jules Cohen & Associates, Washington, elected VP, AFCCE; **Ogden L. Prestholdt**, A. D. Ring & Associates, Washington, elected secretary, and **Carl E. Smith**, Carl E. Smith Consulting Engineers, Cleveland, elected treasurer.

Elias Cohen, engineering VP, named VP and general sales manager, F. W. Sickles division of General Instrument Corp., succeeding **George E. Safiol**, named group VP, entertainment electronics group (BROADCASTING, April 16). Sickles division, based in Chicopee, Mass., is supplier of TV and radio components.

Ronald Montgomery, formerly VP-marketing, Computing Devices of Canada Ltd., subsidiary of Control Data Corp., appointed president and chief executive officer, Collins Radio Co. of Canada Ltd.

Maury H. Betchen, with Jerrold Electronics Corp., Philadelphia, named director of manufacturing engineering services.

Steve Terhaar, engineer, KVOX(AM) Moorhead, Minn., joins noncommercial

KCCM-FM, same city, as chief engineer.

Robert E. Buescher, formerly national sales manager, Nagra Magnetic Recorders Inc., New York, joins RCA Film Recording Systems, as manager, Eastern sales, with headquarters in Mount Kisco, N.Y.

Robert S. Dickinson, sales representative, RCA Film Recording Systems, appointed manager, Western sales, with headquarters in Burbank, Calif.

Allied Fields

Gail Chipman, research sales executive, Telmar Communications, has formed Media Dynamics, offering research consultation services to media and advertising agencies. Media Dynamics is located at 139 East 33d Street, New York.

Albert O. Louer, formerly manager, Radio-Television Press Bureau, Colonial Williamsburg, Va., joins Marine Historical Association (Mystic Seaport), Mystic, Conn., as coordinator of public affairs.

Deaths

Edgar Greer Shelton, 52, former VP of ABC, died April 19 in Miami of cancer. Mr. Shelton was president of the National Pollution Control Foundation at the time of his death and had also headed the World Environment Association and Shelton National Affairs Public Relations. He is survived by his wife, Lucille, and one son.

William P. Keeney, 49, manager of business affairs for Group W Productions and *The Mike Douglas Show*, died April 16 of a cerebral hemorrhage at John F. Kennedy hospital in Stratford, N.J. He is survived by his wife, Jean, and a son.

Martin Ross, 44, anchorman, WJW-TV Cleveland, died April 25 of cancer at Mount Sinai hospital there. Mr. Ross had

been with WJW-TV since 1965. Previously, he had served as news director, WNYT-TV Syracuse, New York, and worked at WPTR(AM) and WTEN(TV) both Albany, N.Y. He is survived by his wife, Marion, and one son.

Henry Fisk Carlton, 80, pioneer radio script writer and former president of Radio Writers Guild, died April 25 in Doctors hospital in New York. During his career Mr. Carlton wrote about 8,000 scripts for radio programs and series.

Robert Armstrong, 82, motion picture and TV actor, died April 20 at a Santa Monica, Calif., hospital after a short illness. Mr. Armstrong is perhaps best known for his role as the producer, Carl Denham, in "King Kong" in 1933. He continued to appear in movies and television series until his retirement 10 years ago. He is survived by his wife, Louise.

Margaret E. Bush, 91, co-founder with her husband of WDC(AM) Decatur, Ill., died April 18 in her home in Tuscola, Ill. The Bushes founded the station in 1921 in Tuscola (it moved to Decatur in 1948) to broadcast grain market reports to two elevators in the area. The station was granted a license in 1928. Smiley Burnette, who later appeared in motion pictures with cowboy star Gene Autry, began his career with WDC in the late 1920's as host of the *Reliable Furniture Show*. Mrs. Bush leaves no survivors.

Herbie Mintz, 71, radio programmer and TV personality, died April 13 of a heart attack at his home in Hollywood, Fla. Mr. Mintz originated a musical program, *But Not Forgotten*, for ABC in the 1920's which lasted for nine years. He subsequently worked for WMAQ-TV Chicago and WPLG-TV Miami before joining WAVS(AM) Fort Lauderdale, Fla., in 1970 where he revived his *But Not Forgotten* program. He is survived by his wife, Elisa.

For the Record®

As compiled by BROADCASTING April 18 through April 24, 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.

New TV Stations

Actions on motions

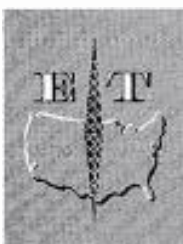
■ Acting Chief, Broadcast Bureau, on request of Capital Cities Broadcasting Corp., extended through May 7 time to file comments and through May 17 time to file reply comments on notice of proposed rulemaking in matter of amendment of TV table of assignments in Fresno, Calif. (Doc. 19703). Action April 20.

■ Administrative Law Judge Jay A. Kyle in Home-wood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding,

dismissed with prejudice motion by Birmingham Television Corp. for summary decision (Docs. 15461, 16758-61). Action April 17.

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Existing TV stations

Application

■ WTOC-TV Savannah, Ga.—Seeks CP to change trans. location to Fort Argyle Road, 5.3 miles northwest of I-95, 7.3 miles southwest of Po Pooler, Ga.; change type aur. trans. to GE TT-46-A; type ant. to GE TY-70-R; make changes in ant. structure; HAAT 1436 ft. Ann. April 18.

Final actions

■ *KUAC-TV Fairbanks, Alaska—Broadcast Bureau granted license covering permit for new station. Action April 17.

■ WICS(TV) Springfield, Ill.—Broadcast Bureau granted requested authority to operate trans. by remote control from 2680 East Cook Street, Springfield. Action April 17.

■ WLFI-TV Lafayette, Ind.—Broadcast Bureau granted request for authority to operate trans. by remote control from 2605 Yeager Road, West Lafayette. Action April 13.

■ *WCMU-TV Mount Pleasant, Mich.—Broadcast Bureau granted authority to operate trans. by remote control from Anspach Hall, Mount Pleasant. Action April 17.

■ WVIR-TV Charlottesville, Va.—Broadcast Bureau granted license covering new commercial TV; vis. ERP 427 kw; aur. ERP 42.7 kw. Action April 13.

■ *WSWP-TV Grandview, W. Va.—Broadcast Bureau granted authority to operate trans. by remote control from State Route 9/9, Beckley, W. Va. Action April 18.

Actions on motions

■ Administrative Law Judge Isadore A. Honig in Highpoint, N.C. (Southern Broadcasting Co. [WGHP-TV] and Furniture City Television Co.), TV proceeding, scheduled hearing conference looking toward resumption of hearing for April 24; by separate action, granted petition by Southern to amend application to report changes in business interests of officers, directors and principal stockholders and minor changes in ownership report; this is without prejudice to consideration of effect of failure of petitioner to comply with 30-day reporting requirement of rules in event this matter is made subject inquiry by commission or the review board (Docs. 18906-7). Action April 13.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, scheduled conference for May 4 (Docs. 19168-70). Action April 12.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, scheduled further hearing for May 4 (Docs. 19519, 19581). Action April 12.

■ Administrative Law Judge James F. Tierney in New York (WPIX Inc. [WIPX(TV)] and Forum Communications Inc.), TV proceeding, granted motion by Forum Communications Inc. to amend application to reflect changes in employment positions of two of principals and by separate action granted petition by WPIX Inc. to amend application to reflect most recent ownership information concerned with parent company (Docs. 18711-2). Action April 9.

Other action

■ Review board in Las Vegas, TV proceeding, denied motion by Western Communications Inc., to

correct apparent omission in review board memorandum opinion and order released March 23. Case involves applications of Western for renewal of license of KORK-TV and Las Vegas Valley Broadcasting Co., for new TV (Docs. 19519, 19581). Action April 16.

Call letter action

■ KBFI-TV Dallas—Granted KXTX-TV.

New AM stations

Actions on motions

■ Administrative Law Judge Frederick W. Dennison in Shreveport, Vivian and Bossier City, all Louisiana (James E. Reese, et al.), AM proceeding, reopened record, granted petition by Ruby June Stinnett Dowd, executrix of estate of Alvis N. Dowd, to amend application Doc. 19508 to show that daughter of Mrs. Dowd has become partner in FM application with A. T. Moore at Atlanta, Tex.; amended application and closed record (Docs. 19507-9). Action April 9.

■ Administrative Law Judge Jay A. Kyle in Pineville and Dermott, both Arkansas (Robert Cowan Wagner and Southeast Arkansas Radio Inc.), AM proceeding, on administrative law judge's own motion, corrected transcript of record of proceeding on March 28 (Docs. 19473-4). Action April 16.

■ Administrative Law Judge Ernest Nash in Centreville, Va. (Centreville Broadcasting Co.), AM proceeding, on request of parties order that proposed findings shall be filed by June 5 and reply findings by June 19 (Doc. 18888). Action April 12.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Santa Cruz and Aptos-Capitola, both California (St. Cross Broadcasting Inc. and Progressive Broadcasting Co.), AM proceeding, set certain procedural dates and continued date for further hearing to June 18 (Docs. 19503, 19506). Action March 9.

■ Administrative Law Judge Herbert Sharfman in Wallingford and Ridgefield, both Connecticut (Quinnipiac Valley Service Inc. and Radio Ridgefield Inc.), AM proceeding, granted petitions by Berkshire Broadcasting Co., Housatonic Valley Broadcasting Co., Westport Broadcasting Co. and Norwalk Broadcasting Co. and made them parties to proceeding (Docs. 19686-7). Action April 16.

Other actions

■ Review board in Fergus Falls, Minn., AM proceeding, denied petition by Harvest Radio Corp., for reconsideration of review board order dismissing exceptions to initial decision released Nov. 1, 1972 (Doc. 18852). Action April 20.

■ Rainelle, W. Va.—FCC granted request by R-B Company Inc. for waiver of rules and accepted application for CP for new AM on 1130 khz, with 1 kw-D at Rainelle. Action April 18.

Call letter action

■ M, W. Cooper, Midwest City, Okla.—Granted KRMC.

Existing AM stations

Applications

■ WQIK Jacksonville, Fla.—Seeks CP to increase operation to 50 kw, DA-D. Ann. April 17.

■ KOFE St. Maries, Idaho—Seeks CP to change frequency to 1490 khz and change hours of operation to 250 w-U. (night) and 1 kw. (day). Ann. April 17.

■ WAEB Allentown, Pa.—Seeks CP to modify nighttime parameters and maximum expected operating values. Ann. April 17.

■ WCSV Crossville, Tenn.—Seeks CP to increase power to 5 kw and add 1 kw CH. Ann. April 19.

■ WNAH Nashville—Seeks CP to increase D power to 5 kw. Ann. April 17.

Final actions

■ WJLD Fairfield, Ala.—Broadcast Bureau granted mod. of license covering change of main studio location to 1449 Spaulding-Ishkooda Road, Birmingham, Ala., and operate trans. by remote control from main studio location. Action April 17.

■ KJAY Sacramento, Calif.—Broadcast Bureau granted CP to replace expired permit for changes. Action April 17.

■ WOBS Jacksonville, Fla.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes. Action April 13.

■ WNOP Newport, Ky.—Broadcast Bureau granted CP to change ant-trans. site to 3900 Delhi Avenue, Delhi township, Ohio, and make changes in ant. system; conditions. Action April 18.

■ WJLD Daisy, Tenn.—FCC granted application by Robert Allen Mayer, licensee, to specify location of station as merged community of Soddy-Daisy, Tenn. Action April 18.

■ KOPY Alice, Tex.—Broadcast Bureau granted mod. of license covering change in corporate name to Norman Broadcasting Corp. Action April 18.

■ KCFH Cuero, Tex.—Broadcast Bureau granted mod. of license covering change in corporate name to Norman Broadcasting Corp. Action April 18.

■ KSWA Graham, Tex.—Broadcast Bureau granted mod. of license covering change of corporate name to KSWA Inc. Action April 18.

■ KGAR Vancouver, Wash.—FCC denied requests by Gordon A. Rogers for waiver of N 25% unserved area or population requirements of rules regarding city of designation coverage requirements and application for changes in KGAR has been returned. Action April 18.

■ WKTS Sheboygan, Wis.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 814 North Eighth Street, Sheboygan; condition. Action April 18.

Action on motion

■ Administrative Law Judge Basil P. Cooper in New York and Minneapolis (City of New York Municipal Broadcasting System [WNYC], et al.), AM proceeding, granted petitions of City of New York Municipal Broadcasting System to amend application to reflect changes in application; scheduled further prehearing conference for May 2. (Docs. 11227, 17588, 19403). Action April 13.

Other actions

■ Review board in Jackson, Ala., AM proceeding, scheduled oral argument for May 22 on exceptions and briefs to initial decision proposing grant of application of Vogel-Ellington Corp. for change in facilities of WHOD Jackson (Doc. 18897). Action April 17.

■ WIFE-AM-FM Indianapolis—FCC ruled in response to request by Star Stations of Indiana Inc., that exceptions in renewal proceeding need not be filed until supplemental initial decision has been issued (Docs. 19122-5). Action April 20.

Fines

■ KEDI Manitou Springs, Colo.—FCC notified Garden of the Gods Broadcasting Co., licensee, that it has incurred apparent liability of \$500 for broadcasting information concerning lottery in violation of United States code. Action April 18.


■ WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla.—FCC notified Van Patrick Broadcasting Co., licensee, that it has incurred apparent liability of \$2,000 for willful or repeated violation of Communications Act and rules for failure to comply with sponsorship-identification requirements. Action April 18.

■ WILZ St. Petersburg Beach, Fla.—FCC notified Millbeck Broadcasters Inc., licensee, that it has incurred apparent liability of \$2,000 for numerous willful or repeated violations of rules. Action April 18.

■ WHIT New Bern, N.C.—FCC notified New Bern Broadcasting Co., licensee, that it has incurred apparent liability of \$750, for willful or repeated violation of rules by failing to make equipment performance measurements within required time and by failing to keep maintenance log. Action April 18.

■ WITK Durham, N.C.—FCC notified W & W Broadcasting Co., licensee, that it has incurred apparent liability of \$2,000 for willful and repeated violation of rules by operating above authorized nighttime power and by failing to log ant. base currents. Action April 18.

■ KVLH Pauls Valley, Okla.—FCC notified Garvin County Broadcasting Inc., licensee, that it has in-



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current apparent liability of \$1,000 for numerous violations of rules. Action April 18.

Call letter application

■ WCWR Dunedin, Fla.—Seeks WDCL.

Call letter action

■ WJAS Pittsburgh—Granted WKPQ.

New FM stations

Applications

■ Hollister, Calif.—Milo Communications Corp. Seeks 93.5 mhz, 3 kw. HAAT minus 339 ft. P.O. address Box 1414, Hollister 95023. Estimated construction cost \$34,760; first-year operating cost \$11,400; revenue \$12,000. Principals: Howard C. Miles (99%), et al. Dr. Miles is surgeon. Ann. April 12.

■ Modesto, Calif.—Fred C. Beyer High School. Seeks 89.9 mhz, TPO 10 w. HAAT does not apply. P.O. address 1717 Sylvan Avenue, Modesto 95355. Estimated construction cost \$3,430; first-year operating cost \$750; revenue none. Principals: Robert G. Cotton, principal of school, et al. Ann. April 12.

■ Victorville, Calif.—Albert S. Medlinsky. Seeks 98.3 mhz, 3 kw. HAAT 265 ft. P.O. address Box 1139, Victorville 92392. Estimated construction cost \$44,784; first-year operating cost \$36,000; revenue \$36,000. Principals: Mr. Medlinsky (100%). Mr. Medlinsky owns KOTE(FM) Lancaster, Calif. He also owns real estate firm in Lancaster. Ann. April 12.

■ Fairfield, Conn.—Fairfield University. Seeks 88.5 mhz, TPO 10 w. HAAT does not apply. P.O. address North Benson Road, Fairfield 06430. Estimated construction cost \$10,175; first-year operating cost \$5,000; revenue none. Principals: William P. Schimpf, vice president in charge of student services, et al. Ann. April 12.

■ Westbrook, Me.—Down East Broadcasting Inc. Seeks 100.9 mhz, 90 w. HAAT 504 ft. P.O. address 7 Shipchannel Road, South Portland, Me., 04106. Estimated construction cost \$27,597; first-year operating cost \$44,100; revenue \$25,000. Principals: Frederick L. Thompson, president (80%), et al. Mr. Thompson is photojournalist with public affairs office, U.S. Coast Guard, Boston. Ann. April 12.

■ Midland, Mich.—Wolverine Radio Co. Seeks 93.5 mhz, 3 kw. HAAT 300 ft. P.O. address Box 1844, Midland 48640. Estimated construction cost \$3,046; first-year operating cost \$17,857; revenue \$26,000. Principals: Ted A. Peloubet, president (51%), et al. Mr. Peloubet is news director of WBCN-AM-FM Bay City, Mich. Ann. April 5.

■ Orchard Lake, Mich.—Board of Education of the West Bloomfield School District. Seeks 89.3 mhz, 10 w. HAAT 110 ft. P.O. address 3250 Commerce Road, Orchard Lake 48038. Estimated construction cost \$12,985; first-year operating cost \$3,950; revenue none. Principals: R. Garvelink, assistant superintendent, et al. Ann. April 12.

■ Brownsville, Tex.—KRIO Inc. Seeks 93.1 mhz, 100 kw. HAAT 344 ft. P.O. address 500 East Beaumont, McAllen, Tex., 78501. Estimated construction cost \$102,315; first-year operating cost \$60,000; revenue \$96,000. Principals: Jack R. Crosby and Fred Lieberman (each 27%), et al. Mr. Crosby owns 27% of KROP(AM) Brawley, Calif. He also owns 50% of Monarch Pipe Co., Tulsa, Okla., among other interests. Ann. April 12.

■ Ogden, Utah—Star Broadcasting Co. Seeks 101.1 mhz, 27 kw. HAAT 2,925 ft. P.O. address 364 South State Street, Salt Lake City 84111. Estimated construction cost \$5,000 (equipment to be leased); first-year operating cost \$42,752; revenue \$40,000. Principals: Stanley D. Bush, president (54%), et al. Mr. Bush is general manager of KSXX(AM) Salt Lake City, owned by Star Broadcasting. Ann. April 13.

Final actions

■ Ozark, Ala.—Wade B. Sullivan. Broadcast Bureau granted 103.9 mhz, 3 kw. HAAT 189 ft. P.O. address Box 1259, Ozark 36360. Estimated construction cost \$18,616; first-year operating cost \$11,800; revenue \$30,000. Principal: Mr. Sullivan owns WAYD(AM) Ozark. Action April 11.

■ Santa Cruz, Calif.—Regents of University of California. Broadcast Bureau granted 88.1 mhz, 10 w. HAAT 95 ft. P.O. address 485 University Hall, 2200 University Avenue, Director of Business Services Division, Santa Cruz 94720. Estimated construction cost \$5,412; first-year operating cost \$4,300; revenue none. Principals: John O. Oliphant, telecommunications coordinator, et al. Action April 13.

■ Pittston, Pa.—Review board denied application of P.A.L. Broadcasters Inc. for new FM on ch. 276-A in Pittston with 930 w. and ant. height of 500 ft. (Doc. 17885). Action April 12.

Actions on motions

■ Chief, Broadcast Bureau, on request of William H. Eacho Jr. and William Swartz, proponents in proceeding, extended through April 26 to file comments and through May 7 to file reply comments in

Summary of broadcasting

Compiled by FCC, March 31, 1973

	Licensed	On air STA*	Not CP's	Total on air	on air CP's	Total authorized
Commercial AM	4,366	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	82	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.

matter of amendment of FM table of assignments in Yorktown, Va. (Doc. 19698). Action April 16.

■ Administrative Law Judge Basil P. Cooper in Cayce, S.C. (Lexington County Broadcasters Inc. and William D. Hunt), FM proceeding, granted petition by Mr. Hunt to amend application to reflect fact that on March 23 John C. B. Smith agreed to extend option which Mr. Hunt has on proposed ant. site; granted request of Lexington and extended to either April 15, or 30 days after date on which reporter mails transcript, time for filing proposed findings of fact and conclusions and until 14 days thereafter time for filing replies (Docs. 19568-9). Action April 16.

■ Administrative Law Judge Frederick W. Denniston in Dinuba, Calif. (Radio Dinuba Co. and Korus Corp.), FM proceeding, granted petition by Radio Dinuba Co. and extended through April 27 time to file proposed findings of fact and conclusions of law and through May 7 to file replies (Docs. 19566-7). Action April 9.

■ Administrative Law Judge Lenore G. Ehrig in Sacramento, Calif. (California Stereo Inc., et al.), FM proceeding, granted motion of Broadcast Bureau that application of California Stereo Inc. be dismissed for failure to prosecute and dismissed California Stereo's application with prejudice (Docs. 19515-6, 19611). Action April 10.

■ Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc.), FM proceeding, denied in entirety request of Colorado West Broadcasting, which was in nature of petition to dismiss mutually exclusive application of Glenwood Broadcasting Inc. for repeatedly exchanging exhibits in untimely manner (Docs. 19588-9). Action April 10.

■ Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc.), FM proceeding, granted request by Glenwood for continuance of hearing and scheduled hearing for April 18 on engineering aspects of case and examination of William R. Dunaway with respect to non-engineering aspects of Colorado's comparative case; scheduled hearing for May 15 on remaining non-engineering aspects of hearing (Docs. 19588-9). Action April 12.

■ Administrative Law Judge Byron E. Harrison in Glenwood Springs, Colo. (Colorado West Broadcasting Inc. and Glenwood Broadcasting Inc.), FM proceeding, granted petition by Colorado West to amend application to report that Keith Hefner has purchased 600 shares of authorized but unissued stock of Colorado for \$5,000; that he has been elected vice president and director of Colorado with 30% ownership interest; and that interests of William R. Dunaway and Carl Curtis have been decreased from 45% to 30% each (Docs. 19588-9). Action April 12.

■ Administrative Law Judge James F. Tierney in Easton, Md. (Community Broadcasters Inc. and Easton Broadcasting Co.), FM proceeding, granted motion by Easton and suspended all procedural matters and dates *sine die* (Docs. 19303-4). Action April 13.

Other actions

■ Review board in Fort Collins, Colo., FM proceeding, granted request by Beef Empire Broadcasting Co. for extension of time through April 17, to file reply to opposition to motion by Gilroy Broadcasting Co. to add issues. Mutually exclusive applications of Gilroy and Beef Empire for FM in Fort Collins were designated for comparative hearing on Feb. 7 (Docs. 19681-2). Action April 17.

■ Review board in Shell Lake, Wis., FM proceeding, denied petition by Charles R. Lutz for review of review board decision granting application of Erwin Gladdenbegk for new FM on ch. 237 (95.3 mhz) at Shell Lake, and denying Mr. Lutz's application for same facilities (Docs. 19211-2). Action April 16.

■ Juneau, Alaska—FCC waived power requirements of rules and accepted application of Capital Community Broadcasting Inc. for new educational FM on ch. 282 (104.3 mhz) at Juneau. Action April 18.

Call letter applications

■ Fremont-Newark Community College District Fremont, Calif.—Seeks *KOHL(FM).

■ Clark College, Atlanta—Seeks *WCLK(FM).

■ Pittsburgh Community Broadcasting Corp., Pittsburgh—Seeks *WYEP-FM.

Call letter actions

■ Vanden High School, Travis Air Force Base, Calif.—Granted *KVIK(FM).

■ WNER Radio Inc., Live Oak, Fla.—Granted WQHL(FM).

■ Sumter Broadcasting Co., Americus, Ga.—Granted WPUR(FM).

■ Wireless of Indiana, Jeffersonville, Ind.—Granted WQHI(FM).

■ Central Kentucky Broadcasters Corp., Georgetown, Ky.—Granted WQHQ(FM).

■ Governor Dummer Academy, Newbury, Mass.—Granted *WQLI(FM).

■ Muskegon Heights Broadcasting Co., Muskegon Heights, Mich.—Granted WOIH(FM).

■ Robert C. Gessner, Oswego, N.Y.—Granted WQHS(FM).

■ Radio Galion Inc., Galion, Ohio—Granted WQHR(FM).

■ Radio Mid-Pom Inc., Middleport, Ohio—Granted WMFO-FM.

■ Thunder Broadcasting Corp., Nanticoke, Pa.—Granted WMJW(FM).

Existing FM stations

Final actions

■ KTCS-FM Fort Smith, Ark.—Broadcast Bureau granted license covering changes; ERP 36 kw; ant. height 225 ft. Action April 16.

■ WRCH-FM New Britain, Conn.—Broadcast Bureau granted license covering changes; ERP 19.5 kw; ant. height 720 ft. Action April 16.

■ WRCH-FM New Britain, Conn.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only; ERP 10 kw; ant. height 390 ft. Action April 16.

■ WWCW(FM) Albany, Ga.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action April 18.

■ WCLA-FM Claxton, Ga.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 195 ft. Action April 18.

■ WPRS-FM Paris, Ill.—FCC waived mileage-separation requirements of rules and granted modified authority to operate on ch. 253 (98.5 mhz) with 50 kw and ant. height of 500 ft. Action April 18.

■ WJMK(FM) Plainfield, Ind.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 200 ft. Action April 16.

■ KRNT-FM Des Moines—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 510 ft. Action April 13.

■ KJEF-FM Jennings, La.—Broadcast Bureau granted CP to install new trans.; ERP 2.9 kw; ant. height 220 ft.; remote control permitted. Action April 16.

■ WLQA(FM) Cincinnati—Broadcast Bureau granted license covering changes; ERP 15 kw; ant. height 810 ft. Action April 16.

■ WBYO(FM) Boyertown, Pa.—Broadcast Bureau granted CP to install new alt. main ant.; make changes in ant. system; ERP 15 kw; ant. height 175 ft. Action April 16.

■ WIEF-FM Jenkintown, Pa.—Broadcast Bureau granted license covering use of formerly licensed trans. (main) as new main trans.; ERP 180 w., ant. height 1,000 ft. Action April 13.

■ WDEF-FM Chattanooga—Broadcast Bureau grant-

ed CP to install new ant.; ant. height 870 ft.; ERP 97 kw. Action April 16.

■ **WCOR-FM** Lebanon, Tenn.—Broadcast Bureau granted license covering changes; ERP 9.0 kw; ant. height 175 ft.; delete remote control. Action April 16.

■ **KTRM-FM** Beaumont, Tex.—Broadcast Bureau granted CP to change trans. location and studio location to 1,200 feet southwest of intersection of Crow Road and Odum Street, Beaumont; install new trans.; install new ant.; make changes in ant. system (decrease height); ERP 30 kw; ant. height 220 ft.; delete both remote control locations. Action April 16.

■ **KIKK-FM** Houston—Broadcast Bureau granted CP to change studio location and remote control to KIKK(AM) site: 712 East Southmore, Pasadena, Tex.; install new trans. and new ant.; ERP 50 kw. Action April 16.

■ **KIXI-FM** Seattle—Broadcast Bureau granted license covering changes; ERP 100 kw (main); 5.4 kw (aux.); ant. height 1,150 ft. (main and aux.). Action April 17.

Fine

■ **KASE(FM)** Austin, Tex.—FCC notified KVET Broadcasting Co., licensee, that it has incurred apparent liability of \$1,000 for violation of terms of station authorization and rules by conducting program tests from April 6 to May 2, 1972, with increased power without authority of FCC. Action April 18.

Call letter applications

■ **WWMT(FM)** Mt. Washington, N.H.—Seeks WMTQ(FM).

■ **WYSH-FM** Clinton, Tenn.—Seeks WCFA(FM).

Call letter actions

■ **KEZR(FM)** Anaheim, Calif.—Granted KEZY-FM.

■ **WATR-FM** Waterbury, Conn.—Granted WENU-FM.

■ **WEFM(FM)** Chicago—Granted WICV(FM).

■ **WMBC-FM** Columbus, Miss.—Granted WJWF(FM).

■ **WTRY-FM** Albany, N.Y.—Granted WSHH(FM).

■ **WHOH(FM)** Hamilton, Ohio—Granted WYCH(FM).

■ **KNDR(FM)** Chickasha, Okla.—Granted KXXX(FM).

■ **WJAS-FM** Pittsburgh—Granted WSHH(FM).

Renewal of licenses, all stations

■ **KLMO-AM-FM** Longmont, Colo.—FCC granted license-renewal applications of Radio Longmont Inc. and denied opposing petition by Colorado Committee on Mass Media and Spanish-Surnamed Inc. Action April 18.

Modification of CP's, all stations

■ **KOED(TV)** San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 13. Action April 13.

■ **KRON-TV** San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 13. Action April 13.

■ **KCSM(FM)** San Mateo, Calif.—Broadcast Bureau granted mod. of CP to operate by remote control from trans-studio site 1700 West Hillsdale

Boulevard, San Mateo; change trans. and make changes in transmission line. Action April 16.

■ **WAFI(FM)** Milford, Del.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 1. Action April 13.

■ **WAFI(FM)** Milford, Del.—Broadcast Bureau granted mod. of CP to change trans. and ant.; make changes in frequency monitor and change TPO. Action April 16.

■ **WDDD(FM)** Marion, Ill.—Broadcast Bureau granted mod. of CP to change trans. location and studio location to main studio-trans. site; one mile north of Marion on Route 37, Marion; change trans.; change ERP and ant. height; ERP 880 w. Action April 16.

■ **WCMR** Elkhart, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to June 5. Action April 13.

■ **KJIN** Houma, La.—Broadcast Bureau granted mod. of CP to extend completion date to July 12. Action April 17.

■ **WCCO-TV** Minneapolis—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 13. Action April 13.

■ **WCCO-FM** Minneapolis—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action April 13.

■ **K60AD** Windom, Minn.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 13. Action April 13.

■ **WROA** Gulfport, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 20. Action April 17.

■ **KJEL-FM** Lebanon, Mo.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ERP 30 kw (horiz.); 25 kw (vert.); ant. height 255 ft. Action April 16.

■ ***WNNE-TV** Plattsburgh, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 13. Action April 13.

■ **WKBN** Youngstown, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 20. Action April 17.

■ ***WCLH(FM)** Wilkes-Barre, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 12. Action April 13.

■ ***KESD(FM)** Brookings, S.D.—Broadcast Bureau granted mod. of CP to change trans. and ant.; increase vertical ERP; ERP 38 kw (horiz.) and 17.5 kw (vert.). Action April 13.

■ **WRKR(FM)** Racine, Wis.—Broadcast Bureau granted mod. of CP to change trans. location (same site). Action April 16.

Translators

Actions

■ **K12GF** North Tongass Community, Alaska—Broadcast Bureau granted CP to add an amplifier to present equipment and increase output power to 5 w. Action April 13.

■ **K08BT** Manitou Springs, Colo.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 8 (180-186 mhz) to ch. 9 (186-192 mhz); change type trans. and make changes in ant. system; change call letters to K09LH. Action April 13.

■ **Raymond, Idaho**—Broadcast Bureau granted CP for new VHF translator to serve Geneva and Raymond, both Idaho, on ch. 13 (210-216 mhz) by rebroadcasting programs of KID-TV Idaho Falls, Idaho. Action April 13.

■ **K70AS** Salmon, Idaho—Broadcast Bureau granted CP to change input channel to via ch. 55, Tendoy and Baker, both Idaho; change trans. location to Baldy Mountain, approximately six miles west of Salmon, Idaho, and to make changes in ant. system. Action April 13.

■ **K83BW** Tendoy and Baker, both Idaho—Broadcast Bureau granted CP to change frequency of UHF translator from ch. 83 (884-890 mhz) to ch. 55 (716-722 mhz); change type trans. and increase output power to 100 w.; change call letters to K55AI. Action April 13.

■ **K06GD** Kimberling City, Mo.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 6 (82-88 mhz) to ch. 5 (76-82 mhz); change call letters to K05FE. Action April 13.

■ **K09LI** Phillipsburg, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Phillipsburg on ch. 9 by rebroadcasting programs of KGVO-TV Missoula, Mont.; condition. Action April 16.

■ **K07KX** Phillipsburg, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Phillipsburg on ch. 7 by rebroadcasting programs of KXLF-TV Butte, Mont.; condition. Action April 16.

■ **K13LX** Trident, Mont.—Broadcast Bureau granted license covering new VHF translator. Action April 13.

■ **K12GK** Farmington, N. Mex.—Broadcast Bureau granted CP to change principal community of VHF translator to Cortez, Mancos and Dolores, all Colorado; change type trans. and decrease output power; change frequency from ch. 12 (204-210 mhz) to ch. 11 (198-204 mhz); make changes in ant. system; change call letters to K11LP. Action April 13.

■ **K79AJ** Terrebonne, Ore.—Broadcast Bureau granted license covering changes in UHF translator. Action April 13.

■ **K65AE** Terrebonne, Ore.—Broadcast Bureau granted license covering changes in UHF translator. Action April 13.

■ **W72AT** Towanda, Pa.—Broadcast Bureau granted CP to make changes in ant. system. Action April 13.

■ **K11KZ** Dryden, Wash.—Broadcast Bureau granted license covering new VHF translator. Action April 13.

Ownership changes

Applications

■ **KMEN(AM)** San Bernardino, Calif.—Seeks assignment of license from Valjon Inc. to Lincoln and Sylvia Dellar for \$525,000. Sellers: Walter Richey, president, et al. Valjon is also selling its other broadcast interests, KPOI-AM-FM Honolulu. Buyers: Lincoln and Sylvia Dellar (each 50%). Mr. Dellar owns radio consultant, management and sales firm. He and Mrs. Dellar each own 42% of KACY-(AM) Port Huene, Calif. Ann. April 5.

■ **WPDQ-FM** Jacksonville, Fla.—Seeks assignment of CP from Belk Broadcasting Co. of Florida Inc. to Virtually Perfect Inc. for \$425,000. Seller: Henderson Belk (100%). Mr. Belk owns WPDQ(AM) Jacksonville and WAOK(AM) Atlanta. Buyers: John T. Rutledge and Joseph S. Field Jr. (each 30%), et al. Messrs. Rutledge and Field own 30% each of WQXX(FM) Hialeah and 26% each of WQXM(FM) Clearwater, both Florida. Mr. Field also owns 72% of WRK-AM-FM West Palm Beach, Fla. Ann. April 5.

■ **WFSO(AM)** Pinellas Park, Fla.—Seeks transfer of control of Pinellas Radio Corp. from William D. Mangold (51% before, none after) to Dan L. Johnson (24% before, 50% after) and Elwyn Johnson (25% before, 50% after). Consideration: \$30,000. Principals: Dan Johnson formerly was minority owner of men's hairpiece business. Ann. April 5.

■ **WSEB-AM-FM** Sebring, Fla.—Seeks assignment of license from Sebring Broadcasting Corp. to Harry J. Morgan trading as Morgan Broadcasting Co. for \$82,000. Sellers: Francis J. Matrangola, president, et al. Buyer: Mr. Morgan (100%). Mr. Morgan owns WSKT(AM) Knoxville, Tenn. Ann. April 5.

■ **WBYG(AM)** Savannah, Ga.—Seeks assignment of license from Space Broadcasting Inc. to WBYG Inc. for \$95,000, plus \$46,000 for covenant not to compete. Sellers: Carter C. Peterson, president, et al. Buyers: Norrell Broadcasting Group Inc. (100%). Guy W. Millner is president and 90% owner of Norrell Southeastern Corp., owner of Norrell Broadcasting as well as Norrell Personnel Service Inc., Norrell Temporary Services Inc. and others. Norrell Southeastern owns KGRI(AM) Griffin, Ga. Ann. April 5.

■ **WREM(AM)** Jenkins, Ky.—Seeks transfer of control of Cardinal Broadcasting Co. from H. Gene Sturgill, receiver, to Interstate Broadcasting Co. Consideration: \$67,577. Mr. Sturgill owns 100% of stock of Cardinal Broadcasting as receiver and is president and general manager of station. He also is principal of Interstate Broadcasting. Ann. April 10.

■ **WRJW(AM)-WJOJ(FM)** Picayune, Miss.—Seeks transfer of control of Tung Broadcasting Co. from Hugh O. Jones (79% before, none after) to James O. Jones II (13% before, 64% after), et al. Consideration: \$30,000. Principal: James Jones is general manager of WRJW-WJOJ. Ann. April 5.

■ **WBAZ(AM)** Kingston, N.Y.—Seeks assignment of license from Hunter Broadcasting Group Inc. to Town & Country Broadcasting Corp. for \$100,000. Sellers: William A. Hunter, president, et al. Mr.

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Hunter has interests in WDOT(AM) Burlington, Vt., and in WWJB(AM) Brookville, Fla. Buyer: Gordon G. Zellner (100%). Mr. Zellner is director of retail sales, Katz Agency, New York rep firm. Ann. April 5.

■ WEGG(AM) Rose Hill, N.C.—Seeks assignment of CP from J.M. Farlow and William D. Mills to Jeff B. Wilson and William D. Mills for \$6,000. Buyers: Mr. Wilson (90%) and Mr. Mills (10%). Mr. Wilson owns 10% of WZOO(AM) Asheboro, N.C. He owns Jeff Wilson Associates, rent-a-car firm in Raleigh, N.C., as well as other real estate interests. Mr. Mills owns 50% of Mills & Thomas Appliance & Furniture Co., Maysville, N.C. Ann. April 5.

■ WPGH-TV Pittsburgh—Seeks assignment of license from Vincent M. Casey, receiver for U.S. Communications of Pittsburgh Inc., to Pittsburgh Telecasting Inc. Buyers: Leon A. Crosby (20%) and Stip Realty Inc. (80%). Mr. Crosby is licensee of KEMO-TV San Francisco. Henry Posner Jr. is principal of Stip Realty. He is officer and director of Pittsburgh Outdoor Advertising Corp. and subsidiaries. Ann. April 3.

■ WTNN(AM) Millington, Tenn.—Seeks assignment of license from Gary L. Acker to The Moore Co. for \$205,000. Seller: Mr. Acker is acquiring KEGG(AM) Daingerfield, Tex. Buyers: W. E. Moore, president (99.9%), et al. Mr. Moore owns 78% of Ken-Mor Homes Inc., real estate and construction firm. Ann. April 10.

■ KEGG(AM) Daingerfield, Tex.—Seeks assignment of license from Beaman Advertising Inc. to Gary L. Acker for \$35,000. Buyer: Mr. Acker has sold, subject to FCC approval, his other broadcast interest, WTNN(AM) Millington, Tenn. He also owns 25% of firm applying for new AM in Springfield, Mo. Ann. April 5.

■ KPXE(AM) Liberty, Tex.—Seeks assignment of license from Liberty County Broadcasters Inc. to Dorsey Eugene Newman for \$94,319. Sellers: C. L. Wilson Jr., president, et al. Buyers: Mr. Newman, general manager of KPXE, owns WHRT(AM) Hartselle, Ala. He also owns Hartselle TV Cable Co. Ann. April 13.

■ WXBB(FM) Warrenton, Va.—Seeks assignment of CP from International Broadcasting Corp. to WKTF Inc. for \$600. Sellers: James E. Bohannon, president, et al. Buyers: Fred J. Crescente (100%). Dr. Crescente practices medicine in Paterson, N.J. WKTF Inc. owns WKOW(AM) Warrenton. Ann. April 10.

Actions

■ WABB-AM-FM Mobile, Ala.—Broadcast Bureau granted acquisition of positive control of WABB Inc. by Bernard Dittman (50% before, 98% after), through purchase of stock from J. W. Dittman (48% before, none after). Consideration: \$237,500. Principal: Bernard Dittman is general, promotion and commercial manager of WABB. Action April 13.

■ KPBA(AM) Pine Bluff, Ark. Broadcast Bureau granted acquisition of positive control of Radio Pine Bluff Inc. by Bruce H. Gresham (50% before, 100% after) through sale of stock of J. C. Noble (50% before, none after) to licensee corporation. Consideration: \$10,000. Action April 13.

■ KOWN-AM-FM Escondido, Calif.—Broadcast Bureau granted assignment of license from Palomar Broadcasting Co. to Palomar Broadcasters Corp. for \$512,000. Sellers: Alan B. Skuba, president, et al. Mr. Skuba has majority interest in KGOE(AM) Thousand Oaks, Calif. Buyers: John D. Feldmann and Arthur B. Hogan (each 40%), et al. Messrs. Feldmann and Hogan have brokerage firm in Burbank, Calif. They also have majority interest in Phoenix Broadcasters Corp., applicant for assignment of KAVR-AM-FM Apple Valley, Calif. Action April 17.

■ KFI(AM) Los Angeles—FCC granted pro forma assignment of license from Earle C. Anthony Inc. to Donald H. Ford, trustee of estate, and concurrent assignment from Mr. Ford to KFI Inc. for \$14,927,000. Buyer: KFI Inc. is wholly owned subsidiary of Cox Broadcasting Corp., station group owner. Cox stations are: WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; KTVU(TV) Oakland, Calif.; WIIC-TV Pittsburgh, and WIOD(AM)-WAlA(FM) Miami. Action April 18.

■ KWSR(AM) Rifle, Colo. Broadcast Bureau granted transfer of control of Oil Shale Broadcasting Co. from J. Productions Inc., Jerome P. Vondergeest, Dr. D. Eugene, Hulda H. Cowen, et al. (together 71.1% before, none after) to Charles Norman Price (none before, 71.1% after). Consideration: \$46,443. Principal: Mr. Price has minority interests in KSTR(AM) Grand Junction, Colo., and is manager of KWSR(AM). Action April 13.

■ WOOO(AM) DeLand, Fla.—Broadcast Bureau granted assignment of license from Shom Broadcasters Inc. to DeLand Broadcasting Inc. for \$200,000. Sellers: Brian E. Tolby, president, et al. Shom Broadcasters also owns WDLF(FM) DeLand. Buyers: Ashley T. Joyner (25%), Gussie E. Lehmann and Gordon H. Monroe (both 37.5%). Mr. Joyner is general manager of KERV(AM) Kerrville, Tex. Messrs. Lehmann and Monroe have extensive real estate and land development interests in Texas. Action April 13.

■ WEEF-AM-FM Highland Park, Ill.—Broadcast Bureau granted assignment of licenses from Unique Radio Inc. to Vanguard Communications Inc. for \$290,000. Sellers: Irwin J. Askow, secretary, et al. Buyer: James F. Hoffman (100%). Mr. Hoffman, formerly sales manager of KDKA-TV Pittsburgh, is account executive with John Blair Co., Chicago broadcast station representative firm. Action April 13.

■ WMIX-AM-FM Mt. Vernon, Ill.—Broadcast Bureau granted transfer of control of Mt. Vernon Radio and Television Co. from Ruby L. Miller, executrix of estate of John R. Mitchell, John Page Wham, successor executor of estate of Eleanor R. Mitchell, et al. (100% before, none after) to Withers Broadcasting of Illinois Inc. (none before, 100% after). Consideration: \$600,000. Broadcast Bureau also granted assignment of license from Mt. Vernon Radio and Television Co. to Withers Broadcasting of Illinois. Principals: W. Russell Withers Jr. (85%), et al. Mr. Withers owns 90% of KGMO-AM-FM Cape Girardeau, Mo. Actions April 13.

■ KBAB(AM) Indianola, Iowa—Broadcast Bureau granted assignment of license from Town and Country Broadcasting Co. to Warren Broadcasting Inc. for \$115,000. Sellers: Glenn R. Olson, vice president, et al. Buyers: McCord Real Estate & Auction Co., Indianola, Grinnell Shoe Co., Grinnell, and Duane Sandage Real Estate & Farm Management Inc., Clarion, all Iowa (each 33 1/3%). Principals of three firms are Max McCord, Duane Sandage and Sharp Lannom. Action April 19.

■ WTIQ(AM) Manistique, Mich.—Broadcast Bureau granted assignment of license from Manistique Broadcasting Co. to WTIQ Inc. for \$200,000. Seller: David M. Kelly. Buyer: Community Broadcasters Inc. (100%). Community Broadcasters is licensee of WGHJ-AM-FM Grand Haven, Mich. Principals: Douglas J. Tjapkes, president (50%), et al. Action April 13.

■ WJPR(AM) Greenville, Miss.—Broadcast Bureau granted assignment of license from Bruce H. Gresham and J. C. Noble to Bruce H. Gresham and John K. Gresham for \$190,000. Buyers: Bruce Gresham (70%) and John K. Gresham (30%). Bruce Gresham is general manager of WJPR. John Gresham is advertising manager of station. Bruce Gresham is owner of KPBA(AM) Pine Bluff, Ark. (see above). Action April 13.

■ WSUF(AM) Patchogue, N.Y.—Broadcast Bureau granted transfer of control of Adams Getschal Broadcasting Co. from Lee Gilbert, James L. Putreshe and Keith E. Putreshe (as group, 51% before, none after) to WSUF Broadcasting Co. (49% before, 100% after). Consideration: \$413,048. Principals: Delaware Valley Small Business Investment Co. and Capital Corp. of America (each 50%). Action April 6.

■ KOCA(AM) Kilgore, Tex.—Broadcast Bureau granted transfer of control of Radio Kilgore Inc. from A. Glenn Morton Jr. and William G. Morton (together 100% before, none after) to Ewing Adams, Douglas B. Humble, William Y. Rice and Gillett Sheppard (as group, none before, 100% after). Consideration: \$252,500. Principals: Messrs. Adams, Sheppard and Rice are partners in real estate development in Longview, Tex. Messrs. Adams and Sheppard are lawyers in law firm, Adams & Sheppard, Longview. Mr. Humble owns and operates flight training and service company in Texas. Action April 19.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced April 17 (stations in parentheses are TV signals proposed for carriage):

■ Teleprompter of Simi Inc., Camarillo, Calif. (Add KMEX-TV Los Angeles; KEYT Santa Barbara, Calif.).

■ Colorado Intercable Inc., Jefferson county (Applewood subdivision) and Jefferson county (Columbine area), Colo. (KMGH-TV, KBTU-TV, KOA-TV, KWGN-TV and KRMA-TV, all Denver; KTVT-TV Fort Worth; KDTV Dallas; XEJ-TV Juarez, Mexico).

■ Fulton Community Antenna Television Systems Inc., Canton, Ill. (Add WTVP Peoria, Ill.; WSNS-TV Chicago).

■ Champaign-Urbana Communications Inc. Urbana, Ill. (WCIA and WICD, both Champaign, WAND Decatur, WICS Springfield, WILL-TV Urbana, WGN-TV, WFLD-TV and WTTW, all Chicago, WSU-TV Carbondale and WIJY-TV Jacksonville, all Illinois).

■ Old Capital Cables Inc., Corydon, Ind. (WHAS-TV, WAVE, WKLY-TV, WDRB-TV, WKPC-TV and WKMJ-TV, all Louisville, Ky; WTTV-TV Bloomington and WTVW-TV Evansville, both Indiana).

■ Princeton Cable TV Inc., Princeton, Ind. (WEHT, WFIE, WTVW and WNIN, all Evansville, Ind.; WTTV Bloomington, Ind.; WDRB Louisville, Ky.).

■ Elko Cable TV, Elko, Nev. (Add KEKO Elko, Nev.).

■ Telecommunications Inc., Mountain Lakes boro, N.J. (WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV, WCRB-TV, WPIX, WNET, WNYE-TV and WNYC-TV, all New York; WNUJ-TV Linden, WXTV Paterson, WNJM Montclair; WYJW New Brunswick and WNT Trenton, all New Jersey; WPHL-TV and WTAJ-TV, both Philadelphia; WNJS Camden, N.J.).

■ Lovington Antenna Co., Lovington, N. M. (Add KOAT-TV Albuquerque, N. M.; KTXI-TV Lubbock, Tex.; XEJ-TV Juarez, Mexico).

■ Windsor Cablevision Inc., Windsor, N.C. (WUNC Columbia, N.C.; WTAR and WAVY, both Norfolk, Va.; WITN Washington, N.C.; WNCN Greenville, N.C.; WNCN New Bern, N.C.; WVEC Hampton, Va.; WYAH Portsmouth, Va.).

■ Stark County Communications Inc., Fredericksburg, Ohio (WKYC-TV, WEWS, WJW-TV, WKBF-TV and WVIZ-TV, all Cleveland; WUAB-TV Lorain, WAKR-TV Akron and WJAN Canton, all Ohio).

■ Tele-Media Company of Lake Erie, Geneva township and Harpersfield township, both Ohio (WKYC-TV, WEWS, WJW-TV, WUAB, WKBF-TV and WVIZ-TV, all Cleveland; WAKR-TV Akron, Ohio; WICU-TV, WSEE, WJET-TV and WQLN, all Erie, Pa.; WFMJ-TV, WKBN-TV and WYTV, all Youngstown, Ohio; WKBD-TV Detroit; CKCO Kitchener, Ont.; CHCH Hamilton, Ont.; CFPL-TV London, Ont.).

■ Southwest Cable Corp., Peebles, Ohio (WLWT, WCPD-TV and WKRC-TV, all Cincinnati; WKIX-TV Newport, Ky.; WLWC, WTVN and WBNS-TV, all Columbus, Ohio; WSAZ-TV and WHTN-TV, Huntington, W. Va.; WHIO-TV Dayton, Ohio; WKMR Morehead, Ky.; WLEX-TV Lexington, Ky.; WPBO-TV Portsmouth, Ohio).

■ Danville CATV, Danville, Derry township, Point township, Mahoning township, Liberty township, Montour township, Cooper township, Valley township, Limestone township, Riverside borough and Washingtonville borough, all Pennsylvania (Add WPHL, WTAJ-TV and WKBS-TV, all Philadelphia; WNEW-TV New York).

■ Lewisburg CATV and Milton CATV, Kelly township, Pa. (Add WPHL, WTAJ-TV and WKBS-TV, all Philadelphia; WNEW-TV New York).

■ Lewisburg CATV, Lewisburg borough and East Buffalo township, both Pennsylvania (Add WPHL, WTAJ-TV and WKBS-TV, all Philadelphia; WNEW-TV New York).

■ Milton CATV, Milton borough, White Deer township and Turbot township, all Pennsylvania (Add WPHL, WTAJ-TV and WKBS-TV, all Philadelphia; WNEW-TV New York).

■ Lewisburg CATV, Union township and Buffalo township, both Pennsylvania (Add WPHL, WTAJ-TV and WKBS-TV, all Philadelphia; WNEW-TV New York).

■ Watsonville CATV, Watsonville, Delaware township, White Deer township, Lewis township, Turbotville borough and McEwensville borough, all Pennsylvania (Add WPHL, WTAJ-TV and WKBS-TV, all Philadelphia; WNEW-TV New York).

■ Milton CATV and Lewisburg CATV, West Chillisquaque township and East Chillisquaque township, both Pennsylvania (Add WPHL, WTAJ-TV and WKBS-TV, all Philadelphia; WNEW-TV New York).

■ Pine Tree Communications Inc., Woodruff and Arbor Vitae, both Wisconsin (WAOE-TV Rhineland, WAOV-TV and WSAU-TV, both, Wausau and WNPB Marquette, all Michigan).

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Teleprompter of Florida Inc., St. Petersburg and New Port Richey, both Florida; Teleprompter Gulf Coast CATV Corp., Hillsborough county, Fla.; Teleprompter of Florida Inc., Plant City, Ocoee, Winter Garden, New Smyrna Beach, Edgewater, St. Cloud, DeLand, Volusia county and Osceola county, all Florida; Piedmont Cablevision Inc., Greenville county, S.C. Actions April 13.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Suburban Cable TV Co., Haverford township and Ultracom of Maple Inc., Maple township, both Pennsylvania; Minnesota CATV, Minnesota, Minn.; Ultracom of Haverford Inc., Haverford township, Pa.; Signal Improvement Systems Inc., El Reno, Okla. Actions April 13 and 18.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Alabama Cablevision Co., Hartselle, Ala.; Lakeland Cablevision Inc., village of Perham, Minn.; Capital Cablevision, Lansing township, Mich.; Gilroy Cable TV, Gilroy and Hollister, both California; Teleprompter Cable Communications Corp., Rock Island, Ill.; Northwest Cablevision Inc., Tukwila, Wash. Actions April 17 and 18.

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Community TCI of Kansas Inc., Leavenworth, Kan.; Tele-Media Company of Lake Erie, New Waterford

village, Ohio; Green Country Cablevision Inc., Pryor, Okla.; Treasure Valley Telecable Inc., Sumpster, Ore.; Good-Vue CATV Inc., Spring Valley, Ramapo and Clarkstown, all New York; Continental Transmission Corp., Rochelle, Ill. Actions April 13.

■ Stockton, Calif.—FCC granted certificate of compliance and authorized Big Valley Cablevision Inc. to carry signals of California television stations: KCRA-TV, KXTV(TV), KTXL(TV), *KVIE(TV) and KMUV-TV, all Sacramento; KOVR(TV) Stockton; KLOC-TV Modesto; *KQED(TV), KBHK-TV and KEMO-TV, all San Francisco; and KTVU(TV) Oakland. Oppositions by two proposed operators of Stockton cable systems, Tel-Vue Stockton Inc. and California Antenna T-V Inc., and by Central California Educational Television, licensee of KVIE(TV), and Great Western Broadcasting Corp., licensee of KXTV(TV), were denied. Action April 18.

■ Buena Vista, Colo.—FCC granted petition by Leacom Inc. for reconsideration of March 13 denial of request for certificate of compliance to begin

cable TV operations at Buena Vista, issued certificate of compliance. Action April 18.

■ Asheville, N.C.—FCC granted certificate of compliance and authorized Thoms Broadcasting Co. to add signal of WRET-TV Charlotte, N.C., to existing cable system in Greenville-Spartanburg-Anderson, S.C.—Asheville, N.C. major television market. Action April 18.

■ Parma, Ohio—FCC granted certificate of compliance and authorized Cleveland Area TV Inc. to carry following television signals: WKYC-TV, WEWS(TV), WJW-TV, *WVIZ-TV and WKBF-TV, all Cleveland; WAKR-TV Akron and WUAB-TV Lorain, both Ohio; WKBD-TV Detroit; CKLW-TV Windsor, Ont. Action April 18.

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 sched-

ules and franchise grants. Franchise grants are shown in *italics*.

■ Kingman, Ariz.—American Cable TV, Havasu City, Ariz., and Tele Cable, Dillon, Colo., have applied for franchise.

■ *Marshalltown, Iowa*—City council granted franchise to Marshalltown Cablevision, subject to public referendum. Firm will charge \$12.50 for installation and \$5.50 per month. Marshalltown Cablevision is jointly owned by Hawkeye Communications and Athena Communications Corp.

■ *Baltimore county, Md.*—County council awarded franchise to Calvert Telecommunications Corp., locally owned and operated company.

■ *Aitkin, Minn.*—Village council granted franchise to KT Television of International Falls. Firm will charge \$6.95 monthly.

■ West Bend, Wis.—RVS Cablevision Corp. of Elm Grove, Wis., has applied for franchise. Firm proposes installation fee of \$25 and monthly rate of \$6.

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 weekly minimum.

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢—per—word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All others \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

RADIO

Help Wanted Management

General Manager. Top five market FM station. Multiple station ownership. Submit qualifications and salary requirements to Box D-306, BROADCASTING. Previous employers will not be contacted without your permission.

Vice President/Radio. Expanding group broadcaster has exceptional opportunity for radio executive capable of assuming total responsibility for 10 radio stations. We want an individual with a proven record of achievement. \$75,000 plus executive package. Resumes may be sent to Box D-307, BROADCASTING.

Assistant to the president. Expanding communications company with television, radio, newspaper and cable TV interests is seeking candidates for this newly created position. Qualifications include college degree, and media sales experience. Under minimum supervision, must have ability to formulate and execute corporate policy while maintaining good relationships with company executives. \$32,000 salary plus profit sharing and bonus. Mail confidential resume to president, Box D-311, BROADCASTING.

Help Wanted Sales

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.

Professional salesman for a professional Rocker. Solid AM looking for the right man to grow with us. If you love radio and want to work with a top notch staff, send resume now. We will wait for the right person. Make between \$8,500 and \$12,000 first year. Box D-264, BROADCASTING.

Sales Manager for small market, central New York. Beautiful Music FM. Salary/commission. Send resume. Box D-265, BROADCASTING.

One of the nation's finest and largest group broadcasters has two openings at its top station in the Midwest. We are looking for experienced sales professionals ready for advancement to a major market. Rush your resume to Box D-278, BROADCASTING.

Wanted—Combination announcer-salesman for small market in Missouri. Professional attitude and willingness to take direction a must. We will teach you to sell, so past experience is not important. Total compensation is \$150 per week or more to start. Opening between May 15 and June 15. No tapes now, send resume and recent picture to Box D-291, BROADCASTING.

Major radio group is adding retail sales manager at each of its 7 stations. Minimum \$35,000. Aggressive salesmen and sales managers please respond with resume to Box D-301, BROADCASTING. Our employees know of this ad.

Immediate opening for experienced salesman with top rated Chicago station. Excellent demographics. Realistic potential of \$40,000 first year. Box D-324, BROADCASTING.

Leading national rep is increasing New York and Chicago sales staff. Exceptional opportunity for station salesman interested in learning the rep business. \$27,500 base plus good incentive. Box D-329, BROADCASTING.

Salesman, Stereo Rock format, top ratings, Pop. 165,000. To \$17,000 depending on track record. Resume to KFMQ, Lincoln, Nebr.

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..

Radio time salesman a pro for Newark area. High draw versus commission. Good background in intangibles desired but not as essential. Car necessary. This is a position for an experienced person who can produce. Replies write or call General Sales Manager, WNJR, 1700 Union Ave., Union, N.J. 07083.

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.

Help Wanted Sales Continued

Class C station serving Broward, Dade and Palm Beach Counties with 100,000 watts needs two top FM only salesmen. Soonest! Contact: Bill Sherry, Box 1400, Ft. Lauderdale, Fla. 305-566-6921.

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.

Strong air personality for #1 top 40 station in Western medium market. Must have good personal character, creative talent, production ability and willingness to take direction. Send air check and resume to Box C-179, 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.

Maryland station looking for a first phone man. Must be willing to do announcing or engineering on any shift. Box D-259, BROADCASTING.

Upper Midwest super rocker is actively seeking super jock who can follow strict more music format. The candidate selected will be morning man, 6-10. Applicants must currently be employed in a Rock station capable of moving up to a market of 250,000. 1972-73 college grads with college station experience might be considered. Send tape, resume and photo if you have one to Box D-270, BROADCASTING.

If you are experienced, mature, can handle drive position, want job at proven MOR that pays well, excellent fringe benefits, located great Northeast community. Send tape, resume, references. Box D-294, BROADCASTING.

KINA, 910 KHz, daytime, Salina, Kansas, 40,000 population, is adding announcer to staff. Send tape, photo and resume to Bill Melton, Program Director.

First phone, experienced for Gospel radio station in Jacksonville, Fla. Send air check and resume to Mr. C. Macri, WBIX, Jacksonville, Fla. or call 904-641-1010.

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, WBW Radio, Box 7475, Orlando, Fla. 32804.

Daytime free for golf, etc. Take our nightshift! 6 nights; in at 6, out at 1, all day open for other things. Ride herd on tapes, personality shows, assist in talk show production. Minimum announcing. 1st phone required but no maintenance. Nice people, good surroundings, hospitalization, etc. Start \$155. Send tape and details to Ed K. Smith, WCMB, Box 3433, Harrisburg, Pa. 17105.

Help Wanted Announcers Continued

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.

Wanted: Experienced Gospel dj for the nation's leading successful Gospel station. Programing Gospel music all day. Good fringe benefits. Send tape and resume to Perry Walders, WUST, 815 V St., N.W., Washington, D.C. 20001.

Immediate opening for experienced announcer. Salary commensurate with experience and quality. Contact H. Borwick, WVOS, Liberty, NY. An Equal Opportunity Employer.

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

Haven't found right person. Need sales-announcer. Call Mrs. Warren, 315-363-6051.

Immediate opening for a Contemporary first phone personality for no. 1 station in its market. Call PD at 201-887-1613. An Equal Opportunity Employer.

Kentucky-Top 40 man with ideas and a self starter. Sales if wanted—also play-by-play. Immediate opening. Call 606-248-5842.

Help Wanted Technical

Chief engineer for like new non-directional AM and automated FM. Southwest resort area. Full maintenance. Light air watch. Excellent working conditions. Medium-small market. Local ownership. \$800 per month start. Successful operation. Write Box D-261, BROADCASTING.

Major market Eastern states top references. Applicants mail resume to Box D-279, at BROADCASTING Magazine.

Chief Engineer, KFXD-AM in beautiful Boise, 5KW, 24 hours, DA-N. 208-345-8812, Box 107, Boise, Idaho. 83701. Wayne Cornils.

Help! Small medium market is building new radio-Cable-TV studios. We need an engineer-announcer. 4 hours on board and 4 hours engineering. Opening now! Write: Bob Everhart, KJNO Radio, Box 929, Juneau, Alaska 99801, or give us a call at 907-586-3601.

First phone man to read meters at transmitter. Any age. Will train beginner. WAMD, Aberdeen, Md. 21001.

Chief engineer for AM-DA fulltime. Chief experience required. Announcing skills will be worth even more. Send complete background and references to WPVL, Painesville, Ohio.

Small market northern Minn. AM/FM Stereo looking for person who has experience and wants to move into CE position. Must know all phases AM/FM Stereo. Must do limited announcing. Salary \$525. Call 218-927-3322.

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.

News bureau manager, 12,000 enrollment state university, MA degree preferred, must have practical broadcast reporting experience, will advise weekly student newspaper, possibility of some teaching. Equal Opportunity Employer, faculty salary scale, excellent fringe benefits. Reply Box D-255, BROADCASTING.

Newsman with capability to head department for new medium sized Northeastern black oriented station. Must have one or two years experience and a desire to be a true communicator in urban affairs. Rush tape and resume to Box D-266, BROADCASTING. An Equal Opportunity Employer.

Play-by-play sports/news announcer wanted for top rated Country station. Must be able to do basketball, football, and baseball. Must be experienced. Salary is open based upon ability. Send tape, resume and picture to Mike Thomas, KBBQ Radio, Box 5151, Ventura, Calif.

Newsman. Immediate opening to gather, write, present. Delivery important. Salary based on ability. Send tape and resume to WCVS, Box 2697, Springfield, Ill. 62708. Equal Opportunity Employer.

Help Wanted News Continued

Announcer, interested in gathering and writing local news. Board work, 3rd phone. \$150 with experience. WHTG, Eatontown, N.J.

Help Wanted Programing, Production, Others

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.

Montana 5 KW MOR needs PD. Must have voice, personality. Know music. Be able to work in our format. Ambition a must. No paper shufflers. Tape, resume, references. Box D-342, BROADCASTING.

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.

Situations Wanted Management

14 years of programing, 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.

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.

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.

Management team. Two professionals in major market seek first management opportunity. Nearly thirty years experience. Let us reorganize, economize, increase sales and listeners. Make it worth our while—we'll make it worth yours! Box D-272, BROADCASTING.

Package deal super funlovin' crew, secondary market near Green Bay with proven track record. General Manager, 3 salesmen, traffic and program director. Major market quality jocks. Box D-286, BROADCASTING.

Successful Director Manager seeking management responsible facility. (Station being sold) Knowledgeable all phases including FCC. Cost conscious, sales oriented. Professional, honest family man, community involved. Box D-297, BROADCASTING.

Station manager heavy on sales. Experienced, sober, reliable, references. Small-medium market New York or Pennsylvania. Box D-339, BROADCASTING.

Situations Wanted Sales

Sales Manager. Would merge proven sales record, sound broadcasting experience with adult programed outlet, friendly southern city. Box D-252, BROADCASTING.

BJ graduate seeking career in sales. Contact: Jim Fienup, 535 University, Norman, Okla.

Situations Wanted Announcers

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.

Seeking announcing job anywhere in the US. Graduate of two broadcast schools. First phone. Versatile, dependable. Prefers MOR but will do any type of format. Approximately 1 1/2 years experience. If interested, write Box D-275, BROADCASTING.

First phone, some experience, prefer Rock, consider any format. College grad willing to work hard, will relocate. Robert Powers, 27 Valley View Rd., Chap-paqua, N.Y. 10514. 914-238-3390.

Situations Wanted, Announcers Continued

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.

First phone, 2 1/2 years experience in college radio needs job as board operator or combo. Southern Calif. preferred. Also enjoy late night shifts. Kevin Stern, 1311 Bessett, No. Hollywood, Calif. 91605.

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.

Announcer, news and music. Bright, creative, copy-writing production capabilities. Experienced, tight board, 3rd endorsed. Sales training and experience. Wide knowledge of music. Up tempo MOR, Jazz, R&B preferred but can do it all. Hearing is believing! Box D-248, BROADCASTING.

Currently MOR, seeking Top 40, medium market. 3rd phone, single, 22. Hard worker. 4 years experience all phases. Relocate all but Northeast. Box D-283, BROADCASTING.

Tired of same old rap? Bright, imaginative have training and talent and third ticket. Sick and tired of "no openings". Needs first big break. Phone Chuck 312-545-1698. Box D-284, BROADCASTING.

Money back guarantee—personable, young female, recent broadcast school graduate, desires small to medium market air personality slot, any shift. Dedicated, reliable, third endorsed, will relocate. Tape, resume available. Your money cheerfully refunded if not satisfied after 14 day trial. Reply Box D-334, BROADCASTING.

Intelligent, young, broadcaster with desire to succeed in radio. Willing to work long, hard hours to achieve this goal. Tight board, creativity. Specs Howard grad, with 3rd endorsed. Willing to relocate. Contact Gary O'Bara, 1749 Kings Rwy., Lincoln Pk, Mich. 48146. 313-381-0579 for audition tape and resume.

Announcer, top notch part-time salesman, well informed, top sportsman with play-by-play experience. Over a year's experience, mostly in LA market. Loves radio more than money. Call Bob Brill, 213-367-5177 (mornings), 3rd.

Professional (Top 40) personality, four years, large medium or major only. References. Box D-135, BROADCASTING.

FM only, low key dj. Rock, talk, money not main factor, piece of mind is. Exp. Box D-281, BROADCASTING.

Creative three-year broadcasting veteran wants change to bigger market—PD—or both! Play-by-play football, basketball and baseball; Rock and MOR music directing and air shifts; remotes; copy plus TV air work and sales and race track announcing. Believer in creative personality radio. Let me reach my potential. We'll both benefit. Box D-282, BROADCASTING.

DJ, tight board, experienced. Newscaster, authoritative voice, dependable, versatile, creative. Prefer New York, Jersey area, will relocate. Box D-290, BROADCASTING.

Presently small market PD/Operations Manager plus warm, conversational morning man. Seeking larger market opportunity on air with eventual management. Prefer New England. Stable. Salary approximately \$200 to start. Box D-295, BROADCASTING.

15 years experience, dj, telephone talk show, early morning, all night, whatever you need, I have. Do mel Box D-299, BROADCASTING.

Top flight newswoman, 25, seeking news position with Northeast station. 3 years experience as News Director for Soul stations. Excellent credentials. Box D-300, BROADCASTING.

C&W dj for 10 years looking a spot in the West or Southwest. Need \$700m. Box D-341, 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.

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.

Good, responsible dj Specs Howard School grad, looking for employment small or medium market. Prefer MOR station in Mich. but will relocate. Info, tape, resume write: Jim Hoffmaster, 1042 Helen Lane, Madison Heights, Mich. 48071. Call 313-544-3041.

Situations Wanted Technical

Engineer, first class license, experienced in studio master control operations, UHF transmitters. Desires video tape position. Box D-173, BROADCASTING.

Engineer-announcer: Experienced, proofs, directionals, etc. Country-Western specialist, production, copy-writer. Prefer Southwest or Midwest. Box D-251, BROADCASTING.

Chief engineer/announcer experienced AM directional FM Stereo SCA, STL, Proof of performance. Phone 315-789-9510 or Box D-269, BROADCASTING.

Highly experienced chief engineer available immediately. References. Family. Prefer small market. 916-663-7982.

Technician with first. Need work immediately. Ken MacGregor, 840 NE 78th St., A-103, Miami, Fla. 33138.

Dial 1-215-382-2358 for experienced 1st class license AM-FM-TV engineer, including directional, now available.

Situations Wanted News

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.

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.

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, 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.

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.

Currently Operations Manager in suburban top 5 market, but would like to get back into heavy local news operation. College degree, major market news background. Box D-335, BROADCASTING.

Would like news, sports or both. 22, married, 1973 Dartmouth graduate. Four years experience in commercial AM and TV. Strong play-by-play, sports commentary and news. 3rd phone. I am working now, but would like a chance to grow and learn more in a larger market. Write Box D-338, BROADCASTING.

I'm no rookie in play-by-play. 7 years radio experience. Inventor of best selling—Baseball, Basketball, Football game. Will accept position with a major league or minor league team. Call 312-827-0844.

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., #8, Des Moines, Iowa 50314.

Situations Wanted Programing, Production, Others

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 programing position with a station that feels the same. I'm looking for a position with a future. Box D-215, BROADCASTING.

Positive programing 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.

Situations Wanted Programing, Production, Others Continued

25 years experience. Desire quality station. Write, produce, announce. Resume on request. Box D-256, BROADCASTING.

Experienced operations/production person is seeking a job at a community oriented station. Preferably public but will go commercial. Box D-277, 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 Winters, Saginaw, Mich. 48602. 517-793-6253.

You already have Top 40, Soul, C&W, Easy Listening, MOR maybe even a Progressive Rock station in your market. Man what are you waiting for? I've got this Progressive Music format that will hit both the hip black and white audience in medium or major market. I have proof. Call 215-372-9795 or write Mike Valgus, 514 Bingham St., Reading, Pa. 19602.

Here's my track record: Second highest morning drive-history of Wichita Rocker; highest afternoon drive-history of St. Louis Rocker, as PD brought Kansas City Rocker from 9th to 3rd in 6 months; highest night ratings in 2 1/2 years—Milwaukee AM Rocker; highest night ratings—history of Milwaukee FM radio. Available as consultant or permanent PD. Call 312-827-0844.

TELEVISION

Help Wanted Management

VP/General Manager for large market network affiliate. \$50,000 salary plus 1% of cash flow. Excellent opportunity. Send resume today. Box D-321, BROADCASTING.

Local Sales Manager. Top rated network affiliate. 1972 local sales approximately 2 million. Salesmen ready for management should send resume and salary requirements to Box D-327. All replies answered.

Executive development program. Major broadcasting corporation is seeking candidates for 2 year executive development program that will lead to responsible management position at end of training period. Strong interest in sales necessary. Mail resume to Box D-332, BROADCASTING. An Equal Opportunity Employer.

Help Wanted Sales

Director of Marketing. College graduate with limited station experience needed to contact top-level agency management and company ad manager to develop new business for major network affiliated TV station. \$20,000 plus bonus. Box D-312, BROADCASTING.

Denver station has immediate sales opening. First year income 20K to 25K depending on experience. Send detailed resume to Box D-316, BROADCASTING.

Leading national rep is increasing New York and Chicago sales staff. Excellent opportunity for station salesman interested in learning the rep business. \$27,500 base plus good incentive. Box D-319, BROADCASTING.

Help Wanted Technical

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.

Two well qualified engineer trainees for Texas station. Box D-263, 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-337, BROADCASTING.

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.

Assist. Chief. Must be experienced with RCA equipment, TK-42, TK-27, TR-70 and TTU-30 transmitter. Equal Opportunity Employer. Submit resume and references to Box 631, Decatur, Ill.

Help Wanted News

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.

Weekend anchor, three days a week utility reporting, up and coming news dept. in top 25 market. Must take hold of limited weekend staff and prepare blockbuster newscasts. Also, chance to fill in for main anchorman. Must, above-all, be a good newsmen and superb writer. Send video tape and resume together to Box D-254, BROADCASTING.

Group-owned station in Top-40 market seeks aggressive, knowledgeable, experienced person for News Director. Must have administrative ability and be able to contribute ideas as well as direct total News operation.

We are also looking for co-anchorman for two major daily news strips. Must be personable and good. If you fill one or both of above descriptions and are interested in working with other talented people in excellent working and living situation in Southeast, send full information including VTR or film and photo to Box D-276, BROADCASTING. We are an Equal Opportunity Employer.

Writer/Producer—Immediate opening available for qualified news person to write and produce newscasts. Applicants should be highly experienced in a competitive news operation. Company offers good starting salary commensurate with experience and an excellent fringe benefit program. Please send resume including salary history and requirements in confidence to: News Director, WLWT, 140 W. 9th St., Cincinnati, Ohio 45202. An Equal Opportunity Employer M/F.

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.

Mild size Midwest market. Excellent opportunity if you can motivate others. Directing experience necessary, but less important than management skill. Must prefer working with people over working with paper. Will consider TV director ready to move up. Replies confidential. Box D-257, BROADCASTING.

Manager of Public Relations and Sales Promotion needed by major market group broadcaster. Send resume and letter that sells yourself in 175 words to Box D-267, BROADCASTING. Salary \$10,000. An Equal Opportunity Employer.

Northeast major market. Production cameraman. Experience in lighting and studio productions. Box D-288, BROADCASTING.

Producer-Director with several years experience needed to join creative, fast-moving production team. Heavy programing and commercial tape work. Major Midwest V. Resume to Box D-296, 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-336, BROADCASTING.

Situations Wanted Management

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

Children's communicator can produce/host quality program for older youngsters. Announcer, sales, PR experience. West or South. Box D-274, BROADCASTING.

Creative three year broadcasting veteran, already with some TV, wants to learn all about it. Experienced in radio: 162 play-by-play football, basketball and baseball games. Rock and MOR music directing and air shifts; and copy. Also race car track announcing. Looking for change and right job with plenty of gusto! Box D-282, BROADCASTING.

First phone, AM-TV, solid state, all phases. Box D-340, BROADCASTING.

Announcer/copywriter, major market experience, 3 years TV/radio, seeks TV work. VTR upon request. 919-762-4790 evenings.

Situations Wanted Technical

Experienced hard working switcher/director, first phone, quality workmanship, desires to settle down for job with future. Box C-203, BROADCASTING.

Chief engineer: 20 years all phases of broadcast engineering. Able to meet any challenge. Top references, well known in industry. Seeking permanence with good future. Box D-249, BROADCASTING.

TV studio engineer, first phone, ten years broadcasting experience with professional workmanship and know-how seeks permanence. Box D-271, BROADCASTING.

Video/VTR/audio engineer. Now air operations engineer major university PBS station. Federal aid cuts force move. Viet vet, first, married, 9 years RTV experience. Impeccable references. Send salary first inquiry. Box D-280, BROADCASTING.

Energetic, 20 year veteran of supervising broadcast engineering, construction, design and maintenance. Looking for a challenge. Box D-289, BROADCASTING.

Engineering manager seeks career opportunity with solid organization. Excellent credentials/experience in TV/AM/FM engineering. Practical and formal management background. Box D-333, BROADCASTING.

Two years experience, professional switcher/director, first phone. Lee Erickson, 189 Bonnymede, Pueblo, Colo. 81001. 303-544-2061.

Technician with first. Need work immediately. Ken MacGregor, 840 NE 78th St., A-103, Miami, Fla. 33138.

Anxious for opportunity. BS degree, AS degree color television production from leading broadcasting college. Will relocate. Resumes available. Tom Ottavi, 5 Merrow Lane, Stoneham, Mass. 02180.

Situations Wanted News

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.

Do you want a professional sports job done? TV sportscaster with professional and college credentials. Box D-262, BROADCASTING.

Newsman/sportscaster seeks news or sports position in medium or large market. Writing "lives". Films, edits, reports. 2 degrees. Print/broadcast experience. Former information officer. 26, pleasant appearance. Box D-268, BROADCASTING.

Presently employed at major market TV station. Experienced in writing and investigative research with major news operation. Want to write news in NY, Conn. or NJ. BA, English. Box D-292, BROADCASTING.

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.

RATV grad (BA), experienced in all phases television and film production, worked at major market UHF station. Box D-245, BROADCASTING.

Children's communicator can produce/host quality program for older youngsters. Announcer, sales, PR experience. West or South. Box D-274, BROADCASTING.

Situations Wanted, Programing Production, Others Continued

Production Manager/Executive Producer at active Midwest VHF net affiliate seeks major market and big money. Box D-285, BROADCASTING.

Creative writer/producer/director. 4 years in Closed Circuit instructional television. BS degree. Some film experience. Seeking greater challenge. Will relocate anywhere. Available July 1. 1-301-582-3340 after 6. Steve Grumbacher, 22 Eckstine Rd., Rt. 2, Williamsport, Md. 21795.

Broadcast major, 22, graduating in June, seeks production responsibilities in either small or large market station. 2 years experience. Willing to travel. Box D-343, BROADCASTING.

Program Research/Design—receiving MA visual communication; experience includes film, still video tape production and design of programmed learning material. Also psych. research background. Philip Taplin, Univ. of Minn., School of Journalism, Murphy Hall, Mpls., Minn. 55455.

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

We need used 250, 500, 1 KW, 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irburde St., Laredo, Texas 78040.

Crystal sets, battery radio. Broadcaster/historian looking for some early radios and parts. All replies answered. No dealers. Box D-253, BROADCASTING.

Gates series FM-10 transmitter without exciter, in good condition. KAPX, San Clemente, Calif. 714-492-9800.

Need Marconi cameras Mark V. Need RCA TR-5 video recorder. Write to: Ernest Panos, 2334 Lawrence Ave., Chicago, Ill. 60625.

FOR SALE EQUIPMENT

Marti-Used, reconditioned and new Marti equipment in stock. Immediate delivery. Terms available. BESCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

1 250' Leigh 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.

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.

Helix-styroflex. Large stock—bargain prices—tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94628.

Cartridge tape equipment—New and rebuilt guaranteed. Autodyne. Box 1004, Rockville, Maryland 20850, (301) 762-7626.

Save Now on pre-owned equipment traded in on Schafer 902 and 903 automation. Sales of new systems at the NAB Show have Schafer's walls bulging with exceptional reconditioned equipment values at special savings now through May 31. Ampex tape machines: AG-440-1 mono recorders \$1,350; AG-445-1 mono playbacks \$1,020; AG-440-2 stereo recorders \$1,780; AG-445-2 stereo playbacks \$1,170. Scully 14" tape machines: 280 SP-14 mono recorders \$1,590; 270 mono playbacks \$1,170. MaCarta cartridge tape machines: 590-D mono record centers \$630; 510-R mono playbacks \$510; 592-R stereo record centers \$810; 512-R stereo playbacks \$595. Schafer 300 series solid state sequential automation control units: 24 event \$1,795; 96 event \$1,975; 114 event \$2,880. Some quantities are limited. For specifics call or write Schafer Electronics 75 Castilian Drive, Goleta, California 93017, (805) 968-0755.

FOR SALE EQUIPMENT Continued

RCA BC-3C console with tubes. Outputs: 1 program—2 remote, 2 monitor speakers; 1 turntable cue. Like new, \$2,500. Jerry Feeny, WFNy, 5720 Taylor Ave., Racine, Wisc. 53403. 414-554-8626.

2 Gates cartree 11 record play; 1 McMartin modulation monitor, model TBM 3500; 1 Huletta Packard freq. & modulation monitor, model 335-B; 1 McMartin frequency monitor, model TBM 3000; 1 Rust remote control, Model RT-108; 1 Spart cartridge tape, record play, mono; 1 Andrew 4 bay antenna, tuned to 93.3 and 100 feet coax; 2 5 channel QRK Stereo consoles in mint condition; 1 Magnacord tape recorder Stereo. J. Joynt, 713-985-2543.

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 June 27, Oct. 3, 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.

First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 11750 Chesterdale Rd., Cincinnati, Ohio 45246. 513-771-8580.

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.

Elkins Institute in St. Louis (Now Bryen Institute) 1st class FCC license, approved for Veterans. 314-752-4371.

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: Tele-Visio & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejays! 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.

MOR Christian music used in a MOR music format. Free weekly 28 minute tape. Write: Starlight, Box 2401, Paterson, NJ 07509.

Photography by Herb. Los Angeles area. Finest quality. Reasonable prices. Satisfaction guaranteed. Studio or location. 213-461-7220.

Announcers, engineers: increase your income, information free: Sceptre, 4812 Imperial Terrace, Louisville, Ky. 40216.

The Kansas Invasion. A newsman's 45 minute radio documentary of the strange unidentified flying objects that invaded western Kansas in August, 1972. An in-depth, first hand investigation of the saucers and evidence left behind. Fascinating and factual analysis. \$50 or write for spec. Box 94, Mercer Island, Wash. 98040.

RADIO

Help Wanted Management

CCA REGIONAL REPRESENTATIVES

Expanding services, 20 year, community club awards, has created openings, East Coast, Midwest, West Coast. Full time travel, some weekends. Substantial guarantee against commissions provides unlimited financial potential for independent self starter; ability, direct own sales efforts. Selling station management (AM/FM/TV); Local, regional, national advertisers on CCA concept of advertising/merchandising/public relations. Must have ability to address and entice large groups of clubwomen. Good personal appearance, current model car, necessary. Written application only, including complete business-personal resume, recent snapshot. Training period immediate. Personal interview required. CCA, Inc., Box 151, Westport, Conn. 06880. In Confidence, EOE.

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

Help Wanted Sales

SALES POSITION

Rapidly expanding company manufacturing and selling audio tape recording equipment is seeking a high caliber sales engineer.

Send resume stating salary requirements to Andy Rector, Marketing Vice President.



INTERNATIONAL
TAPETRONICS
CORPORATION

2425 South Main Street
Bloomington, Illinois 61701
Telephone: 309-828-1381

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

Situations Wanted Management

BUSINESS MANAGEMENT

Top market experience, profit center responsibility, affirmative action plan and implementation, strategy planning and EDP development, management by objectives supporters only need respond.

Box D-287, BROADCASTING

Situations Wanted News

MAJOR MARKET NEWS PRO

Former network O&O newsman, now state government information director, ready to return to broadcasting. Young, dynamic, aggressive, seeking news directorship, anchor or reporting slot, radio or TV. Top references.

Box D-298, BROADCASTING

TELEVISION

Help Wanted Technical

BROADCAST EQUIPMENT SALES MANAGER

A known leading manufacturer of TV broadcast equipment is seeking a manager for the New York area sales office. Prior broadcast equipment sales and technical experience as a television broadcast engineer are essential. This is an excellent opportunity for the right men. Send resume and salary requirements, in confidence.

Box D-273, BROADCASTING

BROADCASTING

ORDER FORM

— NEXT PAGE —

Help Wanted Sales

TV BROADCAST SALES ENGINEERS

We are a leading manufacturer of TV and Radio Broadcast equipment with openings in our TV Sales Department in the Quincy, Illinois Office. We need well trained and experienced sales engineers to handle product application engineering and preparation of bids and proposals. Experience in TV station operations, TV marketing, transmitter and antenna installations, and systems planning is essential.

Salary commensurate with experience, full company benefits including hospitalization, life insurance, profit sharing, and relocation expenses. Send resume and salary history in confidence to: Tom Bedford, Employment Supervisor.

GATES DIVISION

An Equal Opportunity Employer M/F

HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

Situations Wanted News

**Journalist,
Anchorman,
Administrator . . .**
with exceptional credentials.
Box D-181, Broadcasting

Sports Position Wanted

Newsmen in top 10 market desires move back to sports area. Radio-TV airwork, play-by-play background. There must be heavy emphasis on sports.

Box D-250, BROADCASTING

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

Employment Service

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

Miscellaneous

MARKETING RESEARCH

ANALYST/SUPERVISOR

Salary 15-18K per annum commensurate with experience.

Rare is the opportunity for a researcher to become involved in this diversity of challenging activities for one of the world's leading communication companies: . . . development of demographic, product and mixed media audience data

. . . opinion and attitude surveys
. . . involvement in research projects for in-depth news features
. . . department supervisory responsibility
. . . innovation of research studies
. . . interpretation and projections of census data
. . . just about the complete spectrum of research activity.

Media, company or agency research experience with strong marketing and statistical emphasis required.

If you fit this description, send resume with salary history in confidence to James Moss, The Washington Post, 1150 15th St., N.W., Washington, D.C. 20005.

No calls please.

Miscellaneous Continued

FOR SALE

FCC school in Nashville, Tenn., V.A., State, AMD, V.R. approved. Must sacrifice. Financing available.

Call 615-889-1229

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

CASH

(or how do you want it?) For Radio, TV, or CATV properties. Any market, any area, but must show \$100,000 of accountant's type cash flow. We promise fast action for serious Sellers. Brokers and Finders protected.

Box D-247, BROADCASTING

For Sale Stations



*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

Dynamic FM opportunity in Top 75 market. Operation has history of profits and growth. Asking \$450M cash. (Seller financing not available.)

Ideal for owner-operator who seeks the good life in a small eastern community: \$200M buys a fulltime AM and FM which has profited present owners. May be purchased for 29% down payment.

FOR SALE

Daytime AM-Fulltime FM station in medium market Penna. No brokers.

Box D-258, BROADCASTING

Midwest small market AM daytimer, Full time FM combination grossing over 80M with good profit. Needs aggressive, local management. Price 175M, terms possible.

Box D-260, BROADCASTING

For Sale Stations Continued

KCHY, 10kw, Cheyenne, Wyo. full-time. Now "Silent" all new bldg. and equip. \$395,000 invested, asking price \$235,000. Liberal Terms.

Box D-293, BROADCASTING



ASSOCIATES, INC.
BROKERS & CONSULTANTS
SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-8545

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20036
1801 Ave. of the Stars 1725 De Sales St., N.W.
Century City, Suite 501 Suite 508
213/277-1567 202/223-1553

**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

SE	Small	Daytime	\$150M	Terms	W	Small	Fulltime	\$160M	Terms
SE	Medium	AM/FM	\$500M	29%	E	Medium	AM/FM	\$365M	Terms
SE	Metro	Daytime	\$750M	Terms	FLA	Metro	Daytime	\$850M	Cash
Gulf	Medium	AM/FM	\$650M	Nego.	MW	Suburban	AM/FM	\$350M	Terms
SE	Major	Daytime	\$395M	29%	E	Metro	Daytime	\$600M	Nego.



Atlanta—Chicago—Detroit—New York
Or write: 5 Dunwoody Park, Atlanta, Georgia 30341

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	ADDITIONAL CATEGORIES	
<input type="checkbox"/> Technical	<input type="checkbox"/> Technical	<input type="checkbox"/> Instruction	
<input type="checkbox"/> News	<input type="checkbox"/> News	<input type="checkbox"/> Comedy Material	
<input type="checkbox"/> Programming	<input type="checkbox"/> Programming	<input type="checkbox"/> Miscellaneous	
<input type="checkbox"/> Production, Others	<input type="checkbox"/> Production, Others		

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

Reticent Lew Wasserman, head of not-so-quiet MCA

Lew Wasserman is one of those rare individuals who has become a legend in his own lifetime. The president of MCA Inc., whose Universal TV supplies almost 20% of network prime-time programming, is already included among those magisterial moguls of an earlier day when moviedom was at its crest and the foibles and exploits of Hollywood's leaders were flamboyant and national. The 60-year-old Mr. Wasserman is ranked with those movers and shakers of the bygone era, but, in contrast, is quiet, almost shy, and, above all, a businessman.

Everyone acknowledges that he virtually alone was instrumental in reviving a moribund Hollywood when he bought Universal Pictures and moved MCA out to the West Coast. His position is supreme, at the least a leader among equals.

Item: When negotiations between the Association of Motion Picture and Television Producers and the International Association of Theatrical and Stage Employes threatened to break down last February, settlement was swift and secure when Mr. Wasserman personally joined the negotiators. Right now the city's leaders are waiting for him to effect a similar resolution of the six-week-old writers strike that threatens the beginning of the new season's network TV schedules.

How do you treat a legend? You ask his publicity corps for a biography; you get a half page of typed items, bare bones. You understand that, because you hear he is extremely retiring about personal matters, and that figures since it was fundamental among those who were employes of the Music Corporation of America when that talent agency was founded in 1924—publicity is for clients, not agents.

You talk to dozens of his associates. And you get a straight-line rendition of what has been said and written about the man: He's extremely astute, he operates with computer-like efficiency, he has a photographic memory, he works 16 hours a day and seven days a week, he sleeps in a study off the single bedroom of his \$400,000 Beverly Hills mansion so he can take New York calls at 6 a.m. (9 a.m. in the East) without disturbing his wife of 36 years, he is ruthless in negotiations, he won't read a memorandum that is more than two paragraphs long, and he restricts telephone calls to 30 seconds.

You meet him and discover it is all true—the super-efficiency, the statistics at his fingertips, the caution in making forecasts, the reluctance to volunteer opinion, and an elliptical method of expressing views. And that he can be



Lewis Robert Wasserman, president and chief executive officer, MCA Inc.; b. March 15, 1913, Cleveland; theater usher, publicist, joined Music Corp. of America (now MCA Inc.) Dec. 12, 1936, as national director; later VP, advertising and publicity; VP and director, motion picture division, 1940-46; president, 1946; chairman, Association of Motion Picture and Television Producers, Los Angeles, 1966 to present; m. Edith T. Beckerman, July 5, 1936; one daughter, Lynne Myers.

charming, even lightly bantering in conversation—after the formal interview is completed. Above all you come away with a single, unmistakable impression: whatever activity he is involved with at the moment, and whatever his outward demeanor, there is an analytical brain constantly at work.

Was MCA's belief in television put into effect in 1958 when it committed \$70 million to buy Paramount's backlog of pre-1948 films? It was \$50 million, he responds, and no, that was not MCA's first venture into TV. Before that, MCA sold Gene Autry and Roy Rogers films to TV: 123 of them, he adds. But, he continues, MCA saw the future of TV even earlier. In 1939, he recalls, he was one of three in Hollywood who had a TV set, a mirror-reflected picture that measured 2 inches by 2 inches. Don Lee was broadcasting experimentally then, he says, and friends who saw it were not impressed. But Mr. Wasserman was: it was then, he says, that "I made the judgment that television was going to be a market for our products."

In 1958 MCA put its chips heavily on TV; it bought the 420-acre Universal Pictures lot in the San Fernando Valley area of Los Angeles for \$12 million. It already was in TV production, having established Revue Productions in 1950. It was a principal owner of Decca Records. And since then it has branched out; it now owns a mail order and retail store

gift chain (Spencer Gifts), is into banking (Columbia Savings and Loan Association in Colorado), Star Concerts, and owns a tour subsidiary (Landmark Services) that packs 8,000 a day into the Universal lot in Hollywood.

Late last year, MCA established its position in TV's home-entertainment future. This is Disco-Vision, the latest thing on the record/playback TV scene.

He had to be pressed to comment on his view of TV's future form. Judiciously he voiced his thoughts: "The use of the television set within the home beyond its present utilization is inevitable." Using the analogy of convenience foods, he observed, "The American consumer is demonstrating quite dramatically that he wants total convenience. That desire on the part of the consumer must logically apply to his entertainment requirements as much as to his eating habits—that is that he wants to watch a particular program when he wants to watch it or view it a second or third time."

Where does MCA fit in? "We do not own cable. We do not own pay television. We do not own television stations. We are the supplier of the product.

"Whatever the marketplace," he mused, "It is going to need product. And we . . . are going to manufacture that product." He also noted that MCA, through its experience in record and gift distribution, has an "in-house" know-how that makes it capable of handling any new methods of TV program distribution.

"We all make false assumptions," he continued. "We tend to assume that free television, as we know it, is going to stand still. There is a constant restructuring of television going on."

Twenty-six years after he became MCA president, Mr. Wasserman reported the biggest year in the company's history: in 1972 it had gross revenues of \$345.9 million and net income after taxes of \$20.8 million (52 cents a share). TV accounted for almost one-third of revenues, \$127.3 million, up 2.5% over the previous year. And it had commitments for more than \$230 million worth of TV programs.

For the man who took MCA out of the talent agency business in 1962—pushed unquestionably by the threat of a government antitrust suit—and into becoming the premier motion picture and TV program producer—the future seems set, whatever the road. But the roadmap is locked away in MCA's vaults—or perhaps recorded in one of the three computers that are used extensively in Universal City. Mr. Wasserman declines to specify. "What we are doing [to prepare for the future]," he says, "is the company's business, not public information. I certainly have no intention of predicting the future for the benefit of our competitors."

Editorials

Watergate fallout

If any good can emerge from the Watergate scandal, it just might inure to the benefit of broadcasters.

Readers will recall that White House authorities months ago had made a selection of a successor to the FCC's Commissioner Nicholas Johnson in the person of a Chicago attorney, David E. Bradshaw. But Mr. Bradshaw apparently was done in by the disclosure of his imminent nomination and his status as son-in-law of Clement Stone, a \$2-million contributor to the Nixon campaign.

Now there are at least 10 names ("Closed Circuit," page 9) on the list of candidates or aspirants for the seven-year term that normally would become available July 1—if Mr. Johnson's successor is "qualified" by then.

And that is where Watergate seems to inundate the best laid of political plans. Whereas a Democratic or independent patronage appointment might have been acceptable to the Democrat-controlled Senate before the Watergate "caper" became a scandal, the climate now is such that only a nominee "as clean as a hound's tooth" is likely to even get a subcommittee hearing, much less Senate confirmation.

The White House staff may be in shock. No one seems to be pursuing the kind of investigations needed to ferret out qualified appointees to the FCC and probably a dozen other positions that entail presidential action. Some say there isn't much chance of getting around to these appointments until mid-May.

Even if the President should settle on a nominee by then, it would be a race against time to have an FBI full-field investigation completed, along with other essential clearances, to get Senate action by June 30.

Chairman Dean Burch and an obvious majority of the FCC, as well as most broadcasters and almost all other corporate licensees, want to hear the whistle blow on Nick Johnson on June 30. Mr. Johnson indubitably would enjoy staying on, monkey-wrench in hand.

Anybody listening?

It has been said before—but not as pointedly to such an audience. Victor Bloede, chairman of Benton & Bowles, said it to newspaper publishers at their annual meeting last week: Quit degrading advertising, particularly television advertising. When advertising in one medium is in trouble, all advertising is in trouble, and trouble for one medium means trouble for all.

Mr. Bloede was advocating First Amendment protection for advertising, with government regulation to deal only with fraudulent material. The goal can never be attained, he said, if all the various elements of the press, all of which depend on advertising, keep sniping at one another. Given the current Washington climate and outlook, we cannot realistically think it will be fully attained in any case, but Mr. Bloede is on the right track.

Many publications, he said, seem to "go out of their way to demean advertising, especially television advertising." And some seem to "react with almost ghoulish glee whenever broadcast advertising gets into trouble." More than that, he said, "when it comes to the real crunch, they have a way of vanishing into the woodwork. In the controversy over cigarette commercials, for example, print let the advertisers go under without making a stand on any of the important freedom-of-speech issues that were involved."

If any publishers in the room doubted that pressures on the broadcast media could in time get around to them, Mr. Bloede

had a sobering corrective: Senator Frank Moss's recent bill to eliminate the tax deductibility of cigarette and alcoholic-beverage advertising. Mr. Bloede left no doubt: "Since broadcasting does not carry either of these categories," he said, "this latest onslaught could affect only one medium—print advertising."

A taint removed

The FCC has liberated Teleprompter from the limbo in which its many applications and licenses had been held since the corporation and its original president were convicted of bribery in October 1971. The commission found that the company had been reorganized and its management purified and that there was no reason to punish it now for sins committed by an earlier and discredited regime.

Justice has probably been served. The company's stockholders, who would have been left with deflated interests if the FCC had acted otherwise, were innocent. Irving Kahn, the architect and principal promoter of Teleprompter's early growth, is in jail. He remains the symbol of temptations inherent in the issuance of monopoly franchises by local authorities and of the dangers inherent in the yielding to temptations. The cloud on Teleprompter was no bigger than one man's hand.

A union aborted

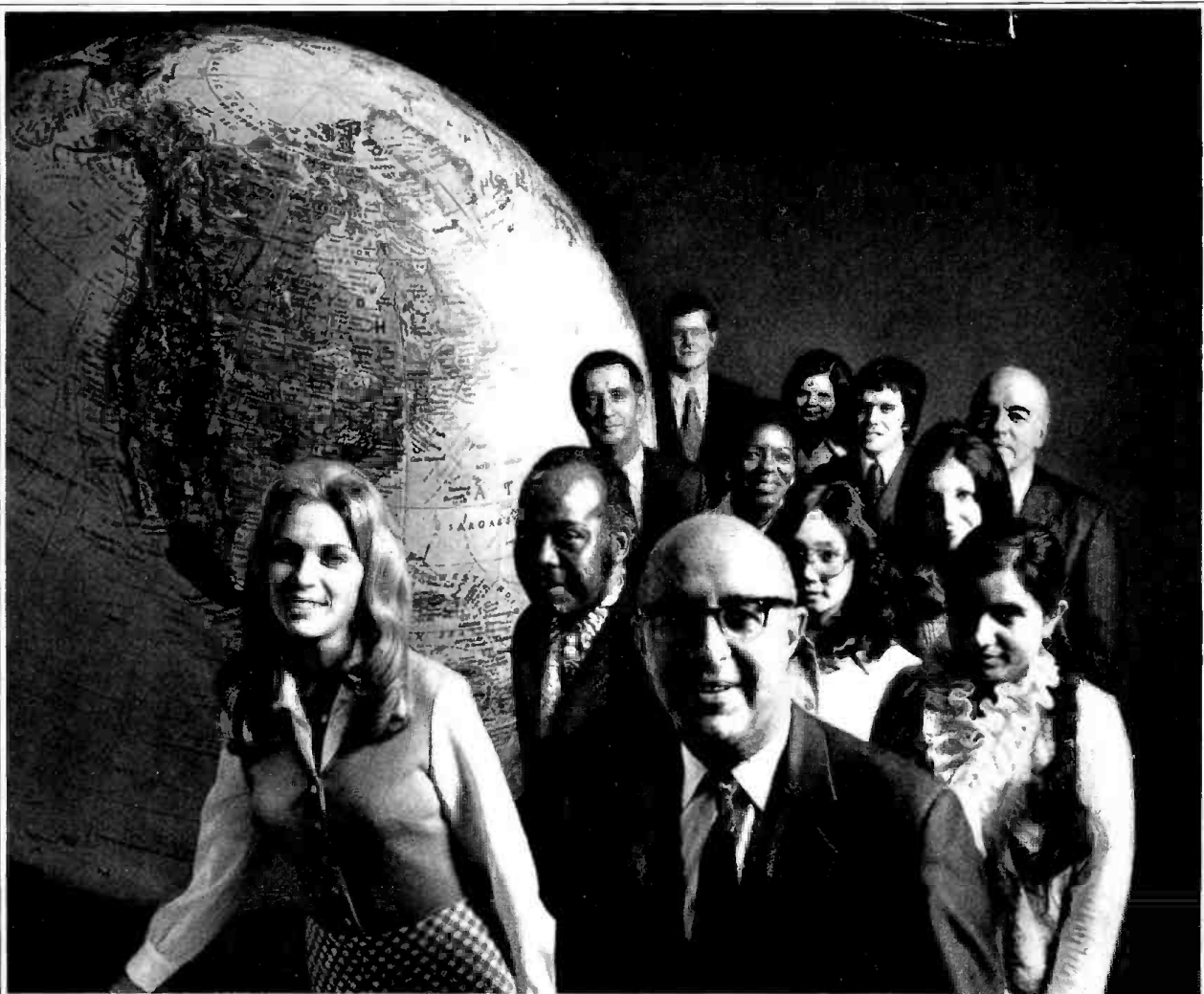
Justice may have been served by the FCC's clearance of Teleprompter. The same cannot be said of the role played by another agency of government in breaking up the merger of Cox Cable Communications and American Television & Communications, which two weeks ago called off their agreement as in the face of indefinite obstruction by an antitrust suit.

It was never clear why the Justice Department acted to prevent a consolidation that threatened no dominance of the field. It was never certain that the department would prevail in a court test of its theories. The government won simply by imposing delays that restricted both companies in operations and expansions. The technique has been applied before by a department that ought to have its name changed.



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