

Copy!

After Watergate: end to that antimedia campaign?
From FCC new rules to strike up local dialogues

Broadcasting May 7

The newsweekly of broadcasting and allied arts

Our 42nd Year 1973

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When women 18-49
are hard to get.
It's time to get
"The
Bold Ones."



From its premiere season in 1969-70 on NBC-TV, when *The Bold Ones* advanced the network's share to 31% from the replaced program's 25%, it was evident women 18-49 would play the leading demographic role in the series.

In its second and third seasons, *The Bold Ones* scored average season shares of 33% and 34% . . . with women making up most of its audience.

During the 1972 rerun season, *The Bold Ones* scored

a 34% average share and far outpulled the 18-49 women audience of the other hour series entering syndication last fall and this coming fall.

The Bold Ones wins more women because its stories and characters truly involve and concern women.

To get far more women this fall, get *The Bold Ones*. 100 hours in color.

"The Bold Ones."
MCA TV

Source: NTI, 9/69-9/72 Audience estimates are subject to qualifications available on request.

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NEWSPAP 54



A return to the scene of the crime.

When the Sioux City Art Center opened its outdoor sculpture garden, it featured a figure of a dancer entitled "Young girl."

The statue, loaned by a local artist, disappeared.

A plea by the art center director for the sculpture's safe return ran on the Fetzer television news. On the following morning the statue was returned unharmed.

The director of the art center gave the Fetzer station sole credit for its speedy return. Supporting fine arts in the community is just part of the Fetzer total community involvement.



The Fetzer Stations

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



Starlost

Distributed by

Twentieth Century-Fox Television

Produced by Glen-Warren Productions Ltd.

Starring **Keir Dullea**

A microcosm of humanity—headed towards an unknown destination in a ship 200 miles long—Civilizations in a capsule locked in the only world they have ever known... until one man discovers the truth—that they are the STARLOST.

24 hour-long episodes for first-run syndication. In Color.

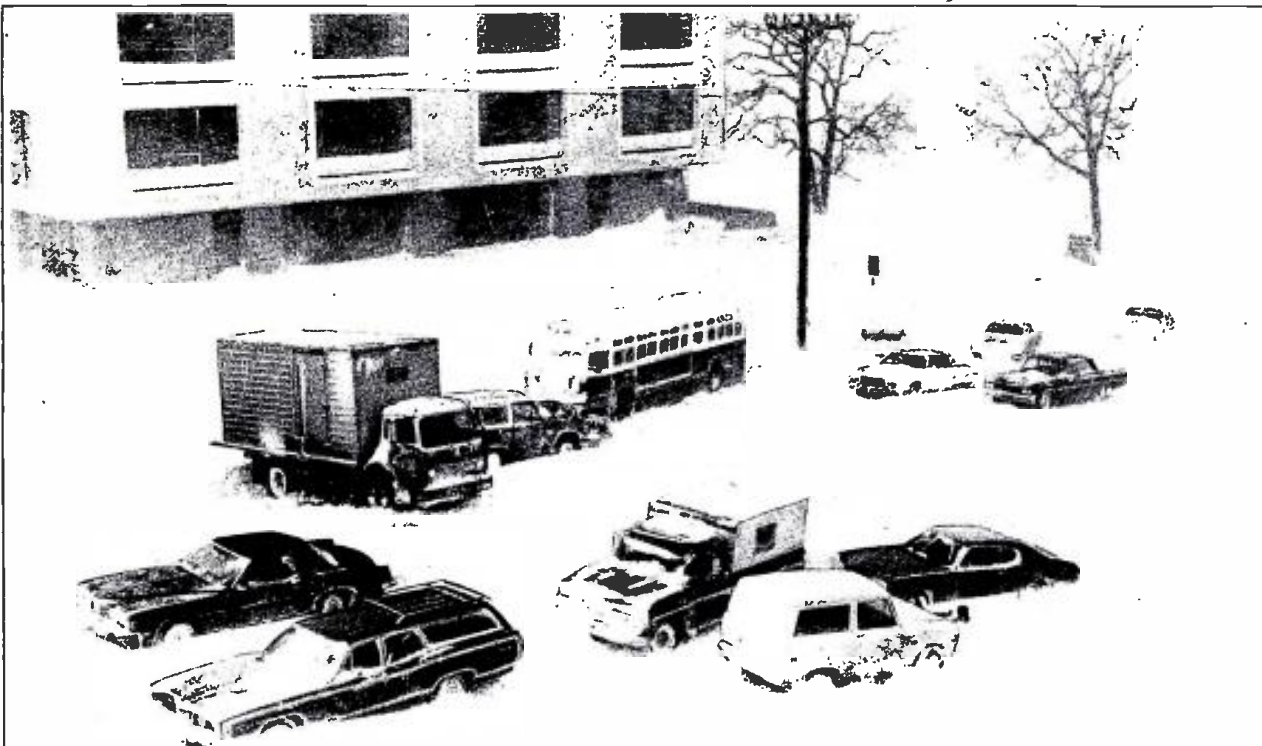
Already bought by

WNBC-TV, New York
KNBC-TV, Los Angeles
WMAQ-TV, Chicago
WKYC-TV, Cleveland
WRC-TV, Washington, D.C.
KYW-TV, Philadelphia
WBZ-TV, Boston
KPIX-TV, San Francisco
WJZ-TV, Baltimore

KDKA-TV, Pittsburgh
WRGB-TV, Albany/Schenectady
KGMB-TV, Honolulu
WTVJ-TV, Miami
KOIN-TV, Portland
WPRI-TV, Providence
WAVE-TV, Louisville
WHEC-TV, Rochester

with additional markets pending





APRIL BLIZZARD STUNS IOWA

KRNT STATIONS AID COMMUNITY

It was the worst April storm Iowa ever had. During the three days we took 1195 phone calls from viewers and listeners and put on the air these vital messages:

School Closings	193
Business Closings	572
Meeting Cancellations, Event and Funeral Postponements	402
Miscellaneous	28
	<hr/>
	1195 calls

**18-INCH SNOW
WITH WINDS
OF 65 M.P.H.**

**D.M. Firms Urged
To Stay Closed**

It was our third "Operation Snow Storm" this season, and as always, we were glad to be of service.

TV 8
KRNT • DES MOINES

KRNT RADIO
135

A Broadcast Division of Cowles Communications, Inc.

Broadcasting May 7

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Put them all together, they spell Mother.

The Beverly Hillbillies



The Andy Griffith Show



I Love Lucy



The Dick Van Dyke Show

Source: NSI market reports, Feb.-Mar. 1973.
NTI Households Using Television Report (4:30-6:00), Feb. 1973.
NAC Special Report on TV Usage (5:00-7:30), Feb. 1970.
Audience estimates are subject to qualifications
available on request.



Gomer Pyle

Petticoat Junction



Hogan's Heroes

By late afternoon the lady of the house is ready for a good laugh. That's why some television stations give her 3 good sitcoms back-to-back in fringe time.

The result: an average 84% buildup in women 18-49 over the 90-minute span. Viacom can cite 22 places where this is happening right now.

The significance? Fringe time is a budget-stretching time attractive to advertisers. And a time when three-fourths of all women 18-49 watch television during an average week. It's a time when the highest percentage of viewing is in homes where housewives are 18-49. And highest in homes with 5 or more family members.

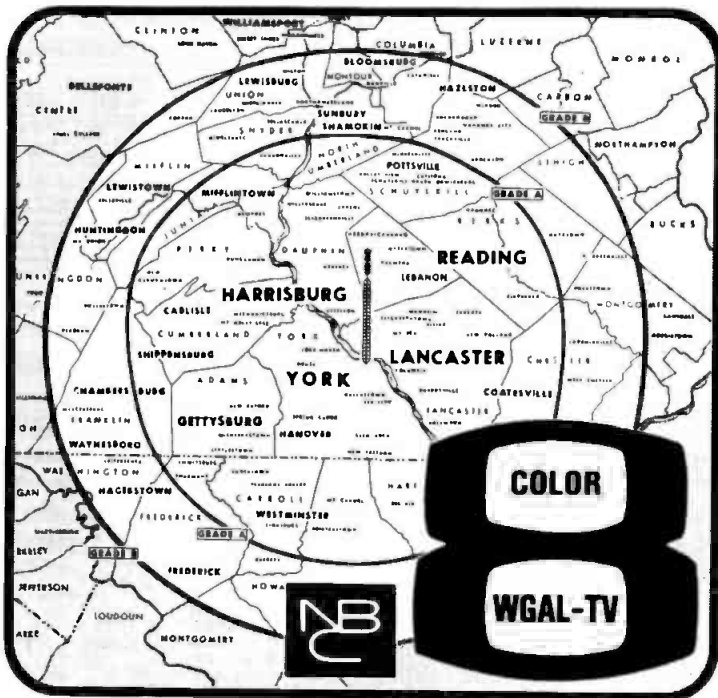
If you want more moms in your fringe-time audience, schedule sitcoms. And before you buy, remember who has the biggest laughs in the business.

Viacom

No other quite like it WGAL-TV



The unusual beauty and profusion of Mountain Laurel, Pennsylvania's official flower, attracts many thousands of visitors to the state when it's in full bloom.



No other station in its area provides advertisers with its unique benefits. WGAL-TV has the distinction of providing reach and penetration of the entire market. No other station is quite like it when you want to sell effectively in this great multi-city plus-market Lancaster-Harrisburg-York-Lebanon.

WGAL-TV Channel 8 • Lancaster, Pa.

Representative:

THE MEEKER COMPANY

New York • Chicago • Los Angeles • San Francisco

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

Closed Circuit®

Running out?

Hollywood film interests, including unions, which are believed to have persuaded President Nixon to issue edict against "excessive" reruns of network programming (BROADCASTING, Sept. 18, 1972) may lose their clout because of Watergate scandals. Persistence of administration pressures on reruns would raise interest in campaign contributions by entities that would benefit. And, it's pointed out, for foreseeable future GOP may be expected to keep its collective head down.

Near-term insurance

New chapter proposing protection for television broadcasting against program siphoning by pay cable is said to have been inserted in still-undelivered report of President Nixon's high-level committee on cable policy. Details are unknown, but chapter is said to urge FCC to adopt antisiphoning rules to serve along with other FCC cable regulations until ultimate regulatory policy comes from Congress. Transition to mature system, under legislated scheme of regulation, was originally figured by committee as likely to take five years. That estimate has now been extended to "much longer," according to one committee source.

Administration officials still have set no date for delivery to President of report that was commissioned two years ago. Preoccupation with Watergate is part of problem, but officials say they're hopeful of completing report in weeks.

Sheld-law movement

Senator Sam J. Ervin Jr. (D-N.C.) has decided it's time for his Constitutional Rights Subcommittee to act on newsman's-privilege legislation, since he'll be tied up with extensive Watergate hearings beginning next week. Subcommittee is expected to report to parent Judiciary Committee this week bill similar to Senator Ervin's S. 1128, which applies to both federal and state proceedings and protects from disclosure sources with whom newsman has confidential relationship. Protection is also afforded unpublished information, including unbroadcast video and audio material. Newsman would, however, have to testify about crime he witnessed. Meanwhile, House unit charged with legislation has yet to decide on bill.

Drive-time plus

Are drive-times and midday losing some of their appeal to spot-radio advertisers? Analysis by one radio rep, covering more than 250,000 individual station schedules placed in 12 months ended March 31, shows decline of more than one-third in number specifying placement in drive-times only (22.3% versus 34.8% in pre-

ceding 12 months) and even bigger decline in those calling for midday only (to 8.5% from 16.3%). But combinations of drive-times with other periods, particularly midday, were up, some by big margins: Those specifying drives plus midday rose from 16.3% to 23.2%; drives plus weekends from 20.8% to 22.6%; drives plus nights plus weekends from 1.6% to 9.5%. Analysis is part of Alan Torbet Associates' fourth annual Spot Radio Profile based on campaigns placed for stations it represents.

Study also showed spot-radio campaigns are getting a little longer: Fewer were shorter than one week (1.7% versus 4.8% year ago) and more ran 13-25 weeks (11.1% versus 8.5%). But one-to-four weeks still accounted for most (41.4% versus 40.4%).

Easy riders

Total of 33 TV stations had accepted Television News Inc.'s offer of two-week free trial of its new daily electronic news service (BROADCASTING, April 30) by last Friday. TVN officials said they represented 20 of top-50 markets at that point, 10 days before new service is scheduled to begin regular operations May 14. Two-week free trial, open to any top-50 market station, also begins May 14. Among those set for trials are said to be three stations each in Los Angeles and Minneapolis-St. Paul and two each in New York, Washington, Chicago and Buffalo, N.Y.

Morning line

Even before selection of successor to FCC's Nicholas Johnson, whose term ends June 30, there's talk about who will fill another impending vacancy, that of FCC Chairman Dean Burch who does not deny persistent reports he'll depart next fall. Chairmanship is expected to go to incumbent member, Richard E. Wiley. But who's to get Burch seat for rest of term, which runs to June 30, 1976?

There's at least one avowed Republican candidate, R. A. Isberg, 59-year-old consulting engineer of Berkeley, Calif. Non-candidate who would be popular choice among Republicans and many licensees is John W. Pettit, FCC general counsel. Term of FCC's dean, Republican Robert E. Lee, expires in 1974, but he has expressed desire to serve third term.

Seven-year pitch

If Lee Sherman Dreyfus, chancellor of Stevens Point campus, University of Wisconsin, winds up as member of FCC he would take loss in pay of some \$5,000. But he is willing to do so because, he has confided to friends: "It is something I would want to do." Dr. Dreyfus, one of nine candidates for Nick Johnson's commissionership which expires June 30,

now draws \$43,000 annual salary. FCC commissioners get \$38,000, chairman \$40,000.

No official word emerged from Watergate-riddled White House last week on Johnson vacancy except determination to get nomination out in time for confirmation of successor by June 30. All stops were out on candidates, and while there's nothing authoritative, most talk centered on Messrs. Dreyfus, Luther Holcomb, of Dallas and Warren D. Quenstedt, Alexandria, Va. (BROADCASTING, May 7).

Another way

Merger of Field Communications into Kaiser Broadcasting, through transfer of Field's WFLD-TV Chicago to consolidated group, was expected to win FCC approval last week but was hung up on technicality. Trustee of Kaiser Foundation, George D. Woods, is also trustee of Ochs Trust, which has interest in *New York Times*. WFLD-TV would be Kaiser's seventh TV. *Times* owns WRFC-TV Memphis. Combination would tie eight TV's—one more than rules allow—to Mr. Woods. One solution FCC asked staff to study: simultaneous approval of Kaiser-Field merger and of Kaiser's pending sale of KBCS-TV Corona, Calif., to pay-TV group, reducing Kaiser portfolio to six.

Back to Gutenberg

Time Inc. which last year sold its string of broadcast stations (except one TV kept under settlement disposing of petitions to deny), is about to get out of cable TV too. Deals are near with multiple buyers for Time-Life Cable's many ownerships and minority interests, including control of Sterling Manhattan Cable in New York.

Student

Frank J. Shakespeare Jr. has been keeping low profile since he moved from director of U.S. Information Agency into executive vice presidency of Westinghouse Electric Corp.'s broadcasting, learning and leisure-time division in February, but he's been busy "all over the lot," as one executive put it, getting acquainted with division's components. In addition to communications (broadcasting, rep firms, program production and cable TV), these include Westinghouse Learning Corp., in publishing and production of educational films and other materials, and Leisure Time Industries which includes motel complex in Pennsylvania, Longines-Wittnauer watches and mail-order business, Econo-Car rental system and soft-drink bottling. In addition Mr. Shakespeare, division's next-in-command to President Donald H. McGannon, expects to take some business courses later this year.

Ingmar Bergman creates his first work for television...

The Indianapolis Star

"...frequently absorbing drama...builds to a compelling climax. The drama is uniformly well acted and perceptively directed....Welcome back Playhouse 90."

Chicago Sun-Times

"...brings truth to television....one of the most emotionally absorbing TV events ever."

The Kansas City Star-Times

"It is unequivocally one of the most provocative and disturbing dramas to be offered in many seasons....a fascinating exploration of the breakdown in communion between a husband and wife....not only beautifully written, it is beautifully enacted and directed."

Seattle Post-Intelligencer

"It was adult television—even a milestone of adult television....a rare experience in television drama."

Philadelphia Inquirer

"...fascinating. George Segal, Shirley Knight and Robert Culp are excellent. Alex Segal...rose to the challenge masterfully."

Dallas Times Herald

"You must watch."

Los Angeles Times

"...ushers in what is promised as a new era of major TV drama.... It is an auspicious beginning to the new series."

(New York) Daily News

"...honest, penetrating drama...rips the mask of hypocrisy off the two principals. Intelligently and perceptively written...done with taste."

The Pittsburgh Press

"A powerful drama...an extraordinary production, with magnificent performance from George Segal, Shirley Knight, Robert Culp and, in a memorable scene, William Daniels....first class TV all the way."

...and a hit with critics across the nation!

The Associated Press

'Bergman's 'The Lie' offers powerful, adult drama....extremely subtle, complex on working on so many levels simultaneously it boggles the mind. But it's a brilliant show, with excellent production and fine acting throughout. When it ends, you'll probably feel as if you've undergone one of the most strenuous emotional experiences of your life.'

The Dallas Morning News

'...engrossing... beautifully done. 'The Lie' proves that quality can be its own reward.'

The Cincinnati Enquirer

'Superlative, adult entertainment...provocative drama bordering on the controversial...presented in good taste....'The Lie' is an overwhelming success.'

Chicago Daily News

'I wish...I could call each reader to remind him to watch this production. The play is that good....far truer and more emotionally involving than 'Who's Afraid of Virginia Woolf?'.... For the first time in my memory, every boast of those associated with this production is true.'

The New York Times

'... 'The Lie' is superb television, perhaps more importantly, it is adult television....It is, in other words, a milestone for original television drama.'

The Philadelphia Evening Bulletin

'...one of the most powerful and shattering things shown on TV in recent years. It is above all adult in its discussion of marital relations and habits in a direct, but non-sensational fashion....the inevitable collision builds, moment by moment, and bit by bit.'



At Deadline

Format changes: FCC wins one, loses one

KBTR sale is passed, but court remands WGLN and recommends commission set up guidelines

U.S. Court of Appeals in Washington handed down decisions in two format-change cases on Friday (May 4)—reversing FCC in one, affirming it in other. Both cases turned on whether factual disputes were involved. But court suggested that commission set “guidelines for achieving the marketplace ideal” as means of dealing with increasing number of cases arising from format-change proposals.

Court remanded to commission for further consideration decision in which commission approved without hearing sale of WGLN(FM)—now WXEZ(FM)—Sylvania, Ohio, to Midwestern Broadcasting Corp. Sale had been opposed by local citizen group protesting Midwestern’s proposed abandonment of station’s progressive-rock format in favor of generally middle-of-road programing.

Commission was affirmed in case involving sale of KBTR(AM) Denver to Mission Denver Co. Opposition, based on Mission Denver’s proposal to replace station’s all-news format with country-and-western music, was provided by citizen group and by Lakewood Broadcasting Service, whose KLAC(AM) Lakewood, Colo., employs that format.

Court, in both decisions, sought to provide commission with guidance for handling such cases. In WGLN, it said “when public grumbling reaches significant proportions . . . format change becomes an issue for resolution and hearing procedures are applicable if issues of fact are in dispute.”

And court found facts in dispute in WGLN. It cited conflicting arguments over financial condition of station’s owner, Twin States Broadcasting Inc. (court said question to be resolved is whether format is so economically unfeasible that sale involving format change is warranted) and over whether alternative sources of format are available.

But court also said questions regarding extent of support for format may themselves be material. And if those questions are substantial, court added, commission should either require survey of area or hold hearing.

Court found no factual disputes in KBTR case. It said record supported commission’s conclusion that station, owned by John C. Mullins estate, suffered heavy losses and that other sources of substantial news programing are available.

In process, court affirmed commission’s position that ascertainment survey required of applicants is designed to elicit

views on problems facing community, not program preferences. Opponents of sale had maintained that Mission Denver’s summaries of interviews with community leaders were defective since they did not reveal that many of those interviewed favored all-news format.

Court said ascertainment survey need not be vehicle for supporting evidence regarding program-format alteration. This is especially true, court added, in light of fact that commission may assume new format is acceptable if “significant minority” does not arise in opposition to it.

Court also said that although community support of format is important, commission need not know “exact proportions” of that support before reaching reasoned determination. In KBTR case, it added, case for allowing format change, in view of financial problems, alternative sources of programing and buyer’s broadcast record was strong.

Court’s suggestion that commission take lead in setting guidelines for handling such cases in future came in final footnote in KBTR decision. It said that while court has recognized format changes may impair public’s interest in diversified programing, it has never attempted to establish guidelines “for achieving the marketplace ideal.”

Court said “first, tentative steps into this area of complex regulation must be taken by the commission,” even though it “appears loath to undertake a task which smacks of establishing it as the ‘national arbiter of taste.’” Court noted that law in that area “is in a state of transition” and that “whatever standards are set must remain flexible and open to new information and new understanding.”

Court said its function thus far has been to point out those circumstances in which commission must take closer look at results achieved by give and take of “the market environment and the business judgment of the licensee—and must test this result against the public interest in accommodating ‘all major aspects of contemporary culture.’”

Court also chided commission for its handling of format-change cases. It noted, in WGLN decision, that commission appeared to set great store, in its primer on ascertainment, on court’s decision in precedent-setting format-change case, which involved classical-music station in

Atlanta. But, court added, “we suspect, not altogether facetiously, that the commission would be more than willing to limit the precedential effect [of that case] to cases involving Atlanta classical music stations.”

Both decisions were written by Judge Edward A. Tamm. He was joined in WGLN decision by Judge Carl McGowan and Judge William J. Jameson, senior U.S. District Judge for Montana. Chief Judge David Bazelon and Judge Harrison Winter, fourth circuit court, joined Judge Tamm in KBTR decision.

KRON renews granted

FCC affirms initial decision, finds no undue concentration of control, no manipulation of news, no harassment of ex-employees Streeter, Kihn

FCC has renewed licenses of KRON-FM-TV San Francisco after rejecting charges of two former employees that stations had manipulated news coverage to advance interests of parent company and had conducted investigation of complainants in order to harass them.

Commission’s order, prepared under supervision of Commissioner Richard E. Wiley and released on Friday (May 4), also found in favor of applicant on issues as to whether parent Chronicle Publishing Co. has undue concentration of control of media in San Francisco Bay area and whether it engaged in anti-competitive or monopolistic practices in newspaper field there.

Commission vote was 6 to 1, with Nicholas Johnson dissenting. He issued statement in which he said that decision, coming “in the face of immense problems of concentrated media control, anti-competitive practices and illegal harassment” of complainants, is one of commission’s “most outrageous to date.”

Commission, in its decision, denied Chronicle motion to disqualify Commissioner Johnson because he had received off-record presentations from interested parties. Commission, which had denied similar request earlier in proceeding, said that Chronicle’s allegations do not warrant commissioner’s disqualification. “Nothing before us suggests that Commissioner Johnson has not remained impartial member of this commission,” commission said.

Commission designated license-renewal applications for hearing on March 20, 1969, on basis of complaints filed by two ex-employees, Albert Kihn, who had been cameraman for television station, and Blanche Streeter.

Commission order, which affirmed initial decision by Administrative Law Judge Chester F. Naumowicz Jr., issued on

In sight. Nine-week-long strike by Writers Guild of America against TV and film producers and TV networks seemed to be reaching settlement stage Friday (May 4) as negotiations continued. Unofficial word was that agreement was in sight on major items, like minimum payments, royalties for cassettes, cable TV, pay TV and on hyphenates issue.

March 1, 1971, held that record does not support charge that stations slanted news or public-affairs programs for self interest.

Commission said its review of record indicates that "complainants' arguments . . . are based solely upon misstatements of the evidence and also either ignore or mischaracterize the [judge's] proper analysis of all of the evidence surrounding this record."

Commission also concluded that investigation of complainants was proper and that no evidence was produced to indicate it was designed to harass complainants. It said they had exposed themselves to "reasonable and proper" search of their credentials by their complaint.

But commission also said that although KRON-TV had acted reasonably in choosing responsible investigators, it should have impressed upon investigators "specifically rather than generally" need to adhere to legitimate purposes of investigation.

Commission rejected concentration of control of media issue on ground that it considers such matters in rulemaking proceedings "absent clear and substantial evidence of abuse or extreme concentration." And those factors are not present in KRON case, commission said.

NBC tangled in fairness

AMA goes to FCC over one show while commission tells network another apparently violated doctrine

American Medical Association has asked FCC to investigate "distortion and slanting of news" in NBC-TV's documentary on health care, *What Price Health?* AMA, in letter to commission, also asked that network be directed to make "reasonable amount of broadcast time" available both to AMA, for response to "personal attack on our organization," and to responsible spokesman of NBC's choosing for presentation of contrasting views on "controversial question" of health care.

AMA has hired Newton Minow, former FCC chairman now attorney in Chicago, where AMA has headquarters, to represent it.

In second fairness-doctrine matter affecting NBC, commission staff on Friday (May 4) notified network that it appears to have violated doctrine in connection with *Pensions: the Broken Promise*, which dealt with pension plans.

In letter to commission, written by Ernest B. Howard, executive vice president, AMA alleged specific cases of distortion and news slanting. One involved woman in Texas who was said to have been asked by cameraman "to uncoil her hair because she looked too good to be poor." In addition, woman's husband was said to have been asked to plow and replot field "for the cameras."

NBC in response to AMA filing said it "has previously responded to the AMA charges" in a 90-page document and believes *What Price Health?* to be a well-researched and fair documentary.

Mr. Ray's action with respect to *Pen-*

sions: the Broken Promise, was in response to complaint by Accuracy In Media Inc., which claimed that program, aired last September, gave one-sided view of private pension systems.

While Mr. Ray found no extrinsic evidence to support AIM's charges of deliberate news-slanting, he said argument was sufficient to constitute "cognizable" fairness complaint. And he disputed network's contention that program did not involve controversial issue of public importance (NBC had claimed that it was "breaking ground" on news story that public knew little about). Mr. Ray said broadcaster presenting one side of given issue cannot "avoid his fairness obligation on the ground that members of the public had little knowledge of the subject" since "'public's right to be informed" is basic premise upon which fairness doctrine is founded.

AAF seeks reply time to CBS ad program

American Advertising Federation late last week registered protest with CBS News over what it called "imbalanced presentation of advertising" in April 26 program *You and the Commercial* (BROADCASTING, April 30). AAF President Howard Bell, in letter to CBS News President Richard Salant, pointed out that "while industry spokesmen were interviewed on the program, there was no opportunity to respond to the one-sided opinions expressed by others on such critical matters as counteradvertising, social impact, and economic value." He said program's portrayal of advertising as "a con game" was "completely unjustified." Mr. Bell asked CBS to "consider an appropriate vehicle" in which to present views to balance those on April 26 program.

Overmeyer statements held not to be misleading

FCC Administrative Law Judge Herbert Scharfman has determined that D. H. Overmeyer Communications "misrepresented"—though not maliciously—

amount of out-of-pocket expenses incurred in process of obtaining construction permits for five UHF stations. Judge Scharfman's initial decision came in proceeding seeking to determine whether Overmeyer firm gave fraudulent information to FCC in applying for permission to transfer 80% of its interests in those stations to IVC Corp., parent of group broadcaster U.S. Communications Corp.

Judge Scharfman found that while Overmeyer had misstated its total expenses (it had represented that total to be more than \$1.3 million; commission staff later set that figure at \$970,000), that misrepresentation did not amount to "culpably false statement or intent to mislead the commission," but rather that there was no "reasonable concordance between the represented and 'actual' expenses."

Stations involved in case are KEMO-TV San Francisco; WPGH-TV Pittsburgh; WXIX-TV Newport, Ky.; WATL-TV Atlanta; and KJDO-TV Rosenberg, Tex. When transfers to IVC were granted by commission in 1967, Overmeyer was paid \$1 million plus option to sell 20% of permits it retained to that firm. Case was later ordered to hearing on basis of findings of possible misstatements unearthed by House Investigations Subcommittee.

Judge Scharfman, in essentially exonerating Overmeyer from wrongdoing, went against staff recommendation that firm be held guilty of fraudulent conduct and be forced to transfer remaining 20% to IVC without compensation. Actually, latter finding carries little weight anyway, since all stations involved but WATL-TV have since been sold by IVC (WPGH-TV transfer still pends commission approval) and Overmeyer voluntarily relinquished its holdings in those stations with little or no material gain. Judge Scharfman's decision would benefit Overmeyer in another way, however. Overmeyer is licensee of WDHO-TV Toledo, Ohio, license renewal of which has been deferred pending outcome of this proceeding. If Scharfman decision stands, WDHO-TV can be expected to be renewed.

Ammunition for blackout foes

Most season-ticket holders favor ban of sports blackouts, according to partial results of survey by House Investigations Subcommittee and released Friday (May 4). Questionnaires were sent to 8,000 randomly selected season-ticket holders of 26 National Football League clubs. Response was 78%. Sixty-five percent favored lifting blackouts, either for sold-out games or for all games. If blackouts were lifted, 69% would continue to purchase season tickets; 13% would not. Remainder were undecided. Subcommittee Chairman Harley Staggers (D-W. Va.), who released survey results, said more detailed analysis of data would be released later. (Blackouts also made news last week on Senate side of Hill. See page 55.)

Headliner



Mr. McCormick

Mike McCormick, program director and operations manager of ABC-owned WLS-AM Chicago, appointed VP and general manager of Ralston Communications' WFBM(AM) and WFBQ(FM) Indianapolis. Tommy Edwards, WLS production director, has been named acting program director of station. Mr. McCormick succeeds Larry Garrett, who left Indianapolis stations last fall to become general manager of WKBQ(AM) and WSSH(FM) Pittsburgh.

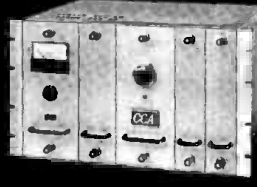


CCA SOLID STATE 40 WATT HI FIDELITY TRANSMITTERS AND RECEIVERS permit you to originate programs from remote locations — designed for 115VAC or mobile use. Three inputs with mixing — 15 Kc response.

SAVE ON TELEPHONE EXPENSE with CCA REMOTE PICK UP and STUDIO TRANSMITTER LINKS

Send this advertisement for more information

CCA ELECTRONICS CORPORATION
716 Jersey Avenue
Gloucester City, N. J. 08030
(609) 456-1716



CCA SOLID STATE STUDIO-TRANSMITTER LINKS available for 200 Mc, 300 Mc, 450 Mc and 900 Mc. 10 Watts output High Fidelity good for Mono or composite input. Plug-in modular construction.

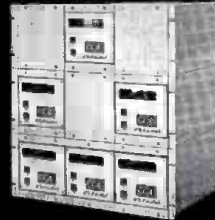


CCA "CITADEL" CARTRIDGE MACHINES feature direct drive, built-in 150 cycle, at no additional cost, plug-in electronics — full accessibility — Playback \$495 for Mono, \$725 — Stereo; Record/Play \$695 — Mono, \$995 — Stereo.

YOUR BEST BUY FOR CARTRIDGE EQUIPMENT

Send this advertisement for more information

CCA ELECTRONICS CORPORATION
716 Jersey Avenue
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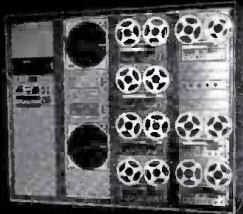
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This week

■ **April 28-May 18**—28th session of administrative council of *International Telecommunication Union*, Geneva, Switzerland.

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

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 Relations 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 Holl, Ogilvy & Mather; Tyler Macdonald, N. W. Ayer/Jorgensen/Macdonald; George Rappaport, Multi-Media Presentations; George Harris, Psychology Today; and Mel Blanc, Mel Blanc Associates. Hotel Bahai, San Diego.

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

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

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

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

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

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

Also in May

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

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

May 15—Public lecture on "Advertising and Society," sponsored by *University of Chicago Graduate School of Business*. Featured speaker: Robert Pitofsky, professor of law, New York University. Contact: conference office, Graduate School of Business,

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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—Michigan Association of Broadcasters annual meeting with members of Michigan congressional delegation. Madison hotel, Washington.

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. Keynote speaker: Julian Goodman, NBC president, with banquet address by FCC Commissioner Charlotte T. Reid. 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—23d 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 26—Radio Television News Directors Association regional seminar. Studios of KMGH-TV Denver.

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

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

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

May 31-June 2—Annual meeting, Associated Press Broadcasters Association. Featured speakers: Grover Cobb, senior executive VP, National Association of Broadcasters; Eimer 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 Shaflo. 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 5—Public demonstration of MCA Inc.'s "discovision" system, home entertainment and information storage retrieval system. First Chicago center, First National Bank of Chicago.

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—23d 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.

June 10-13—Seventh annual Consumer Electronics show. McCormick place, Chicago.

June 11-13—Florida Association of Broadcasters 38th annual convention. Key Biscayne hotel, Miami.

June 11-14—Annual summer conference, Electronic Industries Association. Hotel Ambassador, Chicago.

June 15-16—Meeting, Texas Associated Press Broadcasters Association. Inn of the Six Flags, Arlington.

June 15-16—Annual convention, South Dakota Broadcasters Association. Howard Johnson motel, Rapid City.

June 17-19—17th annual Television Programming Conference, sponsored cooperatively by participating TV stations with agenda to deal with operational and production topics as well as available programming. Pre-registration and information available through Bill Thrash, WKY-TV Oklahoma City 73114. Galt House, Louisville, Ky.

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

June 19-21—Seminar, "lighting for television," sponsored by Kliegl Bros. WTMJ-TV Milwaukee. Contact: Mr. Baird, Kliegl Bros., 32-34 48th Avenue, Long Island City, New York 11101.

June 22-23—Spring meeting, North Dakota Broad-

BROADCASTING PUBLICATIONS INC.

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

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

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



* Reg. U.S. Patent Office.
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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. 26-29—Annual meeting, Television Bureau of Advertising. Hyatt Regency hotel, Houston.

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

casters Association. 4 Bears Motor Lodge, New Town, N.D.

June 22-24—Chesapeake Associated Press Broadcasters Association meeting. Hilton, Annapolis, Md.

June 27-29—Annual meeting, National Broadcast Editorial Association. Mayflower hotel, Washington.

June 27-30—Eighth annual Public Broadcasting Development Conference, coordinated by National Association of Educational Broadcasters. Williamsburg (Va.) 1776 hotel.

June 28—24th annual Alfred P. Sloan Awards presentation, sponsored by Highway Users Federation for Safety and Mobility. Awards recognize broadcast and print campaigns to improve highway safety.

June 28-30—Meeting, Oklahoma Broadcasters Association. Western Hills State lodge, Tahlequah.

July

July 1—Deadline for entries in 1973 public service journalism awards competition sponsored by American Optometric Association. Awards offered for articles and radio and television broadcasts on subject of vision and its care. Contact: public information division, American Optometric Association, 7000 Chippewa Street, St. Louis 63119.

July 11-14—Annual summer convention, Colorado Broadcasters Association. Kiandra and Talisman lodges, Vail.

Open Mike®

Above and beyond

EDITOR: It was with a great deal of satisfaction that I read your April 9 issue's perceptive pieces on the recent cable seminar I organized and chaired for the Hollywood chapter of the Academy of Television Arts and Sciences. You succeeded in taking reportage one step further which, as I see it, is the special value of a publication like BROADCASTING.—Ethel Greenfield Booth, media consultant, Los Angeles.

Reunion

EDITOR: In conjunction with our 25th anniversary, I am attempting to locate the original staff from 1948. The station's call letters at that time were KGAR. If any readers are among the original staff, they can write to me, personally.—Jim Throneberry, manager, KUPK-AM-FM Garden City, Kan.

Lapse

EDITOR: In your article, "Dixie National favored for Jackson, Miss., ch. 3," April 23, you referred to "Medgar Evers, 9% owner of Civic Communications Corp." The article further stated that Medgar Evers was the cause of a significant demerit that the application (for license of WLBT[TV]) was given in connection with a character issue that had been raised against him.

The problem is that Medgar Evers was slain in 1963. His brother, Charles Evers, credited to his brother, Charles Evers, mayor of Fayette, Miss., is 9% owner of Civic Communications Corp.—Sandra McClairne Hathorn, graduate student, Ohio State University, School of Journalism, Columbus.

Tip of the hat to CBS

EDITOR: Bravo to the CBS telecast, *You and the Commercial*. Again, CBS News demonstrates no reluctance to expose the emperor without his clothes—even when the emperor is a member of its corporate family. And how fittingly ironic: not a single paid commercial in "the who-o-ole thing."—Robert Thompson, Law School, University of Texas, Austin.

A dissent in favor of PTV news

EDITOR: Your April 23 editorial urging public television to get out of the jour-

nalism business on the theory that private broadcasters already provide this kind of service is based on a misconception. As a citizen member of a local public-TV station (by virtue of my annual contribution), let me point out that the hour-long daily newscast by "my" public-TV station provides coverage unduplicated by any of the six commercial TV stations here.

For instance, the average number of stories in each PTV *Newsroom* program is slightly less than seven. By contrast, the Dallas commercial stations insist on a high story count, which means the viewer is treated to headlines and little else.

Then too the PTV *Newsroom* on KERA-TV Dallas bills itself as a program of "news, analysis and opinion." On the commercial stations precious little commercial time is devoted to an explanation of what the facts mean. And, to my knowledge, absolutely no time is devoted to expressions of reporter opinion.—George Wruck Jr., Dallas.

(Mr. Wruck may want fewer and longer television news reports than he finds on commercial stations and may like his facts flavored with the opinions of reporters, but he missed the editorial's principal point: A governmentally subsidized system is inherently susceptible to governmental coercion, and its output of journalism can easily be corrupted into propaganda.)

Switched ID's

EDITOR: Thank you for the "Headliners" on the appointments of Robert L. Glaser, new president of RKO General television division, and Henry V. Greene, new vice president and assistant to the president of RKO General Inc., in the April 30 BROADCASTING. Recognition in this fine trade publication is always an honor. However, on the way to the presses the names between the photos were accidentally switched.—Pat Throne, director of television publicity, WOR-TV New York.

(Pictures and identifications should have been matched as shown below.)



Mr. Glaser



Mr. Greene

M&H

REFLECTIONS

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

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

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

M&H

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Area Code 703
790-5050

Monday Memo

A broadcast advertising commentary from Bruce Hirsch, vice president, Sawdon & Bess, New York

Media department goes computerized for savings in expense and time

The ancient adage, "Necessity is the mother of invention," seems to have had its appropriateness severely blunted by the advertising industry. For a long time now, this industry has been plagued with fluctuating revenues, shrinking profits, higher costs and greater client demands, and saddled with an archaic, overly simplistic method of compensation—the 15% commission. The fact that such less-than-ideal conditions exist should have fostered some new thinking about potential solutions.

There is something being overlooked—the computer. But we have not, as an industry, moved wholeheartedly into the arena of automation. Yet, while there are obviously certain aspects of our business that do not lend themselves to automation, a great deal of what we do could well be computerized.

Just where can the computer fit in and how can it solve some of the problems I mentioned? Let's take a closer look at the role of the machine. Without a doubt, the computer is capable of handling complex problems and occasionally, its use is so justified. What the computer really does best, however—and most profitably from the standpoint of an advertising agency—is play the role of "super clerk."

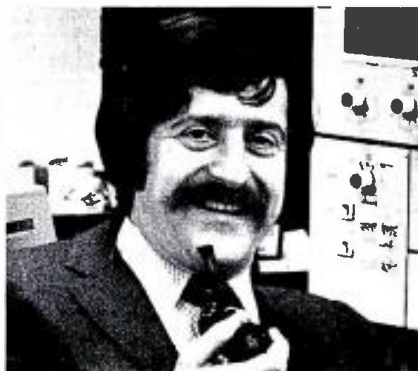
My own shop, Sawdon & Bess, bills approximately \$10 million per year, the bulk of this in spot radio and television. Our clients, for the most part, are retailers. Because of the fact that most of our billings are in broadcast and our clients are heavily promotion oriented—we were swamped by the paperwork involved. Our media department was the largest department in the agency. We were paying a media director, planners, buyers, assistant buyers, estimators, biller-checkers, stat-typists and secretaries. The job was being accomplished, but at a relatively high cost.

We decided to revamp our entire operational system within the media department and eventually expand new systems into other areas of the agency. We felt that the computer offered a viable means of accomplishing our objectives—better service to our clients at a more favorable profit ratio to ourselves.

The results to date, after close to a year of operation—excellent.

Let's look at a typical example of a broadcast buy, as we might handle it through our agency manually, and then via the computer. We'll assume a fairly typical—for our agency—100-market, spot-television buy.

Avails are requested by telephone and TWX and normally take about a week to



Since early 1970 Bruce Hirsch has been with Sawdon & Bess where he holds the post of vice president and director of marketing and media services. He began his career in advertising in 1962 as a media research analyst, at Lennen & Newell. He soon moved over to Needham, Harper & Steers as associate media director. At Needham, he was moved up to vice president-director of media, before leaving that agency to join Sawdon & Bess. In addition to running the media department, he also designs systems and programs for the agency's computer.

arrive. During this period, our assistant buyers go over the avails and check out all the ratings. This is a time-consuming job that takes close to a week to complete. The assistants attempt to correct the avails and edit them so that they are more readily understandable to the buyers.

The buyers then go over the avails and make their buys in the usual manner. After the buys are complete, the buyers write up buy sheets, a tedious process that actually consumes several days of writing for each buyer. We now have a situation where, from the first call for avails to the completion of the buy and the manual writing up of buy-sheets, a period of about three weeks has elapsed. At this point, the work moves from the buyers to the estimators and typists.

The first step is to type up the buy-sheets, a job that, for a 100-market buy can take three to four days, depending on the number of typists available. Copies of the buy sheets are then sent to the client. In addition, our clients—and many others that I have worked with in the past—require salesmen's schedules, usually modified buy-sheets without specific cost information. These take another two to three days to type up.

Next, estimators, using the buy-sheets, prepare detailed estimates. The preparation of the estimates and the typing involved in their production take about a week. The final step is billing, which entails summarizing the estimates and typing up specific invoices in the particu-

lar format desired by the client. This job normally takes another two days.

We now have, from start to finish, a time element to complete the 100-market buy of about 29 working days—close to six weeks before the last of the paperwork concerning the buy leaves the agency. About 15 days were concerned with the actual making of the buy, while 14 days were needed to produce the paperwork.

Now let's take a look at how the computer can handle this. To begin with, avails are requested in the same manner as before. However, as the avails arrive, they are not rated out nor are they analyzed. Rather, the assistant buyers and the buyers simply code them, a rapid process that requires relatively little writing. The entire coding process, in actual working time, takes about two days. Usually, by the time the last set of avails arrive, all the previous avails are coded and keypunched. The computer now takes over and rates out every spot on the avails, using the latest Nielsen sweep, which is stored in its entirety in the computer. Not only is every spot rated out and analyzed on the basis of cost per point and cost per thousand for five demos, but all packages are similarly analyzed. The computer takes about two hours to provide all the buyers with uniform sets of avails, all fully analyzed. This part of the process actually saves close to a week.

Using these machine avails as a source, the buyer then goes about making the buy in the normal manner. However, it is unnecessary for him to write up buy sheets. Every spot on the avails is numbered and all the buyer need do is, on a special coding sheet, write in the ID number of the spot bought, the cost and the number of spots. This information is then keypunched and goes back to the machine. The buyer is now finished.

Let's assume that the actual buying process takes about a week, the same as for the manual system. We now have two weeks invested in the buy, rather than three.

The rest of the show is entirely the computer's. There are no estimators and no typists. With the last of the buy complete, the machine takes about two hours to run the buy-sheets, very detailed listings of the buy that contain a complete analysis by spot, station, and market for the entire buy. Immediately after running the buy-sheets, the salesmen's schedules are run—about an hour and a half; and finally, the billing is run off, a process that takes half an hour. And that's it.

The computer allowed us, in total, to compress the entire buying procedure from 29 days to about 11 days. And a time saving such as this must, ultimately, result in a substantial saving of dollars.

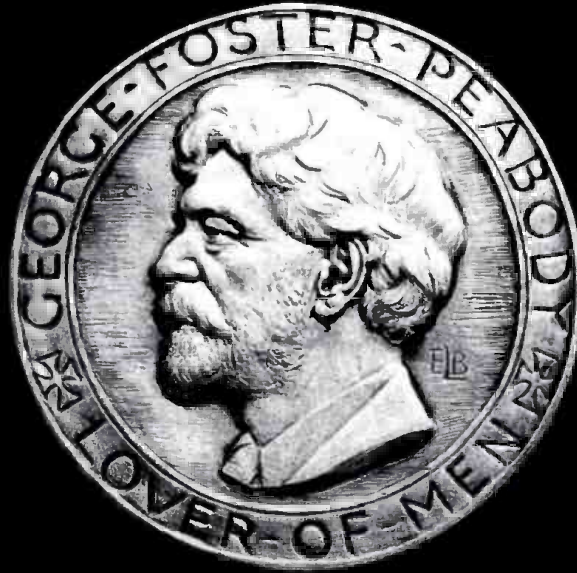
**Most
Adults.
6 am to 9 pm.
WGN
Radio.**



WGN Radio 720

15 straight hours, every weekday, more adults in Chicago listen to WGN radio than to any other Chicago station.
Source: ARB, Chicago, Jan/Feb '73, Hour by Hour 6am-midnight averages, Metro Adults 18+, Avg Qtr Hour, Mon-Fri.
Data subject to qualifications listed in report.

WWL-TV
NEW ORLEANS
Gratefully Acknowledges
THE GEORGE FOSTER PEABODY AWARD



for

"CHINA '72: A HOLE IN THE BAMBOO CURTAIN"

WWL-TV is proud to be included, for the second time in three years, among those found worthy of this most prestigious award. We are also grateful for the other awards which have been bestowed upon us this year—the Overseas Press Award, the National Headliners Award, and the National Press Photographers Association Award, among others.

These, together with honors of the past few years—
Three National Emmy Nominations,
The First National Emmy Citation, Three Sloan Awards,
The Atlanta Film Festival Award, and
The Catholic Broadcasters Association Award,
make us realize more fully the importance of good, quality programming in public service and public affairs. And we pledge to continue in our efforts to serve our community well.

WWL ©
NEW ORLEANS
Represented Nationally by the Katz Agency

Broadcasting May 7

Vol. 84 No. 19

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SIoux FALLS, S. DAK.

Did Watergate break the ice between White House and the media?

Journalists see vindication in Nixon's sudden recognition, but some of his surviving aides warn the thaw is not complete

Whatever else Watergate might mean for the rest of the country, the high drama the unfolding story produced last week seemed for the nation's journalists to mark the end of a long night of travail.

There was President Nixon on Monday night, toward the end of the televised address in which he accepted responsibility for the scandal that has shaken his administration, giving credit to those institutions and individuals that were helping to unravel the mystery—the prosecutors, Federal Judge John Sirica and, finally, “a vigorous free press.”

Later he was to walk into the White House press-briefing room, mount the podium where his news secretary normally fields reporters' questions, and address the dozen or so reporters and photographers present: “Ladies and gentlemen of the press, we have had our differences in the past, and I hope you give me hell every time you think I'm wrong. I hope I'm worthy of your trust.”

Nor was that all. The next morning, White House news secretary Ronald L. Ziegler apologized to the *Washington Post*, the newspaper that more than any other journalistic enterprise helped break the case, for characterizing its Watergate coverage as “based on hearsay, character assassination and innuendo or guilt by association.” He said he had been “over-enthusiastic” in his comments about the *Post*.

These gestures came from an administration that for four years had, in the view of many newsmen, persisted in a calculated effort to destroy their credibility in the eyes of the public. A beleaguered White House, confronted by Democratic majorities in the Senate and House, contending nightly with what it considered liberal commentators on the networks and every morning with what it considered liberal commentators in the nation's leading newspapers, had indeed

lashed out at its adversaries in the media, in the process politicizing the customary adversary relationship that exists between press and government. Its rationale, one administration source said last week, was that “everyone was against us but the people.”

The White House's more familiar combative spirit was evident in the comments that H. R. Haldeman and John D. Ehrlichman, the two chief presidential assistants, made in connection with the resignations the Watergate investigation had obliged them to submit to the President. In his letter of resignation, Mr. Haldeman referred to “the flood of stories arising every day from all sorts of sources” that had made it “virtually impossible” for him to carry on his “regular responsibilities in the White House.” Mr. Ehrlichman, in his letter, too, spoke of the “repeated rumor, unfounded charges or implications” carried by the media that he said were making it impossible for him to do his job. He pursued that theme in a filmed interview presented on CBS News's Walter Cronkite program Tuesday night. “It was going to be necessary” to

devote “so much time to straightening out this kind of media treatment that I really couldn't stay on the job and try and do that and straighten out the stories at the same time,” he said.

But those were isolated shots. The main barrage had lifted. And newsmen were caught by surprise. CBS News's Dan Rather, frequently denounced by White House aides as anti-Nixon, seemed hardly able to contain himself when, during the network's wrap-up analysis of the President's speech, he read a note handed him that quoted the President's remarks in the White House press-briefing room. And Bill Monroe, Washington editor of NBC's *Today*, who is among those in broadcasting most sensitive to what he considers government efforts to muzzle or intimidate the media, found it “very interesting” that the President would “go out of his way to say something nice about the press on a subject that's been an irritant.”

But those were the immediate reactions. The caution and hope they reflected gave way later in the week to notes of confidence and even exultation in the remarks of other newsmen. The president of the American Society of Newspaper Editors, Edward Murray, of the *Detroit Free Press*, said the news profession's credibility was restored when “Watergate finally erupted in the faces of a lot of people whose First Amendment track record was notoriously poor.”

A network news executive who declined to be identified offered a similar observation. The administration “has to let up on the media,” he said. “The whole incident of Watergate has improved the credibility of the media and decreased the credibility of the White House.”

Victor Gold, who speaks with special knowledge as former news secretary to Vice President Spiro T. Agnew, the first and most virulent critic of the media that the Nixon administration produced, put the matter another way, in terms of tactics: “I believe the media issue as an issue is dead tactically . . . It would be very difficult for any member of the administration to criticize the *Post*.”

CBS News President Richard Salant also expressed the view that Watergate would cause the White House to tone down, if not call off, its public attack on the media “for some time.” But he also is looking back over his shoulder. “It's difficult to anticipate what the administration will do to us at any future time,” he said.

And administration officials offered no support for the notion that the White House had undergone a complete change



President Nixon in the press room:

“We have had our differences in the past, and I hope you give me hell every time you think I'm wrong. I hope I'm worthy of your trust.”

Three out of four. NBC research officials estimated last week that 77.5 million viewers watched President Nixon's Monday-night (April 30) speech on the Watergate scandal. They based their projection, which included viewing on all three TV networks, on Nielsen overnight ratings for New York and Los Angeles. In New York the 9-9:30 period drew an 18.7 rating on CBS-TV, 17.1 on NBC-TV and 16.7 on ABC-TV. Their combined shares totaled 75%, indicating a fourth of the homes using TV were tuned to other stations. In Los Angeles NBC-TV had a 19.9 rating, ABC-TV 14.9 and CBS-TV 11.7, with shares totaling 72%. The 77.5 million viewers estimated for the Watergate speech compared with about 75 million for Mr. Nixon's March 29 (9-9:20 p.m. NYT) address on the imposition of ceilings on meat prices, and with 85 million for his Jan. 23 (10-10:10 p.m.) announcement of the Vietnam truce.

of heart. There was considerable support, in their comments, for a vigorous free press, but much advice, too, about not reading too much into what the President and Ron Ziegler had said.

White House Communications Director Herbert Klein, one of the few administration figures who has consistently attempted to maintain friendly relations with the news media, viewed the President's remarks concerning the press primarily as "exemplifying a willingness to admit error." And while he viewed the remarks, also, as a step in the direction of building closer relations with the media, he said it was going "too far" to suggest that a new era was dawning in those relations.

White House aide Patrick Buchanan, who is considered to be one of the most conservative members of the President's entourage as well as one of the most loyal to the President and, as such, one of the most antagonistic toward the media, would not "speculate" on the meaning of the President's remarks. "The words will have to speak for themselves."

Others in the administration say it is too much to expect Mr. Buchanan to change his attitude toward the media. "Pat is going to feel the same way about the media today as he did a month ago," said one official who knows him.

The same official also pointed out that policies affecting the media are not likely to be altered. Clay T. Whitehead, director of the Office of Telecommunications Policy, is not about to change his view that too much power is concentrated in the networks and that station affiliates should assume more responsibility for the programming they present. (OTP officials say Mr. Whitehead's concern with localism is not rooted in an antimedia or antinetwork bias.)

But if policies are not changing, it is possible that attitudes will. White House officials close to the President say his hand is on the ratchet controlling tension between the media and the administration; it is his choice to ease it or increase

it. More frequent news conferences, for instance, could be taken as a sign of a friendlier—or at least less hostile—relationship between him and the press corps that the White House staff would recognize. And both Mr. Ziegler and Mr. Klein said the President, who has been criticized for the infrequency of his meetings with reporters, will hold more news conferences in the future than in the past.

There is, too, the example of Vice President Agnew. He had opened the Nixon administration's attack on the media on Nov. 13, 1969, with a speech in Des Moines, Iowa, in which he impugned the objectivity and fairness with which the networks exercise what he said was their inordinate opinion-molding power, and talked of "a tiny and closed fraternity of privileged men [network newsmen], elected by no one, and enjoying a monopoly sanctioned and licensed by government" (BROADCASTING, Nov. 17, 1969).

In recent months, the Vice President has been taking a more conciliatory attitude toward the media, suggesting that both the administration and the media have been guilty of errors in their dispute and suggesting that the two sides cooperate in an effort to resolve their differences (BROADCASTING, April 16). He expressed that view again last week in a speech to the Maryland Press Club, in Baltimore. And although he expressly did not apologize for his earlier criticisms of the media, he conceded they "could have been stated less abrasively."

Marsh Thompson, the Vice President's current news secretary, said the President's remarks last week have only encouraged the Vice President to pursue his new course. "Our attitude has been that a lot of things had to be called to the public's attention. That's been done. Now we have to work together, maybe set new ground rules." He could not be more specific on that point. But the lowering of the Vice President's voice seemed a clear enough message in itself.

Against that background, a speech delivered shortly after noon, on Monday, to the National Press Club, in Washington, seemed somewhat dated 24 hours later. It was delivered by the president of the American Bar Association, Robert W. Meserve, and supported the view that the news media's freedoms are being threatened by some in government. He expressed special concern over "the disturbing attitude of some politicians toward the broadcasting industry," where the presence of federal-licensing authority makes licensees and their news personnel sensitive to the possibility of governmental or political reprisal.

But even if the speech seemed less timely after the President's remarks than it did when delivered, the point of the talk remains reassuring. Those who attack the media "for their own purposes," Mr. Meserve said, "will not succeed in repealing the First Amendment" because the courts will not let them. Indeed, said Mr. Meserve, who spoke on the eve of Law Day, that is "one of the messages" of the celebration of that day—"the indispensability of an independent judiciary."

Little cigars light up in the House

Cook has his bill sent over again; Macdonald introduces his own

Legislation to ban broadcast advertising of little cigars moved to the forefront on Capitol Hill last week. The Senate passed such a bill at the request of Senator Marlow Cook (R-Ky.), and Representative Torbert H. Macdonald (D-Mass.) introduced an identical measure and promised that his House Communications Subcommittee will soon hold a hearing on it.

Senator Cook had indicated two weeks ago that he would ask for passage of the measure (BROADCASTING, April 30).

The Senate bill, S. 1165, originally sponsored by Frank Moss (D-Utah), was approved by the Senate April 10, but Senator Cook used a parliamentary tactic to stall the bill in the Senate in order to give Consolidated Cigar Corp. more time to change its mind about proceeding with a planned national TV campaign for its Dutch Treats little cigars (BROADCASTING, April 16).

Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) and Senator Cook had earlier persuaded R. J. Reynolds and P. Lorillard to drop broadcast advertising for their little-cigar products—Winchester and Omega, respectively (BROADCASTING, Feb. 19). Subsequently all other little-cigar makers except Consolidated also agreed not to advertise on TV and radio.

Senator Cook orchestrated the agreement. It was learned that the senator wanted to head off legislation that he thought could be more stringent than banning little cigars from the air.

Consolidated's refusal to agree to the advertising embargo was responsible for the Senate Commerce Committee approving S. 1165 on April 13. The measure was then routinely approved.

But Senator Cook, still hoping Consolidated President E. W. Kelley would change his mind, moved for reconsideration of the bill—a maneuver that stalled the bill until the Senate decided to vote on the motion for reconsideration.

Finally, by unanimous consent last Monday (April 30), the Senate passed Senator Cook's motion for reconsideration. (Technically, that opened the bill up for debate and amendments.) It then immediately passed the bill without amendments and sent it to the House, where it was referred to the Commerce Committee.

The Macdonald bill (H.R. 7482) was introduced last Thursday (May 3)—reportedly because the congressman wanted to assure that the communications unit would have jurisdiction over it. (The Public Health and Environment Subcommittee and the Commerce and Fi-

nance Subcommittee could also legitimately claim jurisdiction over the Senate-passed little-cigar bill.) It's understood that, by introducing a separate House bill, Mr. Macdonald was virtually guaranteed that it would fall under his subcommittee's jurisdiction.

"It seems obvious that the intention of Congress in enacting the Public Health Cigarette Smoking Act [which banned cigarette advertising from the air] was to stop glamorizing smoking for young people," said Mr. Macdonald in a statement last week. "The difference between one roll of tobacco and another is so slight as to be almost invisible. To be consistent, I feel the law should apply to brown rolls of tobacco just as much as to white. Hopefully our young people won't be seduced into taking up smoking by seeing on TV and hearing on radio how romantic it all is."

Mr. Macdonald charged that "makers of certain so-called cigarillos, which are identical to brown cigarettes," have taken advantage of a loophole in the law banning broadcast cigarette advertising. "This callous disregard of the intention and spirit of the congressional act of 1969 must be stopped," he declared. Congressional action is necessary, he said, because voluntary agreements against using TV and radio "have been shunned by certain of these manufacturers."

Mr. Macdonald added that the subcommittee plans an early hearing on the bill and said he felt confident that there would be little opposition to it from the cigarette industry.

Both Senate and House bills amend the law banning broadcast advertising of cigarettes to include little cigars.

Bristol-Myers lets Avco handle the nitty-gritty

Bristol-Myers and Avco Broadcasting will begin a one-year test of a new buying arrangement that will run on "good faith." Beginning Oct. 1, Bristol-Myers will submit monthly buy requests for each of its products to be advertised with desired weights and time periods to be used on the four Avco stations participating in the test. Avco will place the spots without submitting further information to Bristol-Myers. Avco's monthly bill to Bristol-Myers will include only the product and the total dollar amount.

John Murphy, Avco Broadcasting president, said: "The elimination of the vast amount of paper work brings about significant expense savings." Participating Avco TV stations are: WLWT Cincinnati, WLWC Columbus, WLWD Dayton and WLWI Indianapolis.

As part of the plan, Bristol-Myers will commit 10% of its total annual budget in these markets to special local programs Avco stations will produce. Mr. Murphy anticipates six to eight such programs in each market will be involved. Marvin Koslow, vice president marketing services of Bristol-Myers, said: "It's a common-sense approach to the client/station relationship and within an atmosphere of mutual trust and good faith."

TVB session exudes sweet smell of success

Bureau offers upbeat report on retailer use of television, supplemented by case histories of satisfied sponsors

TV success stories and how-to-do-it advice were offered in a steady stream at the second annual retail TV commercials workshop, conducted in New York by the Television Bureau of Advertising last Tuesday and Wednesday (May 1-2). Some 170 retailers and agency people attended.

Harvey Spiegel, senior vice president of sales and marketing at TVB, reviewed the growth of local television's top-20 advertiser categories in 1972, when spending was increased 19% over 1971. Department and discount stores remained the number-one local category with the number of commercials scheduled in an average week rising to 11,681 (from 10,438 in 1971), an increase of 12%. Auto and truck dealers, in second place, registered a 22% increase, followed by restaurants and drive-ins, up 19%. In fourth and fifth places were food stores and supermarkets, up 30% and furniture stores, up 43%. All figures are based on Broadcast Advertising Reports data.

Thomas McGoldrick, director of retail sales at TVB, discussed the TV advertising programs of 13 leading retailers in the top-10 local categories. Twelve of the retailers spent 50% or more of their total advertising budgets in TV and all but three kept their production costs at 10% or less of their total TV budgets. One example given was C&R Clothiers in Los Angeles. In the two years it has been using television, C&R has grown from two to 20 stores. It began with an average of 19 commercials weekly; now the average is between 120 and 150. Asher Gould Advertising, Los Angeles, is C&R's

agency. Hal Asher said: "Television wasn't the only reason [for C&R's growth] but it was a major factor. C&R Clothier invests 98% of its advertising budget in television because it's the best way to make people aware of them, what they sell and stand for."

Mr. McGoldrick said these examples of retail television advertising show that "commercials can be low-cost without being cheap. High quality commercials can cost less if they do more. Once you've created the commercial, you've done the hardest part. Now the more you run that commercial, the less of our TV budget it will cost."

Carl (Ding) Koehler, vice president and creative director of Sawdon & Bess advertising agency, advised retailers to "sell your catalogue of items and prices in newspapers . . . It's for clipping and perusing and comparing." He reminded the audience that "consumers have a tremendous choice. They can buy what you're selling in lots of places for comparable prices. Yet you still let the item speak for your stores . . . find something about your store that's of interest to him, not just to you, and sell it to him [the consumer] persuasively."

Mr. Koehler showed commercials for Kinney Shoes and Woolworth's, S&B clients, and for Pathmark supermarkets to illustrate the concepts of store personality and merchandise image. He stressed that item advertising should always be done within the context of the store's over-all image. Mr. Koehler suggested that retailers "choose items with as much broad consumer appeal as possible. Choose items that should be demonstrated, glamorized, explored . . . If you have a multi-item spot, group them in reasonable merchandise categories . . . If it won't group as merchandise departments, group them as a life-style concept, or surround your merchandise with a promotion handle." Above all, Mr. Koehler said, "try being less concerned with selling things and more concerned with selling the place to buy them in."

Stephen Thorpe, vice president in



Shop talk. Pete Cash (l) TVB president, chats with Terry McDonald (c) VP-sales promotion, Cain-Sloan Department Stores, Nashville and Peg Van Amburgh, advertising manager, Cherry & Webb, East Providence, R.I., at the TVB retail workshop.

BAR reports television-network sales as of April 15

NBC \$209,137,200 (34.6%), CBS \$208,342,100 (34.5%), ABC \$186,242,500 (30.9%)

Day parts	Total minutes week ended April 15	Total dollars week ended April 15	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	82	\$ 516,500	1,051	\$ 6,847,900	\$ 6,422,600
Monday-Friday 10 a.m.-6 p.m.	1,013	8,582,400	14,639	125,900,300	102,670,500
Saturday-Sunday Sign-on-6 p.m.	337	4,297,400	4,281	62,744,400	65,989,200
Monday-Saturday 6 p.m.-7:30 p.m.	96	1,922,900	1,403	31,260,000	27,637,300
Sunday 6 p.m.-7:30 p.m.	12	202,700	230	6,301,200	5,293,600
Monday-Sunday 7:30 p.m.-11 p.m.	399	21,282,300	5,883	337,216,200	296,138,100
Monday-Sunday 11 p.m.-Sign-off	164	2,259,900	2,239	33,451,800	25,619,600
Total	2,103	\$39,064,100	29,726	\$603,721,800	\$529,770,900

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

charge of sales promotion for The Hecht Co. department stores in the Baltimore-Washington area, told how, by adding TV to its media mix for a Christmas men's-department campaign, Hecht increased sales by over 35%. The three-week campaign was called "Christmas with Love from The Hecht Company." Stores ran an average of 30 messages daily in prime time. This included full sponsorship of three nighttime movies and a Sammy Davis Jr. special created for The Hecht Co. Mr. Thorpe said: "six May Co. [parent organization] stores have banded together to do a similar campaign on a syndicated basis for Father's Day."

Fred Bliesner, national retail sales promotion and ad manager for Montgomery Ward, received TVB's Gold Screen award for the company's use of television. Ward's advertises in 86 TV markets using 241 stations.

Zal Venet, president of Venet Advertising, New York, discussed his agency's campaign for Pathmark supermarkets. "Since our story was unique, we used a unique medium—we turned to the tube," Mr. Zenet said, "Nothing fancy, nothing world-shattering, just an honest story honestly presented—but with such a ring of truth and such a strong promise that it brought people in by the droves. We used television in combination with all the tested channels. But it was television that added the excitement, that brought the whole package to life, that supplied the personal contact we felt we needed."

Frederick Doner, account executive with W. B. Doner Agency, Detroit, discussed his agency's campaign for Joshua Doore furniture warehouse and showrooms. Mr. Doner wrote the musical theme, "You've Got an Uncle in The Furniture Business." After four weeks on TV, Mr. Doner said, "on an unaided-recall basis, Joshua Doore got 58% recognition, three times the level of our nearest competitor. Our study showed on the basis of recall that 90% remembered our messages from TV, three times more than from newspapers. In the last seven months, our sales are up 51% and our earnings are up 35%."

Neckritz loses again

Maneuver for fairness ruling fails as FCC upholds station renewals

Alan F. Neckritz has been turned down by the FCC in another effort by him to secure a ruling that Chevron F-310 commercials raise a fairness-doctrine issue.

This time, his vehicle was a petition to deny the renewal applications for three San Francisco stations that had carried the commercials—KPIX-TV, KRON-TV and KGO-TV. The petitions were filed against renewals due on Dec. 1, 1971.

He said the stations had failed to apply the fairness doctrine to product commercials raising ecological issues. He also said the commercials—which asserted use of the product helps reduce air pollution—were deceptive and that the stations had failed to take all reasonable precautions to guard the public from the allegedly deceptive advertising.

Mr. Neckritz made similar arguments in a complaint involving Chevron F-310 that was filed against the three San Francisco stations and two in Los Angeles, KNBC-TV and KNXT(TV), a year earlier, in 1970. (Mr. Neckritz and his co-complainant, Lawrence B. Ordower, were

Birth announcement. A new advertising agency has been born in New York: Cohen, Pasqualina & Lowe. Howard Cohen and Bob Pasqualina, ex-vice presidents and creative group heads at Wells, Rich, Greene, achieved advertising stardom for their "Try it, you'll like it" and "I can't believe I ate the whole thing" commercials for Alka Seltzer. Messrs. Cohen and Pasqualina are chairman and co-chairman of the board, respectively. Burton Lowe is president and chief executive officer of the agency. Mr. Lowe's prior experience includes nine years in media supervision and product management at Procter & Gamble. Temporary address: Beekman Towers, 49th Street and First Avenue, Phone (212) 355-7300.

then University of California law-school students; they have since graduated.) And the commission rejected the arguments. However, the case is now on appeal in the U.S. Court of Appeals in Washington.

The commission last week cited the earlier ruling, in March 1971, which it affirmed last March, in rejecting the petitions seeking denial of the three San Francisco stations. The commission said it had already ruled that the stations involved had "acted reasonably and in good faith" in determining that the commercials did not raise a fairness issue.

It also found no basis for imposing sanctions on the ground of deceptive advertising. The Federal Trade Commission has filed a complaint against the commercials involved, but has not yet ruled on whether they were in fact false or deceptive. Furthermore, the commission said, the five stations had met its requirements for exercising care in accepting ads subject to FTC complaint in that they had either required documentation of the advertisers' claims or made changes in the content of the commercials.

The commission acted on a 6-to-1 vote, with Commissioner Nicholas Johnson the lone dissenter.

Back-pay raises get by

Retroactive increases in rates covered by the new three-year television-commercials contract, negotiated by the Screen Actors Guild and the American Federation of Television and Radio Artists with the American Association of Advertising Agencies and the Association of National Advertisers, have been approved by the Cost of Living Council. The new rates have been in effect since Jan. 10, but were retroactive to Nov. 6, 1972. The Cost of Living Council approval covered the retroactive period. Phase II wage controls ended on Jan. 10. The new contract was ratified earlier this year (BROADCASTING, Feb. 5).

NBC new formula: less TV, more radio

A television advertiser can improve its campaign's reach and frequency by cutting back—if it puts the saving into radio. Nicholas Gordon, sales vice president of the NBC Radio network, made the point in a speech prepared for delivery to the San Francisco Media Directors last Thursday (May 3).

He cited a schedule of 10 30-second TV announcements costing \$240,000. Cutting back to eight TV announcements, he said, would save \$48,000, which would buy 85 announcements on NBC Radio's *News on the Hour* over a four-week period. The 10 TV commercials would deliver 91-million women aged 18 and over, reaching 45 million an average of twice each, but the eight TV spots would deliver 70 million and the radio campaign almost 80 million, Mr. Gordon said. Thus TV and radio together would provide 150-million impressions, reaching 47-million women with an average frequency of more than three.



Would you cover a trial without going to court?

Of course you wouldn't.

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

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

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

In the past two years our forest experts have taken

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

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



American Forest Institute

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

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

Name

Title

Company

Address

City

State/Zip

Doyle Dane Bernbach: The trend setter of the sixties works to stay that way

The emphasis on creativity and freedom remains at an agency that bills over \$100 million in the broadcast media

"His agency is the most sought-after in advertising and he himself is the industry's chief fashion-setter. . . . He has pioneered with such campaigns as those for Volkswagen ('Think small'), Avis ('We're only number 2'), Levy's ('You don't have to be Jewish to love Levy's real Jewish rye') and Laura Scudder's ('The noisiest potato chips in the world'). His agency was responsible for the Dreyfus Fund lion prowling Wall Street and the Columbian coffee grower's Juan Valdez. . . . As a result of these and other campaigns, more and more advertisers began demanding the DDB look in advertising, and more and more agencies began attempting to provide it." That seal of historical significance was bestowed on Bill Bernbach and Doyle Dane Bernbach by the *Encyclopaedia Britannica*, in its 1967 yearbook.

Few advertising agencies have had the impact on advertising that Doyle Dane Bernbach has. Its alumni have absorbed DDB's approach and gone on to form their own agencies, thereby extending its influence. They include such illustrious names as Ron Rosenfeld, Leonard Sirovitz, Mary Wells, George Lois and Carl

Ally. DDB has quite a few famous names remaining—Bill Bernbach, now chairman of the board and chief executive officer; Bob Gage, executive vice president and creative management supervisor; and Bob Levenson, executive vice president and creative director.

If there is one essential factor in all the ingredients that have made DDB tick, it would be the total commitment to creative advertising. President Joseph Daly expressed that commitment in his address to shareholders last February: "I do not intend to belabor you . . . concerning DDB's position on creativity. It is not only our middle name, it is our first and last name as well. We were founded on this concept—and in another sense, we have founded the concept."

At a time when marketing men are selling the virtues of positioning and deemphasizing the importance of creativity, Doyle Dane Bernbach has stood firm. Mr. Daly says: "There was a danger of a backlash against DDB because people were hollering against creativity. But they didn't realize they were criticizing imitations of the form, not the substance. Bob Levenson once said, 'It's not the end of the creative revolution—it's the end of the revolting creatives.'"

Mr. Bernbach adds: "I just hope they don't destroy the gains made by the cre-

ative revolution of the sixties. I think marketing is very important. It's just as bad to have brilliant work poorly premised as to have dull work strongly premised. Irrelevant dullness is just as bad as irrelevant brilliance. The truth is you need both marketing tools and creativity. We send our creative people into a client's factories. We want them to find out what the message is. You have to have something to say, to say it better."

Currently, Doyle Dane Bernbach is saying it for American Airlines ("To the good life"), Mobil Oil (with arch-fiend Mr. Dirt), Polaroid (with spokesman Sir Laurence Olivier), Volkswagen ("Few things in life work as well as a Volkswagen") and Audi ("It's a lot of car for the money"), to name a few. And Avis, which started with DDB ("We try harder") and left in 1969 for another agency, returned to DDB in January—the product of that reunion will be seen this summer. In 1972, 60% of DDB's domestic billings were with broadcast media—that's over \$116 million.

What is the Doyle Dane Bernbach approach to advertising? Joe Daly says, "We start with the premise if it doesn't get you involved it won't work—and the involvement is directed toward a sales point."

Many male viewers seem eager to get involved with DDB's current campaign for American Airlines—and it has little to do with Chet Huntley, American's spokesman. It has everything to do with curvaceous Babette Colby, who emerges from Carribean waters and walks toward the camera as Julius LaRosa sings, "To the good life." Walter Carey, vice president and account supervisor for American says, "The reason they love the girl is that she isn't 19 or 20—she's about 30. People tell me, 'She's a real woman.'" Jack Piccolo, vice president and creative management supervisor/art on the account, says no one working on the commercial had any idea she would be such a hit: "Anyone who ever tells you they anticipated a big hit commercial is fooling you. Your best clue is the guy who brings the sandwiches into the mixing room who stops to watch the spot and says, 'That's good.'"

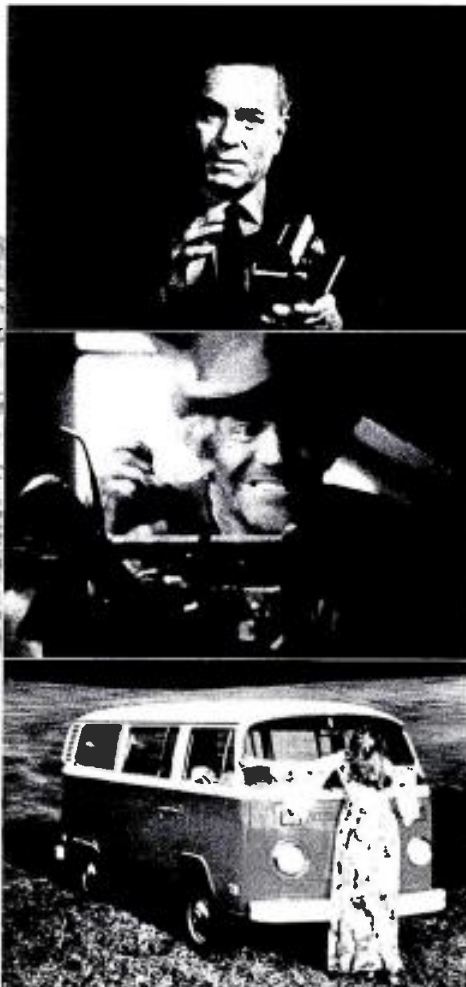
Marvin Honig, vice president and creative management supervisor/copy on American, explains why he joined the agency (about four years ago): "At the agency where I was, they kept bringing me DDB ads asking me to write a 'DDB-type' ad. Finally, I had so many DDB ads on the walls of my office I decided to work for DDB." Mr. Piccolo recalls: "I almost got out of advertising because I'd worked in a place I didn't like. Here, if you don't do great work you only have yourself to blame. The morale is very high here. It used to be a lot wilder—the junior copywriters used to go down the halls on skate boards with dart guns. Now it's quieted down."

That may be so, but Marv Honig points out: "You can still find a basketball game in someone's office every once in a while. . . . But it's like we went through adolescence."

Another Doyle Dane Bernbach crea-



Big four. Doyle Dane Bernbach product is seen most often on television selling for such blue-chips as American Airlines (above), with its undulant, unavoidable message; for Polaroid, with distinguished pitchman Sir Lawrence Olivier; for Mobil Oil, with the grimy nemeses of the internal-combustion engine, Mr. Dirt, and for Volkswagen, with a take-off on the slow-motion, run-through-the-field, lovers-embrace type of ad, only this time between a woman and



tion that has people involved is the saga of Mr. Dirt versus Mobil, "the detergent gasoline." Joseph Landy, vice president and senior account supervisor, and Walter Guarino, account supervisor, work on the Mobil account, which is almost 100% in broadcast. They've received requests for Mr. Dirt sweatshirts and notices of fan clubs being formed around the country. The campaign has scored well in viewer awareness and benefit recall, according to Mr. Landy, who expects Mr. Dirt to have a life expectancy of about three years.

Mr. Landy describes DDB as, "a very hip agency, but we're not wild about it—we've been there. It's fun to work here. We give creative as much input as they can bear. They're very unselfish—if an account person has an idea, creative will use it. The account group had said, 'Why don't you put Mr. Dirt in a crop duster?' Creative took that idea and put him in a World War I biplane." Mr. Guarino has been with DDB almost a year and, he says, "I feel like I've finally gotten back into advertising. You don't have a sense of hierarchy here. You feel more a part of things."

Vice Presidents Bob Rees and John Noble, account supervisor and creative management supervisor, respectively, work on the Volkswagen-Porsche-Audi accounts. About 75% of VW's billings are in broadcast media (most of that's in TV). The figure for Audi is 40% in TV. According to Mr. Rees, current VW advertising has changed from the "pure imagery" of the early campaigns ("when we owned the field") to "making hard copy points." He says that the compact-car market has become "much more volatile and capricious. We've had to react much more quickly. That's why we're into TV more—it has a much more immediate impact. For example, with repeal of the excise tax, TV turned our image around—we ran a tag at the end of our spots saying 'We're under \$2,000 again.'" Currently, there are two Volkswagen campaigns on the air. "Few things in life work as well as a Volkswagen," has testimonial spots by a cowboy who uses his VW to round up cattle, and a traffic reporter who chose the bug to get through traffic when he's not in his helicopter. There is also a spoof of hair-coloring commercials with the slow-motion, running-through-the-field blonde. In this case, however, she embraces a VW station wagon as the announcer intones: "If you're always loved each other, yet one thing has kept you apart—rejoice. The VW station wagon is now available with fully automatic transmission." Another spot shows a woman driving the station wagon to the top of a steep hill when the light turns red. As she waits for the light to turn, the announcer says, "Last year we gave you enough power to get up the hill. This year we give you automatic transmission to get over the hill." The light turns green and, sure enough, the clutchless VW crests the hill and rides off.

Mr. Noble describes DDB as "very loose. We called Bill [Bernbach] up five minutes before for a meeting. When we



Mobil men. This DDB oil company account is overseen by Walt Guarino (l), account supervisor, and Joe Landy, senior account supervisor. Their man is in the middle.



AA team. The American Airlines account is run by (l-r) Jack Piccolo, vice president-creative management supervisor, art; Marvin Honig, vice president-creative supervisor, copy, and Walter Carey, vice president-senior account supervisor.



Cameras, cars. Jack Dillon (at left) is vice president-creative management supervisor on Polaroid; at right are Bob Rees (l), vice president-account supervisor for Volkswagen, and John Noble, senior vice president and creative management supervisor for VW.

came up Joe Daly was there too. I don't feel I'm in a law firm." Mr. Rees says, "The atmosphere here is a lot of hard work and a lot of fun. We feel a commercial is an intrusion. No one says 'Let's go home and watch the seven o'clock commercial,' so we try to make it entertaining as a kind of reward for watching."

Polaroid does most of its advertising on television. It has two main cam-

paigns, one for the "Square-Shooter" and another for the full line of Polaroid cameras. The newest commercials for Square-Shooter began airing in network prime time last March. Various mood vignettes are around the theme "The best minute of the day from Polaroid." The latest full-line spot airs this month and features a harried Gene Klaven as a photo dealer who tries demonstrating the different Polaroid cameras to a customer



Chiefs. At left is Bill Bernbach, chairman and chief executive of Doyle Dane Bernbach; at right are Joseph Daly (l), president of the agency, and Bob Levenson, executive vice president and creative director.

on the phone. Sir Laurence Olivier demonstrates the new SX-70 Land camera in commercials running only in Florida until June. Production has been unable to keep up with the volume of orders coming in for the new camera. Lloyd Highbloom, vice president and account supervisor for Polaroid, says Doyle Dane Bernbach is "one big merry-go-round. What's always amazing about this place is something good is always coming up—every week. It's like catching the brass ring every time around." Jack Dillon, vice president and creative management supervisor on Polaroid, says "Coming here from another agency was like getting out of the army. It was quite a surprise to me to find the competition down the hall—not across town. I was scared stiff; here were all these kid geniuses running around—I'd come from a place where I was the kid and here, at 37, I was the old man. Another thing that's common here, that I don't think is common at other agencies, is enthusiasm. In other places it's considered unprofessional to get excited over an ad—here it's just the opposite."

To get enthusiastic, talented creative people, Doyle Dane Bernbach spends an extraordinary proportion of its budget on their salaries. Bob Levenson points out that DDB employs 110 people in its creative department while Wells, Rich, Greene has about 35: "We have a depth that nobody else has—and we pay the price for it. And I think they're a happy lot. The only unhappiness is that they don't have enough to do. In the last year I've been taking that into account more and more. Maybe we don't need all these people because I know people are happiest working at 120% capacity. It would be easier for me to say to a guy, 'We're going to cut your salary in half,' than to say 'We're taking you off an account.'" Mr. Levenson prizes creativity and enthusiasm: "We encourage our creative people to use a lot of paper. I like them to come running in with, 'Hey, look what I did!'" The atmosphere at Doyle Dane Bernbach is a mixture of informality, fun and a sense of intense personal pressure to produce creative advertising. As Jack Dillon put it, "I'd rather be late with an ad than come in with an ordinary idea." Perhaps the last word should be reserved for Bob Levenson:

"No one would ever dare deny me a chance to show that something creative is the Doyle Dane Bernbach way."

Ad abuses charged

Philadelphia agency head urges less clutter, more commercials with 'woman identification'

"The most abused and dishonest phrase we hear nightly on television is: We pause for station identification," according to Thelma Gray, president of T. Gray Associates. Speaking before the Philadelphia chapter of American Women in Radio and Television, the agency head related that pause to commercial abuses that she said were a disservice both to the public and to advertising.

"A look at the 'gang commercials' is enough to warn us that our message must be lost in a welter of tasteless superlatives," she said, referring to the practice of jamming multiple commercials into one time slot.

Mrs. Gray also expressed dissatisfaction with commercials that place men in positions of authority, telling women how to perform household chores, or instructing women on which products to purchase. Not only is better product identification needed in advertising, but better "women identification," she said.

AAF ready for New Orleans

The President's Committee on Mental Retardation will present awards at the American Advertising Federation convention in New Orleans for the best radio and television spots written to promote public acceptance of mentally retarded persons.

The five-day convention (May 12-16), to be held at the Fairmont Roosevelt hotel, will also feature a keynote address by AAF Chairman Barton A. Cummings; a hall-of-fame luncheon at which John P. Cunningham, honorary chairman of Cunningham & Walsh Inc., New York, and the late Bernard C. Duffy, former president of BBDO, New York, will be installed; a speech by Representative Lindy Boggs (D-La.), and an address by AAF President Howard H. Bell.

FCC issues its new rules for program reporting

The emphasis is on discovering and serving community needs; new forms await OMB clearance

The FCC's new license-renewal procedures designed to promote closer dialogues between stations and their communities became a reality last week, two years after work on the project began and six weeks after work was reported as all but complete (BROADCASTING, March 19).

Well, almost a reality. The effective date of the new rules depends on clearance by the Office of Management and Budget of a new program-reporting section of the license-renewal form and of an annual program-reporting form provided for in the renewal-procedures package.

The vote to adopt the new procedures was unanimous. But despite the effort made within the commission to resolve all differences and to satisfy all doubts, five commissioners chose to concur in the result. Chairman Dean Burch and Commissioner Benjamin L. Hooks were the only members voting for the document without reservation.

The new rules track virtually word for word the proposals under discussion in March in most cases. But the intervening time has been used to settle some differences among the commissioners—the most controversial dealing with a question in the renewal form on whether network applicants have pre-empted network news and public-affairs programs. The question as approved is a compromise, asking whether the applicant carried such programs "regularly" (that is, more than 50% of those offered), but not what programs he used to replace those that were pre-empted, as had originally been proposed. Some commissioners felt the question, even as amended, can be read as commission pressure on affiliates to carry all network news and public-affairs programs.

In resolving another disputed point, the commission decided to ask only for typical and illustrative programs—and not every program—that television broadcasters carried to meet what they have determined to be the "significant problems and needs of the service area" (which could include problems national and international in scope). The lists of problems (no more than 10) and programs carried to meet them are to be prepared annually and retained in each station's public files, but not submitted to the commission until the station files its renewal application.

The commission also decided to re-

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quire radio stations to retain "comments and suggestions" for three years but without imposing an obligation to categorize them. The commission's re-regulation task force will review the requirement in a year to determine whether it should be retained or modified. The new rules require television licensees not only to retain such material for three years but to separate them into two files—"programming" and "nonprogramming."

The requirement of a "comments and suggestions" file is part of the general approach the new rules take to the question of promoting closer station-community relations. So is the requirement for an annual listing of community needs and the illustrative programs carried to meet them. Community residents will be invited to inspect these materials and to comment on them.

The aim of promoting closer relations is to head off station-community disputes before they reach the point of a petition to deny license renewals. These petitions have reached staggering proportions: In the year ending June 30, 1972, 68 were filed against 108 stations. Last week alone, seven petitions were filed against 27 stations in Mississippi and Louisiana (see page 33).

Other principal provisions in the new rules require:

- Radio and television stations to broadcast announcements every 15 days throughout their license period describing their public-service obligations and inviting comments and suggestions. During the five months preceding the deadline for filing petitions to deny and competing applications, the announcements will note that the application is to be—or has been—filed, that the public may inspect a copy and submit comments to the commission.

- Television as well as radio licensees to ascertain community needs in accordance with the guidelines laid down in the commission's primer on the subject. However, television licensees will not be required to file their reports with the commission; rather, they will certify to the commission that they have followed the commission's guidelines in conducting their surveys, and will place in their public files all material connected with the surveys.

- All licensees to file renewal applications four months in advance of the date on which their licenses expire; the present deadline is three months ahead of expiration. The deadline for competing applications and petitions to deny will remain one month prior to the renewal date.

The one-page annual report on programming that television broadcasters will file with the commission will state the amount of time—both in minutes and percentages of total broadcast time—that they devoted to news, public affairs and "other" programming (exclusive of entertainment and sports) during the year. The information will be required on a composite-week basis, in terms of total weekly time and total prime time, as well as of "all programs" and "local programs" only.

The commission feels the statistics will

be helpful to members of the public, in providing more information on stations' programming during the license period, as well as to the commission itself; it could develop from the statistics information on industry trends and data that would be applicable to specific areas of inquiry and policy.

The new program-reporting section of the television license-renewal form contains 15 questions, about half the number in the present form. But some of the questions are new. Questions on past and proposed commercial practices request a break-out of information on prime time as well as data on an over-all basis. (For instance, one question asks the number of prime-time hours in the composite week in which a licensee devoted up to eight minutes of commercial matter, between eight and 12 minutes, between 12 and 16 minutes and over 16 minutes.) The form also asks detailed information on public-service announcements—how many were carried, the number involving local organizations and the number aired between 8 a.m. and 11 p.m.

One other new question reflects the commission's new-found interest in children's programming. It asks for a description of programs carried that were primarily directed to children 12 years old and younger.

One new aspect of the form indicates the commission's growing concern over the flood of paper that is increasingly associated with license-renewal applications. A note instructs licensees to limit exhibits to two pages. An exception is made for exhibits submitted in response to questions as to whether the licensee believes answers to other questions adequately reflect or explain his programming—and then the limit is five pages. However, the commission will permit licensees—at their option—to supplement the information supplied the commission with material placed in their public file.

Commission officials say the new rules are compatible with most of the license-renewal bills pending before Congress. One notable exception is the Nixon administration's bill, which contains provisions that would conflict with requests for annual reports on specific kinds of programming.

The commission has not completed its work in the license-renewal field. A form for radio—shorter and simpler than the present one—is at least the goal. The drafting job will be the responsibility of the commission's re-regulation task force.

D.C. area broadcasters form association

Organization's purpose is ongoing ascertainment of community problems

As an outgrowth of a self-styled "Committee for Community Ascertainment" which helped the stations prepare for their license-renewal period last year, 34 AM, FM and TV stations licensed to the greater metropolitan District of Columbia area have formed the Washington Area Broadcasters Association Inc.

According to the group's chairman,

William Dalton, vice president and general manager of WASH(FM) Washington, the ascertainment committee last year interviewed more than 350 people over a six-week period as to the major problems of the community and because this procedure worked so successfully, it has become the cornerstone of the newly incorporated industry organization.

"What we hope to accomplish here, in addition to benefiting the welfare of the broadcasting community," Mr. Dalton explained, "is to hold a continuing ascertainment of community problems through meetings with major community leaders who cannot sit down individually with 34 broadcast stations."

Beyond the ascertainment objective, the new organization also will devote its efforts to minority problems and needs and to maintaining a strong government liaison.

The Washington Area Broadcasters Association includes among its membership 30 radio stations and four Washington TV stations—WDCA-TV, WMAL-TV, WRC-TV and WTTG(TV). The Post-Newsweek stations, WTOP-AM-TV, are not members. In all, the organization has attracted 34 of the 39 broadcast stations eligible to join, with membership limited to broadcasters licensed to Montgomery and Prince Georges counties in Maryland; Fairfax and Arlington counties and the cities of Falls Church, Fairfax and Alexandria, in Virginia; and the District of Columbia.

In addition to Mr. Dalton, who is serving a one-year term as chairman, other officers of the organization are William Sanders, vice president and general manager of WWDC-AM-FM Washington, vice chairman, and Klee Dobra, general manager, WMOD(FM) Washington, secretary-treasurer.

Kaiser about ready for radio swan song

Cambridge AM being sold to Family Stations

Kaiser Broadcasting Corp., Oakland, Calif., took a major step toward its exit from radio-station ownership last week when it signed an agreement to sell its WCAS(AM) Cambridge, Mass., to group broadcaster Family Stations Inc., subject to FCC approval. Price was \$300,000.

Kaiser, which had previously announced that it was concentrating its broadcast interests in the development of a chain of major-market independent UHF stations, is awaiting FCC approval on its \$1.4-million sale of KFOG(FM) San Francisco to General Electric Broadcasting. The transaction is being delayed at the commission due to a citizen objection to the proposed new ownership. General Electric earlier purchased Kaiser's WJIB(FM) Boston for \$3.6 million. FCC approval is expected shortly on Kaiser's proposed merger with Field Communications Corp., licensee of WFLD-TV Chicago. The deal would give Kaiser a four-fifths interest, and Field a one-fifth share in a new firm that would include WFLD-TV and five of Kaiser's six UHF stations—KBHK-



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TV San Francisco, WKBG-TV Boston, WKBD-TV Detroit, WKBF-TV Cleveland and WKBS-TV Burlington, N.J. Kaiser's sixth UHF, KBSC-TV Corona, Calif., is being sold to a group intending to transform the station into a pay-TV facility.

The Family group is controlled by Harold Camping, Scott Smith and Richard Van Dyck. The Oakland-based firm operates KEAR(FM) San Francisco, KEBR(FM) Sacramento and KECR(FM) El Cajon, all California; WFSI(FM) Annapolis, Md., and WKDN-FM Camden and WFME(FM) Newark, both New Jersey.

WCAS is a daytimer on 740 khz with 250 w. Broker: Larson-Walker Inc.

Michigan daytimer goes for \$2.3 million

Greater Media seeks 10th outlet

The FCC has approved the purchase by New Brunswick, N.J.-based Greater Media Inc. of WQTE(AM) Monroe, Mich. The \$2.3-million price is the largest ever for a daytime AM.

WQTE, which is being sold by Richard E. Jones and members of his family, operates with a power of only 500 w. Its 560 khz regional frequency, however, enables it to put a signal out over an area including Detroit.

Greater Media is principally owned by Peter A. Bordes and Joseph L. Rosenmiller Jr. The firm is the licensee of WTC(AM) - WQMR(FM) New Brunswick; WGSM(AM) - WCTO(FM) Huntington-Smithtown, N.Y.; WGAY-AM-FM Wash-

ington, and WTCR(AM) - WVQR(FM) Huntington, W. Va.-Ashland, Ky. It also awaits FCC approval of its purchase of WHFI(FM) Birmingham, Mich.

Taft selling WNEP(TV)

Group station owner Taft Broadcasting Co. reported last week that it has reached an agreement to sell WNEP(TV) (ch. 16, ABC) Scranton/Wilkes-Barre, Pa., to a group headed by Thomas P. Shelburne, the station's general manager. Subject to FCC approval, Mr. Shelburne and his associates will pay \$3.9 million cash, Taft said.

Taft is the licensee of WBRC-TV Birmingham, Ala.; WDAF-AM-FM-TV Kansas City, Mo.; WGR-AM-FM-TV Buffalo, N.Y.; WKRC-AM-FM-TV and WKRQ(FM) Cincinnati, and WTAF-TV Philadelphia.

WNEP is the surviving entity in a 1958 merger of WARM-TV Scranton and WILK-TV Wilkes Barre. Taft acquired the station in 1964 as part of a major transaction with Transcontinent TV Corp. which also brought it the WDAF and WGR stations. Mr. Shelburne has been at the Scranton facility since its inception in January 1953.

WNEP operates with 1,410 kw visual, 141.6 kw aural and an antenna 1,219 feet above average terrain.

Stimson Bullitt switches

Stimson Bullitt, former president of King Broadcasting Co. (1961-71), has acquired principal ownership of Harbor

Properties Inc., owner of real estate in the downtown area of Seattle, from King Broadcasting. Consideration was relinquishment to King Broadcasting of his 23.6% stock holding (his portion of the Bullitt family ownership of broadcasting company). The value of the stock was not disclosed. As part of the transaction, Harbor Properties also acquired ownership of two Western Washington cable properties (in Montesano and in Longview). King Broadcasting continues to own other cable systems in California, Oregon and Washington. Its radio-TV holdings include KING-AM-FM-TV Seattle; KGW-AM-TV, KINK(FM) Portland, Ore., and KREM-AM-FM-TV Spokane, Wash.

Changing Hands

Announced

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

▪ WNEP(TV) Scranton / Wilkes-Barre, Pa.: Sold by Taft Broadcasting Co. to Thomas P. Shelburne and others for \$3.9 million (see this page).

▪ WCAS(AM) Cambridge, Mass.: Sold by Kaiser Broadcasting Co. to Family Stations Inc. for \$300,000 (see page 30).

Approved

Following transfers of station ownership have been approved by FCC (for other FCC activities see "For The Record," page 69):

▪ KTAC-AM-FM Tacoma, Wash.: Sold by Radio 850 Corp. to Entertainment Communications Inc. for \$1.5 million. Buyer owns KLEF(AM) Houston, WAYL(AM) Minneapolis, KBRG(AM) San Francisco and has purchased interest in KBSA(TV) Guasti, Calif., subject to FCC approval. Principals of ECI are Joseph M. Field, Philadelphia attorney, and Herbert Kean and Joseph F. Uricchio, both physicians in that city. KTAC is full time on 850 khz with 10 kw, directional at night. KTAC-FM operates on 103.9 mhz with 950 w and antenna 490 feet above average terrain.

▪ WQTE(AM) Monroe, Mich.: Sold by Richard E. Jones and others to Greater Media Inc. for \$2.3 million (see this page).

▪ WWQS(FM) Orlando, Fla.: Sold by American Home Stations Inc. to Rounsaville of Tampa Inc. for \$500,000. In approving sale, commission noted that several local residents had objected to buyer's plan to change wwqs's format from religious to contemporary. It said AHS had experienced continued financial difficulty with present format and noted that seller will retain wvcf Windermere (Orlando), Fla., which will remain completely religious oriented. R. W. Rounsaville is chairman and principal owner of buyer, which owns WCIN(AM) Cincinnati; wvol(AM) Berry Hill, Tenn.; WYLD(AM) New Orleans, and WDAE-AM-FM Tampa, WFUN(AM) Miami and WBIW(AM) Winter Park, all Florida. WWQS operates on 105.1 mhz with 90 kw and antenna 350 feet above average terrain.



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73-26

Blacks are back against Miss., La. stations

This time renewal challenges seek to impose new responsibility on radio and television stations: to upgrade community conditions

The third-party movement in license-renewal proceedings returned last week to the region where, in essence, it began seven years ago—the Deep South. It was at the urging of minority activists in Jackson, Miss., that Washington's U.S. Court of Appeals rendered its historic 1966 decision that citizen groups had standing to challenge the renewal of WLBT(TV) Jackson—an edict that started an outpouring of petitions to deny around the country. And it can be seen in the pleadings directed at stations in Mississippi and Louisiana last week—collectively urging that the renewal applications of 27 stations be dismissed—that hostilities have not abated.

Racial relations were the key issue in last week's round of petitions to deny, as they had been in 1966. But there is a new element involved. Said one of the petitioners: "Many blacks are without jobs and are frustrated." Offered another: "The black section of town has many homes which have no plumbing and houses which offer little or no protection from the natural elements." It was obvious that the challengers believe that broadcasters should do something to combat those problems.

According to the three organizations that challenged the renewal of WTVW-TV Tupelo, Miss., that city in recent years has become enmeshed in poverty and pollution that seem to have had a primary effect only on the area's 24% black population. Yet, claimed the petitioners (the Mississippi Pollution and Consumer Protection Foundation and the Lee county chapters of the National Association for the Advancement of Colored People and the National Council of Negro Women), WTVW-TV has failed to deal with any of the crucial issues facing blacks in its programing. The groups claimed that only one of the 14 public-affairs programs the station broadcast during its last renewal term concerned local problems. Also, they claimed, the station's community-needs-ascertainment procedures are "clearly deficient" in light of the fact that only 7.4% of the 94 community leaders interviewed were black. WTVW-TV, they added, employs only two blacks full time out of a staff of 30, and neither of these are in decision-making positions.

"Even though the economy has risen in terms of per-capita income, for blacks it has decreased," Concerned Citizens for Better Communications said of its native city of Hattiesburg, Miss. And the operation of WXXX(AM) there, which it is challenging, "bespeaks of a licensee wedded to preconceived policies, a licensee unable and unwilling to root his opera-

tions in the public he serves," it said. Hattiesburg's population is 30% black, the grouped noted. Yet, WXXX contacted only three black citizens in its ascertainment survey and employs no members of that race on a staff of 16.

Challengers to the renewal of WABG-AM-TV in Greenwood, Miss., where blacks make up a 60% majority of the population, claimed that those stations have "acted as if the black community is non-existent." None of the station's programs concentrate on blacks or their problems. said the petitioners, a coalition of 22 groups and individuals. They said WABG-AM-TV have only one black employe on a staff of 24, and claimed that only a "few" blacks were interviewed in the ascertain-

ment procedure—and that those few were not informed as to the purpose of the survey.

The same charges prevailed in a challenge to the renewal of WSWG(FM) Greenwood where, according to the Greenwood Communications Coalition, only one of 10 employes is black. The group charged that WSWG carries on no active minority-recruitment process, presents no public-affairs programing reflective of black problems, and editorializes infrequently, and never on issues pertinent to the black community.

Settlement agreements with a minority coalition prevented the filing of challenges against the three network-affiliated television stations in New Orleans (see next

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page). But another fate befell all of that city's radio facilities. In a petition filed by the New Orleans-based Southern Media Coalition (which did the legal work for several of the Mississippi challengers), the commission was urged to order a blanket hearing to determine whether those stations willfully and negligently presented news stories last January which contributed to a situation which "nearly caused a race riot" in that city. The pleading referred to a Jan. 7 incident in which a black militant identified as Mark Essex held police at bay from a New Orleans hotel rooftop for over 24 hours, resulting in the shooting deaths of nine persons. According to the petition, WTIx(AM) and (although no other facilities were identified) probably other New Orleans stations aired the statement that "the city police were in need of marksmen with high-powered scopes to assist them." Due to that report, the coalition asserted, "many law enforcement officials and civilians showed up armed and many of them illegally participated in the event, causing utter confusion and chaos." The commission, it contended, "must investigate to see how much harm and injury was inflicted by their [the broadcasters'] capricious behavior," which it termed "inexcusable."

Stations named in the New Orleans petition were WTIx and KGLA(AM), WBOK(AM), WBYU-FM, WGSO(AM)-WQUE(FM), WEZB(FM), WIXO(FM), WNNR(AM), WNOE-AM-FM, WNPS(AM), WRNO(FM), WSHO(AM), WSMB(AM), WVOG(AM), WWL-AM-FM, noncommercial

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Model 300			Each	Each
65-140	Empty	Empty	1.46	1.36
65-140	25	40 Second	1.81	1.64
65-140	44	70 Second	1.92	1.72
65-140	57	90 Second	1.99	1.77
65-140	63	100 Second	2.01	1.79
65-140	132	3 1/2 Minute	2.31	2.07
65-140	207	5 1/2 Minute	2.64	2.36
65-140	285	7 1/2 Minute	2.97	2.66
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Friends. Volunteers who work with member broadcast stations in 48 markets met at KWTv(TV) Oklahoma City for the fifth annual convention of Call For Action, a cooperative organization dedicated to the presentation of integral community issues affecting the individual citizen by the broadcast media. Pictured above are (l-r) Ellen S. Straus, national chairman of Call For Action; Oklahoma City Mayor Patience Latting, who delivered the conference's keynote address, and Jacques DeLier, executive vice president and general manager of KWTv.

WWNO(FM) and WYLD(AM).

Two other Louisiana stations fell victim to petitions to deny, both resulting from charges of impropriety in connection with recent ownership changes. Bossier Broadcasting Co., applicant for a new FM station at Bossier City, La., claimed that the renewal application of KOKA(AM) Shreveport, La., must be deferred pending the outcome of a comparative proceeding in which the KOKA licensee is also an applicant for the Bossier City FM frequency. The petitioner claimed that KOKA's failure to file a program proposal with its renewal application (the station, it was asserted, merely made reference to a similar proposal prepared in connection with an application covering the AM transfer) would taint the FM proceeding in favor of the AM licensee, since KOKA's program proposal for the new FM is essentially the same as its AM proposal. Without the submission of a new proposal, the challenger asserted, the commission cannot make a determination as to whether the new licensee has fulfilled the promises it made when it applied to purchase KOKA. The sale was granted last November.

In another petition, a group calling itself Save Inspirational Radio objected to the renewal of KRMD-FM Shreveport on several grounds, including the licensee's decision to drop a 60% "spiritual" format. The group claimed that the KRMD-FM licensee, whose purchase of the station was also granted last November, had submitted a program proposal that had been prepared by two employees of the former station owner who have since left their positions.

A challenge is also expected to be filed shortly against the renewal of KLNi-TV Lafayette, La., by Vision Cable Communications Inc., a cable firm serving areas surrounding that city. The com-

pany two weeks ago asked the commission to grant it a time extension to file a petition to deny, claiming that the station's failure to include a balance sheet with its application has precluded Vision from formulating an effective legal argument. Vision asked that it be permitted to file its challenge by May 18 or two weeks after KLNi-TV supplies the absent information. The commission was reported to have granted that request last week.

A challenge of another variety—in the form of a competing application for the facilities of an existing station—was filed last week against the pending renewal application of WLUX(AM) Baton Rouge. The applicants, Harry and Dorothea Ladas, told the commission that they are considering the purchase of the physical plant of WLUX, which is now in receivership, at a price not to exceed \$30,000 if their application prevails in hearing. Mr. Ladas is 100% owner of Televue of Louisiana Inc., a New Orleans visual advertising display company. Mr. and Mrs. Ladas said they would manage the new stations themselves on a non-salary basis if awarded WLUX's 1550 khz, 5 kw daytime facility.

New Orleans TV's deal with minorities

Agreements head off challenges by promising changes in programing and employment

New Orleans' three network-affiliated television stations have signed an agreement with a local citizen group calling for significant revisions in their programing and employment practices and also averting the prospect of challenges to the stations' license-renewal applications being filed with the FCC.

Citizens United for Responsive Broadcasting (CURB) reported that negotiations it has held with the broadcasters in connection with their 1973 renewal applications have resulted in agreements with WWL-TV (CBS), WVUE-TV (ABC) and WDSU-TV (NBC). The terms of the agreements will be filed with the commission as amendments to the renewal applications, the group said.

The agreements state the stations' willingness to "strive on all levels" to insure the equal employment of blacks, women, Latin Americans and other minorities, and to engage in the active recruitment of members of those groups. They also provide for the establishment by all three stations of separate citizen advisory councils, which will meet with station officials on a regular basis to provide input toward improved service to minorities.

The most extensive program commitments appeared to have been secured with WWL-TV which, among other things, has agreed to institute a new half-hour weekly program on health care and services, a similar program concerning education and culture and a daily five-minute Spanish-language news broadcast. WWL-TV also agreed to provide at least 30 seconds of "free speech" time

to members of the public on a daily basis, to air an increased number of public service announcements, and to schedule at least one 30-minute documentary per month.

The WVUE-TV agreement obligates that station to present an additional one hour of public-affairs programing per week dealing with issues pertinent to minorities and women—30 minutes of which is to be presented in prime time. WVUE-TV has also agreed to run an increased number of PSA's and to present five "free speech messages" per week, which will be available for public access in an open forum.

Few changes from WDSU-TV's existing programing are specified in the agreement with that station, which took notice of WDSU-TV's "substantial commitment" to local, community-oriented presentations. The pact provides for the presentation of issues of particular significance to the community in "mini-documentary" form on the station's news programs, as well as the implementation of a half-hour monthly program dealing with community problems, which will be shown in prime time.

39 Southeast stations asked for EEO details

Letters follow pattern set earlier by FCC for others in East, South

The FCC has queried 39 stations in Alabama and Georgia on their equal employment opportunity practices after reviewing their 1971-72 annual employment reports.

The letters are part of a continuing effort by the commission to implement its rules barring discrimination in employment. The licenses of the Alabama and Georgia stations involved expired on April 1, and their renewals will remain deferred pending a resolution of the inquiry.

The stations selected for letters were among those with more than 10 full-time employes who reported no women on the payroll or a reduction in their number, or, if they were in areas with a minority population of at least 5%, employed no minority-group members full-time or reported a decline in that category.

These are the same criteria the commission used in sending EEO letters to stations in Pennsylvania, Delaware, Maryland, West Virginia, Virginia, the District of Columbia, North and South Carolina, and Florida.

The Alabama stations are WAAX(AM), WJBY(AM)-WJBY(FM), all Gadsden; WBAM(AM) and WMOY(AM), both Montgomery; WBHP(AM) Huntsville; WDNG(AM) Anniston; WJLD(AM) Fairfield; WJLN(FM) Birmingham; WLAY-AM-FM Muscle Shoals, and WTBC(AM)-WUOA(FM) Tuscaloosa.

The Georgia stations are WAUG-AM-FM and WBBQ-AM-FM Augusta; WDN-AM-FM Macon; WDMG(AM) Douglas; WDUN-AM-FM Gainesville; WFOM(AM) Marietta; WGAU(AM)-WNGC(FM) and WGTV(TV)

(noncommercial), all Athens; WIIN(AM) and WQXI(AM), both Atlanta; WPNX(AM) Phenix City, Ala.-Columbus, Ga.; WQXI(FM) Smyrna; WRBL-AM-FM Columbus; WRGA-AM-FM and WROM-AM-FM, all Rome; and WSAV(AM) and WSGA(AM), both Savannah.

Twelve stations previously reported to have received EEO letters (BROADCASTING, April 30) did not. They are WAPI-AM-FM and WCRT-AM-FM, all Birmingham; WCOV(AM), WSFA(TV) and WKAB-TV, all Montgomery; WGST(AM), WIGO(AM) and WAGA-TV, all Atlanta; WALA-TV Mobile, and WSAV-TV Savannah. They appeared on an FCC list that included a number of stations that were said to have been selected by the staff "for further inquiry" because they fell within the criteria for receiving letters. However, the 12 were among 24 that were eventually

pared from the list on the ground that strict application of the criteria would not be justified because of various mitigating factors.

TV networks make recovery in '72

FCC-released figures show \$1,598 million net revenues for ABC, CBS, NBC, O&O's

The three television networks have shown what appears to be a full recovery from a slump in 1971, when the congressionally mandated ban on cigarette advertising sent revenues plummeting in record proportions. According to figures released by



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Broadcast financial data of three national television networks and their 15 owned-and-operated stations, 1972
(In millions of dollars)

	Total		Networks		15 owned-and-operated TV stations	
	Amount	% change from previous year	Amount	% change from previous year	Amount	% change from previous year
1. Network advertising revenues			1,682.6	13.1%		
2. Deductions:						
a. Paid to owned-and-operated stations			34.3	— 3.9		
b. Paid to affiliated stations			185.4	— 3.1		
Total participation by stations			219.6	— 3.3		
3. Retentions from network advertising revenues	1,497.4	15.5%	1,463.0	16.1	34.4 ¹	— 4.2%
4. Non-network time sales	356.1	17.1	—	—	356.1	17.1
5. Other broadcast revenues	68.6	7.2	61.7	6.9	6.9	9.5
6. Total broadcast revenues	1,922.1	15.5	1,524.7	15.7	397.4	14.8
7. Deduct—commissions to agencies and representatives and cash discounts	323.7	13.4	253.4	13.1	70.3	14.5
8. Net broadcast revenues	1,598.3	15.9	1,271.3	16.2	327.0	14.8
9. Broadcast expenses	1,385.0	12.2	1,160.4	11.5	224.6	16.0
10. Broadcast income (before Federal income tax)	213.4	47.2	110.9	106.9	102.5	12.4

Note: In some cases, last digits of figures do not add because of rounding.

¹ Includes payments from networks other than ABC, CBS, or NBC.

the FCC last week, not only did the networks in 1972 offset the setback of two years ago, but they also topped the 1970 totals.

The commission figures show that the net broadcast revenues of ABC, CBS and NBC and their 15 owned television stations rose 15.9% from \$1,378.9 million in 1971 to \$1,598.3 million in 1972. And the 1972 total was a \$131-million increase over the combined network-O&O revenue figure for 1970—\$1,467.3 million—when cigarettes were still a major factor in the broadcast advertising story.

Profits for the combined operations were \$167.5 million in 1972—a 25.9% increase over the 1971 total of \$144.9 million but short of 1970's \$167.5 million.

Advertising revenues from strictly network operations increased 13.1% last year—to \$1,682.6 million—over the 1971 total of \$1,478.5 million. Last year's total in this category was also well in excess of the 1970 level—\$1,546.5 million.

Net revenues from networking, after deductions were made for payments to affiliates and advertising agencies, stood at \$1,271.3 million. This represents a 16.2% increase over the 1971 total of \$1,094.1 million.

But perhaps the best indication of the extent to which the networks have recovered from the 1971 doldrums can be seen in the total profit figure derived from strictly network operations last year. That total more than doubled in 1972—from the 1971 level of \$53.7 million to last year's \$110.9 million. This marks the second straight year of increased network profitability; 1970's total was \$50.1 million.

Positive returns were also achieved by the O&O's. The 15 network-owned facilities last year registered total revenues of \$327 million, a 14.8% rise from the 1971 level of \$284.8 million and also surpassing 1970's \$312.5 million total. Profits, which plunged dramatically in 1971, were also on the upswing again last year. Income for the O&O's stood at \$102.5 million in 1972—a 12.4% increase over 1971 but well below 1970's \$117.3-million achievement.

WTMJ stations host panels on women's jobs

The first annual "Women's Broadcast Seminar" was sponsored last Saturday (May 5) by WTMJ-AM-FM-TV Milwaukee for Wisconsin women in broadcasting and advertising.

According to Michael McCormick, general manager of the stations, the seminar was planned to "encourage women to strive for higher levels of achievement in their present jobs, and prepare them for greater professional recognition and more advanced positions of responsibility within the industry they have chosen."

The seminar featured two morning panel discussions on career objectives and job specialization moderated by Rose Blythe Kemp, president, American Women in Radio and Television, and Jane E. Cohen, manager of community-affairs programs, WRC-TV Washington. Additional panelists included Elizabeth Bain, programing counselor, Katz Television; Sharon Stern, director of advertising and promotion, WTAJ-TV Altoona, Pa.; Jane Gibbons, news reporter and personality, WTMJ-AM-FM-TV; Mal Johnson, director of community affairs and senior Washington correspondent, Cox Broadcasting; Sherlee Barish, president, Broadcast Personnel, and Marian Lockett, advertising and media manager, Scott Paper Co.

Panel discussions were followed by afternoon "rap sessions," allowing personal contact between panelists and those attending the seminar.

New broker on the scene

William Kepper, formerly a director of Chapman Associates, last week announced the formation of William Kepper Associates, a media brokerage firm to handle TV, radio and cable-television properties. The new company will have headquarters in suburban Chicago at the State National Bank Plaza, 1615 Orrington Avenue, Evanston, Ill. 60201.

FCC plans to rap with broadcasters in their backyards

State association presidents at Washington meeting learn of commission's program for better lines of communication

The FCC, probably starting in September, will hold a number of informal, regional conferences with broadcasters to establish dialogue between the commission and the industry on a local level. The first of the sessions is likely to take place somewhere near Washington. Each of the sessions will possibly be attended by three or four staff members of the commission—two or three members of the Broadcast Bureau, maybe the FCC general counsel or somebody from that staff and possibly a commissioner (participants would depend on the type of subject to be discussed). But before the meetings can be held, a number of questions still remain to be answered, such as: How many states should be represented at each regional conference?

Wallace E. Johnson, the FCC's Broadcast Bureau chief, disclosed this plan to the opening business session of a three-day (May 1-3) conference of state association presidents, held under the auspices of the National Association of Broadcasters in Washington. Mr. Johnson also told of a "regionalization concept" the commission is considering which would create regional full-service offices of the FCC tied together by computer. He said there currently is a Chicago regional center, but it is limited to handling technical matters.

NAB President Vincent T. Wasilewski, in his welcoming remarks, assured the 87 association officers from 47 states attending that progress is being made in getting a license-renewal bill enacted. "I'm really optimistic," Mr. Wasilewski said, while noting that because broadcasters are "so important in the social scene," they are always going to be "the butt of allegations and complaints."

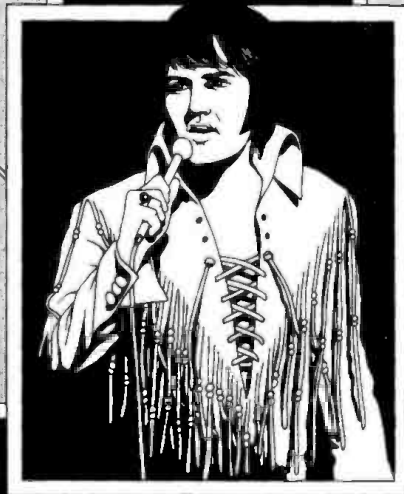
NAB General Counsel John B. Summers moderated a lively legal panel concerned with the question of program-length commercials. Mr. Summers pointed out that at this time because there is no clear indication where the FCC is going in this area, NAB is preparing to submit summaries of some of the problems that exist so that the commission can establish definite guidelines. In keeping with this tactic, Washington communications attorney Stanley Cohen, who participated in the panel discussion, revealed that he has written to the commission setting forth various problems experienced by broadcasters in handling programing that could or could not be interpreted as program-length commercials.

William B. Ray, chief of the FCC's complaints and compliance division, told of what appears to be a flagrant example of a broadcaster using program-length

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Producer/Director: Ron Jacobs
Writer: Jerry Hopkins
Narrator: Wink Martindale
Production Co-Ordinator: Sandy Gibson
Continuity: Ellen Johnson
Mastering Engineer: Bill Hergonson
Remix Engineer: John Horton
Executive Producer: Tom Rounds

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commercials in a case currently under investigation (the station was not identified). The broadcaster in question, according to Mr. Ray, logged as six minutes of commercial time a half-hour program devoted to the benefits of raising chin-chillas—the identical program has been carried weekly by the same broadcaster for two-and-a-half years.

In a separate appearance before the conference, former FCC Commissioner Kenneth A. Cox, now a Washington attorney, but appearing in his capacity as a public member of National Public Radio, described the provisions of pending all-channel radio legislation and asked commercial broadcasters to look into the advisability of supporting such a measure. The bill, Mr. Cox noted, was introduced earlier this year by Senator Frank E. Moss (D-Utah).

An NAB government relations briefing was conducted by Grover Cobb, NAB's senior executive vice president, who explained that because of the Watergate investigation and resulting controversy, the current session of Congress "is difficult to analyze." He took strong exception to a prediction made by the luncheon speaker of the conference, news correspondent Joseph F. McCaffrey of Evening Star Broadcasting Co., Washington, that the broadcasting industry would not get a five-year license renewal bill through the Senate. "We'll give a good accounting on license renewal," Mr. Cobb promised.

Roy Elson, a vice president in the government relations unit, explained that NAB has strengthened its lobbying efforts on Capitol Hill and seeks to essentially establish credibility and respectability with congressional people. William Carlisle, NAB's vice president for broadcast liaison, gave assurance that if all the legislators who have pledged support for license renewal will actually vote for such a bill, it will easily pass in the House and most likely in the Senate as well. Mr. Cobb, adding to these license renewal observations, concluded that the NAB's effort "is moving along according to game plan," but that there is still "a long, rocky, bloody, tough course" ahead.

It was indicated by the NAB officials, Mr. Cobb in particular, that the three points the industry must stand firm on in license renewal are the granting of a long-term license, achieving stability for licensees and the elimination of comparative criteria used in the initial grant of a license from being called back for consideration at renewal time. The NAB people said that their three top priority items in government relations these days—the issues that are of major concern to them and which are summoning forth major efforts—are license renewal, consumer matters such as proposals for a Consumer Protection Agency and a National Institute of Marketing and Health, and cable television (encompassing the related matters of pay cable and copyright liability).

The business portion of the annual state association presidents conference concluded with three workshops: "Regulations Regarding Equal Employment,"

conducted by NAB Coordinator of Public Affairs Elbert Sampson; "Re-regulation," conducted by James Popham, from NAB's legal department; and "Advertising of Non-Prescription Medications," conducted by Brenda Fox also from the NAB legal department. The entire conference was under the direction of Hollis M. Seavey, of NAB's government relations unit.

Words continue to fly over public broadcasting

Mickelson thinks it's back to the drawing boards for CPB; Loper foresees total control by White House; Schwarzwald calls for Rogers's, Gunn's resignations

The public broadcasting controversy, hot and heavy since a proposed compromise in the power struggle between the Corporation for Public Broadcasting and the Public Broadcasting Service failed and led to the resignation of CPB Board Chairman Thomas B. Curtis, refuses to become a back-burner item.

Sig Mickelson, professor of journalism at Northwestern University, citing various White House threatening policies toward the media, particularly the cancellation of public-affairs programs on public broadcasting, reminded a meeting of the Illinois News Broadcasters Association that "what happens to the public television stations may not affect you directly but the arbitrary outlawing of any shows which in any way question administration attitudes or criticize administration policies should give some pause to those who think that privately owned stations are completely free from similar treatment."

Mr. Mickelson, a former president of CBS News, suggested that "politicization" of the Corporation for Public Broadcasting possibly is too far along for "decontamination procedures" to work. He wondered whether CPB is "beyond saving." Said Mr. Mickelson: "It may be necessary to abolish CPB and start over."

A day earlier, on April 27, a prominent public broadcasting manager, James L. Loper, conjured the specter of a CPB board of directors "controlled by the White House" and empowered to make "all decisions about what national public television programs will be funded and made available to local stations." Addressing the 12th annual Honors Convocation at California State University, Los Angeles, Dr. Loper, president and general manager of KCET(TV) Los Angeles, warned that the threat of a government-controlled network has become imminent. In an earlier speech to the Channel City Club and Women's Forum, Santa Barbara, Calif., Dr. Loper questioned whether CPB sees its role as "assisting in the growth of public broadcasting," or whether it instead is embarked on a policy of "controlling and limiting" it.

John C. Schwarzwald, a public broadcasting station manager (KTCA[TV] Minneapolis-St. Paul) of totally different persuasion, circulated an open letter to

other managers of noncommercial TV stations calling, among other actions, for the immediate resignations of Ralph B. Rogers, president of KERA-TV Dallas and chief negotiator of the defeated PBS-CPB compromise plan; and of PBS President Hartford N. Gunn Jr. In his letter dated April 25, Dr. Schwarzwald said about Mr. Rogers and Mr. Gunn, "We cannot afford the luxury of allowing the architects of disaster to enter our councils again."

The "disaster," Dr. Schwarzwald claims in his letter, was brought on by "Mr. Rogers and others" who attempted "to open up a government-supported interconnection to Fred Friendly's programs financed by the Ford Foundation." (Dr. Schwarzwald has previously called for the resignation of Fred W. Friendly, consultant to the Ford Foundation, as well as Mr. Gunn and several other public broadcasting officials [BROADCASTING, July 17, 1972].) The condition of the "disaster" facing public broadcasting, according to Dr. Schwarzwald, includes the destruction of the National Association of Educational Broadcasters as an organization and the equal destruction of the station managers' role in PBS.

He charged that those managers who supported the Rogers compromise plan and voted to restructure PBS to encompass the formerly separate public-television licensee groups (the governing board chairmen, the educational television stations division of the NAEB and PBS) "have done almost irreparable harm" to public television. He said the only hope for the immediate future is for stations to stop demanding federal funds to support the ideas of Fred Friendly, Ralph Rogers or Hartford Gunn and to start requesting funds "primarily to strengthen local stations and local programming on local stations."

550 from affiliates meeting with NBC-TV

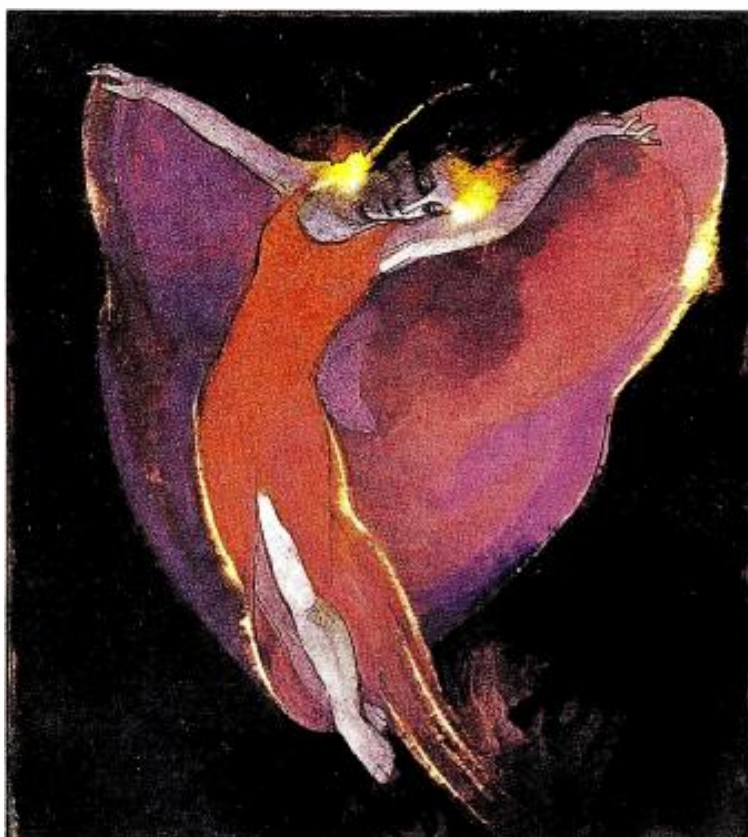
Sarnoff to give first formal talk to group in seven years

A comprehensive look at programming and an address by Robert W. Sarnoff, RCA board chairman and chief executive officer, will be among the highlights of the three-day NBC-TV affiliates convention, that was scheduled to get under way yesterday (Sunday) at the Century Plaza hotel, Los Angeles.

Mr. Sarnoff, who switched to RCA from the NBC chairmanship some seven years ago, has not formally addressed the network's television affiliates since that time. (He did, however, speak to the affiliates convention in May 1969, but it was not a formal address, instead amounting to casual remarks by way of introducing Walter D. Scott as NBC's then-chairman of the board.) The subject of Mr. Sarnoff's talk is being kept under wraps.

Some 550 affiliate representatives and guests from 218 NBC-TV stations are expected to attend the convention, which was to begin yesterday afternoon with an

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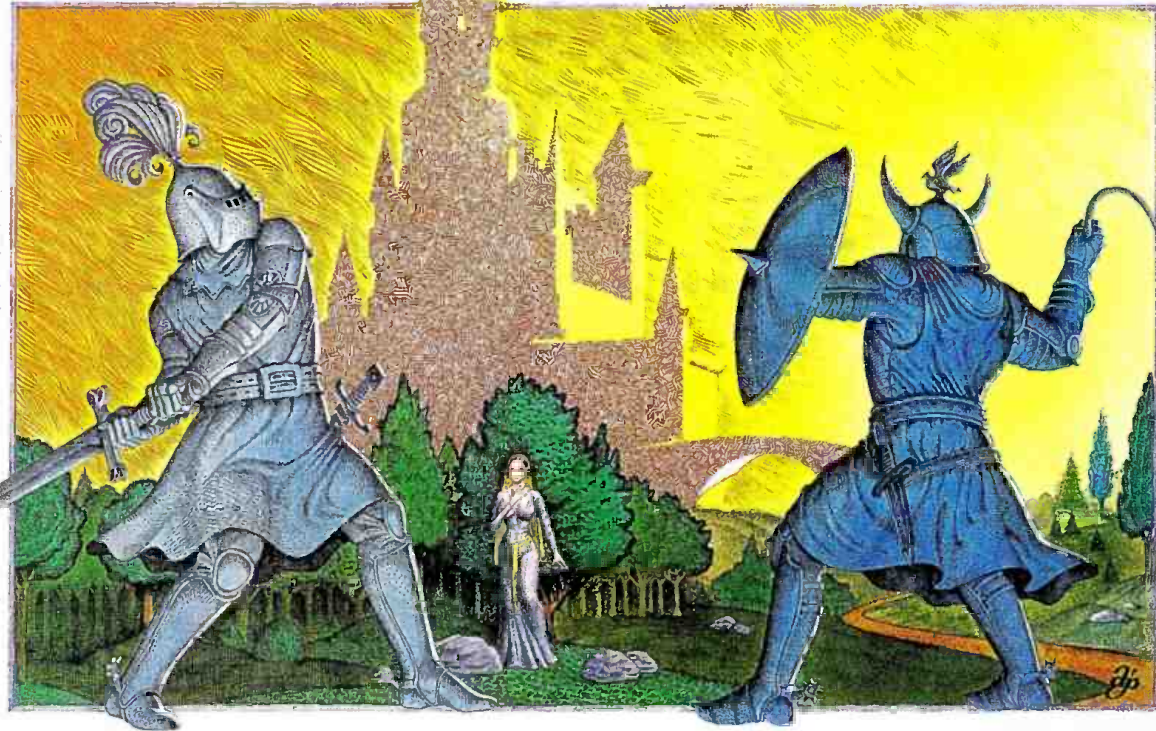
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Of all the legends of old, none has a more lasting appeal than the tales of Camelot. The noble Arthur, the proud Lancelot, the love-torn Guinevere, the wicked Modred, the shining Galahad – their stories are stirringly told in this beautifully photographed film epic. The huge cast is headed by Robert Taylor, Ava Gardner, and Mel Ferrer. A television premiere.



PETER RABBIT AND THE TALES OF BEATRIX POTTER

Squirrel Nutkin, Jemima Puddle-Duck, Pigling Bland, Jeremy Fisher, the Two Bad Mice – they're all here, in this whimsical ballet fantasy. The lilting music, the exquisite costumes, and the imaginative choreography of the Royal Ballet convey all the magic of Beatrix Potter's universe – though not a word of dialogue is spoken. A television premiere.



THE PHANTOM TOLLBOOTH

What can a little boy do when he's got absolutely nothing to do? Butch Patrick drives his toy auto through a mysterious turnpike tollbooth and, accompanied by a dog that ticks named Tock, takes a fantastic journey through the Kingdom of Wisdom. This animated musical features the voices of Hans Conried, Mel Blanc, and Candy Candido. A television premiere.

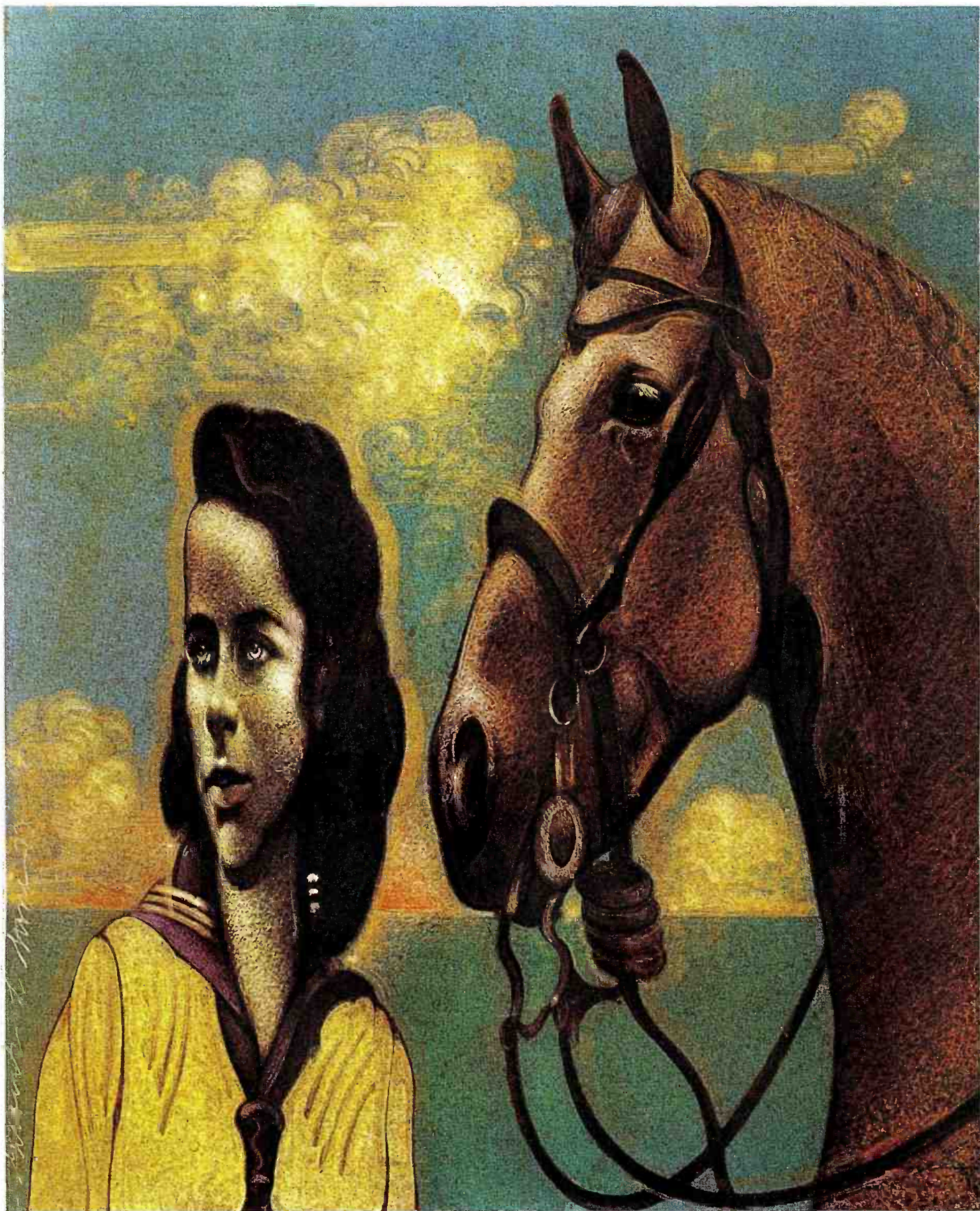


LILI

This beautiful story about a puppeteer who woos a simple country girl through the mouths of his puppets is on practically every list of "best musicals" ever compiled. Mel Ferrer, Jean Pierre Aumont, Kurt Kaszner, Zsa Zsa Gabor. One Academy Award, seven nominations.

TOM THUMB

This won an Academy Award for—as if you couldn't guess—Special Effects. George Pal and his fellow magicians reduced Russ Tamblyn to a mere five-and-a-half inches. Terry-Thomas and Peter Sellers add a touch of comic villainy. A television premiere.

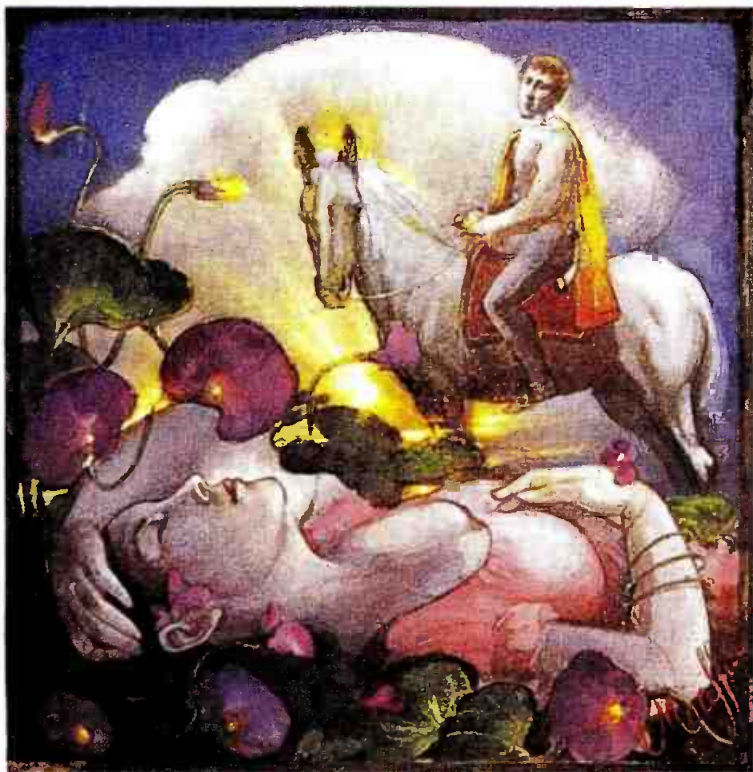
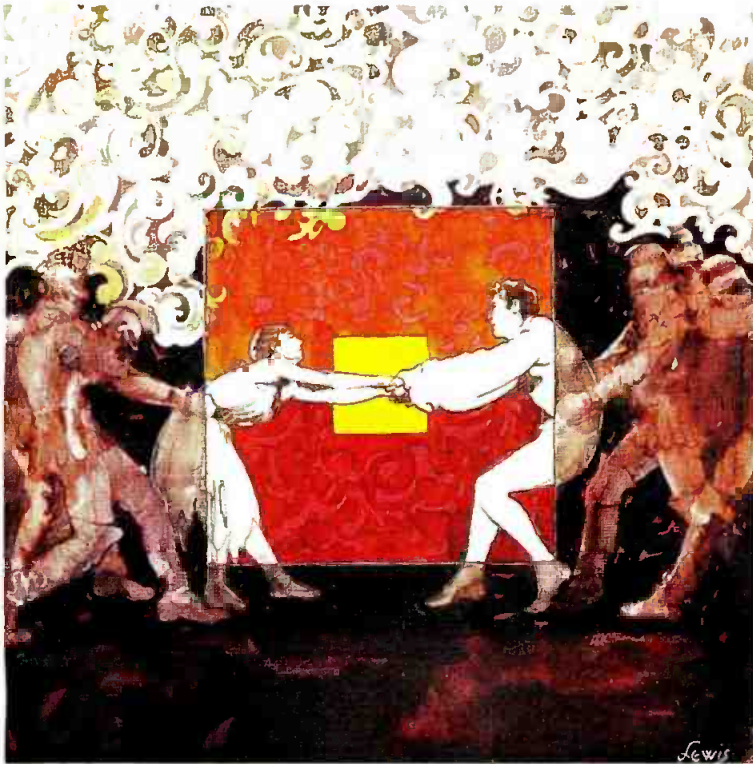


NATIONAL VELVET

In spite of what W. C. Fields said about children and animals, when you put the two together in a motion picture, it's almost impossible to go wrong. And when you add a stirring Grand National Steeplechase for a finale – well, it's simply one of the greatest family pictures ever made. Elizabeth Taylor, Mickey Rooney, Angela Lansbury. Two Academy Awards, five nominations.

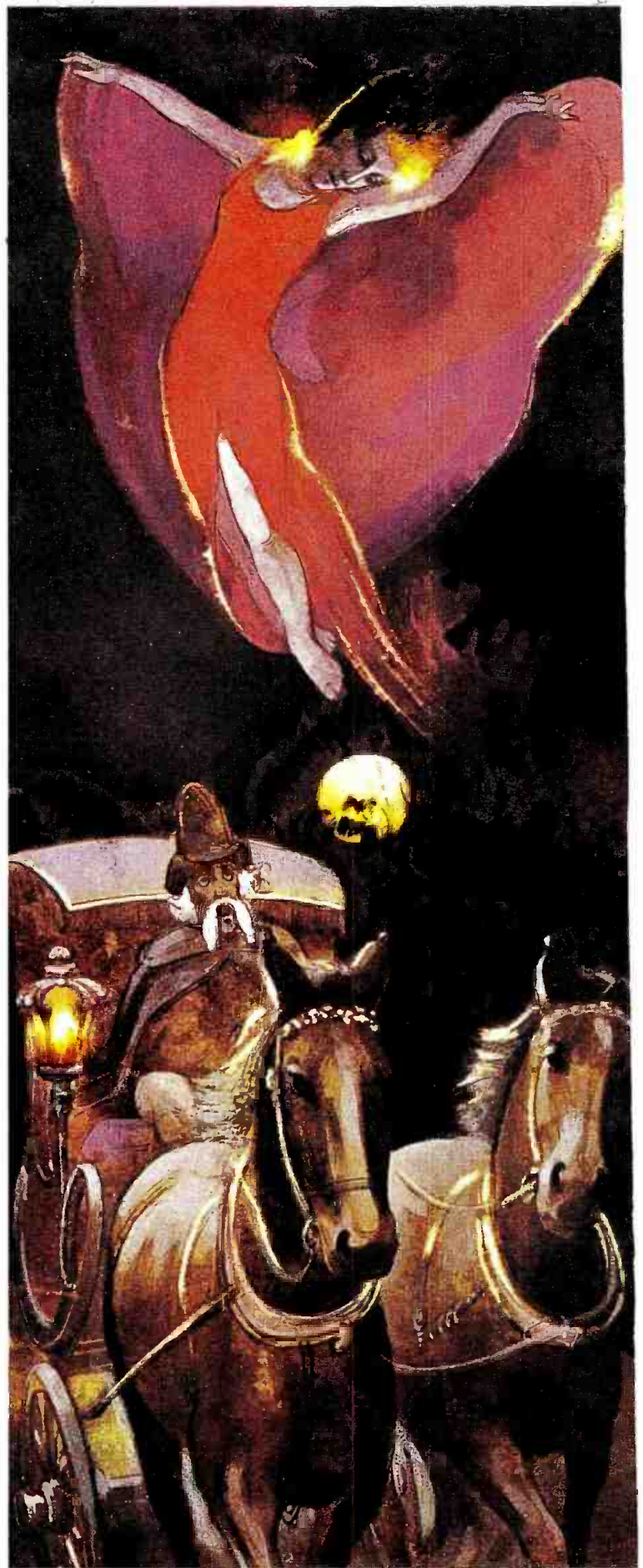
THE GLASS SLIPPER

There is no more enduring tale in all folklore than the story of Cinderella. This version provides an irresistible blending of romance, comedy, and fantasy. Leslie Caron plays the neglected stepchild, Michael Wilding the Prince who is posing as the palace cook, and Elsa Lanchester the daffy little old fairy godmother. Winner of the Parents' Magazine Award.



SLEEPING BEAUTY

The ageless romance of the story is matched by the artistry of the Leningrad-Kirov Ballet in this stunning film adaptation of Tchaikovsky's immortal classic. This is one of the few times that the dance has been really effectively translated to the screen. A television premiere.



WONDERFUL WORLD OF THE BROTHERS GRIMM

Laurence Harvey and Karl Boehm play the talented brothers, out of whose struggles came the multitude of stories that are a part of everyone's childhood. Claire Bloom, Walter Slezak, Yvette Mimieux, Terry-Thomas. Four Academy Award nominations. A television premiere.



THE YEARLING

This film classic received eight Academy Award nominations, and three Academy Awards. It is, of course, the story of Jody (Claude Jarman, Jr.) and his love for his pet fawn. But it is also the story of his parents' (Gregory Peck and Jane Wyman) struggle to tear a living from the land in backwoods Florida shortly after the Civil War. A sensitive picture that gets even strong men to shed a tear or two!

James McPherson

Dragons & Demons Witches & Kings

The First Releases From The MGM Family Network.

There's a certain kind of movie that makes the screen come alive with enchantment.

The kind of movie that a whole family can sit down and watch together, and be totally enthralled.

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Once upon a time the hours of 6 to 8 P.M. on Saturdays and Sundays were television's "family hours."

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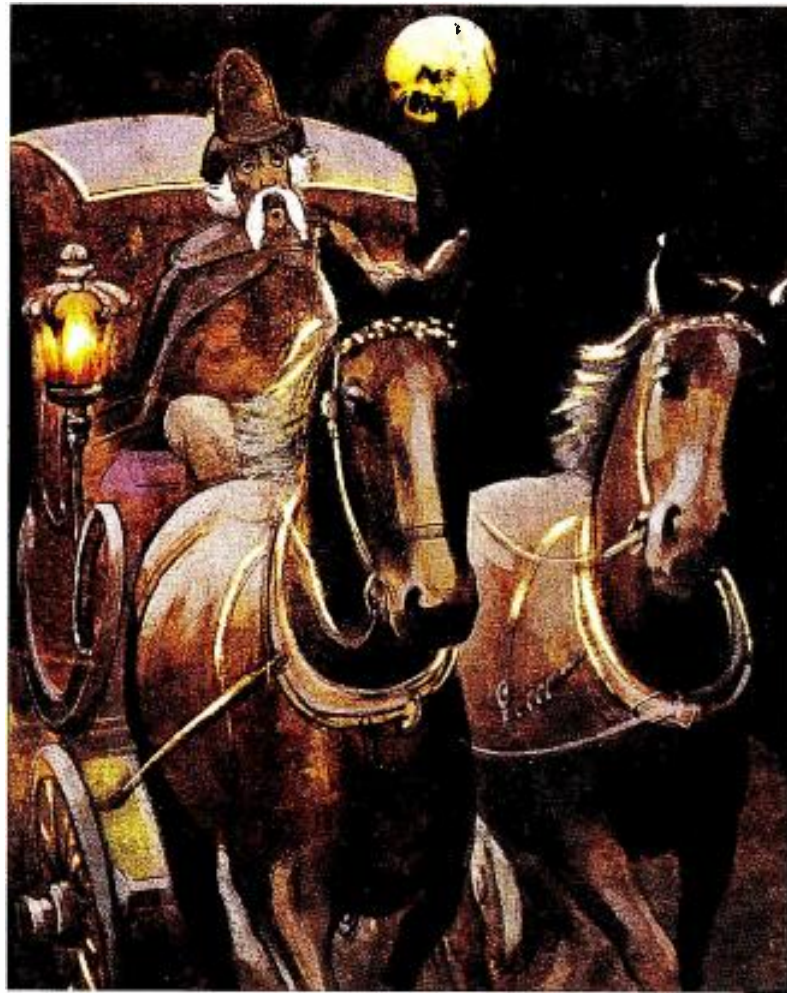
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The MGM Family Network

Our First Releases



organizational meeting followed by a reception for TV station and Hollywood production executives. NBC's board chairman, David C. Adams, and president, Julian Goodman, were hosts.

The formal business sessions today are to be opened by Donald J. Mercer, vice president, station relations for NBC. Mr. Goodman will make an opening address (see page 49).

Four major programing presentations are to be given Monday and Tuesday. The Monday sessions will cover news, daytime programing and sports. Richard C. Wald, NBC's new president for news, will handle that presentation. Carl Lindemann Jr., the network's long-time vice-president for sports, will cover his speciality, while a triumvirate of executives will deliver the word on daytime programing. This group will be led by Lawrence R. White, vice president, programs; and will include Lin Bolen, director, daytime programs and Joseph M. Taritero, director, children's programs.

Tuesday will be devoted to the new season's prime-time television schedule. This presentation, the key one of every affiliates meeting, will be conducted by NBC-TV President, Don Durgin. Helping will be Mr. White, Executive Vice President Herbert S. Schlosser, and the man who succeeded Mr. Schlosser as West Coast programs boss, John J. McMahon. The scene for this presentation will shift to the Shubert theater.

Social events at the affiliates meeting, in addition to the opening night reception, will feature a Monday-night reception and banquet and entertainment. NBC-TV series performer Flip Wilson will be the star act. The final event of the three-day meeting will be an outdoor luncheon in the open plaza area of the Century Plaza hotel. Mr. Sarnoff's speech will be delivered at the Monday luncheon.

Arbor Day Foundation cites tree promotions

Three broadcasters and two major advertisers were among those honored in the Arbor Day Foundation's first annual national awards program.

The awards, presented April 29 by the foundation in Nebraska City, Neb., recognize outstanding contributions made to the understanding, appreciation, conservation and wise use of trees.

WPRO(AM) Providence, R.I., won an award for its "Save the Earth" series of promotions directed toward correct utilization of trees and tree planting.

KMOX(AM) St. Louis was honored for its "Project Greenback," which undertook the promotion of reforestation in the area, and another award went to WJXT(TV) Jacksonville, Fla., for its "Plant a Flowering Tree" campaign.

In addition, awards went to Hunt-Wesson Foods for its promotion campaign aimed at reforestation and to Nissah Motor Corp. for its "Drive a Datsun . . . Plant a Tree" advertising campaign whereby the company paid the U.S. Forest Service to plant one tree for every Datsun test drive.

Big ideas from Proxmire

Neophyte chairman of subcommittee dealing with FCC appropriation suggests a trade-off: heavy fees in return for full protection under First Amendment

Senator William O. Proxmire (D-Wis.), in his first year as chairman of the Senate Appropriations Subcommittee responsible for handling the FCC's budget request, is admittedly green in communications matters. Perhaps for that reason he is not reluctant to offer what he called a "radical," even a "bad" idea.

What did the commissioners think, he wanted to know, in hearings last week on the agency's \$36,860,000 budget proposal, about imposing heavy fees on broadcasters in return for which they would be given the same degree and kind of First Amendment freedom now enjoyed by the printed press?

"People in broadcasting say they ought to have the same rights as the press," Senator Proxmire said. "I can see why they should not. But if we do provide such freedom, we should hit them with a whale of a charge, so the public isn't giving away anything."

Senator Proxmire, who indicated his suggestion was inspired in part by a story in the *Wall Street Journal* on the profitability of the cable-television industry, talked of imposing fees, not only on broadcasters but on cable operators, that would produce revenues of "hundreds of million dollars a year" that would be used for general Treasury purposes, not merely for recovering FCC costs, as is the case with present commission fees. He did not say what trade-off cable TV would receive for heavier fees.

Chairman Dean Burch said the senator was talking about a tax—which he said would be a policy question for Congress to resolve—rather than a fee the commission could impose. But he also said he was not "terribly offended" by the idea, at least as it related to radio.

He noted, however, that government would have to weigh the "costs" of offering broadcasters press-type First Amendment freedoms in return for substantial fees—elimination of the equal-time law, the fairness doctrine and the provision in the political-spending law assuring political candidates the lowest available rates from broadcast stations.

Senator Proxmire asked that the members of the commission individually respond to a suggestion that in return for press-type freedom, fees be imposed on broadcasters sufficient to hold their return on investment to about 15%. This was in accord with Commissioner Nicholas Johnson's assertions that broadcasters earn 100% return on investment and that Great Britain imposes heavy fees on its commercial broadcasters that bring their earnings into line with those in other industries.

And the phrasing of the question immediately drew retorts from Chairman

Burch and Commissioner Richard E. Wiley. The chairman said Commissioner Johnson's figures are "not to be accepted," and Commissioner Wiley said "many stations" are losing money. The senator said those comments could be developed in the answers he was seeking.

Commissioner Johnson indicated he was not opposed to higher fees for broadcasters, but he was not sure abolishing the fairness doctrine and the equal-time law would be wise. Removing those obligations, he said, "requires some sense of responsibility in place of oligopolistic power" on the part of broadcasters. He said broadcasters invariably oppose measures aimed at opening the door to competitors reducing such power—proposals to free up cable television and to provide public access to the media, among them.

Chairman Burch, in discussing the commission's present fee schedule, which is designed to recover 100% of the agency's costs, said the commission may be obliged to reduce that goal in its current rulemaking aimed at modifying, and raising, its fee schedule. He noted that the commission does not impose fees on state and local governments seeking licenses. And unless the commission decides to change that policy, he said, it will be obliged to absorb the costs of serving state and local governments "as a cost of government."

Although the Senate subcommittee—on Housing and Urban Development, Space and Science—spent only about an hour on the commission's budget, Senator Proxmire found time to quiz Chairman Burch on a matter he is discussing with the head of every agency coming before him—the use of government limousine and driver to transport him between home and office.

Senator Proxmire concedes the amount of money involved is small—about \$12,000 annually in the case of the FCC, for a rented 1973 Mercury and driver that are used by the chairman and other commission officials. But he sees the issue as important symbolically to taxpayers who earn much more modest salaries than those of the government officials involved. He also says the law prohibits the use of drivers and cars for home-and-office transportation.

Chairman Burch at first declined to elaborate on the justification he had made for his use of the car in a letter to Senator Proxmire, saying the material in the letter was "classified." But after the senator said he saw no classification stamp on the letter, Chairman Burch cited the responsibilities assigned him by the Office of Emergency Preparedness. He said he must be available at all times and that the car is equipped with a telephone.

"Why not put a phone in your own car?" Senator Proxmire asked.

"If I did that," Chairman Burch responded, "my wife would answer it. I don't have a car."

The subject was dropped after the chairman agreed to ask the commission's general counsel to submit a legal opinion on the question to the subcommittee.

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AFL-CIO opposes bills to ease license renewal

**Union says stations now have
more tenure than they deserve**

The AFL-CIO has adopted a policy statement opposing the administration's license-renewal legislation and any other bill that would hamper the FCC's "administration of the fairness doctrine."

The statement, among a number formulated at a meeting of the union's executive council, said that the AFL-CIO "shares the concern of the general public that private individuals and groups should have a fair opportunity of access to the airwaves to present their views on public issues" and that air time "must not be monopolized by the views of licensees and commercial advertisers."

The union noted that it has a special interest in the subject because some licensees disseminate "antiunion propaganda" and others, during a labor dispute, sell time to employers to state their views and refuse to sell time to the union.

The union noted that it adopted a policy statement in August 1971 calling on the FCC to broaden the fairness doctrine and castigating the commission for its "long record of lethargic enforcement." Since then, said the union, the commission has conducted an inquiry into the fairness doctrine, "but thus far it has brought forth not even a mouse."

Indeed "the administration has recently proposed that the commission's efficacy be further enfeebled and attenuated," said the union, pointing to provisions in the administration's bill that extend the current three-year renewal term to five years; prohibit the FCC from considering any predetermined criteria of programming, and provide that a license can be taken from an incumbent only if it is shown he has failed to meet minimum requirements.

"Curiously," the union said, "these proposals to give the industry virtually complete freedom from government scrutiny have been put forward by the administration at the same time that ad-

New viewer weekly. TV Guide, which has made a mint out of mass fascination with television, may be in for some competition. *Homelife*, a new digest-sized weekly magazine featuring elaborate TV listings, clearly designed to compete with *TV Guide*, is due to kick off July 22 in the New York metropolitan area with an initial press run of one million copies priced at five cents each (*TV Guide* claims more than 18 million national circulation, sells at 15 cents). *Homelife* president, David Buckley, a former marketing vice president at Lever Bros., says the magazine will be sold only in supermarkets and grocery stores, hopes that eventually it will be in 25 major markets and have circulation up to 15 million.

ministration spokesmen have launched a barrage of attacks upon the networks for supposed 'ideological bias' against the administration, and as dispensers of 'elitist gossip.' Obviously, the legislative proposals do not logically follow from the thesis of the speeches. The reverse is true: If networks and their affiliates have been derelict in their responsibilities, the rational cure is more government oversight, not less."

AFL-CIO charged that the Nixon administration "proposes to give licensees freedom from even the feeble authority the commission now exercises," but only if the content of network news is made more acceptable.

The union asserted that the commission should enforce the fairness doctrine more vigorously and that "station licensees have too much security of tenure, not too little."

It was also the union's contention that local stations, not networks, are the "worst offenders" in the fairness area.

Finally, the union charged that the carrot-and-stick approach evidenced by the administration's renewal proposal "is a grave threat to First Amendment freedoms. It should be flatly rejected by the industry, and if the industry is too shortsighted to perceive its own long-range interest, by the Congress."

Canonsburg citizenry fights for status quo

**This time it's local establishment
that protests sale, format change**

If a petition filed with the FCC last week by a group of Canonsburg, Pa., residents means anything, **WARO(AM) Canonsburg**—the only radio station in the community—has managed to involve itself deeply in the warp and woof of community life. So deeply that the group is opposing the station's sale because of the proposed buyer's plans to change the station's character.

The proposed sale by Universal Communications of Pittsburgh Inc. to Mortenson Broadcasting Inc. for \$230,000 is being opposed by group called **Save Our Station (SOS)**, which includes Canonsburg's mayor, by the Canonsburg Chamber of Commerce. They say their desire to preserve the locally oriented programming now provided by the station and Mortenson's "seemingly insensitivity" to the area's "cultural diversity" warrant a hearing on the assignment application.

Since the station went on the air in 1958, the petition says, it has provided diversified program services geared specifically to "the multi-ethnic, cross-cultural needs and interests of the greater Canonsburg area." The religious and ethnic diversity of the community and its interests (particularly in local sports) has been reflected in **WARO's** entertainment and public-service programming, the petition says. The service has been provided through a series of licensees; Universal acquired the station in 1967.

Now, the petition says, "this program diversity and local orientation is . . .

threatened with extinction"; the "rich program and format diversity" is to be abandoned. Mortenson Broadcasting plans to devote 90% of the station's time to religious programming. Yet, the petition says, "there is not a scintilla of evidence anywhere in the application for assignment to explain the basis of Mortenson's precipitous decision to delete historically popular locally oriented program formats and services from the only radio station licensed to serve the Canonsburg area."

The petition says that of 59 community leaders listed in the survey, three have signed statements claiming never to have been contacted for the survey; another eight have claimed orally that they were not contacted. And of the 59 leaders, the petition adds, Mortenson misspelled the names of 19.

Mortenson, based in Canton, Ohio, is owned by members of the Mortenson family, who also are licensees of WTOP-FM Canton, WHKK-FM Erlanger, Ky., and WEMM(AM) Huntington, W.Va. The Mortensons also have an application pending for the purchase of WWLV-FM Versailles, Ky.

Goodman argues for restraints on cable siphoning

In speech readied for affiliates he says public endorses free TV and he ranges over regulatory front

Cable television, unless it is force-fed, will not become a major mass medium, much less threaten free television. The danger is that it may be artificially forced in that direction.

These views were offered by Julian Goodman, president of NBC, in a speech prepared for delivery today (May 7) at the opening of the annual NBC-TV affiliates' convention in Los Angeles (see also page 38).

"Our principal concern," he said, "is that cablevision may be pushed in a direction that is contrary to the public interest, simply to counterbalance television." That can happen, he explained, if cable is allowed to siphon off such free-TV staples as sports and feature films and to escape proper copyright liability.

"On that sort of a television base," Mr. Goodman asserted, "cable—which is today's form of pay TV—can divert popular attractions that the whole public can now see in their homes without charge. It can limit these attractions to the few people whose homes are wired and who are prepared and able to pay."

If that should occur, he continued, the cable industry not only would be rewarded for "feeding off television" but also would be deflected "from the course it would follow if left to the normal economics of the marketplace—the development of a variety of supplementary services to meet interests not met now, to respond to customer needs and to contribute additional values to home viewers,

instead of subtracting from what they now enjoy."

Mr. Goodman cited research data to support the contention that in terms of audience potential CATV is falling far short of its own predictions, and short, too, of free TV's growth rate. Over the last 10 years, it was noted, cable homes have increased by a little over 5 million, TV homes by 15 million. NBC researchers forecast that by 1980 there will be 75 million TV homes, of which 14 million will be wired.

In his prepared remarks, Mr. Goodman also underscored the need for emphasis in the license-renewal process to be put on "the performance of the licensee with an operating record, not on the tailor-made promises of the new applicant with no record of operation or service." He condemned anew the Nixon administration's suggestion that, in his words, "stations act as censors over network news." He also reviewed a broad range of regulatory problems facing broadcasters.

"Whatever the future holds for television," Mr. Goodman concluded, "it all gets down to what appears on the screen and how the audience reacts to it. I am convinced that we are serving the public well, and what is more, that the public realizes we are doing so. The problems we have will be overcome if we continue to earn the support of our viewers and help them understand that television

is their resource—that when a government moves in on television, it moves in on the public."

Media Briefs

Limited format. Radio station that programs nothing but ticks, beeps, frequency signals and brief voice announcements is celebrating its 50th anniversary. It's wwv, run by National Bureau of Standards. It started on March 6, 1923, in Washington and now operates from 380-acre site near Fort Collins, Colo. Station provides audio tones of 440 and 600 hertz, respectively, for musical and electrical industries; one-second time ticks; time-of-day voice announcements; time corrections to maintain proper earth-atomic time relationships; radio-propagation forecasts; geophysical alerts and summaries; weather information for Atlantic area; broadcasting of standard frequencies and official governmental announcements. Wwv is received on any of six standard carrier frequencies: 2.5, 5, 10, 15, 20, 25 megahertz.

Full of figures. John Blair & Co., New York, has issued ninth edition of *Statistical Trends in Broadcasting*, compilation of economic data for TV and radio. Per-copy price of booklet is \$4.95 and it is available from Blair at 717 Fifth Avenue, New York 10022.



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

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Luce exhibit touches lightly on radio-TV

History of journalism recorded in new Smithsonian section

Electronic journalism plays a featured and colorful role but is hardly the star of the newly created "Multimedia History of American Journalism" exhibit at the Henry R. Luce Hall of News Reporting in Washington. Opened May 1 in the Smithsonian Institution's Museum of History and Technology, the exhibit, in cursory, somewhat arbitrary, but still interesting style, traces the mostly technological development of journalism in this country from *The Boston Chronicle* of 1768 to news coverage from China via communication satellites. The concentration is on newspaper journalism with news magazines receiving less prominent attention than either radio or television.

The radio news section of the exhibit is a circular floor display that includes a carbon microphone vintage 1926, said to have been used on NBC network broadcasts, and a microphone from KDKA(AM) Pittsburgh, which curator Peter C. Marizio credits as being used for the "first radio news broadcast" in 1920. The radio display also includes a group of vintage radio receivers, each equipped with a tape of a news report from the appropriate period.

A Crosley "Pup" from 1924 plays a 1922 *News in Review* program from WEA(AM) New York. A 1936 General Motors "Midget" model plays a general news broadcast from 1934. An Emerson receiver from about 1938 plays an H.V. Kaltenborn report from London in 1939. A 1940 RCA portable carries a Bob Trout report on the Dec. 7, 1941, Pearl Harbor attack. A 1955 Zenith transistor model plays a review of news happenings of that decade. In a corner of the exhibit hall, a 1973 radio model (ironically and maybe appropriately a Hitachi) alternates live broadcasts by Washington area all-news radio stations WTOP(AM) and WAVA(AM).

Television news is exhibited similarly to the radio news presentation. In an island display near the hall's entrance,

television sets from the 1940's to the present transmit video tapes of major historic news events. VJ Day is reported by Ben Gauer for NBC on a 1940 RCA radio-TV combination floor model with a screen barely six inches by four inches. The same set carries an *NBC Esso Reporter* excerpt with Paul Alley as reporter. *NBC Camel News Caravan* excerpts from 1949-51, with John Cameron Swayze as reporter, played on a 1947 RCA TRK-5 table model. CBS-TV's Edward R. Murrow's 1954 rebuttal to Senator Joseph McCarthy is depicted on a DuMont Rumson table model from 1949. The Kennedy-Nixon debates of 1960 are played back on a 1959 Zenith console model. A Zenith Avante Chromocolor SC 600-X model from 1972 is used to transmit via tape the Olympic tragedy of last year.

Other TV news tapes shown as part of the exhibit are Walter Cronkite's first half-hour news show carried by CBS-TV in 1963, President Kennedy's assassination as reported by NBC-TV in 1963 and CBS-TV's report of the last Apollo moon flight in 1972. The various news clips average about eight minutes in length.

The exhibit was made possible by a \$250,000 grant given by Time Inc. Though the exhibit hall is named after the founder of the Time Inc. publishing and broadcasting organization, only a single photograph of Mr. Luce—in the display given to the development of news magazines—is shown.

Around the world

Establishment of a worldwide television news service to be operated on a daily, scheduled basis was proposed last week by Nicholas Archer, ABC News director of basic news. He told an international audience of broadcast news executives gathered in Cologne, Germany, for the annual International Broadcast Institute News Workshop that such a network could be organized by a "broadcast union," which might launch and maintain its own satellite facilities. He suggested that such a network would not specifically be for broadcast but for dissemination of news from one foreign broadcaster to all others for their use as desired.

Canada still seeks answer on guidelines for reporting crises

Is it desirable to have a written statement of principles and guidelines as to how to best handle the reporting and presentation of news in time of crisis? The Canadian Radio-Television Commission held a public hearing on the subject in Ottawa last month and apparently came away with some doubts.

The commission heard a discussion of a controversial document, "A Statement of Objectives, Principles and Operating Guidelines for Effective Working Relationships between the Peace Agencies of Canada and the Media," drawn between the Association of Chiefs of Police of Canada and the Canadian Association of Broadcasters. While evidently no formal agreement was signed between the two groups (whether or not there is an agreement is still being debated), a series of guidelines was published covering a sort of code of ethics for the coverage of news in periods considered as times of national crisis.

The guidelines grew out of events of Canada's so-called "October crisis" of 1970 when a group of separatist extremists in the Province of Quebec kidnapped a British diplomat and murdered a Quebec provincial cabinet minister. At the time, law enforcement officials charged that the news media's rush to come up with a "scoop" hampered their investigation and rescue attempts.

The Canadian Radio-Television Commission, in its hearing last month, heard concerns that creation of joint committees of police and news media representatives at national, provincial and local levels (as contemplated in the broadcasters-police guidelines), "might adversely affect the role of the news media as a watch dog on the exercise of police authority." Representatives of both the Canadian Association of Broadcasters and Association of Chiefs of Police at the open hearing assured the commission that the proposed guidelines are being treated as merely a working paper and that the entire matter will be discussed further with the Radio and Television News Directors Association and at the next annual CAB meeting.

The commission said it would await the outcome of these discussions, but cautioned individual broadcasters from implementing any of the guidelines until a conclusion was reached on the desirability of a joint code of news reporting ethics between the country's police and broadcasting forces.

Muskie's charge rejected

The Justice Department last week denied that the administration's proposed revision of the criminal laws relating to dissemination of classified government information was equivalent to a "national secrecy act."

Senator Edmund Muskie (D-Me.) had used that phrase in attacking the ad-

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Being prepared. Young people interested in a career in broadcasting may be able to learn the trade in their own backyards. Some 150 broadcast stations around the country sponsor Explorer posts, a division of the Boy Scouts of America, but now open to both sexes, to provide just such a forum. Members of one such group, Post 324, sponsored by WSBT-TV South Bend, Ind., were instructed on sending a news feed by Jim Sands (seated, in photo), news director of WKRQ(AM) Mobile, Ala., during the National Explorer Presidents' Congress held in Washington April 26-30. The two scouts, Brian Balint (l) and Marc Merrill, and five others of their South Bend post, sent feeds on the meeting's activities to 122 radio stations. In addition, a volunteer crew from WHMA-TV Anniston, Ala., provided television feeds to 34 stations. The program was a warm-up for two scout jamborees to be held this August in Pennsylvania and Idaho, where scout news crews will provide information over WATS lines to interested broadcast stations free of charge. The scouts will also man temporary 10-watt radio stations at the two sites for the 81,000 campers who are expected to attend the gatherings.

ministration's proposal, S. 1400 (BROADCASTING, April 30).

Kevin T. Monroney, deputy assistant attorney general in the Justice Department's criminal division, told the Senate Select Committee on Criminal Laws and Procedures, which is holding hearings on the bill, that changes in the law governing classified documents are meant to apply only "to persons who have or have had authorized possession of classified documents or who have obtained such information as a result of being a federal servant."

That section of the bill would make it a crime to communicate classified information to unauthorized persons.

The section "applies only to those who obtain classified information in a position of trust—not to any person or to any government employe," Mr. Monroney said. He noted that recipients of such information would not be subject to prosecution under that section of the bill.

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Headliner honors: six in TV, six in radio

ABC, NBC, four TV stations, four radio outlets and a radio production service will be among the recipients of National Headliner awards next week.

The awards recognize journalistic excellence of the broadcast and print media. Winners in television categories:

Consistently outstanding TV reporting: ABC, for excellence of reporting and continued use of well-filmed stories.

Consistently outstanding TV reporting, cities over 500,000: WCKT(TV) Miami.

Consistently outstanding TV editorials: WMAQ-TV Chicago.

Outstanding network documentary: NBC-TV, for *The Cave People of the Philippines*.

Outstanding station documentary: WWL-TV New Orleans, for *China '72: A Hole in the Bamboo Curtain*.

Outstanding public service by a network: NBC-TV, for *Pensions: the Broken Promise*.

Outstanding public service by a station: KING-TV Seattle, for *The Burned Child*.

In radio categories:

Consistently outstanding news reporting: ABC Radio, for *Vietnam in Crisis*.

Consistently outstanding reporting, cities over 250,000: Jesse C. Smith, KRLD(AM) Dallas.

Consistently outstanding reporting, cities under 250,000: WJBO(AM) Baton Rouge.

Outstanding network documentary:

National Public Radio, Kensington, Md., for *The Pet Population Explosion*.

Outstanding station documentary: WWVA(AM) Wheeling, W. Va., for *Death and the Mines: Rebellion and Murder in the UMW*.

Outstanding public service by a station: WTVN(AM) Columbus, Ohio, for *Political Poster Pollution*.

The awards will be presented at a banquet May 19 in Atlantic City, which sponsors the annual awards.

Total shield urged

The Supreme Court has "mandated" that Congress draft a shield law that would protect newsmen from revealing their confidential sources—that's the opinion of Representative John B. Anderson (R-Ill.) as expressed on April 28 to the spring convention of the Illinois News Broadcasters Association.

An absolute shield law, indicated the congressman, would make it impossible for any investigative body with subpoena powers to force a professional newsmen to reveal his sources. Representative Anderson, speaking in Rockford, Ill., to some 250 people—the largest INBA meeting in 19 years—defined a professional newsmen as "someone whose principal source of income is derived from editing, reporting, or disseminating the news." He acknowledged that college and so-called underground newspapers object to this definition, but explained, "I'm pragmatic enough to know you aren't going to get

any kind of law through Congress until you limit it to class."

Elaborating on what he feels is the Supreme Court's mandate to Congress, the Illinois congressman cited the court's decision in the Earl Caldwell case (reporter for *The New York Times* San Francisco bureau who refused to provide information to a grand jury about Black Panther activities [BROADCASTING, July 10, 1972]). The Supreme Court "made it clear" in that decision, Representative Anderson said, that the Constitution does not cover testimony given by newsmen. Instead, according to his judgment, "it mandated the Congress to act to set limits to any privilege to be afforded."

Rivera's 'Willowbrook' wins another prize

Geraldo Rivera of WABC-TV New York and Jean Heller of AP have been named winners of the 1972 Robert F. Kennedy Journalism awards.

Mr. Rivera received the television award for *Willowbrook: The Last Great Disgrace*, a documentary on care of the mentally retarded. Miss Heller received the newspaper award for her series on the Tuskegee syphilis study.

One of four honorable mentions went to Clare Crawford of WRC-TV Washington, for *Mental Health: a Bureaucratic Breakdown* and *The Hidden Children*.

Three of nine special citations went to broadcasters: Muncio Carlon, of the University of Arizona's noncommercial KUAT(AM) Tucson, for the *What It's Like* series; WCIA(TV) Champaign, Ill., for *Migrants in Central Illinois*, and non-commercial WQED(TV) San Francisco for *Scan Goes to Jail*.

The awards were presented in Washington on April 26. They recognize coverage of the disadvantaged.

Journalism Briefs

On scene. Jeff Hawkinson, newsmen for WXCL(AM) Peoria, Ill., obtained phone interviews with two of three robbery suspects who last Tuesday (May 1) held number of children hostage at Peoria Catholic grade school. Searching for information on the incident, Mr. Hawkinson called school and reached cafeteria, where two suspects (third had been killed by police) were holding some of hostages. WXCL broadcast taped interview after notifying police of location of gunmen.

Big names. CBS's telecast of news and documentary Emmy awards (Tuesday, May 22, 9:30-11 p.m., NYT) will feature Henry Kissinger, White House adviser; Frank Stanton, retired chief operating officer of CBS, and Coretta Scott King. These three will present key awards. Hosts of the National Academy of Television Arts and Sciences-sponsored show, which will originate in New York, are network anchormen: ABC's Howard K. Smith and Harry Reasoner, CBS's Walter Cronkite, NBC's John Chancellor and PBS's Robert MacNeill.

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What can cable afford to pay for copyright?

Hire two different analysts and you get two different answers, as movie producers and NCTA have now paid to find out

The rough dimensions of the gulf separating cable-television operators and copyright owners on the question of copyright fees are beginning to emerge, and they confirm speculation that the gulf is wide.

An economic study that was prepared for motion-picture producers and became available last week says that cable operators, even in markets below the top 100, could afford to pay up to 13% of their revenues in copyright fees—and that those in the largest markets could pay as much as 25%.

But the study also referred to one done last fall for the National Cable Television Association, presenting a much more bearish picture of cable's profitability. The NCTA-sponsored study indicated that not even the largest systems could afford significant copyright-fee payments—that a 5% fee would be a burden even on large, profitable systems and would "in an important proportion of cases" be enough to transform profitable systems into losers.

A source familiar with the two sides' thus far unsuccessful effort to compromise their differences and to settle on a fee schedule said the studies reflect the contrasting positions. He said cable interests are proposing payments of "2 or 3%" of revenues and the copyright owners, payments of about 16%. The NCTA-sponsored report said that the effect of the higher range of fees would be "devastating" and "would create a decidedly unprofitable investment climate for cable television throughout the top 100 markets."

The study done for the copyright owners was prepared by Robert W. Crandall, an associate professor of economics at the Massachusetts Institute of Technology, and Lionel L. Fray, a management consultant. It is being circulated on Capitol Hill, where it is designed to counter the study that was done for NCTA by Bridger M. Mitchell in association with Robert H. Smiley. That study was not made public until last week, after the Crandall-Fray report became available.

At issue on the Hill is the copyright bill introduced by Senator John L. McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights. The bill, identical to measures introduced in the previous two congresses, contains a fee schedule the cable operators will accept: It would require a copyright fee of 1% on revenues up to \$40,000, 2% on revenues between \$40,000 and \$80,000, 3% on revenues of between \$80,000 and \$120,

000, 4% on revenues between \$120,000 and \$160,000, and 5% on revenues above that limit.

The copyright owners, however, contending that the proposed fees are far too low, are insisting that unless a mutually satisfactory schedule is constructed, the two sides should agree to legislation providing for arbitration. This was the resolution proposed in the consensus agreement that cable operators, copyright owners and broadcasters signed in November 1971, to pave the way for FCC adoption of its new cable-TV rules.

The continued inability of the cable operators and copyright owners to reach agreement indicates the McClellan bill will face heavy going in Congress. And if the bill is not enacted, cable copyright liability, on the assumption of which the commission adopted the cable rules that became effective on March 31, 1972, will remain a promise unfulfilled.

FCC Chairman Dean Burch has been attempting to act as a mediator, but thus far without success. Jack Valenti, head of the Motion Picture Association of America and spokesman for the motion-picture copyright owners, rejected as unacceptable a compromise solution Mr. Burch offered—one providing for arbitration of copyright fees in the top-50 markets and a legislated fee schedule in smaller markets. However, the chairman is now turning his attention to officials of the motion-picture companies involved (BROADCASTING, April 30), and he may confer with them in Los Angeles this week. Mr. Burch left on Thursday for a week's trip to his home state of Arizona during which he will address the Arizona Bar Association. He said last week the trip had long been on his calendar, but acknowledged Los Angeles's proximity would give him the "capability" to confer with motion-picture company officials.

The Crandall-Fray study calculates cable companies' ability to pay substantial copyright fees after setting aside a 15% rate of return on total investment before taxes—the amount the study says is needed to attract new capital. On that basis, the report says, the percentage of revenues available for copyright fees or other purposes is as follows: for systems in the top-50 markets, 20 to 25%; those in markets 51-100, 17 to 20%, and those in markets 101 and below, 13 to 21%.

The Crandall-Fray conclusions are different from Mitchell's, according to Crandall-Fray, for two principal reasons. First, Crandall-Fray uses what it says are the cable owners' estimate of an effective rate of growth in revenues per subscriber of about 4% annually, while the Mitchell study projects per-subscriber revenues of \$64.60 per year without any increase, ever, despite the potential that new services, pay channels and subscriber fees promise. Second, Crandall-Fray, using NCTA projections, estimates maximum CATV penetration at 65% of the homes passed, while the Mitchell study assumes 22 to 45% of the homes passed by cable in the largest markets.

Assuming 64.8% subscriber penetra-

tion in the top-50 markets, 65.3% in all other markets and only 2% growth in revenues per subscriber, Crandall-Fray estimated that the rate of return on investment cable systems would earn before taxes and without copyright fees would vary from 18.6% in the smallest markets to 23.4% in the largest. Mitchell's estimates indicated that the largest return—17%—could be expected by systems in markets below the top 100 and that the smallest return—2.4 to 6.1%—could be expected by systems in markets between 51 and 100. Systems in the top-50 markets would earn 4 to 6.1% return, according to the Mitchell report.

Broadcast and cable: both on the same tube

Former NAB TV chairman now says his fears of cable were unfounded

Over-the-air broadcasting and cable television are really one business. Broadcasting is not going to wipe out cable, and cable won't kill broadcasting. So stop the talk about separate rules, regulations and conditions. Let broadcasting and cable operate under the one umbrella of television.

This evaluation came last week from Mike Shapiro, a broadcaster for 28 years, now vice president and general manager of WFAA-AM-FM-TV Dallas. He told a group of Texas cable-television executives

NOTICE IS HEREBY GIVEN, that applications are sought and requested for the award of a franchise to install, operate and maintain a cable television service, pursuant to a franchise to be awarded by the Town of Brunswick, for the construction and operation of a Cable Television system within the corporate limits of the Town of Brunswick, County of Rensselaer and State of New York.

The system desired by the Municipality is as follows: 30 channels with two-way capacity built in—dual trunk-pretapped-capacity to originate cable casting with facilities for local productions and presentation of programs—must otherwise conform in all respects to FCC Regulations.

Applications will be received by the Town Supervisor, Fred W. Curtis, R.D. #1 BOX 321, Troy, New York, in accordance with Section E3 of the Rules of the Commission on Cable Television of the State of New York, and must be submitted on or before June 21, 1973. All proposals submitted in accordance with this Notice will be available for public inspection during normal business hours at the Brunswick Town Office, Center Brunswick, New York, and further information relative to the submission of such proposals or the Franchise to be hereinafter awarded may be obtained by contacting J. Trent Cox, whose address is 150 Brunswick Road, Troy, New York 12180, and whose telephone number is 518-272-5604.



Mr. Shapiro

that commercial television's fight against cable TV has been going on for many years and that he used to be in the forefront of that fight, particularly when serving as chairman of the television board of the National Association of Broadcasters. "But things have changed in the past few years," he pointed out. "Cable is here to stay. We are now talking about one business, not two."

Mr. Shapiro's announcement of reconciliation to changing times came in a speech to the 13th annual meeting of the Texas CATV Association (April 25-27) in Dallas. He advised the cable TV operators in his audience to recognize that they ultimately will have "all of the responsibilities" to their local communities that commercial TV licensees have today. Get involved in your local community, he strongly recommended. He pointed out that pornographic material is being televised on public-access channels of cable systems and stressed that "this is just as disgusting and unacceptable" as it would be if broadcast by a television station.

"Because some yahoo in Florida is making a pot of gold running dirty movies into the motel rooms in his town, don't succumb to the temptation," said Mr. Shapiro.

The cable industry, Mr. Shapiro said, "will have — and should have — self-imposed, self-regulated codes." He noted that broadcasting has a similar problem because its TV codes are "ineffective," at least "as they are administered today."

Mr. Shapiro called for both industries to work towards the same goals in serving the public. "I am as convinced as I am standing here today," he said, "that in the not too distant future we will not talk in terms of VHF and UHF, network affiliated, independent, educational television, commercial television, cable television." Instead, he asserted, "at some point in the future it will all be television."

Thaw for New Jersey CATV

The New Jersey Board of Public Utility Commissioners on April 23 ended a 22-month moratorium on the granting of cable-television franchises. The moratorium began in July, 1971, and ended April 15, but then was extended for another week.

The PUC ended the moratorium by

approving rules to regulate cable TV throughout the state via an Office of Cable Television. The state legislature authorized creation of the office within the PUC last December.

Essentially, the rules call for individual municipalities to award cable-TV franchises either directly or as a result of competitive bidding. But performance goals of franchise applicants must subsequently be approved by the Office of Cable Television.

FCC calls for delay of pole-attachment rate increase

California phone company is asked for comments; commission promises action within 30 days; Waldie introduces legislation giving agency jurisdiction over fees

The FCC last week requested that General Telephone Co. of California delay its planned rate increase for CATV pole attachments. The commission was acting in response to petitions filed two weeks ago by the California Community Television Association and the National Cable Television Association, asking that the agency rule as improper General's decision to hike annual pole-rental fees from \$3 to \$6 per attachment (BROADCASTING, April 30). Also last week, Representative Jerome Waldie (D-Calif.) submitted legislation that would give the FCC jurisdiction over pole-attachment arrangements.

In an April 30 decision, the commission requested that General Telephone defer its rate increase until the agency has had time to examine the cable association petitions as well as the phone company's response. It asked General Telephone to submit briefs on the matter by May 4. It said the CCTA and NCTA petitions raise substantial questions regarding the impact and propriety of the proposed rate increases. The commission promised to decide on a course of action within a month.

The commission has been holding proceedings connected with the question of whether it has authority to assert jurisdiction in this area for the past six years. The current inquiry was initiated in 1970 but has been stymied by several developments, not the least of which was the death of the presiding administrative law judge.

The California case has become a prime candidate for a precedent-setting action by the FCC because that state's public utilities commission has made it clear that it does not intend to regulate pole-attachment rates. The FCC has taken the position that government regulation is necessary in this area, and the California case has left it with a question of whether that regulation should be assumed by the federal government or local authorities. Cable interests are opposed to local control. The CCTA petition noted that there is "a serious and

growing likelihood that cities and counties . . . will haphazardly move to regulate pole-attachment rates." Such a move, CCTA claimed, "would be detrimental to any hope of shaping cable as a national communications medium." CCTA estimates that cable firms will be making use of 170,000 of General's 700,000 poles by the end of this year.

In expressing a need for federal intervention, Representative Waldie noted last week that since utilities have a monopoly over existing poles, and because cable firms are required to utilize existing facilities when available, utilities are effectively controlling access charges to those facilities and costs, consequently, have skyrocketed. Legislation is urgently needed, he said, because of "the disastrous effects these unregulated and unwarranted increases in pole-attachment rates could have on the cable-television industry."

The Waldie bill (H.R. 7331) provides that the FCC set rental charges, following a hearing, that do not exceed cost "plus a reasonable profit."

In light of the April 30 FCC ruling, a commission spokesman said last week that the agency has several alternative courses of action to take in the California proceeding: order a stay of the General Telephone rate increase pending the outcome of the blanket inquiry, order a new hearing on the individual case, defer action pending the enactment of legislation or rule outright on the desirability of the General Telephone proposal.

Optimism is the word at Teleprompter Corp.

Shafer tells stockholders that new management team has firm headed for an even better '73

Teleprompter Corp., New York, reported to stockholders at its annual meeting last week that 1972 was a bright year in all aspects and pointed to an even more promising year in 1973.

Board Chairman Raymond P. Shafer referred briefly to the "dark period" be-



Mr. Shafer

fore 1972 and said Teleprompter's new management team is now in control. He noted that the FCC has given "a clean bill of health" to the present management (BROADCASTING, April 23). Mr. Shafer's reference was to the internal problems affecting Teleprompter in 1970 and 1971, which led to the conviction of former Chairman Irving B. Kahn and the corporation itself on various charges, including conspiracy and perjury.

Mr. Kahn's name cropped up later during the question-and-answer period when a stockholder asked if the deposed board chairman had any connection with Teleprompter. Mr. Shafer replied that Mr. Kahn's employment contract with Teleprompter had been settled and he has not been in the company's employ since Feb. 5, 1972. He said that to the best of his recollection, Mr. Kahn still held "a small number of shares" in Teleprompter. (Mr. Kahn is now serving a prison term.)

Other speakers were William Bresnan, president of Teleprompter, who reviewed the company's record-setting sales and earnings in 1972, and Hubert J. Schlafly, executive vice president for technological developments, who summarized the company's research activities in the technical area.

Governor Shafer also announced last week that the company's Manhattan CATV system has expanded its channel capacity from 17 to 24 channels, effective May 1. The original timetable called for expansion to 24 channels by mid-August.

CPI to lend hand in Philadelphia area

Communications Properties Inc., Austin, Tex., announced that it would cooperate with Delaware County Cable Television Co., Philadelphia, in building, helping to finance, managing and operating the latter's cable-TV system franchises in 15 communities adjacent to Philadelphia. According to a reported agreement between the two companies, CPI will have the right to acquire stock of the Delaware County Cable systems after they have been in operation "for a period of time." The systems, to be constructed at an estimated cost of \$5 million, will cover franchises Delaware County Cable holds in such communities as Borough Chester, Chester township, Upper Darby township and Upper Providence township.

NCTA drawing exhibitors

The National Cable Television Association, with six weeks to go before its 22d annual convention, reported it already has 26 more exhibitors for the four-day meeting (June 17-20) than it had for the 1972 convention. To date, 156 exhibitors have signed to use 60,300 square feet of exhibit space. Last year, 130 exhibitors filled 50,000 square feet. NCTA still has some 700 square feet available for exhibitors. The exhibit area at the Anaheim Convention Center, Anaheim, Calif., will cover the main exhibit hall, the grand lobby and the north lobby.

Programming

Rozelle gives an inch on football blackouts

But Pastore will submit bill for one-year moratorium

National Football League Commissioner Pete Rozelle met with Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) last week and offered to conduct two experiments in lifting television blackouts. But Senator Pastore was not satisfied with the NFL's proposals and said he would offer his own solution—legislation.

The private meeting last Thursday (May 3) stemmed from hearings last fall during which Senator Pastore suggested to Commissioner Rozelle that the NFL consider lifting TV blackouts on a trial basis (BROADCASTING, Oct. 9, 1972). Prior to the hearings, Senator Pastore introduced S. 4010, a bill to prohibit TV blackouts of home football, basketball, baseball and hockey games when games are sold out 48 hours in advance.

At last week's meeting, according to a Senate spokesman, Commissioner Rozelle offered to allow local telecast of the 1974 Super Bowl, which will be played at Houston. In addition, he offered to lift blackouts of New York Giants football games this fall. (The Giants will be playing home games in New Haven, Conn., while a new stadium is being built for them in Hackensack N.J. WTIC-TV Hartford, Conn., had been carrying the Giants' games when they played in New York City. Presumably the Rozelle offer would mean that WTIC-

TV could continue to carry games played in New Haven.)

A spokesman, who described the meeting as "friendly," said that Senator Pastore was looking for a more typical set of circumstances to accurately determine the effects that lifting TV blackouts would have on professional sports. The spokesman said Senator Pastore told Commissioner Rozelle that he would introduce legislation similar to last year's S. 4010, but containing a one-year limit, to establish a trial period.

'Corner Bar' is ABC's designated pinch hitter

Last summer's fill-in series returns again; also slotted for rerun months are two new half-hour comedies, hour variety

ABC-TV's summer schedule will feature two new half-hour situation comedies, a new 60-minute comedy-variety series, and the return of last summer's *The Corner Bar*.

The new situation comedies are *Thicker Than Water* (Wednesdays, 8 p.m., NYT), starring Julie Harris and Richard Long, which is based on the British series *Nearest and Dearest*, and which has Bob Banner as executive producer, and *Love Thy Neighbor* (Fridays, 9:30 p.m.), also based on a British series, about a black family that moves into an all-white neighborhood. Rush Associates, with Herman Rush and Ted Bergman as executive producers, will be in charge of *Love Thy Neighbor*.

The new variety show is *The Burns*



Peabody people. The 33d annual George Foster Peabody awards were officially presented last Wednesday in New York before an audience of more than 400. Awards were presented in 13 categories, with multiple winners in some classifications. The winners were announced in March (Broadcasting, March 26). NBC won five awards, ABC two and the BBC three. Pictured above is William Storke (l) who accepted one of the awards for NBC, this one in the television entertainment category, for the network's *Jack Lemmon in 'S Wonderful*, *'S Marvelous*, *'S Gershwin*; *Liza with a Z*, and *The Timex All-Star Swing Festival*. Presenting the awards (a certificate and medallion in each category) was Warren Agee (c), dean of the University of Georgia School of Journalism, which administers the awards. Paul Porter (r), Washington attorney and former FCC chairman, read the citations.

and *Schreiber Comedy Hour* (Saturdays at 9), with the comedy team of Jack Burns and Avery Schreiber as hosts. Bernie Brillstein is the executive producer.

The Corner Bar (Fridays, 9:30) will have two new proprietors this summer instead of last year's one. Anne Meara and Gene Roche are the new characters; Gabe Dell, last year's lead, will not be back. Comedian Alan King will return as executive producer of the series.

Program Briefs

Classics sell. Time-Life Films reports sale of 21 drama half-hour episodes of *Tom Brown's School Days* (eight segments) and *The Last of the Mohicans* (13 programs) to CBS-owned KNXT (TV) Los Angeles, KMOX-TV St. Louis, WCAU-TV Philadelphia and WBBM-TV Chicago. Classic dramas were produced by BBC.

Spreading joy. Ed Walker and Willard Scott, personalities formerly with WRC (AM) Washington and now with WWDG (AM) there, have formed Joy Boys Pro-

ductions to syndicate their comic radio routines. Segments are three to four-and-one-half minutes in length and available in markets on exclusive-contract basis. Series is sold on minimum option of 13 weeks at three times published 60-second prime-time rate. *John Hickman or Robert Parish*, 4417 Bradley Lane, Chevy Chase, Md. 20015. Phone: 202-737-1382.

NBC buys 'Squares'. *Hollywood Squares*, used in TV access time for past two seasons, has been bought by NBC for its owned stations to use two nights weekly beginning in September. Syndicated program, produced by Heatter-Quigley Inc. and distributed by Jack Rhodes Productions, both Los Angeles, has been broadcast on once-a-week basis on 117 stations, including NBC-owned outlets. Similar but separate daytime show under same name continues on NBC-TV for seventh year.

Bike races. Vidistrib Inc., Los Angeles, has signed to distribute new TV program, *Pro-Bike* being produced by Great Empire Films Inc., Hollywood. Great Empire is video-taping live bike races sched-

uled in Los Angeles May 18, with future events set for Milwaukee, Detroit and Chicago thus far.

Horror host segments. Wraparound portion for horror movies is being syndicated by Rhodes Productions, Los Angeles. Rhodes is offering 100 segments of "Seymour Presents," featuring actor-producer-director Larry Vincent as sinister host for movies. Mr. Vincent, whose presentation includes opening, middle and closing, has been hosting, under name Seymour, horror movies on KTLA (TV) Los Angeles for last two years. Camp narration already has been sold in Philadelphia, San Diego and Huntington, W. Va. Part of purchase agreement is visit by Seymour in his \$10,000 hearse this summer. Producer is Gary Blair, Hollywood.

Name change. Broadcast Design, Los Angeles consulting firm specializing in image and identify programs, has changed name to Warren Earl Associates, and has moved offices to 10000 Riverside, Toluca Lake, Calif. Telephone: (213) 763-4353.

Herb Jacobs forecasts CBS to win, NBC to place, ABC to show

Annual predictions put CBS in substantial lead with other two nearly tied; he claims to have guessed right on 87 periods in 1972-73, close on 25 and wrong on 14

Perennial prognosticator Herb Jacobs is putting his money on CBS-TV to win next season's prime-time sweepstakes. And the chairman of Telcom Associates sees that network taking it by a comfortable margin.

Mr. Jacobs's annual handicapping was later than usual this spring because of the tardy assembling of fall schedules by the networks, but he now predicts that CBS-TV will put together an average rating of 20.4 for the first 13 weeks of 1973-74, compared with averages of 18.9 for NBC-TV and 18.8 for ABC-TV.

As in past years, Mr. Jacobs also forecast shares of audience for each half-hour in network prime time (see accompanying charts). His new projections were made against a background of a claimed accuracy of 88.9% for his 1972-73 predictions.

According to Mr. Jacobs's calculations, he had 87 "bullseyes" last season (three share points either way of the actual shares) and 25 "scores" (five share points either way). For the other 14 half-hours, he reported 14 misses (six or more shares way from the actual shares).

Mr. Jacobs's forecast for 1973-74 gives NBC first place in 11 half-hours, second 16 and third in 15; CBS first in 23,

Sunday

	ABC	CBS	NBC
7:30			
8:00	FBI	30 New Adventures of Perry Mason 32	24 Disney 35
8:30			
9:00		35 Mannix	27 NBC Sunday Mystery Movie 33
9:30	Sunday Night Movie	35	34
10:00		36 Barnaby Jones	26 34
10:30	Local	Local	Local

second in eight and third in 11, and NBC, first in eight, second in 18 and third in 16.

He touts 20 of CBS's half-hour time periods as "strong" (with shares of 34 or higher), as against 11 for NBC and nine for ABC. He estimates that 16 of ABC's half-hour segments will be "good" (shares of 30-33), compared with 12 of NBC and 11 of CBS and rated as "weak" (26 shares or less) 10 of NBC's segments; five of CBS's and four of ABC's.

Mr. Jacobs noted that 18 of the 65 programs on next fall's schedules will be new. He prophesied that only one new series, *Kojack* on CBS-TV, will be first in its time period and only two will reach runner-up position—*Lotsa Luck* and *Girl with Something Extra*, both on NBC-TV.

Mr. Jacobs hedges his selections with a note of caution: His estimates reflect the average shares of regularly scheduled programs, and do not include specials and their competing programs.

Monday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00			
8:30	Rookies	28 Gunsmoke	34 Lotsa Luck 32
9:00		30 Diana	29
9:30		29 Here's Lucy	32 30
10:00	NFL Monday Night Football	33 New Dick Van Dyke	28 NBC Monday Night at the Movies 31
10:30		34 Medical Center	28 32
		35	28 32

Thursday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00			
8:30	Toma	24 The Waltons	32 Flip Wilson 35
9:00		24	33 36
9:30	Kung Fu	26	32 35
9:30		27	33 35
10:00	Streets of San Francisco	31	36 NBC Follies 28
10:30		31	37 26

Around the corner

NBC-TV, on Aug. 16, and CBS-TV, on Aug. 31, will begin telecasting 90 games each of the National Football League schedule. Each network will broadcast 83 regular-season contests, three preseason and four post-season games. CBS-TV will carry 65 National Conference and 18 interconference games. NBC-TV will carry 67 American Conference and 16 interconference contests. CBS-TV will telecast the Super Bowl from Houston on Jan. 13, 1974. NBC-TV will present the Pro Bowl from Kansas City, Mo., on Jan. 20.

An indecisive ending

The contempt-of-court case against a WDEF-TV Chattanooga talk-show host who refused to divulge the identity of a person who phoned in has been dropped.

The Tennessee Court of Appeals in Knoxville last week dismissed the contempt charge against Harry Thornton after both the attorney general's office

and Mr. Thornton asked that the matter be declared moot. They noted that the grand jury before which Mr. Thornton refused to disclose the caller's identity is no longer sitting.

Mr. Thornton was found in contempt of court by a county judge in December after refusing to answer the question the grand jury had put to him (BROADCASTING, Dec. 4, 11, 1972)—who was the caller who had said the grand jury had "whitewashed" a case involving a former city judge.

ABC in Liberty Bowl pact

ABC-TV will telecast the 1973 and 1974 Liberty Bowl collegiate football games and has an option for those in 1975, 1976 and 1977 under a contract announced last week by Boone Arledge, president of ABC Sports. The rights price was not disclosed but informed sources put it at about \$1 million over the five-year span. The games are played in Memphis. This year's is scheduled for Monday, Dec. 17.

Biggest underwriting for noncommercial TV

Exxon goes on the record book with its funding for new series

The Exxon Corp., New York, has announced a grant of \$1 million to non-commercial WNET(TV) New York for the production of a major new drama series, *Theater in America*. It is the largest grant ever made to noncommercial broadcasting by a commercial corporation for a single season's domestic television production. The \$1 million will be matched by a previously announced \$1 million in funding for the new series from the Corporation for Public Broadcasting (BROADCASTING, March 12).

The previous highest single season programming grant also was made by a gasoline company, Mobil Oil Corp., New York, a total of \$821,500 in fiscal 1972—most of it to the *Masterpiece Theater* series and some to The Children's Television Workshop. Mobil Oil also made a programming grant of \$750,000 in fiscal 1971. There have been larger grants made by business to noncommercial broadcasting, but they did not necessarily cover programming. CBS, in fiscal 1968, made an unrestricted grant of \$1 million. The following fiscal year, the Carnegie Corp. also gave \$1 million. In fiscal 1971, the Ford Foundation made a grant of \$1.2 million to the Public Broadcasting Service for technical equipment.

The combined grant of \$2 million from Exxon and CPB will go for the production of from 18 to 20 dramas to be telecast during the 1973-74 season, with WNET acting as executive producer. The *Theater in America* series is to be carried on the PBS system.

While production plans are still in the planning stage, it's believed that about 12 of the dramatic presentations will be based on productions done by regional theater groups in collaboration with WNET. The remaining telecasts will include rebroadcasts of previous WNET productions. Jac Venza, who heads the station's drama unit, will serve as the executive producer of the new series.

Tuesday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Temperature's Rising 29	Maude 38	25
8:30		Chase 36	26
9:00	Tuesday Movie of the Week 32	Hawaii Five-O 37	26
9:30		The Magician 30	27
10:00	Marcus Welby, M.D. 39	New CBS Tuesday Night Movies/Hawkins/Shaft 30	26
10:30		Police Story 30	26

Wednesday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Bob & Carol & Ted & Alice 24	Sonny & Cher 32	Adam-12 36
8:30		35	29
9:00	Wednesday Movie of the Week 30	NBC Wednesday Mystery Movie 34	29
9:30		Cannon 34	29
10:00	Owen Marshall Counsellor At Law 31	36	25
10:30		Cojacked 36	25

Friday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Brady Bunch 29	Calucci's Dept. 25	Sanford and Son 43
8:30	Odd Couple 32	Roll Out! 28	Girl with Something Extra 31
9:00	Room 222 30	32	Needles and Pins 28
9:30	Mr. and Ms. 28	CBS Friday Night Movies 33	Brian Keith 30
10:00		35	Dean Martin Comedy Hour 27
10:30	Love American Style 30	36	27

Saturday

	ABC	CBS	NBC
7:30	Local	Local	Local
8:00	Partridge Family 21	All In The Family 50	Emergency! 25
8:30		M*A*S*H 40	29
9:00	ABC Suspense Movie/Cyborg 29	Mary Tyler Moore 37	30
9:30		Bob Newhart 35	NBC Saturday Night at the Movies 31
10:00		35	33
10:30	Griff 27	Carol Burnett 35	34

Unda award for Hyland

Robert F. Hyland Jr., vice president-general manager, KMOX-AM-FM St. Louis, was honored May 3 with the personal achievement award by Unda-USA, the Catholic fraternal organization for broadcasters and allied communicators. The annual Gabriel awards, initiated 25 years ago by the Catholic Broadcasters Association, went to 22 TV and radio programs, including many produced by other denominations and nonchurch groups. Two stations that received Gabriels for over-all excellence: KNBC(AM) Los Angeles, and KNX(AM) both Los Angeles. Certificates of merit went to WLWI(TV) Indianapolis, and WWVA(AM) Wheeling, W. Va.

Trial of CBS suit for per-use music licenses is under way

It's the beginning of what may be years of litigation as network goes to court to force ASCAP and BMI to lift blanket payments

A lawsuit seeking far-reaching changes in broadcast music licensing went to trial in New York last Tuesday (May 1).

The suit was brought by CBS-TV in an attempt to compel the American Society of Composers, Authors and Publishers, and Broadcast Music Inc. to issue it a so-called "per-use" license, under which it would have to pay them for only those musical works it actually uses. This would be a radical departure from the conventional blanket and per-program licenses under which broadcasters are charged at set rates regardless of how much or how little music they use.

The trial, before U.S. District Judge Morris E. Lasker, is expected to last

Continued on page 61

Tracking the 'Playlist'

Two new songs break into the top-10 of the 'Playlist' this week, two break into the top-40, while nine brand-new records go onto the charts for the first time. Elton John's and Steely Dan's second top-10 hits in a row—"Daniel" and "Reelin' in the Years"—are numbers seven and eight this week, respectively, as Doble Gray (11) and The Four Tops (12) drop down. "Close Your Eyes" by Edward Bear and "Long Train Runnin' " by the Doobie Brothers (36) take exceedingly large steps to come into the 'Playlist' top-40 this week. Though they did not make the top-40, three records had significant mid-chart jumps this week to render them bullets and worthy of mention: Billy Preston's "Will It Go Round in Circles" (45), J. Gells Band's "Give It to Me" (50) and Ohio Players' "Funky Worm" (55). Three records—all R&B crossovers and all bulleted—garnered enough responses this week to come onto the chart for the first time in the fifties: The Spinners' "One of a Kind (Love Affair)" (52), Dells' "Give Your Baby a Standing Ovation" (58) and the Southside Movement's "I've Been Watching You" (59)—which is on the Wand label, a division of Scepter Records. Also new with bullets this week are Michael Jackson's new single, "With a Child's Heart" (62), and "Superfly Meets Shaft" by John and Ernest (63). "Without You in My Life" by Tyrone Davis (72) is also new. This week, there is a tie for the number-74 spot between Charlie Rich's "Behind Closed Doors" (a number-one country hit now beginning to cross over pop charts) and "I can Understand It" New Birth.

The Broadcasting Playlist

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	Tie A Yellow Ribbon (3:19) Dawn—Bell	1	1	1	1
2	2	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	2	3	2	4
4	3	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	3	2	4	3
3	4	Cisco Kid (3:47) War—United Artists	4	4	3	2
5	5	Stuck in the Middle (3:24) Stealers Wheel—A&M	5	5	5	5
6	6	The Twelfth of Never (2:40) Donny Osmond—Kolob/MGM	8	6	9	7
11	7	Daniel (3:52) Elton John—MCA	7	8	6	6
13	8	Reelin' in the Years (4:35) Steely Dan—ABC/Dunhill	10	11	8	8
8	9	Sing (3:20) The Carpenters—A&M	6	7	10	13
9	10	Neither One of Us (4:15) Gladys Knight and the Pips—Soul	12	9	12	12
7	11	Drift Away (3:30) Dobie Gray—Decca	11	10	13	11
10	12	Ain't No Woman (2:59) Four Tops—ABC/Dunhill	9	12	14	14
14	13	Little Willy (3:13) The Sweet—Bell	13	15	7	10
22	14	Frankenstein (3:28) Edgar Winter Group—Columbia	24	19	11	9
26	• 15	Pillow Talk (3:41) Sylvia—Vibration	15	13	15	15
12	16	Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	14	14	20	17
20	17	Thinking of You (2:17) Loggins and Messina—Columbia	17	17	16	16
16	18	Loving You Is the Right Thing to Do (2:57) Carly Simon—Elektra	19	20	17	19
15	19	Danny's Song (3:06) Anne Murray—Capitol	16	18	22	23
25	20	My Love (4:08) Paul McCartney—Apple	20	16	23	21
21	21	Wildflower (4:08) Skylark—Capitol	22	21	19	20
28	22	Daisy a Day (2:48) Jud Strunk—MGM	18	22	21	29
27	23	Armed and Extremely Dangerous (2:49) First Choice—Philly Groove	23	23	24	22
23	24	Out of the Question (2:57) Gilbert O'Sullivan—MAM	21	25	26	25
32	25	It Sure Took a Long, Long Time (3:12) Lobo—Big Tree	26	24	25	24
30	26	Hocus Pocus (3:18) Focus—Sire	35	32	18	18
42	• 27	Playground in My Mind (2:55) Clint Holmes—Epic	25	26	28	27
24	28	Str It Up (3:09) Johnny Nash—Epic	27	27	27	30
19	29	Peaceful (2:50) Helen Reddy—Capitol	28	28	31	31
36	30	Right Place Wrong Time (2:50) Dr. John—Atco	36	31	33	26
35	31	Drinking Wine (3:37) Jerry Lee Lewis—Mercury	32	29	36	28

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.

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

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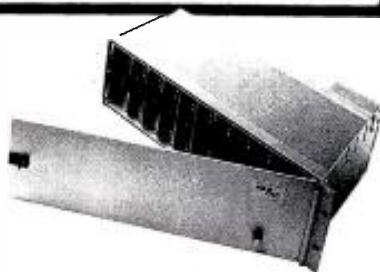
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The Broadcasting Playlist continued from page 58

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
17	32	Masterpiece (5:30) Temptations—Gordy	30	36	29	32
43	• 33	I'm Gonna Love You (3:58) Barry White—20th Century	31	30	30	35
29	34	I'm Doin' Fine Now (2:48) New York City—Chelsea	29	34	32	34
44	35	Leaving Me (3:20) Independents—Wand	38	33	34	37
70	• 36	Long Train Runnin' (3:25) Doobie Brothers—Warner Bros.	34	35	37	36
34	37	Pinball Wizard (See Me, Feel Me) (3:23) New Seekers—MGM/Verve	40	43	35	43
31	38	Cherry, Cherry (3:56) Neil Diamond—MCA	39	38	42	40
65	• 39	Close Your Eyes (2:58) Edward Bear—Capitol	41	39	40	41
18	• 40	Break Up To Make Up (4:00) Stylistics—Avco	37	37	46	50
48	41	Streamroller Blues (3:07) Elvis Presley—RCA	33	42	41	52
49	42	Let's Pretend (2:51) Raspberries—Capitol	47	40	39	44
33	43	Call Me (Come Back Home) (3:03) Al Green—Hi	42	41	43	47
37	44	Walk on the Wild Side (3:37) Lou Reed—RCA	49	45	45	39
68	• 45	Will It Go Round in Circles? (3:42) Billy Preston—A&M	45	52	47	45
51	46	Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	43	48	51	42
52	47	You Can't Always Get What You Want (5:00) Rolling Stones—London	63	44	44	33
41	48	Last Song (3:15) Edward Bear—Capitol	46	46	50	53
47	49	No More Mr. Nice Guy (3:05) Alice Cooper—Warner Bros.	*	*	38	38
63	• 50	Give It To Me (3:07) J. Gells Band—Atlantic	60	60	48	46
39	51	Love Train (2:59) O'Jays—Philadelphia International	44	50	58	56
—	• 52	One of a Kind (Love Affair) (3:31) Spinners—Atlantic	52	49	52	51
38	53	Space Oddity (5:05) David Bowie—RCA	50	55	62	48
61	54	Back When My Hair Was Short (2:39) Gunhill Road—Kama Sutra	51	47	61	57
71	• 55	Funky Worm (2:41) Ohio Players—Westbound	73	76	49	49
50	56	Free Electric Band (3:15) Albert Hammond—Mums	57	53	57	55
46	57	Also Sprach Zarathustra (5:06) Deodato—CTI	55	65	53	58
—	• 58	Give Your Baby a Standing Ovation (3:52) The Dells—Cadet	53	57	60	60
—	• 59	I Been Watchin' You (3:00) Southside Movement—Wand	54	58	55	60
40	60	One Man Band (3:29) Ronnie Dyson—Columbia	64	51	54	62
53	61	And I Love Her So (3:14) Perry Como—RCA	56	56	64	64
—	• 62	With a Child's Heart (3:00) Michael Jackson—Motown	48	74	56	72
—	• 63	Superfly Meets Shaft (2:25) John and Ernest—Rainy Wednesday	68	66	59	59
55	64	Hearts of Stone (2:10) Blue Ridge Rangers—Fantasy	61	62	67	63
60	65	Blue Suede Shoes (2:48) Johnny Rivers—United Artists	58	63	63	66
62	66	Step By Step (3:20) Joe Simon—Spring	59	59	66	67
56	67	Hallelujah Day (2:53) Jackson Five—Motown	70	61	70	54

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
73	68		Teddy Bear Song (2:57) Barbara Fairchild—Columbia	62	54	*	*
74	69		Isn't It About Time (2:35) Stephen Stills—Atlantic	65	67	72	69
69	70		I Knew Jesus (2:50) Glen Campbell—Capitol	*	64	71	65
58	71		Let Your Yeah Be Yeah (3:30) Brownsville Station—Big Tree	69	*	65	*
—	72		Without You in My Life (3:14) Tyrone Davis—Dakar	66	73	68	73
—	73		Music Everywhere (3:37) Tuffano-Giammarese—Ode	72	71	*	71
—	74		Behind Closed Doors (2:54) Charlie Rich—Epic	67	75	*	*
—	75		I Can Understand It (4:20) New Birth—RCA	74	*	69	68

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

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

Ain't No Woman (12), Also Sprach Zarathustra (57), And I Love Her So (61), Armed and Extremely Dangerous (23), Back When My Hair Was Short (54), Bad Bad Leroy Brown (46), Behind Closed Doors (74), Blue Suede Shoes (65), Break Up To Make Up (40), Call Me (Come Back Home) (43), Cherry, Cherry (38), Clisco Kid (4), Close Your Eyes (39), Daisy a Day (22), Daniel (7), Danny's Song (19), Drift Away (11), Drinking Wine (31), Frankenstein (14), Free Electric Band (56), Funky Worm (55), Give It to Me (50), Give Your Baby a Standing Ovation (58), Hallelujah Day (87), Hearts of Stone (64), Hocus Pocus (26), I Been Watchin' You (59), I Can Understand It (74), I Knew Jesus (70), I'm Doin' Fine Now (34), I'm Gonna Love You (33), Isn't It About Time (69), It Sure Took a Long Time (25), Killing Me Softly With His Song (16), Last Song (48), Leaving Me (35), Let Your Yeah Be Yeah (71), Let's Pretend (42), Little Willy (13), Long Train Runnin' (36), Love Train (51), Loving You Is the Right Thing to Do (18), Masterpiece (32), Music Everywhere (73), My Love (20), Neither One of Us (10), The Night the Lights Went Out in Georgia (2), No More Mr. Nice Guy (49), One Man Band (60), One of a Kind (Love Affairs) (52), Out of the Question (24), Peaceful (29), Pillow Talk (15), Pinball Wizard (See Me, Feel Me) (37), Playground in My Mind (27), Reeling in the Years (8), Right Place Wrong Time (30), Sing (9), Space Oddity (43), Steamroller Blues (41), Step by Step (66), Stir It Up (28), Stuck in the Middle (5), Superfly Meets Shaft (63), Teddy Bear Song (68), Thinking of You (17), Tie a Yellow Ribbon (1), The Twelfth of Never (6), Walk on the Wild Side (44), Wildflower (21), Will It Go Round in Circles (45), With a Child's Heart (62), Without You in My Life (72), You Are the Sunshine (3), You Can't Always Get What You Want (47).

Continued from page 58

about five weeks barring a settlement—which seems unlikely since the three years of the suit's pendency failed to produce one. And the current trial may be only the first. Its purpose is to determine whether CBS has a legal right to a per-use license. If CBS loses—and also loses any appeal it might take—that would end it. But if CBS wins—and also wins on appeal—a second trial would be held to determine what form the per-use license should take.

Counting appeals at every stage, the whole case could take several more years to complete. And related to it directly or indirectly are counterclaims by ASCAP and an antitrust suit filed by BMI, all seeking to impose severe penalties on CBS and others.

CBS went into last week's trial with a list of 22 witnesses, among them Frank Stanton, until last month CBS Inc.'s vice chairman and chief operating officer. CBS counsel said they could give no estimate yet as to when Dr. Stanton might take the stand.

Tentatively it was expected that sessions would be held Monday through Thursday of each week until the trial is completed.

Breaking In

Diamond Girl—*Seals and Crofts* (Warner Bros.) ■ Jim Seals and Dash Crofts are an unlikely top-40 act. "Summer Breeze," their first hit single last fall, caught most programmers by surprise with its odd-ball harmonies and fuzzy guitar work. In the

beginning, their music seemed too rich and too folksy to make it on Monaural AM radio. But all this is changed now; Seals and Crofts are as acceptable top-40 programing material as Neil Diamond.

"Diamond Girl," the title track from a new album, has a bell-like guitar setting the rhythm and pace, while high, searing vocal harmonies cover the instrumentation snugly. A change in meter between chorus and verse adds even greater definition. It's bright and fast-moving compared to the smokiness of "Summer Breeze" and their recent chart-maker, "Hummingbird."

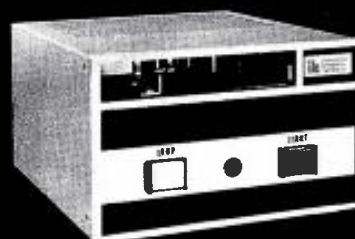
Stations playing the new Seals and Crofts on the first week of its release include: WING(AM) Dayton, Ohio; WIST(AM) Charlotte, N.C.; WAKY(AM) Louisville, Ky.; WIFB(AM) Indianapolis and KILT(AM) Houston.

Music Briefs

Moving. Detroit-based rhythm-and-blues label, Invictus, has signed distribution agreement with Columbia/Epic Records. Invictus, owned by songwriting-production team Holland-Dozier-Holland, had been distributed by Capitol. It's third black-owned label to sign with Columbia/Epic recently—Gamble-Huff's Philadelphia International and Memphis-based Stax records are other two.

Helping hand. College promotion department of Atlantic Records has compiled names and resumes of more than 200 college broadcasters. List of prospective job-seekers was sent out last week to radio stations.

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Future talk at RCA meeting

Sarnoff projects record profits in 1973; points to company's developments in new technologies

Profits and technological progress of TV-oriented systems and products were stressed last week at RCA's annual meeting, held in Dallas.

Shareholders were addressed by Chairman Robert W. Sarnoff and President Anthony L. Conrad. Mr. Sarnoff said he expected that RCA in 1973 will reach or exceed its previous all-time profit record for a full year.

According to Mr. Sarnoff, RCA's sales and profits were continuing in the second quarter of 1973 with the vigor shown in the first quarter, when sales hit \$1 billion, or a 10% rise above the corresponding period in 1972, and profits comparatively rose \$41.7 million.

Mr. Sarnoff disclosed during the meeting that RCA expected to spend a record \$200 million on expansion, compared with \$144.8 million in 1972. The previous high was \$198 million in 1966.

He also said that broadcasting and other communications operations continue as the "strongest performers among all our operations."

Among new technological advances Mr. Sarnoff cited were the developments of a new low-cost TV camera for the consumer market and of a solid-state camera no larger than a cigarette package that he said RCA hoped to have on the market within two or three years.

RCA, he said, also hopes to have a Selectavision video disk, a color-TV equivalent of the phonograph record, ready for consumers as a "simple and inexpensive playback-only unit" in 1975. Moreover, Mr. Sarnoff said, the goal of a realistic flat-screen TV receiver (luminescent display center that could hang on a wall) has been advanced "considerably nearer" through new technology and the project now moved high up on RCA's priority list.

Mr. Sarnoff also saw advances made in

home-information systems that would involve consumer TV sets and provide two-way sight, sound and data communications for individual instruction, remote shopping, banking, paying bills, voting, etc.

Other areas of technological development being explored by RCA, he said, must include a move to establish the company in an "important position" in the domestic communications-satellite business via a link of four RCA earth stations within the newly launched Canadian satellite.

Warner Communications has upbeat first quarter

Program revenues rise markedly; cable volume makes lesser gains

Warner Communications Inc., New York, an important supplier of prime-time TV series, as well as being engaged in TV distribution and licensing of feature films to network TV, reported its television film rentals increased by more than \$9.7-million for the first quarter of 1973 over results for a comparable period the previous year. Over-all, Warner's first-quarter revenues were up 19%, while net income rose 18% and earnings per share (fully diluted) jumped 20%. Included among these record high quarterly results was total TV film-rental revenues of \$20.9-million, up from \$11.2 million for the first quarter of 1972.

Warner, which also is the second leading cable-television firm in the nation in numbers of subscribers, registered what the company termed a "fine" level of growth in cable operations. Cable television revenues for the current quarter amounted to \$6.5 million, up some \$700,000 from the \$5.8 million achieved in the quarter a year ago.

For the three months ended March 31:

	1973	1972
Earned per share	\$ 0.61	\$ 0.51
Revenues	144,296,000	120,811,000
Net income	14,576,000	12,375,000
Shares outstanding	24,350,449	24,525,964

Notes: Shares outstanding and earnings per share assuming full dilution. The 1972 figures have been restated to include acquisition of Cypress Communications Corp., accounted for as pooling of interests.

Financial Briefs

Tribune Co., Chicago, publisher of *The Chicago Tribune* and six other newspapers, and through WGN Continental Broadcasting Co. owner of WGN-AM-TV Chicago and two other TV, one AM stations and two cable-TV systems (and through interlocking ownership additionally one AM, one FM and one TV stations), reported 1972 net earnings of \$19.3 million, increase of 43% over 1971 profit of \$13.5 million. Total revenues last year rose 14%, from \$479 million in 1971 to \$547 million last year. Tribune Co. is privately held, with majority of company's outstanding stock owned by McCormick-Patterson trust, created in 1932. This is only second report of earnings made public by company.

PSA Inc., San Diego, intends to purchase up to 150,000 shares of its common stock. Shares will be held in company's treasury to satisfy warrant agreements and employ stock-option plans. Stock closed at 14% on May 2.

Comsat raises limit. Board of directors of Communications Satellite Corp. voted to increase to 3% maximum percentage of outstanding shares of common stock that may be held by single shareholder. Previous maximum was 1%. Currently there are 10,000,014 shares outstanding. Thus, in effect, share ceiling of single shareholder has been raised to 300,000 shares from 100,000 shares. Board's action, not needing shareholder approval, does not affect common carriers or syndicates or affiliated groups of shareholders. Single shareholder limitation does not apply to them.

Storer Broadcasting Co., Miami Beach, reported increase in revenues and decrease in net income for first quarter of 1973. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.37	\$ 0.42
Revenues	19,759,000	18,906,000
Net income	1,683,000	1,936,000

LIN Broadcasting Corp., New York, reported gains in revenues and income for first quarter of 1973. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.27	\$ 0.21
Revenues	4,774,412	4,468,024
Net income	686,327	523,948

LVO Cable Inc., Tulsa, Okla., estimates that its cable subscribers as of Feb. 28 increased 17% over period of year and now total 117,700. Company also reports that revenues for nine months increased 24% but net earnings are down due to operating losses of one acquired system and initial operating losses of two other recently-started systems. For nine months ended Feb. 28:

	1973	1972
Earned per share	\$ 0.23	\$ 0.29
Revenues	5,722,000	4,613,000
Net income	353,000	428,000
Shares outstanding	1,561,187	1,465,800

National Telefilm Associates, Los Angeles, reported increased revenues but loss for first quarter of fiscal year that

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ended Dec. 31, 1972. Report had been delayed pending completion of NTA's \$7.5-million acquisition of NBC films that took place two weeks ago. For first quarter:

	1973	1972
Earned per share	\$ (0.02)	\$ (0.03)
Revenues	1,901,354*	586,202
Net income	(182,649)	(299,956)

*Includes \$867,838 revenues of International Film Distributors Ltd., and NTA (Canada) Ltd., acquired Aug. 24, 1972.

Interpublic Group of Companies, New York, showed gains in 1973 first quarter over 1972 first quarter in all areas. For quarter ended March 31:

	1973	1972
Earned per share	\$ 0.46	\$ 0.16
Billings	202,987,000	193,789,000
Net Income	1,163,000	438,000
Shares outstanding	2,550,226	2,550,313

Wometco Enterprises Inc., Miami, reported 27.8% increase in net income and 17.7% rise in revenues for first quarter 1973. For 12 weeks ended March 24:

	1973	1972
Earned per share	\$ 0.24	\$ 0.19
Revenues	27,989,000	23,780,000
Net Income	1,483,000	1,160,000

Dun & Bradstreet Inc., New York, parent company of Corinthian Broadcasting Corp., reported 19% increase in revenues and 18.4% gain in net income for three months ended March 31:

	1973	1972
Earned per share	\$ 0.83	\$ 0.675
Revenues	109,163,000	91,742,000
Net Income	8,871,000	7,322,000

Marvin Josephson Associates, New York,

reported 24% increase in net income and 8% hike in revenues for first nine months ended March 31:

	1973	1972
Earned per share	\$ 1.21	\$ 1.00
Revenues	8,887,000	8,225,200
Net Income	1,274,000	1,032,833

Cable Information Systems Inc., New York-based cable-TV systems operator with some 32,000 subscribers served and about 50,000 cable-TV homes passed as of Dec. 31, 1972, reported slightly increased revenues and gradually improving operating performance for last calendar year. Company's annual report notes virtual restructuring of its debt with repurchase of 4% note on Jan. 28, 1972, with note then having outstanding principal balance of some \$2.4 million. Company also noted purchase in January 1973 of 324,307 shares of its common stock from Northern Corp. and certain individual affiliates. Northern had been record holder of about 54% of Cable Information Systems' outstanding stock. For year ended Dec. 31, 1972:

	1972	1971
Earned per share	(\$ 0.09)	(\$ 0.11)
Revenues	2,344,807	1,792,102
Net income	(90,333)	(109,780)

Note: Figures exclude extraordinary gains of \$775,243, or 78 cents per share, in 1972; and \$61,018, or six cents per share, in 1971.

Fairchild Industries, Germantown, Md., licensee of KLIF(AM) Dallas and WYOO(AM)-WRAH(FM) Richfield, Minn., and holder of majority interest in American Satellite Corp., applicant for domestic

communications-satellite system, reported nearly \$3-million loss during first quarter of 1973. Fairchild President Edward G. Uhl told stockholders at firm's annual meeting April 25 that loss resulted from major delivery, production and cost problems in Fairchild's line of products manufactured for commercial airlines.

For three months ended March 31:

	1973	1972
Earned per share	\$ (0.64)	\$ 0.17
Revenues	55,850,000	53,113,000
Net Income	(2,937,000)	784,000

Reeves Telecom Corp., New York, reported big jump in income and increase in revenues for 1972. For year ended December 31:

	1972	1971
Earned per share	\$ 0.51	\$ 0.09
Revenues	8,965,205	7,489,485
Net Income	1,244,287	283,155

ATC comes on strong

American Television & Communications Corp., Denver, among the nation's largest publicly owned cable-television firms, whose merger with Cox Cable Communications Inc. was terminated last month (BROADCASTING, April 23, 30), reported better than a 60% increase in earnings per share for the latest nine-month period. The nine-month performance was helped by record profits and revenues for the third quarter. For the nine months ended March 31, 1973:

	1973	1972
Earned per share	\$ 0.42	\$ 0.26
Revenues	15,003,865	10,773,355
Net Income	1,481,028	948,985
Shares outstanding	2,794,367	2,340,807

Broadcasting Stock Index

Weekly market summary of 141 stocks allied with broadcasting

	Stock symbol	Exch.	Closing May 2	Closing Wed. April 25	Net change in week	% change in week	High 1973	Low 1973	Approx. shares out (000)	Total market capitalization (000)	
Broadcasting											
ABC	ABC	N	24 1/8	23 1/2	+ 5/8	+ 2.65	31 1/2	22 1/2	16,836	406,168	
ASI COMMUNICATIONS			1 1/4	1 1/2	- 1/4	- 16.66	1 1/2	1	1,815	2,268	
CAPITAL CITIES	CC8	N	45 3/4	49 1/4	- 3 1/2	- 7.10	62 1/2	45 1/2	6,991	319,838	
CBS	CBS	N	36 3/4	40 1/2	- 3 3/4	- 9.25	52	36 3/4	28,096	1,032,528	
CONCERT NETWORK INC.*		O	3/8	3/8		.00	5/8	1/4	2,200	825	
COX	COX	N	23 3/8	23 1/8	+ 1/4	+ 1.08	40 1/4	21 5/8	5,850	136,743	
FEDERATED MEDIA		O	3 1/4	3 1/4		.00	3 1/2	2 1/2	820	2,665	
GROSS TELECASTING	GGG	A	14 5/8	14 3/4	- 1/8	- .84	18 3/8	14 3/8	800	11,700	
LIN	LIN8	O	8 1/2	10 1/2	- 2	- 19.04	14 3/4	8 1/2	2,341	19,898	
MOONEY	MOON	O	6	6 1/4	- 1/4	- 4.00	10 1/4	6	385	2,310	
PACIFIC & SOUTHERN	PSOU	O	10 3/4	12 1/4	- 1 1/2	- 12.24	13 3/4	8 3/4	2,010	21,607	
RAHALL COMMUNICATIONS	RAHL	O	7 3/4	7 3/4		.00	12 1/4	7 3/4	1,296	10,044	
SCRIPPS-HOWARD*	SCRHP	O				.00	21 1/4	19	2,589	49,838	
STARR	SBG	M	13 1/4	13	+ 1/4	+ 1.92	24 1/2	13	1,061	14,058	
STORER	SBK	N	21 1/4	24	- 2 3/4	- 11.45	44	20 1/4	4,402	93,542	
TAFT	TF8	N	38 5/8	39 1/2	- 7/8	- 2.21	58 5/8	38 1/2	4,064	156,972	
									TOTAL	81,556	2,281,004
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	3 3/4	3 7/8	- 1/8	- 3.22	5 3/8	3 3/8	1,259	4,721	
AVCO	AV	N	10 3/4	11 3/4	- 1	- 8.51	16	10 3/4	11,478	123,388	
BARTELL MEDIA	BMC	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	4 7/8		.00	6 5/8	4 3/4	4,008	19,539	
COMBINED COMMUNICATIONS	CCA	A	24 3/4	26 1/2	- 1 3/4	- 6.60	44	24	3,220	79,695	
COWLES COMMUNICATIONS	CWL	N	7	7 1/4	- 1/4	- 3.44	9 5/8	6 7/8	3,969	27,783	
DUN & BRADSTREET	DNB	N	74 1/4	79 1/2	- 5 1/4	- 6.60	81 1/4	74	13,021	966,809	
FAIRCHILD INDUSTRIES INC.	FEN	N	7	7 7/8	- 7/8	- 11.11	13 3/8	6 1/2	4,550	31,850	
FUQUA	FQA	N	12 7/8	13 1/4	- 3/8	- 2.83	20 3/8	12 1/2	9,587	123,432	
GABLE INDUSTRIES	GBI	N	17	18 1/8	- 1 1/8	- 6.20	25	15	2,551	43,367	
GENERAL TIRE & RUBBER	GY	N	21 1/4	21 3/8	- 1/8	- .58	28 3/4	20 1/4	20,652	438,855	
GLOBETROTTER COMMUNICATION INC	GLBTA	O	7	7 5/8	- 5/8	- 8.19	8 1/8	7	2,843	19,901	
GRAY COMMUNICATIONS		O	10 3/4	10	+ 3/4	+ 7.50	12 7/8	9	475	5,106	
HARTE-HANKS NEWSPAPERS INC.	HMN	N	11	10 3/4	+ 1/4	+ 2.32	29 1/4	10 3/8	4,321	47,531	
ISC INDUSTRIES	ISC	A	7 1/4	7 1/4		.00	8	6 3/8	1,658	12,020	
KAISER INDUSTRIES	KI	A	4 3/4	4 7/8	- 1/8	- 2.56	6 5/8	4 5/8	27,487	130,563	
KANSAS STATE NETWORK	KSN	O	4 7/8	5 1/8	- 1/4	- 4.87	6 1/8	4 7/8	1,741	8,487	
KINGSTIP INC.	KTP	A	8 1/2	8 1/8	+ 3/8	+ 4.61	14 1/4	8	1,155	9,817	
LAMB COMMUNICATIONS*		O	2	2 1/4	- 1/4	- 11.11	2 5/8	1 3/4	475	95c	
LEE ENTERPRISES	LNT	A	16 1/4	17	- 3/4	- 4.41	25	15 3/4	3,340	54,27	
LIBERTY CORP.	LC	N	17 1/2	17 1/8	+ 3/8	+ 2.18	23 7/8	16 7/8	6,753	118,1	
MCGRAW HILL	MHP	N	10	10 1/8	- 1/8	- 1.23	16 7/8	9 1/8	23,525	235,	

	Stock symbol	Exch.	Closing Wed. May 2	Closing Wed. April 25	Net change in week	% change in week	High	1973 Low	Approx. shares out (000)	Total market capitali- zation (000)
MEDIA GENERAL INC.	MEG	A	36 1/8	38 1/4	- 2 1/8	- 5.55	43 1/2	34 1/4	3,434	124,053
MEREDITH CORP.	MDP	N	14 3/4	14 3/4		.00	20 1/2	14 3/8	2,827	41,698
METROMEDIA	MET	N	18 3/8	17 3/4	+ 5/8	+ 3.52	32 1/4	16 1/2	6,078	111,683
MULTIMEDIA INC.	D		23 3/4	24	- 1/4	- 1.04	30 1/4	23	4,387	104,191
OUTLET CO.	OTU	N	12	12 3/4	- 3/4	- 5.88	17 5/8	12	1,336	16,032
POST CORP.	POST	O	12 1/4	12 1/4		.00	17	12 1/4	942	11,539
PSA INC.	PSA	N	14 5/8	14 3/4	- 1/8	- .84	21 7/8	14 1/8	3,779	55,267
PUBLISHERS BROADCASTING CORP.	PUBB	O	1	1		.00	2	1	919	919
REEVES TELECOM	RBT	A	1 7/8	1 7/8		.00	3 1/4	1 5/8	2,294	4,301
RIDDER PUBLICATIONS	RPI	N	19 1/2	21	- 1 1/2	- 7.14	29 7/8	19 1/2	8,327	162,376
ROLLINS	ROL	N	20 3/4	23 3/8	- 2 5/8	- 11.22	36 1/2	19 1/4	13,372	277,469
RUST CRAFT	RUS	A	18 3/4	20 3/4	- 2	- 9.63	33 3/4	18 3/4	2,350	44,062
SAN JUAN RACING	SJR	N	15 3/8	14 1/2	+ 7/8	+ 6.03	23 3/4	14 1/4	2,153	33,102
SCHERING-PLOUGH	SGP	N	141	147	- 6	- 4.08	153 3/4	130	26,295	3,707,595
SONDERLING	SDB	A	10 3/8	11 5/8	- 1 1/4	- 10.75	16 3/8	10	1,005	10,426
TECHNICAL OPERATIONS, INC.	TO	A	8	9 1/4	- 1 1/4	- 13.51	13 1/2	7	1,386	11,088
TIMES MIRROR CO.	TMC	N	17 1/2	17 5/8	- 1/8	- .70	25 7/8	16 1/2	31,080	543,900
TURNER COMMUNICATIONS*	D		4 3/4	4 3/4		.00	6	4 3/4	1,486	7,058
WASHINGTON POST CO.	WPO	A	26	22 7/8	+ 3 1/8	+ 13.66	37	22 1/2	4,818	125,268
WHOH CORP.*	D		22	22		.00	23	14	589	12,958
WOMETCO	WOM	N	14	14 1/2	- 1/2	- 3.44	19 3/8	13	6,073	85,022
Cable								TOTAL	275,255	7,995,472
AMECO	ACO	O				.00	3	7/8	1,200	1,050
AMERICAN ELECTRONIC LABS	AELBA	O	2 1/8	2 1/4	- 1/8	- 5.55	3 5/8	2 1/8	1,726	3,667
AMERICAN TV & COMMUNICATIONS	AMTV	D	31 1/4	32 1/2	- 1 1/4	- 3.84	39	30 1/2	2,856	89,250
BURNUP & SIMS	BSIM	D	22 5/8	23	- 3/8	- 1.63	31 3/4	22 5/8	7,510	169,913
CABLECOM-GENERAL	CCG	A	5 3/8	5 1/8	+ 1/4	+ 4.87	8 7/8	4 7/8	2,472	13,287
CABLE FUNDING CORP.*	CFUN	O	6 1/4	7 1/8	- 7/8	- 12.28	8 1/8	5 3/4	1,233	7,706
CABLE INFORMATION SYSTEMS*	O					.00	2 1/2	1 1/2	955	1,432
CITIZENS FINANCIAL CORP.	CPN	A	5 7/8	6 1/2	- 5/8	- 9.61	9 1/2	5 1/2	2,676	15,721
COMCAST CORP.	O		4 3/4	4 7/8	- 1/8	- 2.56	5 3/8	4 1/4	1,280	6,080
COMMUNICATIONS PROPERTIES	COMU	O	5 7/8	5 7/8		.00	9 3/4	5 5/8	1,917	11,262
COX CABLE COMMUNICATIONS	CXC	A	23	22	+ 1	+ 4.54	31 3/4	20 1/4	3,556	81,788
ENTRON	ENT	A				.00	9 1/4	2 1/2	1,358	3,395
GENERAL INSTRUMENT CORP.	GRL	N	17	17 1/8	- 1/8	- .72	29 1/2	16 5/8	6,503	110,551
GENERAL TELEVISION INC.*	O		3 3/8	3 3/4	- 3/8	- 10.00	4 1/2	3 1/4	1,000	3,375
HERITAGE COMMUNICATIONS INC.	O		11	11		.00	17 1/2	7	345	3,795
LVO CABLE INC.	LVOC	O	6 1/4	5 7/8	+ 3/8	+ 6.38	11 1/4	5 7/8	1,466	9,162
SCIENTIFIC-ATLANTA INC.	SFA	A	10	9 3/4	+ 1/4	+ 2.56	15 3/8	9	917	9,170
STERLING COMMUNICATIONS	STER	O	2 3/4	2 7/8	- 1/8	- 4.34	4 1/4	2 5/8	2,162	5,945
TELE-COMMUNICATIONS	TCOM	O	10 1/4	9 3/4	+ 1/2	+ 5.12	21	9 3/4	3,866	39,626
TELEPROMPTER	TP	A	18	21 5/8	- 3 5/8	- 16.76	34 1/2	18	15,960	287,280
TIME INC.	TL	N	36	39 5/8	- 3 5/8	- 9.14	63 1/4	36	7,286	262,296
TOCOM	TOCM	O	6 1/4	6 3/4	- 1/2	- 7.40	12 1/8	6	596	3,725
UA-COLUMBIA CABLEVISION INC.	UACC	O	9	8 5/8	+ 3/8	+ 4.34	15	8 5/8	1,832	16,488
VIACOM	VIA	N	11 3/4	12	- 1/4	- 2.08	20	11	3,931	46,189
VIKOA	VIK	A	5 3/4	6	- 1/4	- 4.16	9 1/8	5	2,562	14,731
Programming								TOTAL	79,897	1,252,400
COLUMBIA PICTURES	CPS	N	5 1/8	4 3/4	+ 3/8	+ 7.89	9 7/8	4 3/4	6,335	32,466
DISNEY	DIS	N	88 1/4	90	- 1 3/4	- 1.94	123 7/8	87	28,552	2,519,714
FILMWAYS	FWY	A	3 3/8	3 1/2	- 1/8	- 3.57	5 3/8	3 1/4	1,877	6,334
GULF + WESTERN	GW	N	23 7/8	24	- 1/8	- .52	35 3/4	23 1/2	16,387	391,239
MCA	MCA	N	23 1/4	23 1/2	- 1/4	- 1.06	34 1/4	22 5/8	8,267	192,207
MGM	MGM	N	17 5/8	18 1/2	- 7/8	- 4.72	24	17 5/8	5,958	105,009
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8	534	1,401
TELE-TAPE PRODUCTIONS*	O		1 1/4	1 1/8	+ 1/8	+ 11.11	1 3/4	1 1/8	2,190	2,737
TELETRONICS INTERNATIONAL*	O		7 1/4	7	+ 1/4	+ 3.57	10 1/2	7	724	5,249
TRANSAMERICA	TA	N	12 5/8	13	- 3/8	- 2.88	17 5/8	12 5/8	66,449	838,918
20TH CENTURY-FOX	TF	N	7 5/8	7 1/2	+ 1/8	+ 1.66	12 3/8	7 1/2	8,562	65,285
WALTER READE ORGANIZATION	WALT	O				.00	1 3/8	7/8	2,203	1,927
WARNER COMMUNICATIONS INC.	WCI	N	21 3/8	21	+ 3/8	+ 1.78	39 1/8	20 3/8	18,883	403,624
WRATHER CORP.	WCO	A	8 7/8	10 1/8	- 1 1/4	- 12.34	16 5/8	8 7/8	2,164	19,205
Service								TOTAL	169,085	4,585,315
JOHN BLAIR	BJ	N	8 3/8	9	- 5/8	- 6.94	13	7 3/4	2,606	21,825
COMSAT	CO	N	45 3/4	50	- 4 1/4	- 8.50	64 1/2	44 5/8	10,000	457,500
CREATIVE MANAGEMENT	CMA	A	7 1/2	7	+ 1/2	+ 7.14	9 1/2	6 5/8	975	7,312
DOYLE DANE BERNBACH	DOYL	O	15 1/2	14 1/2	+ 1	+ 6.89	23 1/2	13 3/4	1,884	29,202
ELKINS INSTITUTE	ELKN	O	7/8	7/8		.00	1 1/4	3/4	1,664	1,456
FOOTE, CONE & BELDING	FCB	N	9 3/8	9 1/4	+ 1/8	+ 1.35	13 3/8	9	2,152	20,175
CLINTON E. FRANK INC.*	D		9 1/4	9	+ 1/4	+ 2.77	11 1/2	8 1/2	720	6,660
GREY ADVERTISING	GREY	O	12	12 1/4	- 1/4	- 2.04	17 1/4	11 1/4	1,200	14,400
INTERPUBLIC GROUP	IPG	N	17 5/8	18 3/4	- 1 1/8	- 6.00	25 3/8	16 1/2	2,587	45,595
MARVIN JOSEPHSON ASSOCS.	MRVN	O	12 3/4	13 1/2	- 3/4	- 5.55	18 1/2	12 3/4	825	10,518
MCCAFFREY & MCCALL*	O					.00	10 3/4	8 1/2	585	4,972
MCI COMMUNICATIONS	MCIC	O	5	4 5/8	+ 3/8	+ 8.10	8 3/4	4 5/8	11,810	59,050
MOVIELAB	MOV	A	1 1/4	1 1/4		.00	1 7/8	1 1/8	1,407	1,758
MPO VIDEOTRONICS	MPO	A	3 3/8	3 1/2	- 1/8	- 3.57	4 7/8	2 1/2	540	1,822
NEEDHAM, HARPER & STEERS INC.*	NHMA	O	14	17	- 3	- 17.64	26 1/4	14	911	12,754
C. NIELSEN	NIELB	O	36 1/2	37 3/4	- 1 1/4	- 3.31	40 1/2	35 3/4	10,598	386,827
OLY & MATHER	OGIL	O	23	23 3/4	- 3/4	- 3.15	32 1/2	23	1,716	39,468
RO.*	PKL	O	1 5/8	1 1/2	+ 1/8	+ 8.33	2 5/8	1 1/2	778	1,264
TER THOMPSON	JWT	N	14 3/4	15	- 1/4	- 1.66	24 3/4	14 1/4	2,673	39,426
COMMUNICATIONS INC.*	O		4 1/2	4	+ 1/2	+ 25.00	12 1/4	4 1/2	715	3,217
GREENE	WRG	N	12 1/2	12 7/8	- 3/8	- 2.91	21 1/8	12	1,568	19,600
								TOTAL	57,914	1,184,801

5-7-73

	Stock symbol	Exch.	Closing May 2	Closing April 25	Net change in week	% change in week	High	1973 Low	Approx. shares out (000)	Total market capitalization (000)	
Electronics											
ADMIRAL	ADL	N	10 1/4	11	- 3/4	- 6.81	18	9 5/8	5,813	59,583	
AMPEX	APX	N	4 1/2	4 3/4	- 1/4	- 5.26	6 7/8	4	10,875	48,937	
CARTRIDGE TELEVISION INC.	D	4 3/4	5	- 1/4	- 5.00	16 1/2	4 3/4	2,083	9,894		
CCA ELECTRONICS	CCAE	D	1 1/2	1 1/2	-	.00	3	1 1/4	881	1,321	
COLLINS RADIO	CR1	N	18	18 5/8	-	5/8	- 3.35	25 7/8	17 7/8	2,968	53,424
COMPUTER EQUIPMENT	CEC	A	2 3/8	2 1/8	+ 1/4	+ 11.76	2 3/4	2	2,421	5,749	
CONRAC	CAX	N	18 1/2	19 3/4	- 1 1/4	- 6.32	31 7/8	17 3/4	1,261	23,328	
GENERAL ELECTRIC	GE	N	58 3/4	59 7/8	- 1 1/8	- 1.87	75 7/8	57 3/4	182,348	10,712,945	
HARRIS-INTERTYPE	HI	N	29	31	- 2	- 6.45	49 1/4	29	6,301	182,729	
INTERNATIONAL VIDED CORP.*	IVCP	O	9 1/4	8 3/4	+ 1/2	+ 5.71	14 3/4	8 3/4	2,745	25,391	
MAGNAVOX	MAG	N	13 7/8	14 3/8	- 1/2	- 3.47	29 5/8	13	17,685	245,379	
3M	MMM	N	77 7/8	78	- 1/8	- .16	88 7/8	76 1/4	113,009	8,800,575	
MOTOROLA	MOT	N	99	100 1/2	- 1 1/2	- 1.49	138	97 3/4	13,855	1,371,645	
DAK INDUSTRIES	DEN	N	12 5/8	13	- 3/8	- 2.88	20 1/2	12	1,638	20,679	
RCA	RCA	N	26	26 1/4	- 1/4	- .95	39 1/8	25 1/2	74,472	1,936,272	
RSC INDUSTRIES	RSC	A	1 3/4	1 3/8	+ 3/8	+ 27.27	2 1/4	1 3/8	3,458	6,051	
SONY CORP	SNE	N	42	41 3/8	+ 5/8	+ 1.51	57 1/4	40 5/8	66,250	2,782,500	
TEKTRONIX	TEK	N	35	37 1/2	- 2 1/2	- 6.66	53 7/8	33 1/4	8,162	285,670	
TELENAVION	TIHT	O	3 5/8	4	- 3/8	- 9.37	4 3/4	3 5/8	1,050	3,806	
TELEPRO INDUSTRIES INC.	O	1 1/4	1 3/8	- 1/8	- 9.09	2 1/2	1 1/4	1,717	2,146		
WESTINGHOUSE	WX	N	32 1/2	33 3/8	- 7/8	- 2.62	47 3/8	31 1/8	88,100	2,863,250	
ZENITH	ZE	N	38 1/2	37 5/8	+ 7/8	+ 2.32	56	36 1/8	19,043	733,155	
TOTAL									626,135	30,174,429	
GRAND TOTAL									1,289,842	47,473,421	

Standard & Poor's Industrial Average

121.41

121.32

+ .10

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



Mr. Denari

succeeds Mr. Denari as VP and general manager there.

Gene Denari, VP-general manager, KBK-TV Bakersfield, Calif., named VP-general manager KHJ-TV Los Angeles, succeeding Charles Dwyer who will announce plans at later date. **Robert W. Curry**, general sales manager, KBK-TV Bakersfield, Calif.,

James G. Saunders, VP-planning and administration, Kaiser Broadcasting Corp., named VP and general manager, Kaiser-owned WKBG-TV Boston.



Mr. Saunders

George C. Carpenter, sales manager, WHO-TV, Des Moines, Iowa, appointed station manager. **Rex L. Kinkade**, with WHO-TV, appointed promotion director, WHO-AM-TV and KLYF-FM Des Moines.

Harold F. Grumhaus re-elected chairman, Tribune Co., Chicago, and **F. A. Nichols** re-elected president. **Stanton R. Cook**, president and publisher, *Chicago Tribune*,

elected VP, parent company. Tribune Co., through WGN Continental Broadcasting Co., is owner of WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., KWGN-TV Denver, WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn., in addition to WGN Electronic Systems Co., CATV subsidiary, and seven newspapers.

Leonard E. Maskin, VP, administration, ABC-TV network, named VP, administration, ABC Television, which encompasses all of company's activities.

Hazel Hardy and **Robert J. Wright** appointed managers of business information, East and West Coast, respectively, for ABC Inc. Ms. Hardy, in ABC trade publicity in New York since January and formerly with Westinghouse Broadcasting, NBC and BROADCASTING, succeeds **J. Garrett Blowers**, named director of corporate information (BROADCASTING, April 23). Mr. Wright moves into newly created West Coast post after serving as media representative, ABC, Hollywood, since 1965.

Robert E. Slaughter, executive VP for operations, McGraw-Hill Inc., New York, one of key figures in publishing firm's entry into broadcast ownership through acquisition of Time-Life stations last year, to take early retirement Sept. 1 but remain on board and be available for special assignments. He underwent major surgery last fall and company said that, although recovered, he had decided to retire at age 63. **Ted Weber Jr.**, VP,

public affairs, who also was involved in broadcast acquisitions, will become senior VP and assistant to President Shelton Fisher, also effective Sept. 1.

Richard O. Moore, president and general manager, noncommercial KQED(TV) San Francisco, resigns effective June 30. Mr. Moore, who has spent almost 20 years at KQED, plans to return to writing and production.



Mr. McQuade

With CBS since 1953, Mr. McQuade was program director of wCBS(AM) New York before becoming general manager of FM group with responsibility for changeover of six FM's from automated to live programming.

Richard Novik, sales manager, WBLS-FM New York, elected VP-general manager.

Edward B. Newsome, general sales manager, KSD(AM) St. Louis, named general manager.

James L. Kelsey, program director, wo(AM) Washington, appointed gen

manager. He succeeds Benjamin Bolden who resigns.

Douglas G. Thompson, formerly with WOIC(AM) Columbia, S.C., joins WSHG-FM Georgetown, S.C., as manager.

William Wippel, anchorman, WBAY-TV Green Bay, Wis., joins KORD-AM-FM Pasco, Wash., as station manager.

John C. O'Donnell, studio operations engineer, CBS-TV New York, appointed director, long range planning.

Edgar H. Scholl, account supervisor, Daniel J. Edelman, public relations firm, joins Park Broadcasting, Ithaca, N.Y., station group, as VP-corporate relations and general administrative assistant to Roy H. Park, president.

Robert F. Schenkkan, president and general manager, noncommercial KLRN(TV) San Antonio, Tex., elected chairman, newly established national board of public television managers. New board of managers is composed of previously elected members of governing boards of Educational Television Stations division of National Association of Educational Broadcasters and Public Broadcasting Service. Mr. Schenkkan was elected chairman of PBS board last January.

Richard Wartell, Midwest regional manager, National Association of Broadcasters, Washington, appointed code subscription manager, station relations department. **Steven Farabi**, formerly safety engineer, Occupational Safety and Health Administration, succeeds Mr. Wartell.

Richard Herbst, formerly with WDCA-TV Washington, appointed controller and secretary-treasurer to board of directors, WTMJ Inc., Milwaukee.

Wallace Dunlap, VP, Westinghouse Broadcasting Co., Washington, elected president, National Broadcasters Club, Washington, for one-year term.

Elizabeth Hayter, director of operations, CBS AM Radio Spot Sales, appointed manager of planning, CBS-owned WCAU-TV Philadelphia.

Shirley E. Conover, manager of records, Storer Broadcasting Co., Miami, appointed assistant secretary of company.

Ward L. Quaal, president, WGN Continental Broadcasting Co., will be honored for "outstanding achievement in field of communications" at dinner given by Brandeis University May 16 at Ambassador West hotel, Chicago.

William H. Wills, assistant manager of public relations and advertising, WGN Continental Broadcasting Co., named manager of public relations, WGN-AM-TV Chicago. He succeeds the late James G. Hanlon, VP and manager of public relations and advertising. (BROADCASTING, April 2). **Mary Elaine Zerler**, director of publicity, WGN-AM-TV, appointed assistant manager of public relations.

A. Alexander Morisey, public relations manager, *New York Times*, since 1969, named to coordinate minority affairs for Corinthian TV stations: KOTV(TV) Oklahoma, WISH-TV Indianapolis, Fort Wayne, Ind., KHOU-TV KXTV(TV) Sacramento,

Bill Best, formerly federal and state government consultant, joins KNTV(TV) San Jose, Calif., as public affairs director.

Douglas L. Beich, with WWJ-AM-FM-TV Detroit, appointed assistant promotion manager.

Crystal Coryell, assistant to manager of advertising and promotion, press and publicity, WRC-TV Washington, joins wowo(AM) Fort Wayne, Ind., as promotion manager.

Tom Knox, with WZIP(AM)-WWEZ(FM) Cincinnati, appointed minority affairs director.

Merrill Workhoven, chief announcer, wowo(AM)-KFMX(FM) Omaha, assumes additional post, public affairs director.

Broadcast Advertising

Robert E. Healy, member, board of directors finance committee, Interpublic Group of Companies, New York, elected honorary chairman of board. **Paul Foley**, president and chief executive officer, elected chairman. **J. Donald McNamara** and **Murray Hillman**, senior VP's, named executive VP's. **Edward A. Garba**, VP/assistant treasurer, named senior VP/treasurer. **Edwin A. Kiernan Jr.**, assistant general counsel and assistant secretary, named VP.

Stuart Minton Jr. and **George A. Rink**, senior VP's-management supervisors, N. W. Ayers' New York and Chicago offices, respectively, elected executive VP's. Mr. Minton succeeds **Louis T. Hagopian**, elected vice chairman, and Mr. Rink replaces **Robert P. Zabel**, elected president (BROADCASTING, April 23). **Paul McHugh**, senior copywriter, Ayer, New York, appointed group creative director.

Bruce S. Wagner, VP and account supervisor, Grey Advertising, New York, joins Detroit office as VP-management supervisor on Ford division account. **William J. Flavin**, formerly account supervisor and marketing director, Burton Sohigian, Detroit, joins Grey, Detroit, as account supervisor.

Peter Burns, senior VP-management supervisor, Ogilvy & Mather, named VP-management supervisor, Doyle Dane Bernbach, both New York. **Paul Zveller**, VP-associate creative director, Warren, Muller & Dolobowsky, and **Charles Gennarelli**, group head, Ogilvy & Mather, join DDB in similar capacities, all New York.



Mr. Milarsky



Mr. Trigony

Edward M. Milarsky, sales manager of ABC-owned WABC(AM) New York, promoted to general sales manager, succeed-

ing **Marty Ross**, resigned. **Nicholas D. Trigony**, account executive, succeeds Mr. Milarsky as sales manager.



Mr. Meehan

eral's WNAC-TV Boston (BROADCASTING, April 30).

Richard Morgans, account executive, KGW-TV Portland, Ore., named general sales manager.

Herman Stern, with Storer Television Sales, New York, joins WJW-TV Cleveland, as national sales manager.

Ed Dyer, account executive, wsix-TV Nashville, appointed local sales manager.



Mr. Miller

with WXLO(FM) New York, joins KAUM-(FM) Houston as general sales manager.

Bill Dallmann, general sales manager, WSAI(AM) Cincinnati, joins WIP(AM) Philadelphia as general sales manager, replacing **Jim Fox**, who joins McGavren-Guild, station representative, as regional manager, Atlanta.

Norman Epstein, general manager, KOST-(FM) Los Angeles, joins PSA Broadcasting as director of sales for KPSE(FM) San Diego, KPSA(FM) Los Angeles, KPSJ-(FM) San Jose and KPSC(FM) Sacramento, all California.

Vince Benedict, local sales manager, KSDO(AM) San Diego, appointed general sales manager.

William H. Weber, account executive, KMOX(AM) St. Louis, named general sales manager, KMOX-FM. **Viola S. Arnold**, VP and media director, Winius-Brandon Advertising, joins KMOX(AM) as national sales manager and director of sales operations.

Richard Brown, account executive, WBLF-FM New York, appointed local sales manager.

Lane A. Saunders, salesman and sportscaster, KOOK(AM) Billings, Mont., named sales manager.

David R. Williams, VP-media director, Ted Bates & Co., named VP-senior associate, Vitt Media International, both New York.

Blaise R. Leonardi, account executive, ABC-FM Spot Sales, New York, appointed Eastern sales manager.

Charles Meehan, VP-local sales manager, WNEW-TV New York, named VP-general sales manager. With WNEW-TV and other divisions of Metromedia since 1961, Mr. Meehan succeeds **James Coppersmith**, named general manager of RKO General's WNAC-TV Boston (BROADCASTING, April 30).

Ken Miller, assistant sales manager, KMPC(AM) Los Angeles, named general sales manager, succeeding **George E. Lindman**, who assumed new duties as president, Major Market Radio Inc., New York (BROADCASTING, April 23).

Robert C. Fouser, with WXLO(FM) New York, joins KAUM-(FM) Houston as general sales manager. **Bill Dallmann**, general sales manager, WSAI(AM) Cincinnati, joins WIP(AM) Philadelphia as general sales manager, replacing **Jim Fox**, who joins McGavren-Guild, station representative, as regional manager, Atlanta.

Norman Epstein, general manager, KOST-(FM) Los Angeles, joins PSA Broadcasting as director of sales for KPSE(FM) San Diego, KPSA(FM) Los Angeles, KPSJ-(FM) San Jose and KPSC(FM) Sacramento, all California. **Vince Benedict**, local sales manager, KSDO(AM) San Diego, appointed general sales manager. **William H. Weber**, account executive, KMOX(AM) St. Louis, named general sales manager, KMOX-FM. **Viola S. Arnold**, VP and media director, Winius-Brandon Advertising, joins KMOX(AM) as national sales manager and director of sales operations.

Richard Brown, account executive, WBLF-FM New York, appointed local sales manager. **Lane A. Saunders**, salesman and sportscaster, KOOK(AM) Billings, Mont., named sales manager. **David R. Williams**, VP-media director, Ted Bates & Co., named VP-senior associate, Vitt Media International, both New York.

Blaise R. Leonardi, account executive, ABC-FM Spot Sales, New York, appointed Eastern sales manager.

Marsha Meatte, assistant to ABC Radio central division sales manager, Chicago, appointed sales presentation manager. **Muriel Fariello**, associate group supervisor, J. Walter Thompson, New York, named account executive-new business, ABC Radio, New York. **John Nesvig**, sales development manager, ABC Radio, New York, appointed account executive, Los Angeles.

Peter N. Barnett, account executive, Dancer-Fitzgerald-Sample, New York, elected VP-account supervisor.

Carl V. Abrams, group creative director; **Irena Steckiv**, associate creative director; **Gustave Spiel**, associate media director, and **George Nigro**, account supervisor, all with D'Arcy-MacManus & Masius, New York, named VP's. **John Lizars**, account executive, D'Arcy, MacManus & Masius, appointed account supervisor.

William Aiston, VP-client services division, Clinton E. Frank, Chicago, named senior VP and manager of Chicago office.

Wynn T. Sullivan, with Griswold-Eshleman Co., appointed senior VP and manager, Pittsburgh office. **J. David Walter**, broadcast producer, G-E, Cleveland, appointed director of broadcast services. **Jo Madda**, traffic director, G-E, appointed director of broadcast operations.

Melvin Stein, VP-creative director, Henry J. Kaufman & Associates, Washington, named creative group head, Kenyon & Eckhardt Advertising, New York.

Finley C. Hunt Jr., VP-creative supervisor, J. Walter Thompson, New York, appointed VP-creative services, Henry J. Kaufman & Associates, Washington.

William A. Long Jr., assistant media supervisor, Needham, Harper & Steers, Chicago, appointed media supervisor. **John Hetherington**, account supervisor, Ketchum, MacLeod & Grove, Pittsburgh, joins NHS, Chicago, in similar position.

John L. Lamson, VP-associate media director, Rumrill-Hoyt, New York, named media director.

Sheldon Jones, senior media planner, Norman, Craig & Kummel, New York, joins Cargill, Wilson & Acree, Atlanta, as media supervisor.

Marvin H. Kress, sales manager, KHJ-TV Los Angeles, joins Jay M. Kholos Advertising, Encino, Calif., as director of account services.

Edward J. Smith, account supervisor, Ketchum, MacLeod & Grove, named account group manager, Van Brunt & Co., both New York.

James Neville, VP-account supervisor and media director, Solow/Wexton, New York, joins Wyse Advertising there as VP-account services and general manager.

Mike Cafferata, **Mike Colt**, and **Judy Saylor**, copy supervisors, Leo Burnett Co., Chicago, and **Henry Parker**, senior art director there, all named associate creative directors.

Dorothy M. Mallery, account executive, Barickman Advertising, Minneapolis, named VP. **John W. Forney Jr.**, account executive, Barickman, named VP and manager, Minneapolis office. **Bill Blake**,

executive art director, Barickman, appointed associate creative director.

Katie Rosenberg, advertising and public relations director, I. Miller Salons, New York, appointed director of public relations/account executive, Barnett, Zlotnick, New York.

Programing



Mr. Golden

publicity and exploitation, MGM-TV, named VP.

Norman Lear, producer of *All in the Family*, *Maude* and *Sanford and Son*, named to receive 10th annual "Broadcaster of the Year" award of International Radio and Television Society. Mr. Lear, cited for bringing to television "an entire new dimension in the area of situation comedy," will receive award May 10 at IRTS annual meeting at Waldorf Astoria Hotel, New York.

Hal Golden, director, Avco Program Sales, syndication division of Avco Broadcasting, named VP.

John Louis, Midwest sales manager, Four Star Entertainment, Los Angeles, named VP-sales.

Charles M. Powell, director, advertising,

Jim Hirschfeld, program director, CBS-owned WCAU-TV Philadelphia, named producer, CBS-TV's *Captain Kangaroo*. He succeeds **Jim Krayner**, who becomes executive producer of series and of Robert Keeshan Associates, its production company.

Bridget Potter, talent coordinator, *Dick Cavett Show*, ABC-TV, New York, joins Palomar Pictures International, New York, as executive in charge of television development.

Jack Cook, assistant sales director, Warner Bros. Television, Burbank, Calif., named director of sales, United Kingdom, Europe, Middle East and Africa.

Jim White, news director, KMOX(AM) St. Louis, assumes additional post of program director.

Paul Michels, with WFBS(AM) Spring Lake, N.C., joins WFNC(AM) Fayetteville, N.C., as director of programing and operations.

Roy Townshend, producer, Wylde Films Corp., New York, appointed production manager.

John Wilcox, film-production manager, ABC Sports, New York, appointed director of film production. **Charles A. Smiley Jr.**, senior attorney, CBS, New York, appointed director of business and legal affairs, ABC Sports.

Philip Gay, production manager, WLYH-TV Lancaster-Lebanon, Pa., joins WLWI-TV Indianapolis as producer-director.

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Robert W. Day, with noncommercial KPBS-TV San Diego, joins San Diego Video as operations engineer and technician with company's mobile television-production unit.

Gerardo F. Almonte, assistant manager, reports and analysis, Viacom International, New York, appointed manager, reports and analysis.

Jane Friedman, manager, administration, Columbia Records masterworks division, appointed woman counselor for CBS/Records group. Ms. Friedman's new assignment, company says, is part of its effort to offer greater career opportunities to female employees.

Broadcast Journalism



Mr. Chandler

Robert Chandler, director and executive producer, CBS News election unit, New York, named VP of public affairs broadcasts, CBS News there. He will act as deputy to Bill Leonard, CBS News senior VP and director of public affairs broadcasts, in area of public affairs programming and will supervise several news departments including program administration, marketing services, archives, information services, resource development and production and survey and data services. **Warren J. Mitofsky**, associate director, election unit, appointed director, survey and data services, CBS News (new name for CBS News election unit).



Mr. Williams

Richard P. Williams, news director, WTNH-TV New Haven, Conn., appointed manager, WBAL-TV Baltimore news department.

Michael Bennett, with WHVW-AM-FM Hyde Park, N.Y., appointed news director. **Sandy Michaels**, with WAKR-AM-FM Akron, Ohio, joins WHVW-AM-FM news staff.

Frieda E. Williamson and **Lorraine Weiss**, with NBC News at NBC-owned WMAQ-TV Chicago, and **Lucyna Migala**, with NBC News at WKYC-TV Cleveland, also NBC-owned, named news editors for NBC News Program Service (NPS), closed-circuit news syndication operation currently serving 131 U.S. TV stations.

Furnell Chatman, with WVUE-TV New Orleans, joins NBC News Bureau, Cleveland, as reporter.

Pam Fields, co-anchorwoman, 11 p.m. news, WBAL-TV Baltimore, appointed producer/anchorwoman, 7:25 and 8:25 a.m. newscasts.

Joover, with KAKC-AM-FM Tulsa, joins WLS(AM) Chicago as

Cablecasting



Mrs. Branscomb

ters.

Sheila A. Mahony, regional director, New England area, Cable Television Information Center, Washington, named general counsel.

Erwin Sharp, Sammons Communications Inc., elected executive director, Texas CATV Association; **Tom Soulsby**, Communications Properties Inc., elected president; **Jerry Caddy**, Texas Community Antennas Inc., elected VP, and **Gillis Conoley**, Taylor TV Cable Co., elected secretary-treasurer.

James N. Martin, station manager, WDUN-AM-FM Gainesville, Ga., assumes additional post, general manager for corporate programming, Gainesville Cable TV. **Robert N. Howell**, system manager, Gainesville Cable TV, assumes additional post, general manager for corporate sales, and **Byron L. Miller**, formerly with Coca-Rockledge-Meritt Island (Fla.) Cable TV, joins Gainesville Cable TV as director of engineering. Northeast Georgia Broadcasting Co. is owner of both radio stations and cable firm.

John B. Nickle, city manager, Lovell, Wyo., named manager, Lovell Cable TV there.

Herbert S. Ornstein, staff member, financial VP's office, General Instrument Corp., New York, elected VP-business administration, Television Communications Corp., New York. **Jay H. Kaplan**, director of accounting systems and procedures, TVC, named VP and assistant controller.

Edward J. Taylor, field agent, Internal Revenue Service, San Francisco, joins Big Valley Cablevision, subsidiary of Continental Cablevision, as controller.

Equipment & Engineering

In restructuring at RCA Consumer Electronics, Indianapolis, new color TV, black-and-white TV and audio products divisions have been formed and Selecta-Vision MagTape products will become separate function. **Robert A. Scheiber**, division VP-operations, RCA Consumer Electronics, named to head new color TV division. Black-and-white TV division will be headed temporarily by **William C. Hittinger**, RCA executive VP-consumer and solid state electronics. Audio products and SelectraVision, respectively, will be directed by **Marvin H. Glauberman**, division VP, and **Gordon W. Bricker**, manager, cable TV.

William D. English, assistant general

counsel, Comsat General Corp., subsidiary established to provide services for Comsat's domestic satellite programs and other new business opportunities.

Dwight E. Herbert, with Programming db, Hollywood, joins Schafer Electronics, Goleta, Calif., in newly created post, sales program manager with responsibility for programming and advertising. Schafer manufactures radio automation equipment and pre-programmed radio music services.

Mark W. Bullock, formerly VP-military requirements, Continental Electronics Mfg. Co., Dallas, rejoins company as VP-marketing.

Warren Bartlett, radio technician, WHBF-AM-FM Rock Island, Ill., retires after 32 years with stations.

Allied Fields



Mr. Berlyn

been in New York editorial operations since 1954.

David Berlyn, senior editor in BROADCASTING's New York bureau, appointed Eastern sales manager, BROADCASTING, based in New York. He succeeds Larry Kingen, resigned. Mr. Berlyn joined magazine's news staff at Washington headquarters in 1949, has

Gordon Strachan, general counsel to United States Information Agency, Washington, resigned last week. Mr. Strachan, former aide to H. R. Haldeman, President Nixon's former chief of staff, stepped down "after learning that persons with whom he had worked closely at the White House had submitted their resignations," according to USIA. "In view of increasing publicity, Mr. Strachan concluded that his continuation as general counsel of USIA would impair the agency's relationship with the press and the Congress," the USIA said in a statement.

Maxwell Yalden, Canada's assistant undersecretary of state, will become deputy minister of communications of Canada in late May, heading Canadian Department of Communications which handles research into telecommunications, technical regulation of radio frequencies and long-range planning and research.

Herbert F. DeSimone, former attorney general of Rhode Island and more recently assistant secretary of transportation, joins communications law firm of Wilkinson, Cragun & Barker as counsel. **Philip A. Nacke** and **H. Michael Semler** named associates in firm which has moved offices to 1735 New York Avenue, N.W., Washington.

Trudi Cowlan, manager, Media Statistics, named client service executive, A. C. Nielsen Co., station index service, both New York.

Dorothy S. Stimpson, former press assistant to Senator Harrison Williams (D.-N.J.) and assistant public relations director, KOMO-AM-TV Seattle, joins National Association of Counties, Washington, as director of public affairs. She succeeds

Alan Dessoff who resigns to do freelance editing and writing.

George N. Simcoe, chief, reference room branch, FCC Broadcast Bureau, retires after 27 years of service.

Jane Barton, program director, New York State Radio-TV-Motion Picture Bureau for last 25 years, retires.

Deaths

Frederick Sessions Beebe, 59, chairman of the board of the Washington Post Co., died May 2 in New York of cancer. Mr. Beebe, formerly a partner in New York law firm of Cravath, Swaine & Moore, joined Post Co. in 1961 after

several years of involvement in the legal and business affairs of company. Mr. Beebe was principal figure in Post's purchase of *Newsweek* magazine in 1961 and was principal negotiator in purchases of WPLG-TV Miami, WCKY(AM) Cincinnati and recent agreement to buy WTIC-TV Hartford, Conn. He is survived by his wife, Liane, and two sons.

Roger Coleman, 56, president and founder of Sandpiper Broadcasting Co. (WWRJ[FM] Southampton, N.Y.); Roger Coleman, Inc., station representative, and Motherwell Broadcasting Corp., programming syndicator, died April 23, in Southampton hospital following a brief illness. He was vice president and general man-

ager of the QXR Network, New York, in early 1960's. He is survived by his wife, Lee, and one son.

Bill McColgan, 47, sportscaster for WWL-AM-FM-TV New Orleans, died April 30 in New Orleans of heart attack. Mr. McColgan was formerly with WTOP-AM-FM Washington for eight years.

Harry W. Spencer, 68, formerly with WBTV-AM-FM Danville, Va., died at his home in Danville on April 18 after extended illness. Mr. Spencer was associated with WBTV since it went on air in 1930 until his retirement in 1969, serving as control room operator, music librarian, and chief engineer. He is survived by his wife, Frances.

For the Record®

As compiled by BROADCASTING April 25 through May 1, 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.—modifications. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV Stations

Start authorized

■ **WIL-TV Terre Haute, Ind.**—Authorized program operation on ch. 38, 1,000 kw vis., 191 kw aur. Action March 29.

Final actions

■ **Biddeford, Me.**—University of Maine. Broadcast Bureau granted UHF ch. 26 (542-548 mhz); ERP 589 kw vis., 117 kw aur. HAAT 800 ft.; ant. height above ground 549 ft. P.O. address Alumni Hall, Orono, Me., 04473. Estimated construction cost \$509,657; first-year operating cost \$53,720; revenue none. Geographic coordinates 43° 25' 00" north lat.; 70° 48' 09" west long. Type trans. RCA TTU 30-B. Type ant. RCA TFU-30J. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Silliman, Moffet & Kowalski, Washington. Principals: Donald McNeil, chancellor of university, et al. Action April 19.

■ **Wichita Falls, Tex.**—Wichita Falls Educational Translator Inc. Broadcast Bureau granted UHF ch. 24 (530-536 mhz); ERP 2.82 kw vis., .282 kw aur. HAAT 530 ft.; ant. height above ground 1,036 ft. P.O. address 816 Seventh Street, Box 5147, Wichita Falls 76307. Estimated construction cost \$40,613; first-year operating cost \$10,000; revenue none. Geographic coordinates 33° 54' 00" north lat.; 98° 32' 25" west long. Type trans. RCA ITU 1B/LA. Type ant. RCA TFU-6D. Legal counsel Miller, Schroeder & Bankson, Washington. Principals: Ray Farabee, president, et al. Action April 13.

■ **La Crosse, Wis.**—Educational Communications Board. Broadcast Bureau granted UHF ch. 31 (572-578 mhz); ERP 3,800 kw vis., 759 kw aur. HAAT 834 ft.; ant. height above ground 406 ft. P.O. address 732 North Midvale Boulevard, Madison, Wis., 53705. Estimated construction cost \$1,378,180; first-year operating cost \$348,600; revenue none. Geographic coordinates 43° 56' 55" north lat.; 91° 08' 05" west long. Type trans. RCA ITU-110B. Type ant. RCA TFU-42J. Consulting engineer W. J. Kessler Associates, Gainesville, Fla. Principals: Anton J. Moe, executive director, et al. Action April 19.

Existing TV stations

Final actions

■ FCC denied petition by National Association of Independent Television Producers for reconsideration of March 7 waivers of prime-time access rule

granted to ABC and NBC and affiliates in connection with possible runovers of various sports events occurring during March, April, and May. Action April 25.

■ ***KPBS-TV San Diego**—Broadcast Bureau granted CP to make changes in transmitting equipment. Action April 23.

■ ***WETV(TV) Atlanta**—Broadcast Bureau granted operation of trans. by remote control from 740 Bismark Road, Atlanta. Action April 27.

■ **Indianapolis—FCC**, in response to request by WRTV(TV) and WISH-TV, both Indianapolis, redesignated prime-time hours as 6-10 p.m., local time, for Indianapolis stations. Redesignated hours are for daylight-saving months. Action April 25.

■ ***WKLE(TV) Lexington, Ky.**—Broadcast Bureau granted CP to change type trans.; ERP 1050 kw vis., 105 aur. Action April 23.

■ ***WGBH-TV and *WGBY-TV**, both Boston—FCC granted WGBH Educational Foundation license, waiver of rules to permit simultaneous broadcast of stations' identification during annual WGBH auction between June 1 and June 10. Action April 25.

■ **KGNS-TV Laredo, Tex.**—Broadcast Bureau granted mod. of license covering change in studio location to 102 West Del Mar Boulevard, Laredo. Action April 23.

■ **WCAX-TV Burlington, Vt.**—Broadcast Bureau granted CP to modify frequency control system. Action April 23.

■ **XETV(TV) Tijuana, Mexico**—FCC denied petition by Radio-Television (XETV(TV) Tijuana) and Bay City Television Inc. for stay of order released March 6 setting date for ABC to discontinue service to XETV, redesignating matter for hearing, and authorizing ABC to continue to supply programming (Doc. 18606). Action April 25.

Initial decision

■ **KFPW-TV Fort Smith and KAIT-TV Jonesboro**, both Arkansas—Administrative Law Judge Forest L. McClenning proposed, in initial decision, denial of applications of George T. Herneich for license for KFPW-TV Fort Smith and for renewal of license for KAIT-TV Jonesboro. Ann. April 25.

Actions on motions

■ **Administrative Law Judge Chester F. Naumowicz Jr.** in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, granted motion by Cowles Florida Broadcasting Inc. for receipt of rebuttal evidence, expanded Cowles exhibit to include interrogatories, cross-interrogatories and responses, and received certain Cowles exhibit (Docs. 19168-70). Action April 23.

■ **Administrative Law Judge Chester F. Naumowicz Jr.** in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted request by Valley for amplification of memorandum of presiding judge intended to clarify action during hearing session of March 15 when he sealed testimony of witness and indicated that he would not give further consideration to that testimony; noted that although testimony is sealed, it is available to such decisional authorities within commission as may find it of use (Docs. 19519, 19581). Action April 18.

■ **Administrative Law Judge Chester F. Naumowicz Jr.** in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, granted petition by Las Vegas Valley Broadcasting Co. to amend application to update financial showing (Docs. 19519, 19581). Action April 23.

■ **Administrative Law Judge James F. Tierney** in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted petition by Broadcast Bureau for extension of time,



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Summary of broadcasting

Compiled by FCC, March 31, 1973

	Licensed	On air STA*	Not		on air CP's	Total authorized
			CP's	Total on air		
Commercial AM	4,388	5	14	4,385	47	4,432
Commercial FM	2,386	2	46	2,434	113	2,547
Commercial TV-VHF	504	1	8	511	10	522
Commercial TV-UHF	185	0	6	191	52	243
Total commercial TV	689	1	12	702	62	765
Educational FM	558	0	22	580	89	669
Educational TV-VHF	87	0	5	92	0	92
Educational TV-UHF	123	0	10	133	7	140
Total educational TV	210	0	15	225	7	232

* Special temporary authorization.

and extended to June 22 time for filing proposed findings and conclusions, and July 23 for reply findings (Doc. 18711-2). Action April 19.

Other actions

■ Review board in Montgomery, Ala., TV proceeding, scheduled oral argument for May 24 on exceptions and briefs to supplemental initial decision proposing grant of application of Cosmos Broadcasting Corp., licensee of WSFA-TV for authority to move trans. and increase ant. height (Doc. 16984). Action April 24.

■ Review board in Las Vegas, TV proceeding, denied request by Western Communications Inc., for separate proceeding to determine whether sanctions under rules should be imposed on Las Vegas Valley Broadcasting for making, encouraging or soliciting unauthorized *ex parte* presentations or failing to report such presentations (Docs. 19519, 19581). Action April 25.

Call letter application

■ *WQOL(TV) Lima, Ohio—Seeks *WBGU-TV.

New AM stations

Final action

■ Mt. Pleasant, Iowa—Review board granted application by BCST Co. of Iowa Inc. for CP for new AM at Mt. Pleasant (Docs. 18594-6). Competing applications of Pleasant Broadcasting Co. for station at Mt. Pleasant, and of Chariton Radio Company for station at Chariton, Iowa, were denied. In initial decision released Feb. 22, 1972, Administrative Law Judge Ernest Nash recommended a grant of BCST's application. Action April 11.

Initial decision

■ Shreveport, La.—Administrative Law Judge Frederick W. Denniston proposed, in initial decision, grant of application of James E. Reese for new AM at Shreveport on 1300 khz, 500 w-D. Competing applications of Ruby J. S. Dowd to change facilities of KNCB(AM) Bossier City, La., and of Bossier Broadcasting Co. for new AM in Bossier City, would be denied (Docs. 19507-9). Ann. April 20.

Actions on motions

■ Administrative Law Judge John H. Conlin in Wagoner, Okla. (Neo Broadcasting and William Haydon Payne), AM proceeding, granted joint motion and postponed prehearing conference now scheduled for April 26 to date to be specified in subsequent order (Docs. 19713-4). Action April 18.

■ Administrative Law Judge Frederick W. Denniston in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, reopened record, granted petition by Braverman to amend application to update option for acquisition of proposed site to and including June 30; closed record (Docs. 19596-7). Action April 19.

■ Administrative Law Judge Lenore G. Ehrig in Salem and Derry, both New Hampshire (Salem Broadcasting Co., et al.), AM proceeding, granted petition by New Hampshire Broadcasting to amend application to update information called for by section II of application, concerning Joseph C. Rayball Sr. (Docs. 19434-6). Action April 16.

■ Administrative Law Judge Byron E. Harrison in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc.), AM proceeding, on presiding judge's own motion, ordered that one copy of transcripts of field hearing shall be available for public inspection at Bureau of Mines Offices at Clover Street and Cumberland Avenue, Harlan, for period of six months from date of this order; transcripts shall be removed from those premises and shall be inspected during regular business hours; transcripts shall return to Bureau of Mines (Docs. 19614-5). Action April 19.

■ Administrative Law Judge Jay A. Kyle in Pineville, La. and Dermott, Ark. (Robert Cowan Wagner and Southeast Arkansas Radio Inc.), AM proceeding, granted joint request to amend Southeast Arkansas Radio Inc. application and accepted amendment; severed Wagner and Southeast applications, approved partial reimbursement in sum of \$2,000 of Southeast's expenses by Wagner, and granted application of Robert C. Wagner (Docs. 19473-4). Action April 24.

■ Administrative Law Judge Jay A. Kyle in Humble, Houston and Nassau Bay, all Texas (Albert L. Crain, et al.), AM proceeding, granted petition by Jester Broadcasting for continuance of hearing and date for final exchange of exhibits and continued without date hearing and certain procedural dates (Docs. 19186-9). Action April 17.

■ Administrative Law Judge Jay A. Kyle in Humble, Houston and Nassau Bay, all Texas (Albert L. Crain, et al.), AM proceeding, dismissed as moot petition by Albert L. Crain for stay or other appropriate relief since certain procedural dates have already been continued without date (Docs. 19186-9). Action April 18.

Other action

■ Review board in Vinita, Okla., AM proceeding, in response to petition by PBL Broadcasting Co., one of two applicants for authority to operate facilities of KVIN Vinita, added issues to determine facts surrounding alleged efforts by Northeast Oklahoma Broadcasting Co., other applicant, to solicit one-sided or off-the-record contacts prohibited by rules; alleged participation by Wallace D. Sparks, Northeast principal and proposed general manager, in certain violations of station identification rules while associated with KKMA-FM Pryor, Okla., and effect on Northeast's requisite and comparative qualifications (Docs. 19639-40). Action April 20.

Existing AM stations

Final actions

■ WLS Chicago—Broadcast Bureau granted CP to install new alt. main trans. Action April 23.

■ WVLK Lexington, Ky.—FCC scheduled oral argument for June 7 on exceptions and briefs to initial decision which proposed granting Bluegrass Broadcasting Co. one-year license renewal for WVLK Lexington (Doc. 18285). Action April 25.

■ WPRJ Parsippany-Troy Hills, N.J.—Broadcast Bureau granted license covering new AM. Action April 20.

■ WPUT Brewster, N.Y.—Broadcast Bureau granted mod. of license to change corporate name to Putnam Broadcasting Corp. Action April 23.

■ Blowing Rock, N.C.—FCC denied appeal by Mountain Broadcasting Corp. applicant for new daytime AM, from ruling by review board, refusing Mountain's application for construction authority and granting competing application of Childress Broadcasting Corp. of West Jefferson for changes in power and frequency of WKSK West Jefferson, N.C. (Docs. 19015-6). Action April 25.

■ KFLY Corvallis, Ore.—Broadcast Bureau granted license covering new AM; trans. location re-described: 2635 Northeast U.S. Highway 99W, Corvallis; condition. Action April 20.

■ WESC Greenville, S.C.—Broadcast Bureau granted CP to change MEOW's of CH; DA. Action April 23.

Actions on motions

■ Administrative Law Judge Millard F. French in Nashua, N.H. (Eastminster Broadcasting Corp.), in matter of renewal of licenses of WOTW-AM, FM, granted motion of Broadcast Bureau and extended to April 30 time for filing proposed findings and conclusions and to May 14 time for filing replies (Docs. 19564-5). Action April 19.

■ Administrative Law Judge Byron E. Harrison in Miami (United Broadcasting Co. of Florida Inc.),

in matter of renewal of license for WFAB, as result of prehearing conference held on April 17, ordered that hearing date of June 11 as specified in presiding judge's order shall be adhered to, as well as other procedural dates named (Doc. 19644). Action April 18.

■ Administrative Law Judge Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), in matter of renewal of licenses for WJMO(AM)-WLYT(FM), granted motion by Friendly insofar as it requests authorization for taking of depositions and presentation at further hearing; denied insofar as it requests that hearing scheduled to commence on May 14 be resumed at Cleveland to hear testimony of proposed deponents (Doc. 19412). Action April 18.

Other action

■ Review board in Columbia, S.C., AM proceeding, denied motion by WOIC Inc., requesting review board delete issues designated against it in proceeding on application for renewal of license of WOIC Columbia, or in alternative, for motion to be certified to commission (Doc. 19674). Action April 24.

Fines

■ WSMY Weldon, N.C.—FCC notified Smiles of North Carolina Inc., licensee, that it has incurred apparent liability of \$500 for willful or repeated violation of rules by operating with power in excess of that authorized. Action April 25.

■ WYTI Rocky Mount, Va.—FCC notified WYTI Inc., licensee, that it has incurred apparent liability for forfeiture of \$1,000 for violation of rules by operating station with excessive power. Action April 25.

Call letter applications

■ KHAI Honolulu—Seeks KIOE.

■ WBYB St. Pauls, N.C.—Seeks WLAB.

Call letter action

■ WJOI Florence, Ala.—Granted WXOR.

New FM stations

Applications

■ Casa Grande, Ariz.—Brett F. Eisele. Seeks 105.5 mhz, 3 kw. HAAT 70 ft. P.O. address Box 182, Scottsdale, Ariz., 85252. Estimated construction cost \$29,822; first-year operating cost \$14,916; revenue \$36,000. Principal: Mr. Eisele is announcer/engineer at KXTZ(FM) Glendale-Phoenix, Ariz. Ann. April 23.

■ Jesup, Ga.—Happy Acres Broadcasting Co. Seeks 98.3 mhz, 3 kw. HAAT 300 ft. P.O. address Route 1, Screven, Ga., 31560. Estimated construction cost \$45,200; first-year operating cost \$22,468; revenue \$40,000. Happy Acres is licensee of WVMG-AM-FM Cochran, Ga. Principals: Raymond B. and Cleo H. Forehand (together, 97%), et al. Mr. Forehand has real estate and livestock interests in Screven. Ann. April 13.

■ Hattiesburg, Miss.—Deep South Radio Inc. Seeks 92.1 mhz, 3 kw. HAAT 151 ft. P.O. address 305 Bay Street, Hattiesburg 39401. Estimated construction cost \$15,500; first-year operating cost \$15,000; revenue \$36,000. Deep South Radio Inc. is licensee of WBKH(AM) Hattiesburg. Principals: B. L. Blackledge Jr. (67%), et al. Mr. Blackledge has interests in electrical contracting firm, Hattiesburg. Ann. April 23.

■ Chillicothe, Mo.—Cecil W. and James R. Roberts. Seeks 102.9 mhz, 1.84 kw. HAAT 160 ft. P.O. address 909 Michigan Avenue, Chillicothe 63640. Estimated construction cost \$21,375; first-year operating cost \$12,250; revenue \$12,000. Principals: Cecil W. Roberts (51%) and James R. Roberts (49%). Cecil Roberts owns KCHI(AM) Chillicothe. Messrs. Roberts together own KREI(AM) Farmington, Mo. Ann. April 17.

Starts authorized

■ KAIR-FM Tucson, Ariz.—Authorized program operation on 94.9 mhz, ERP 25 kw, HAAT 135 ft. Action April 10.

■ KMMT(FM) Mammoth Lakes, Calif.—Authorized program operation on 106.3 mhz, ERP 3 kw, HAAT 155 ft. Action March 30.

■ *KPOO(FM) San Francisco—Authorized program operation on 89.5 mhz, ERP 245 w, HAAT 410 ft. Action March 29.

■ KWYD(FM) Security, Colo.—Authorized program operation on 105.5 mhz, ERP 3 kw, HAAT minus 58 ft. Action April 5.

■ KHAT(FM) Lincoln, Neb.—Authorized program operation on 106.4 mhz, ERP 2.9 kw, HAAT 145 ft. Action Feb. 22.

■ WTWE(FM) Manning, S.C.—Authorized program operation on 92.1 mhz, ERP 3 kw, HAAT 160 ft. Action April 6.

Final actions

■ Benton, Ill.—Rend Lake Broadcasting Co. Broad-

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cast Bureau granted 106.3 mhz, 3 kw. HAAT 300 ft. P.O. address 113 East Washington Street, Benton 62812. Estimated construction cost \$2,600; first-year operating cost \$42,992; revenue \$60,000. Principals: Carroll L. Owens, Gerald D. Owens, Bert W. Beatty and John M. Beatty (each 25%), Messrs. Owens are partners in law firm of Owens & Owens, Benton. Bert Beatty is Hammond organ dealer. John M. Beatty is dentist in Benton. Action April 10.

■ *Fairmont, W. Va.—The West Virginia Board of Regents. Broadcast Bureau granted 90.9 mhz, 4.2 kw. HAAT 230 ft. P.O. address Fairmont State College, Fairmont 26554. Estimated construction cost \$46,436; first-year operating cost \$26,450; revenue none. Principals: Prince B. Woodard, chancellor, et al. Action April 20.

Actions on motions

■ Chief, Broadcast Bureau, on request of Seashore Broadcasting Corp., licensee of WOBM(FM) Toms River, N.J., extended through May 10 time for filing responses to petition for rulemaking filed by Max L. Raab, proposing to assign ch. 261A to Ship Bottom, N.J. Action April 26.

■ Administrative Law Judge Frederick W. Denniston in Ogallala, Neb. (Industrial Business Corp. and Ogallala Broadcasting Co.), FM proceeding, granted petition by Industrial to amend application to supply additional information concerning Mr. Loren Kolste and certain business interests held by him (Docs. 19559-60). Action April 19.

■ Administrative Law Judge Jay A. Kyle in Geneva, N.Y. (Radio Geneva Inc. and Buccaneer Broadcasting Ltd.), FM proceeding, pursuant to prehearing conference, rescheduled hearing for June 19 (Docs. 19709-10). Action April 18.

■ Administrative Law Judge Chester F. Naumowicz Jr. in West Columbia and Columbia, both South Carolina (Congaree Broadcasters Inc. and Statesville Broadcasting Co.), FM proceeding, on request of Statesville, reopened record, identified Statesville's amended exhibit, received it, closed record (Docs. 19624, 19626). Action April 18.

Other actions

■ Review board in Sun City, Ariz., FM proceeding, granted petition by Alvin L. Korngold for extension of time through May 18 to file exceptions to initial decision proposing grant of application of Sun City Broadcasting Corp. for new FM at Sun City and denial of competing application of Alvin L. Korngold (Docs. 19087-8). Action April 25.

■ Review board in Cayce, S.C., FM proceeding, denied petition by Lexington County Broadcasters Inc. to add misrepresentation, suburban, suburban community, staffing, financial and site availability issues against William D. Hunt, in proceeding involving their mutually exclusive applications for new FM at Cayce (Docs. 19568-9). Action April 23.

Rulemaking action

■ New Bern and Morehead City-Beaufort, both North Carolina—FCC proposed amendment of FM table of assignments by adding ch. 270 as second assignment at New Bern, and by substituting either ch. 265A or ch. 277 for ch. 270 as second assignment at Morehead City-Beaufort. Action April 25.

Call letter applications

■ The Berkshire School, Sheffield, Mass.—Seeks *WBSL(FM).
 ■ School District Six, Central Point, Ore.—Seeks *KCHC(FM).

Call letter action

■ Interchange Communications, Leland, Miss.—Granted WBAD(FM).

Designated for hearing

■ Cedar Rapids, Iowa—FCC designated for hearing mutually exclusive applications of Stereo Beam Corp. and KVCH Inc., for new FM on ch. 275 (102.9 mhz) in Cedar Rapids. Stereo Beam proposed operation with ERP of 100 kw and ant. height of 667 ft. and KVCH with ERP of 100 kw and ant. height of 605 ft. Issues to be determined include financial qualifications of KVCH Inc. Action April 25.

Existing FM stations

Final actions

■ WJBD-FM Thomasville, Ala.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 300 ft. Action April 20.

■ KXOW-FM Hot Springs, Ark.—Broadcast Bureau granted CP to install new ant. Action April 20.

■ KRSA-FM Salinas, Calif.—Broadcast Bureau granted request for waiver of rules to identify as Salinas-Monterey. Action April 16.

■ WFOX(FM) Gainesville, Ga.—Broadcast Bureau granted CP to install new trans. and new ant.; make changes in ant. system (increase height); ERP 97 kw; ant. height 540 ft.; remote control permitted. Action April 20.

■ KOBI-FM Boise, Idaho—Broadcast Bureau granted CP to delete remote control; install new trans.; install new ant.; ERP 46.7 kw; ant. height 2,500 ft. Action April 24.

■ *WVUB(FM) Vincennes, Ind.—Broadcast Bureau granted CP to change frequency, ch. 216 (91.1 mhz); trans. location to southwest of highway 61, 3 miles south east of Vincennes; operate by remote control from studio location; 1029 North Fourth Street, Vincennes; install new trans.; install new ant.; make change in ant. system; ERP 50 kw; ant. height 500 ft. Action April 20.

■ WKLO-FM Louisville, Ky.—Broadcast Bureau granted license covering changes; ERP 16 kw; ant. height 720 ft. Action April 20.

■ WQUE(FM) New Orleans—Broadcast Bureau granted CP to change trans. and studio location to Canal La Salle Building, 1424 Canal Street, New Orleans; operate by remote control from proposed trans.-studio site; install new ant.; make change in ant. system; ERP 100 kw; ant. height 450 ft.; condition. Action April 24.

■ *WBJC-FM Baltimore—FCC denied request by Community College of Baltimore, licensee, for long-term waiver of rules to permit broadcast of old-time radio program including commercials. Action April 25.

■ WFRB-FM Frostburg, Md.—Broadcast Bureau granted CP to install new aux. trans. at main trans. location for aux. purposes only. Action April 20.

■ WWEL(FM) Medford, Mass.—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purposes only; ERP 50 kw; ant. height 97 ft. Action April 20.

■ WMUZ(FM) Detroit, Mich.—Broadcast Bureau granted SCA on sub-carrier frequency of 67 khz. Action April 23.

■ *KCUR-FM Kansas City, Mo.—Broadcast Bureau granted CP to change trans. location to 2100 Stark, Kansas City; install new trans.; install new ant.; make changes in ant. system (increase height); ERP 100 kw; ant. height 830 ft. Action April 20.

■ KSGM-FM Ste. Genevieve, Mo.—Broadcast Bureau granted CP to install new trans.; ERP 70 kw. Action April 20.

■ KWPM-FM West Plains, Mo.—Broadcast Bureau granted CP to install new aux. trans.; install new aux. ant.; ERP 4.25 kw; ant. height 130 ft. Action April 24.

■ *WNSD(FM) Cincinnati—Broadcast Bureau granted CP to change trans. location and make changes in ant. system. Action April 20.

■ *KHIB(FM) Durant, Okla.—Broadcast Bureau granted CP to operate trans. by remote control from studio site: Electronics Lab, College Boulevard, Durant; make changes in ant. system (increase height); remote control permitted. Action April 20.

■ KWEN(FM) Tulsa, Okla.—FCC reaffirmed grant of application of Swanco Broadcasting Inc., licensee, for authority to increase power and ant. height and make equipment changes and later FCC action sustaining KWEN grant and denying opposition of KFMJ Inc., licensee of KRAV(FM) Tulsa. Action April 25.

■ WIVA-FM Aguadilla, Puerto Rico—Broadcast Bureau granted license covering changes; ERP 15 kw; ant. height 1000 ft. Action April 20.

■ *KTEP(FM) El Paso—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 88.5 mhz, ch. 203; ERP 5.2 kw; ant. height 1,920; remote control permitted. Action April 20.

■ *KTEP(FM) El Paso—Broadcast Bureau granted CP to change studio location to Mass Communications building, El Paso, and operate by remote control from proposed studio location; change trans.; change ant.; make change in ant. system (increase height); ERP 100 kw; ant. height 1,920 ft.; remote control permitted. Action April 20.

Action on motion

■ Administrative Law Judge Ernest Nash in Newark, N.J. (Cosmopolitan Broadcasting Corp.), in matter of renewal of main, aux. and SCA license for WHBI(FM), granted motion by Cosmopolitan to compel answers to interrogatories in that Broadcast Bureau must respond to certain interrogatories to extent specified; denied motion in all other respects (Doc. 19657). Action April 17.

Call letter applications

■ *KHKE(FM) Cedar Falls, Iowa—Seeks *KUNI(FM).
 ■ WROR(FM) Boston—Seeks WJOI(FM).
 ■ KORA(FM) Bryan, Tex.—Seeks KTAM(FM).

Call letter actions

■ WLNK-FM Lansing, Ill.—Granted WLNK(FM).
 ■ WHLB-FM Virginia, Minn.—Granted WIRN(FM).
 ■ WEBN-FM Cincinnati—Granted WFBN(FM).
 ■ *WHKW(FM) Green Bay, Wis.—Granted *WPNE-FM.

Renewal of licenses, all stations

■ FCC deferred action on applications and sent equal employment opportunity inquiries to 39 stations in Alabama and Georgia. Stations selected had more than 10 fulltime employees with either no fulltime women employees or decline in number or in areas of 5% minority population, no full-time minority employees or decline in number. Stations are: WAAX Gadsden, Ala.; WAUG-AM-FM Augusta, Ga.; WBAM Montgomery, Ala.; WBBQ-AM-FM Augusta, Ga.; WBHP Huntsville, Ala.; WDEN-AM-FM Macon and WDMG Douglas, both Georgia; WDNG Anniston, Ala.; WDUN-AM-FM Gainesville, WFOM Marietta, WGAU-AM-FM WNGC(FM) Athens and WIIN Atlanta, all Georgia; WJBY-AM-WLJM(FM) Gadsden, WJLD Fairfield, WJLN(FM) Birmingham, WLAY-AM-FM Muscle Shoals and WMGY Montgomery, all Alabama; WPNX Phenix City, Ala.-Columbus, Ga.; WQXI Atlanta; WOXI-FM Smyrna, WRBL-AM-FM Columbus, WRFC Athens, WRGA-AM-FM Rome, WROM-AM-FM Rome, WSAV Savannah and WSGA Savannah, all Georgia; WTBC-AM-WUOA(FM) Tuscaloosa, Ala.; *WGTV-TV Athens, Ga. Action March 29.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's where appropriate: KOKX Keokuk, Iowa; WAJF Decatur, Ala.; WDOL-AM-FM Athens, Ga.; WFAF(FM) Eden, N.C.; WEYY Talladega, Ala.; WFPM Fort Valley, Ga.; WGNC-AM-FM Gastonia, N.C.; WGRS Millen and WJAZ Albany, both Georgia; WMSL Decatur, Ala.; WNEG Toccoa and WNMT Garden City, both Georgia; WTBF Troy, Ala.; WTCC(TV) Atlanta; WTHB Augusta, Ga.; WVOV Huntsville, Ala. Actions April 23.

Modification of CP's, all stations

■ WCRF-FM Birmingham, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 23. Action April 23.

■ *KSPC(FM) Claremont, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 20. Action April 24.

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- ***KVST-TV** Los Angeles—Broadcast Bureau granted mod. of CP to change ERP to vis. 457 kw, aur-91.2 kw; trans. location to John Poole Building, Audio Road, Mt. Wilson, near Los Angeles; change type trans.; type ant.; make changes in ant. system; ant. height 2900 ft. Action April 23.
- ***KVCR(FM)** San Bernardino, Calif.—Broadcast Bureau granted mod. of CP to change trans.; change trans. lines; ERP 24.5 kw; ant. height minus 320 ft. Action April 20.
- **WQHW(FM)** Venice, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 15. Action April 24.
- **WFMS(FM)** Indianapolis—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 30. Action April 24.
- **WAKY** Louisville, Ky.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 5. Action April 23.
- **KAUB(FM)** Auburn, Neb.—Broadcast Bureau granted mod. of CP to extend completion date to July 24. Action April 24.
- **WGIR** Manchester, N.H.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 30. Action April 23.
- **WRIO-FM** Cape May, N.J.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 6. Action April 24.
- **WGR(FM)** Pleasantville, N.J.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 26. Action April 24.
- **WGNA(FM)** Albany, N.Y.—Broadcast Bureau granted mod. of CP to change trans. location to 0.15 miles east of Pinnacle Road, 0.10 miles south of Beaver Dam Road, New Scotland, N.Y.; operate studio location and remote control from 17 First Street, Troy, N.Y.; install new trans. and new ant.; make changes in ant. system; ant. height 980 ft.; ERP 8.8 kw; remote control permitted. Action April 20.
- **WVHC(FM)** Hempstead, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 27. Action April 24.
- **WQWX** Mebane, N.C.—Broadcast Bureau granted mod. of CP to extend completion date to July 22. Action April 23.
- **WAYM** Smithfield, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 3. Action April 23.

Translators

Application

- FCC accepted for filing application of Four States Television Inc. for new VHF translator in Gallup and Window Rock, both New Mexico, on ch. 10, 192-198 mhz; primary station KIVA-TV Farmington, N.M. Ann. April 24.

Actions

- **K265AA** Chemult and Crescent, both Oregon—Broadcast Bureau granted license covering permit for new FM translator. Action April 20.
- **K09LJ** and **K11LQ**, both Drewsey, Ore.—Broadcast Bureau granted CP for two new VHF translators to serve Drewsey on ch. 9 by rebroadcasting programs of KBOI-TV Boise, Idaho, and on ch. 11 by rebroadcasting programs of KTVB(TV) Boise. Action April 19.
- **W59AC** and **W61AB**, both New Market, Va.—Broadcast Bureau granted licenses covering two new UHF translators. Action April 19.
- **K29AC** Labarge, Wyo.—Broadcast Bureau granted license covering permit for new FM translator. Action April 20.

Ownership changes

Applications

- **WDSK(AM)-WDLT(FM)** Cleveland, Miss.—Seeks assignment of license from Tony P. Congusta to Horizon Radio Inc. for \$134,500. Buyers: Horizon Broadcasting Inc. (100%). Horizon Broadcasting, licensee of **WVOM(AM)-WTIB(FM)** Iuka, Miss., is principally owned by Kelly S. Segars. Mr. Segars owns clinic in Iuka. Ann. April 20.
- **KAFG(FM)** Oklahoma City—Seeks assignment of license from Radio Oklahoma Inc. to Covenant Radio of Oklahoma Inc. for \$350,000. Sellers: C. B. Cameron, president, et al. Buyers: Broad Street Communications Corp. (100%). Richard L. Geismar is chairman of Broad Street Communications and owns 33% of stock. Broad Street owns **WELI(AM)** New Haven, Conn., and **WGSO(AM)-WQUE(FM)** New Orleans. They are also acquiring control of **KTOK-AM** Oklahoma City, subject to FCC approval. Ann. April 20.
- **KTOK(AM)** Oklahoma City—Seeks transfer of control of **KTOK** Radio Inc. from James M. Stewart, William D. Schueler, Paul E. Taft et al (100% before, none after) to Covenant Broadcasting Corp. of Oklahoma Inc. Principal: see above. Ann. April 20.
- **KOKL(AM)** Okmulgee, Okla.—Seeks assignment

of license from J. William Brauer to Brewer Communications Inc. for \$175,000 plus \$10,000 consulting fee. Buyers: James R. and Jack G. Brewer (each 50%). Messrs. Brewer own **KWCO(AM)** and **KXXX-FM** Chickasha, Okla., and 33 1/3% each of **KADS(AM)** Elk City, Okla. James Brewer also has interests in **KTAT(AM)** Frederick, Okla. Ann. April 20.

Actions

- **KREO(AM)** Indio, Calif.—Broadcast Bureau granted assignment of license from Desert Air Broadcasting Inc. to Bounty Broadcasting Corp. for \$205,000. Sellers: John J. Latham, president, et al. Buyers: Mel M. Burns, president and board chairman (30%). Robert W. Ferguson (30%), et al. Mr. Burns has majority interest in Mel Burns Ford. Ford dealership in Long Beach, Calif. He also owns Bermuda Enterprises Inc., aircraft charter service. Mr. Ferguson is executive vice president and general manager of **WTRF-FM-TV** Wheeling, W. Va. He is also director of Half Dollar Trust & Savings Bank, Wheeling. Action April 20.
- **KDON(AM)** Salinas, Calif.—Broadcast Bureau granted transfer of control of M.C. Broadcasting Co. from Marvin Orleans. Sidney Forstater, et al. (as group, 100% before, none after) to Forrest Broadcasting Co. (none before, 100% after). Consideration: \$450,000. Principals: Robert A. and Grace Forrest (each 27.5%), et al. Mrs. Forrest has minority interests in Wechsler Coffee Corp. and Multi-Food Inc., both Englewood Cliffs, N.J. Mr. Forrest is president and director of Tower Broadcasting Corp., licensee of **WNDR(AM)** Syracuse, N.Y. He is also vice president of Wechsler Coffee Corp. Action April 24.
- **KCSJ(AM)** Pueblo, Colo.—Broadcast Bureau granted assignment of license from Sangre de Cristo Broadcasting Corp. to American Radio Corp. for \$450,000. Sellers: William W. Grant, president, et al. Sangre de Cristo is licensee of **KOAA-TV** Pueblo. Buyers: Lowell D. Denniston, Frank L. Carney and Robert D. Freeman (each 33 1/3%). Mr. Denniston has majority interests in **KETN-AM-FM** Wichita, Kan. and owns grocery store chain there. Mr. Carney owns restaurant chain in Wichita. Mr. Freeman is general manager and owns 10% of **KETN**. Action April 24.
- **WGRT(AM)** Chicago—FCC granted transfer of control of Atlas Communications Inc. from Ralph L. Atlas, William J. Friedman, et al (as group, 100% before, none after) to Johnson Publishing Co. (none before, 100% after). Consideration: \$1.8 million. Principals: John H. and Eunice W. Johnson (together 99%), et al. Mr. Johnson is chief executive officer of Johnson Publishing Co., which publishes *Jet* and *Ebony*, among other magazines. He also is president of Supreme Life Insurance Co., Chicago, a director of Twentieth Century Fox, Hollywood, and has real estate interests in Chicago. Action April 25.
- **WMCS(AM)** Machias, Me.—Broadcast Bureau granted transfer of control of Washington County Broadcasting Co. from Otho F. Knowles Jr. (65% before, none after) to Winston D. Chapman (35% before, 100% after). Consideration: \$26,200. Principal: Mr. Chapman is vice president of corporation. Action April 24.
- **WKDL(AM)** Clarksdale, Miss.—Broadcast Bureau granted acquisition of positive control of Coahoma Broadcasting Co. by Robert J. McIntosh (50% before, 100% after) through purchase of stock of W. Foster Montgomery (50% before, none after). Consideration: \$30,000. Principal: Mr. McIntosh is president of firm. Action April 17.
- **WBYB(AM)** St. Pauls, N.C.—Broadcast Bureau granted assignment of license from Duplin Broadcasting Co. to Barker Broadcasting Co. for \$85,000. Sellers: Harry E. Kramer, president, et al. Buyers: Nancy C. and Larry A. Barker (each 50%). Mr. Barker, formerly partime announcer at **WKIN(AM)** Kingsport, Tenn., is college student. Action April 24.

■ **KLEN-AM-FM** Killeen, Tex.—Broadcast Bureau granted assignment of licenses from Highlite Broadcasting Co. to Accent Radio Corp. for \$300,000. Sellers: A. W. Stewart, president, et al. Buyers: Lou H. Williams, president (80%), et al. Mr. Williams is commercial manager of **KLEN**. He also has majority interest in **KORC(AM)** Mineral Wells, Tex., which is currently being reassigned. Action April 19.

■ **KTAC-AM-FM** Tacoma, Wash.—Broadcast Bureau granted assignment of license from Radio 850 Corp. in Entertainment Communications Inc. for \$1.5 million. Sellers: Ronald A. Murphy, secretary-treasurer, et al. Buyers: Entertainment Communications Inc. (of Pennsylvania), Entertainment Communications of Pennsylvania also owns **KLEF(FM)** Houston; **WAXL(FM)** Minneapolis, and **KBRG(FM)** San Francisco. Joseph M. Field, president et al. Action April 19.

■ **WLOG(AM)** Logan, W. Va.—Broadcast Bureau granted acquisition of positive control of Guyan Valley Broadcasting Co. by E. M. Bailey (33 1/3% before, 100% after) through purchase of stock of Joseph Eros Jr. and James A. Muscia (each 33 1/3% before, none after). Consideration: \$52,000. Principal: Mr. Bailey is president of Guyan Valley Broadcasting. 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):

- Casa Grande Cablevision Inc., Casa Grande, Ariz. (**KTVK**, **KPHO**, **KAET**, **KOOL**, **KTAR** and **KPAZ**, all Phoenix; **KVOA**, **KUAT**, **KGUN** and **KOLD**, all Tucson, Ariz.; **KZAZ** Nogales, Ariz.; **KTLA**, **KTTV**, **KHJ** and **KCOB**, all Los Angeles).
- Monterey Peninsula TV Cable, Carmel Valley Village, Calif. (Add **K56 AA** Salinas Calif. [translator for **KTEH** San Jose, Calif.]).
- Colby Cable Corp., Hammond, East Chicago, both Indiana (**WFLD-TV**, **WSNS-TV**, **WLS-TV**, **WCIU-TV**, **WGN-TV**, **WTTW-TV**, **WBBM**, **WMAQ** and **WXXW**, all Chicago; **WCAE** St. John, Ind.; **WTTV** Bloomington, Ind.; **WVTV** Milwaukee).
- CATV General Corp., La Plata, Md. (**WRCA-TV**, **WTTG-TV**, **WMAL-TV**, **WTOP-TV**, **WDCA-TV** and **WETA-TV**, all Washington; **WBFF-TV** and **WMPB-TV**, both Baltimore; **WNVT-TV** Independent Hill, Va.).
- Northern Video Inc., Baraga Village, Mich. (**WLUC-TV** and **WNPB**, both Marquette, Mich.; **WKBD-TV** Detroit; **WAEO-TV** Rhineland and **WBAV-TV**, **WFRV-TV**, **WLUK-TV**, all Green Bay, both Wisconsin; **CKPR-TV** Thunder Bay, Ont.).
- Coldwater Cablevision Inc., Bronson, Mich. (**WKZO-TV** Kalamazoo, **WOTV** Grand Rapids, **WUHQ-TV** Battle Creek, **WILK-TV** Onondaga, **WJIM-TV** Lansing and **WKAR-TV** East Lansing, all Michigan; **WNDU-TV**, **WSBT-TV** and **WSJV-TV**, all South Bend, Ind.; **WKBD-TV** and **WXON-TV**, both Detroit; **WBGU-TV** Bowling Green, Ohio; **CKLM-TV** Windsor, Ont.; **WGTE-TV** Toledo, Ohio).
- Bootheel Video Inc., Caruthersville and Hayti, both Missouri (Add **KDNL-TV** St. Louis).
- Sargent Cable TV, Sargent, Neb. (**KHAS** Hastings, **KGIN** Grand Island, **KMNE** Bassett and **KHOL** Kearney, all Nebraska).
- Telecommunications Inc., Parsippany-Troy Hills, N.J. (**WCBS-TV**, **WNBC-TV**, **WABC-TV**, **WNEW-TV**, **WOR-TV**, **WPX**, **WNET**, **WNYE-TV** and **WNYC-TV**, all New York; **WNJU-TV** Linden, **WXTV** Paterson, **WNJM** Montclair, **WNJB** New Brunswick and **WNJT** Trenton, all New Jersey;



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Perfect for limited automation operation. Can be expanded to complex format.

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WPHL-TV and WTAF-TV, Philadelphia; WNJS Camden, N.J.).

■ Outer Banks Video Inc., Manteo, N.C. (WAVY-TV and WYAH-TV, both Portsmouth, WVEC-TV Hampton and WTAR-TV Norfolk, all Virginia; WITN-TV Washington, N.C.; WUND-TV Columbia, N.C.).

■ Vuecom Inc., Enerado, N.D. (KXJB-TV Valley City, WDAZ-TV Devils Lake, WDAY-TV, KTHI-TV and KFME, all Fargo and KCND-TV Pembina, all North Dakota; CJAY-TV, CBWT and CBWFT, all Winnipeg, Man.).

■ Stark County Communications Inc., Apple Creek Village, East Union and Guerne, all Ohio (WKYC-TV, WEWS, WJW-TV, WKBF-TV and WVIZ-TV, all Cleveland; WUAB-TV Lorain, WAKR-TV Akron and WJAN Canton, all Ohio).

■ Two M Cablevision Inc., Bainbridge Village, Ohio (WOSU-TV, WLWC-TV, WTVN-TV and WBNS-TV, all Columbus, WHIO-TV Dayton and WCPO-TV Cincinnati, all Ohio; WHTN-TV Charleston, W. Va.).

■ Complexicable Inc., Willoughby Hills, Ohio (WKYC, WEWS, WJW, WVIZ and WKBF, all Cleveland; CFPL London, Canada; WAKR Akron, Ohio; WAUB Lorain, Ohio; WKBD Detroit).

■ Blue Ridge Cable Television Inc., Barrett township, Pa. (WNEP-TV and WDAU-TV, both Scranton, WBRE-TV Wilkes-Barre, WLVT-TV Allentown and KYW-TV, WPVI-TV and WCAU-TV, all Philadelphia, all Pennsylvania; WCBS-TV, WNBC-TV, WNEW-TV, WPIX and WOR-TV, all New York).

■ Charleston Cable TV Co., Charleston, S.C.

(WCIV, WCSC-TV, WCBD-TV and WITV, all Charleston, S.C.; WTCG Atlanta).

■ Cable TV Systems Inc., Columbus, Tex. (KPRC, KHOU, KTRK, KVRL, WHTV and KUHT, all Houston; KAMU College Station, KBTX Bryan and KVUE, KHFI and KTBC, all Austin, all Texas).

■ King Videocable Co., Ellensburg, Kittitas county and Kittitas, all Washington (Add KTNT-TV Tacoma, Wash.).

■ Community Video Inc., Grant and Grand Rapids, both Wisconsin (Add WVTV(TV) Milwaukee; WAEO-TV Rhinelander, Wis.).

■ Community Video Inc., Port Edwards Village and Nekoosa, both Wisconsin (WEAU-TV Eau Claire, WAOW-TV and WSAU-TV, both Wausau, WBAY-TV, WFRV-TV and WLUK-TV, all Green Bay, WKBT(TV) La Crosse and WISC-TV Madison, all Wisconsin; WGN-TV Chicago; WTV(TV) and WMVS-TV, both Milwaukee; WAEO-TV Rhinelander, Wis.).

■ Washburn Cable Comm Inc., Washburn, Wis. (KADL-TV, WDSE-TV and WDIO-TV, all Duluth, Minn.; WDSM-TV Superior, Wis., CPTV-TV Thunder Bay, Ont.; WSAU-TV and WAOW-TV, both Wausau, WAEO-TV Rhinelander and WEAU-TV Eau Claire, all Wisconsin).

Final actions

■ Cable TV Bureau granted certificates of compliance to St. Landry Cable TV Inc., Opelousas, La., and to Master Telecable Inc., Rich Creek, Va. Actions April 24.

■ Brentwood, Calif.—FCC granted certificate of compliance and authorized Televents of California

Inc. to carry following California signals: KTVU-TV Oakland; KRON-TV, KPXX(TV), KGO-TV, *KQED(TV) and KBHK-TV, all San Francisco; KGSC-TV San Jose; KCRA-TV, KXTV, *KVIE-TV and KTXL(TV), all Sacramento; and KOVR-TV Stockton. Opposition by Great Western Broadcasting Corp., licensee of KXTV(TV) was denied. Action April 25.

■ Lake Geneva, Wis.—FCC granted STA to Southern Wisconsin Cable Inc., operator of cable TV system at Lake Geneva, to carry signal of WSNS-TV Chicago during times in 1973 baseball season when games of Chicago White Sox are broadcast by that station. Action April 25.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through May 1. Reports include applications for permission to install and operate CATV's changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Grangeville, Idaho—City council approved ordinance granting 20-year non-exclusive franchise to Grangeville Television Cable Service.

■ Wellington, Ill.—Village board award franchise to Hoopston Cable TV Co.

■ Big Flats, N.Y.—Town council approved franchise for Elmira Video Teleprompter Cable TV.

■ Wheatfield, N.Y.—Town board approved contract with STV Cable TV Inc.

■ Wisconsin Dells, Wis.—Vacationland Cablevision Inc. has been awarded 15-year non-exclusive franchise.

Classified Advertising

Payable in advance. Check or money order only. (Billing charge: \$1.00)

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted by letter. No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 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 end/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.

President/Radio. Expanding group broadcaster. Equal opportunity for radio executive carrying total responsibility for 10 radio stations. Offered to an individual with a proven record \$75,000 plus executive package. Reply to Box D-307, BROADCASTING.

Help Wanted Management Continued

Assistant to the president. Growing 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.

GM-aggressive, hard working, sales oriented for growing central NY FM. Share absentee owner's profits. Complete resume, recent references and photo to Box E-27, BROADCASTING.

Needed immediately—Station Manager, Columbia, SC. Contact G. M. Allen, Exec. VP, Radio Station WQXL. 803-252-8659. We are an Equal Opportunity Employer.

Station manager with successful record, interested in managing well equipped station in growing college town, excellent living conditions, opportunity for ownership. Call days 214-357-4001 ext. 21. Evenings 214-361-5909.

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.

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.

Help Wanted Sales Continued

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.

Wanted: Sales Secretary for a small market northwest Florida radio station. Must type 70 WPM and take shorthand 120 WPM. We are an Equal Opportunity Employer. Send all replies to Box E-1, BROADCASTING.

Somewhere in Virginia, or near proximity, there is a sharp, mature man filled with ambition. He knows that the bucks are in sales, but in his present location full-time salesmen have the best accounts locked in. This man has a background of announcing and production, is neat, well-groomed, presentable. Wants to raise his standard of living and willing to work towards that end. 5 KW Virginia daytimer offers this man a once-in-a-lifetime opportunity with established accounts and a program spelled in dollars. On the scene interview necessary. Send all information, including tape. We are an equal opportunity employer. Address replies to Box E-64, BROADCASTING.

Conscientious, sharp salesman for rapidly growing SE New York State market. Excellent account list and draw. EOE. Box E-68, BROADCASTING.

California city of 30,000 needs creative salesman who sells ideas. Want a driving self starter to take over established accounts and build. Will earn 4 figures. Resume to Box E-73, BROADCASTING.

Salesman, Stereo Rock format, top ratings, Pop. 165,000. To \$17,000 depending on track record. Resume to KFMQ, Lincoln, Nebr.

Well respected 5,000 watt mid Michigan station has immediate opening for salesman/announcer. Call or write Ed Christian at WCER, Charlotte, Mich.

Experienced Sales Manager needed for Radio Station WIST in Charlotte, NC. Contact G. M. Allen, Executive VP, Radio Station WIST, 704-376-3511. We are an Equal Opportunity Employer.

Excellent opportunity. Established AM-FM stations. Salary, bonus. Need resume, sales record. WLBC, Muncie, Ind. 47302 or phone Jack Craig, 317-288-4403. Equal Opportunity Employer.

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.

Help Wanted Sales Continued

Medium market Chicago suburban FM station (WKKD-FM) searching for top notch salesmen with experience. Liberal commission for qualified producers. Beginners need not apply. For interviews, call Chuck Filippi at 312-898-6668.

Proven salesman using creative techniques. Must be organized. Start as salesman for medium market station with eye to handling chain regional sales after one year. Box 2090, Casper, Wyo.

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.

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.

Announcer with first in the fabulous Florida Keys. Experience preferred. Send photo and resume. Box E-6, BROADCASTING.

Expanding Southwest biggie, looking for Top 40 pro jock with production, adult oriented. We have our part together—how about you? Box E-20, BROADCASTING.

Contemporary station in large market needs experienced morning personality, excellent salary, fringe benefits. Send tape and resume. We are an Equal Opportunity Employer. Box E-32, BROADCASTING.

Southern full time AM in small college town seeks good Top 40 night time announcer. Will accept ambitious, hard working beginner. Equal Opportunity Employer. Box E-62, BROADCASTING.

Great talk personality pro that's what we're looking for. Top 15 market Equal Opportunity Employer seeks innovative, aware talk personality for top rated MOR station with night talk entertainment objective. Send tape, resume and salary requirement to Box E-74, BROADCASTING.

Top money for good announcer. Excellent opportunity. Professional sound. Programmed Modern Country. South central Arkansas. Modern equipment. Tight format. Production. \$175 per week start. Advancement for an energetic, dedicated man of ability. References required showing good experience rating. Send air check and resume to Box E-90, BROADCASTING.

#1 Eastern medium market MOR/Rock station seeks creative air/production personality. Excellent equipment, staff, opportunity. Send tape, resume, salary required. Box E-92, BROADCASTING.

Wanted! That rare animal called "combo". #1 of 3 in this 20,000 market. Send resume and tape to KHL, Box 248, North Platte, Nebr. 69101. Attn: Ray Goff, c.e.

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, WBJW 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.

Central Vermont Radio station needs versatile announcer for morning news and midmorning dj shift. Experience less important than personality and potential. Preference shown for 1st ticket. Send tape, resume, salary requirements first letter to: WCVR Radio, Randolph, Vt. 05060.

Chicago area FM needs a seasoned pro—no personalities or talkers—ideal opportunity for someone with strong background who is out of the business to get back into it. \$150 to start. Resumes and tapes to Ken Barnes, WKKD-FM, 1880 Plain Ave., Aurora, Ill. 60505.

Help Wanted Announcers Continued

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, WRFE, Erie, Pa. 814-796-6777.

Immediate opening for experienced announcer. Salary commensurate with experience and quality. Contact H. Borwick, WVOS, Liberty, NY. An Equal Opportunity Employer.

Have'n found right person. Need sales-announcer. Call Mrs. Warren, 315-363-6051.

Help Wanted Technical

Chief engineer-New England kilowatt. All new equipment. Adult staff and surroundings. Must have complete know how. \$10,000. Box D-191, BROADCASTING.

Chief engineer 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, KFSD-AM in beautiful Boise, 5KW, 24 hours, DA-N. 208-345-8812, Box 107, Boise, Idaho. 83701. Wayne Cornils.

First phone man to read meters at transmitter. Any age. Will train beginner. WAMD, Aberdeen, Md. 21001.

Florida Coastal station has opening for chief engineer-announcer. Pleasant living by the ocean. Opportunity for advancement with air media group. Must be capable of maintenance on AM and FM, reasonably good announcement for MOR Pop format. Send tape and resume to Hudson Millar, WIRA, Ft. Pierce, Fla. Equal Opportunity Employer.

Chief engineer for AM-DA fulltime. Chief experience required. Announcing skills will be worth even more. Send complete background and references to WPVL, Palmsville, Ohio.

Chief for Indiana AM-FM. Phone 812-482-2131.

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.

Aggressive news and information net affiliate in major Midwest market seeks experienced newscaster with solid, authoritative delivery. Salary \$13,500. Send resume and air check to Box E-10, BROADCASTING.

Equal Opportunity Employer. Major Southeastern 50KW seeks a public affairs oriented News Director in news, documentaries, and capable of directing and leading a news team. Also seeking an aggressive experienced newsmen. Excellent starting salaries and fringe benefits. An Equal Opportunity Employer. Box E-59, BROADCASTING.

News Director for immediate position at Soul station. Past experience required, also opening for experienced announcer. Send tape and resume to Box E-78, BROADCASTING.

News Director needed at once. Long hours. Hard work. Must be good organizer who can dig for local news. If we haven't turned you off, call Bob Michael, Mgr., WGVA, Geneva, NY 315-781-1240 for details. Will pay well for a professional job. Bright contemporary sound. Excellent living area. All races invited to apply, male or female. No collect calls please.

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

News Director. To head four man city department in southern Connecticut. Gather, read, write, take charge. Good voice. Send tape, resume, salary requirements to WNAB, Broadcast Centre, Bridgeport, Conn. 06608. All replies confidential.

Newsman: experienced newsmen for station strong on news and public affairs. CBS affiliate. Good salary and benefits. Send tape and complete resume to News Director, WSOY, Box 2250, Decatur, Ill. 62526.

One of the most sophisticated college radio stations in the country, rated #1 in our state by many educators and professional broadcasters, now has positions in news, sales and announcing. Our broadcasters have been exposed to the most complex broadcast situations possible and are ready to step into responsible, professional positions. For more information contact Rollie Stadman, General Manager. 816-582-3691 or 816-582-2076.

Help Wanted Programing, Production, Others

Individual to take over production department. Short air shift. Grow with respected group operation. Experience dictates salary. Tape, resume, salary requirements to Box E-5, 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.

Creator of unique and imaginative commercials. Possible short board shift. Right man can expand income to over 10,000 within one year in our medium market Rockies station. Resume, copy and production tape. Box 2090, Casper, Wyo.

Situations Wanted Management

Atlanta, Ga. Sale of our station makes available experienced General Manager. For his resume write Box D-203, BROADCASTING.

Station manager heavy on sales. Experienced, sober, reliable, references. Small-medium market New York or Pennsylvania. Box D-339, BROADCASTING.

Manager offers 21 years experience, radio sales and management. Run a tight ship, managed AM, FM and combinations. Markets 18,000 to 600,000. Western states only. \$15,000 plus incentives and benefits. Box E-25, BROADCASTING.

Clip this ad—I'm in no hurry. Manager, 30 wants opportunity to program, produce and promote. Strong sales, Southeast only. Market 10,000 to 100,000. Box E-34, BROADCASTING.

Now in Mgt. Many years experience. Happy but need more money. MOR and CW. Box E-36, BROADCASTING.

It costs money to be successful. I cost money, I'm successful. Let's make each other an offer. Box E-42, BROADCASTING.

Top rated FM Rock PD in top ten market. One of this country's real music experts. Brought station from nothing to near top in market. Increased listenership over ten times. Currently employed. Seeks new horizons. Box E-53, BROADCASTING.

12 years experience as PD, Operations Manager in Modern Country and Contemporary. Ready to be your Manager. Increased present station ratings and billing 60% in half million market near major. Box E-55, BROADCASTING.

GM to save sick Classical Music FM: Earl Bradsher, 1178 Piedmont, Atlanta 30309. 404-873-1110, 6-7 P.M.

Creative manager-program director. Put current station on air. Familiar public and commercial radio. College and grad school 25 years old. 7 years in radio-TV. 2 years manager. Mark Ackerman, 1951 Annalene Dr., Streetsboro, Ohio 44240.

Am now #2 man in small market station, ready to be #1. 10 years experience. Education, family, community minded. Prefer Rockies and West. References and resume available. 602-779-1926 evenings.

Situations Wanted Sales

Experience, dependable salesman available soon. Thoroughly conversant with local, regional, agency sales. Background includes radio, TV, Cable. Capable announcer. First phone. Family man, presently employed. Excellent references. Box E-66, BROADCASTING.

Friendly adult voice, wants sales, some announcing. Married, experience. 3rd endorsed. Ambitious. Box E-85, BROADCASTING.

Looking for sales position and some announcing. F. Perenced on small FM. 3rd phone, mature, ambitious. Will relocate. Box E-86, BROADCASTING.

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.

Who needs a mature, sincere, reliable announcer with the following: First phone, 1 1/2 yrs. experience, married, vet. Am not looking forward to NYC or Chicago, just a friendly community to work and live. I want to grow with your station. Call Dick 602-248-0540 or write Box E-4, BROADCASTING.

Announcer first phone. Handles news well, excellent play-by-play, good sales background. Presently employed. Desire announcer sales post with non screamer in small to medium market. Box E-67, BROADCASTING.

Mellow morning personality. Good news, production, including television voice over experience. Creative, experienced, versatile. Desiring permanence and challenge, immediate. You have the opening—I have the motivation and first to boot. Resume and tape available. Call William Daemke, Minneapolis. 612-827-4454.

Country jock available, first phone, small market 5000 watt experience. 9-5 days, CST, phone 701-572-7740.

Western States, 3 yrs. experience, first, currently LA FM. \$500 minimum. Occupant, 1825 N. Cherokee, #206, Hollywood, Calif. 90028.

Seven months experience, looking to expand my knowledge of broadcasting. Good voice, first phone, will relocate. Steve Snyder, RD #1, St. Thomas, Pa. 17252. 717-263-4131 after 6:30.

Top flight personality seeks top Country station. First phone, experienced, dependable. Challenging position in Central or South. 612-644-3236 or 612-646-1972.

I'm tired of the big market hustle and bustle. Am looking for good opportunity in nice small to medium market to raise my family. First phone, ten years experience, last five in New Orleans Modern Country. Have done most everything in radio. Great references, available June. Call John 504-340-1971.

Florida east coast, attention 1st phone 1 1/2 years experience with Adult Top 40 and Progressive formats wants job in your area. No drifter, \$140 per week gets it together. Available 25 May. For more info call 301-268-1994, before noon daily.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Three years experience, some college, third phone with endorsement, theatre background, good voice, do all formats. Box E-3, BROADCASTING.

Who's gonna give this number one dj of the future his first break? Graduate, 3rd phone. Box E-7, BROADCASTING.

Experienced announcer with network quality voice would like to relocate in Wash., D.C., Maryland or Virginia area. Third class with endorsement. Will answer all replies. Box E-B, BROADCASTING.

Midwest Top 40 pro wants to move South, permanently. 3rd, financially secure. Box E-30, BROADCASTING.

Broadcast school grad. Single, 29, college, 3rd. Excellent diction. Good news/comms. Eager to learn production at MOR or Beautiful Music station. Clerical skill. Prefer NY, NJ or NE. Box E-39, BROADCASTING.

Looking for start, dj news or sports. 3rd endorsed. Associate degree, communications media. College station background. Single, willing to travel anywhere. Box E-51, BROADCASTING.

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.

Ambitious, talented. Write and engineer commercials. 3 years college radio. 3rd phone. Resume and demo. Tom Sloper, 35 Erkenbrecher Ave., Cincinnati, Ohio 45220. 513-281-9407.

Announcer, reliable, versatile, experienced female 3rd ticket; easy talker, relaxed delivery, good resume available. Marie Francis, 150 W. 140th St., Apt. 1401, New York, NY 212-964-4845

Experienced announcer with professional, tight board, third endorsed. 312-582-6873.

Announcers Continued

Professionally trained announcer, some experience. Third, good music background. Will relocate. James Krause, 1314 Mississippi St., La Crosse, Wisc. 54601. 608-784-7080.

3rd endorsed, 2 1/2 years college radio experience seeks small market station. Any format, will relocate. Rich Thomson, Rt. 1, Harper, Kansas 67058. 316-896-2232.

Two hard working announcers looking to work together but will go alone. Experienced, third ticket. Interested in working Northeast markets. Rock, MOR, Contemporary, or Beautiful Music format. Tight board. If interested in hard workers, call collect, 203-281-0011 or 203-248-8038. Ask for Dave or Roger. References.

Professional (Top 40) personality, four years, large medium or major only. References. Box D-135, BROADCASTING.

Experienced, Prog. Rock, together voice and board, desires any location. Box E-2, BROADCASTING.

Announcer/newsman varied experience major market East Coast all news station. Currently employed, Progressive FM, Southeast. Sires to combine both talents. Prefer Southwest or Mexico but will consider West Coast (medium market) 29, married. Tape and resume on request. Box E-28, BROADCASTING.

Unusual morning personality (unique ideas) wants permanent slot (preferably in warm sunny area). Present salary near \$200. Box E-45, BROADCASTING.

Young pro and family man looking for spot in medium or large market radio in the West. All formats considered. Tape and resume tells all. Box E-49, BROADCASTING.

Used jock for sale. No. 1 in previous medium markets. Looking for early night or drive show at Rocker that pays well and wants a creative personality rather than a record mechanic. Box E-93, BROADCASTING.

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.

7 years Personality MOR, news. Had #1 rated morning and night time show. Any openings beyond the rat race? Bruce Fletcher, Western Springs, Ill. 312-246-1121 evenings.

Broadcasting instructor 24, wants out of the big city. 5 years experience, Top 40, MOR, Good Music, news prod. Prefer Minn.-Wisc. area. Salary \$650 mo. All markets considered. Ken York, 4016 N. Kimball Ave., Chicago, Ill. 60618. 312-286-0210.

12 years experience in all phases radio. Have sound phone. Desire announcing. Art Bell 314-729-4772.

I want a station that wants something different and believes that personality and wit are the most important qualities of radio today. I don't believe that you can sample me by audition or tape, but if you give me two weeks at your station I will warm up to the hottest thing you've ever had on your frequency. Grad work in Psych. Rock and some talk preferred. Write 5308-E Goodnow Hill, Baltimore, Md. 21206 or phone 301-483-5307.

Pulling-all-stops! Young man with some experience desires full time position. Twenty, third phone, professionally trained and can follow instructions. Will relocate. Jim Sacony, 2817 Reynolds St., Philadelphia, Pa. 19137. 1-215-JE 3-6731.

Situations Wanted Technical

Transmitter engineer, first phone. 25 years experience with present AM station 21 years. Good recommendations. Box E-50, BROADCASTING.

CE with directional experience looking for challenge with future. Will relocate. Box E-70, BROADCASTING.

Engineer; experienced as Chief 5KW, DA-1&2. FM Stereo. Construction, operations. Mature, on East Coast. Prefer Southeast. Box E-82, BROADCASTING.

Technician with first. Need work immediately. Ken MacGregor, 840 NE 78th St., A-103, Miami, Fla. 33138.

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.

Sportscaster with play-by-play ability in college, pro basketball, leading harness race caller, on air background New York market. Some TV. Tape, resume available. Box D-200, BROADCASTING.

Radio sportscaster, presently employed in major New England city, is seeking top college or pro job. 7 years experience, including college football and basketball play-by-play. Can also double in news. Willing to relocate anywhere for secure job. Write Box D-201, BROADCASTING.

Situations Wanted News Continued

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.

Radio, TV anchorman and talk host wants radio news directorship. Would consider reporter position in prestige metro station. Excellent references. Box E-12, BROADCASTING.

Experienced newsman desires permanent position in medium market radio station. Married, will relocate. Team man. Box E-24, BROADCASTING.

Knowledgeable sportscaster-newsman available now. Three years pbp baseball, basketball, football. Broadcast degree. Resume and tape available. Box E-31, BROADCASTING.

Professional newsman-sports director at AM-FM operation, metropolitan Chicago. Strong on play-by-play and actualities, first phone, college graduate—AB R-TV, Speech & Theatre. Box E-33, BROADCASTING.

Top notch sports play-by-play man ready to relocate. 1st class ticket, enthusiastic, dependable, experienced and excellent references, tape and resume upon request. Box E-35, BROADCASTING.

J-School grad. Nine years broadcast experience. First class license, excellent references. Seeking a position with a station that is serious about its news responsibility in serving the public. Box E-54, BROADCASTING.

Do you want a young major league sportscaster at minor league salary? Have 2 1/2 years experience in major market, 50kw station. Considered best sports station in South. Want to grow with your station. Box E-76, 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 E-81, BROADCASTING.

Proven creative, award winning news and talk show broadcaster, writer, reporter available immediately as news director or major market newsman. Extensive radio, newspaper, general writing experience. Some TV. Box E-87, BROADCASTING.

Experienced sports director all play-by-play, news, disc jockey seeks Florida station. Call 305-279-6768.

McLendon trained, 15 year broadcasting pro, seeks news director operations manager position in major medium market. Will also consider telephone talk show. FCC first phone. Area unimportant, operation is. Charles Beach, 7271 Ferguson, Apt. 1086, Dallas, Texas 1-214-321-0001.

AA and AS broadcasting, 3rd phone endorsed, interned radio, TV. News writing and air voice experience. Will furnish ability references. Jeffrey Knight, 305-624-9775.

Experienced reporter and writer. Hard working, aggressive, creative, young newsman who is serious about news wants position in any size market. Journalism graduate, Univ. of Texas. Bruce Goldfaden, 4520 Bennett #105, Austin, Texas 512-453-0049.

Situations Wanted Programming, Production, Others

Communications major (junior) wants summer work typing, copy, light bookkeeping. Creative. Write Box E-17, BROADCASTING. Call 713-749-4280.

Score! Experienced sports expert looking for fulltime sports with heavy play-by-play, 33, college, family. Have done pro baseball, college, high school football, basketball. Box E-18, BROADCASTING.

Ten enthusiasm filled years. All phases. Programmer, promoter. Personable, positive! I know that more sense makes more dollars. Will happily coordinate your MOR accordingly. Box E-40, BROADCASTING.

11 years experience, 4 operations manager, 4 PD. I motivate, I create, I get results. Box E-41, BROADCASTING.

Successful program director in suburban East Coast top ten market. Young, married, first phone, experienced. Seeks similar position in Contemporary or Contemporary/MOR. Prefer Southern states. Box E-44, BROADCASTING.

My ideas, research, ability, knowledge and motivational ability can make us both money. Box E-56, BROADCASTING.

Situations Wanted Programing, Production, Others Continued

Have increased ratings and billing by putting excitement back into radio. Honest hard worker. Good references. Let's talk about your market. Box E-57, BROADCASTING.

Major market Rock pro ready to accept challenging pd or group pd position. 10 Years experience including pd, sales, TV. Last 4 years as jock in top 10 market. Presently #1 in drive slot on 50,000 watt giant. Box E-80, BROADCASTING.

I would like to sell my 30 years experience in radio to an operator who needs an operations manager to direct his program department or entire station. Presently in small market. Have worked medium and major. Box E-88, BROADCASTING.

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.

Former Billboard award winner, seeking medium, large market. 4 years, good production, voices. Jerry Schwemmer, 2226 Bluff, Wichita, Kansas. 316-686-6186.

Hard working, aggressive, young man to learn ropes of broadcasting. Wish to move out of print media. BS degree. Good thinker, creative. Ready to be groomed to your needs. Will relocate. Richard Schulze, 3019 N. 79th Ave., Elmwood Park, Ill. 60635. 312-453-0160.

Top 40 or CW. 7 years experience. Presently station manager, program director. Top 40 FM. Mark Ackerman, 1951 Annalane Dr., Streetsboro, Ohio 44240.

You own or manage an above-average radio facility, or maybe several, in the top 100 markets. You're a pro who loves the business. You like professional people around you. You know and appreciate a good air talent when you hear one, or, a good newsmen. A great sounding Top-40 station excites you. You have a top-notch professional sales team. You know that you need that same level of professionalism in the programming department. You're willing to pay for the right man because you know the value of a good program director. You need a real leader. A young, aggressive guy who's a proven solid pro. Someone who can handle other creative people and bring the station's programming department to its highest professional potential. A doer who really knows about things like: Programming, Promotion, Production, Formats, Talent, Music and Systems that work. If I'm hitting home—we should talk. My 8-year background as a drive-time jock and music director, is in the top 10 markets—at the top stations. Now, I'm ready to program. If you can fly me in, talk about a solid future with a growing, progressive company at a starting salary of twenty-thousand plus, then you should be on the phone. (26, married, currently employed, best references). Tom Dooley, Philadelphia 215-449-7299.

Experienced pro. Five years with one of the nation's largest chains. BA in broadcasting, 3rd ticket with endorsement. Experience as Music Director, Production Director, on-air personality. Top references. If you are a stable MOR looking for a pro in programming and production, I'm your man. Available now, will relocate. Dan Stephens, 1120 Ashburton Dr., Dayton, Ohio 45459. 513-434-9766.

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.

Production company looking for top salesman to sell programming. Excellent opportunity for highly motivated person. Send resume to Box E-60, BROADCASTING, 1735 DeSales St., NW., Washington, D.C.

Experienced salesman. Preferably TVB trained. Interested in progressing to management with an aggressive Southwest station that is flagship of growing group of stations. Great location to raise a family and for outdoor recreation. Send resume and salary history to Box E-91, BROADCASTING. An Equal Opportunity Employer.

Help Wanted Technical

Two well qualified engineer trainees for Texas station. Box D-263, BROADCASTING.

Engineering Opportunity. One of the leading public television & radio production centers offers a challenging audio engineering career opening. Candidates must be technically qualified and fully capable of quality production and state-of-the-art techniques. Send resume to: Bonnie Wells, WGBH-TV, 125 Western Ave., Boston, Mass. 02134.

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. Sirength needed in video shading for production. Call Don Ford 918-743-3823 Tulsa, Okla.

Assistant engineer wanted for small VHF in the Virgin Islands. Full color with ABC affiliation. Knowledge of transmitter a must. Knowledge of color cameras and IVC VTR's helpful. \$800 per month. Reply to General Mgr., Box Y, Christiansted, St. Croix, USVI 00820.

Help Wanted News

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.

News Director. Hard working. Good references. Excellent opportunity. Major market, top 25. Box E-38, BROADCASTING.

On air journalist for film documentary, news feature production. Capable producing and hosting studio VTR programs. TV information unit, Mid-Atlantic university, BA required. EOE. Resume to Box E-77, BROADCASTING.

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.

Midwestern network affiliate seeking experienced TV meteorologist, two daily weathercasts. Must be effective personality in addition to being knowledgeable in meteorology. Will work in well equipped weather station. Telephone 812-232-9504.

Photographer. Opportunity for TV news photographer with major market station. Minimum of one year photographic work experience required. We are looking for a dedicated rising professional. Send resume to William Tucker, News Director, 3415 University Ave., St. Paul, Minn. 55114.

Help Wanted Programing, Production, Others

Executive Producer, top 10 market. Responsible for P/D staff, content and style of all local P.A., entertainment and other programs. A challenging position with future for the right person with proven abilities and production and content background. EOE. Box D-172, BROADCASTING.

Mid 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.

Producer-Director with several years experience needed to join creative, fast-moving production team. Heavy programming and commercial tape work. Major Midwest V. Resume to Box D-296, BROADCASTING.

Promotion manager for major group station in West Coast's most exciting city. Need creative man or woman, familiar with production techniques, programming and media placement for responsible position with real future. An Equal Opportunity Employer. Resume soonest to Box E-19, BROADCASTING.

Producer/Director/Writer to take charge of a successful weekly local drama program in top twenty-five market. Box E-21, BROADCASTING.

Producer-Copywriter for promotion department at top 5 market network affiliate. Must be creative, have knowledge of video tape-film production. Must also be a self starter and well organized. Next step up is promotion manager. Box E-65, BROADCASTING.

Situations Wanted Management

Experienced, selling general manager available for medium sized market. Successful record, bottom lined orientated, TVB trained. Box E-46, BROADCASTING.

Production Manager, degree. Experienced in video-tape, film, and supervision of live production. Award winning. Strong sales, client, agency relationships. Box E-75, BROADCASTING.

Situations Wanted Sales

Sales AE wants TVI With marketing degree, ambition, good references, solid experience. Heavy TV production background, traveling sales, corporate/agency advertising. Married, over 30, Army vet. Will relocate. Box E-72, BROADCASTING.

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.

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.

Enthusiasm, energy, single, real, 27, first phone. BA Drama, good voice, 2 years AFTR. FEN was switcher/production, reaching out for same in Northwest, but . . . Box E-71, BROADCASTING.

Engineer; 1st license. Experienced with AM-FM, some TV. Desires position as staff or transmitter engineer. Southeast preferred. Box E-83, 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.

Situations Wanted News

Top notch reporter/photographer seeks fresh beginning at East Coast TV news station. BA journalism. Video-tape/film reporting experience. Box E-14, BROADCASTING.

Tokenism is in—get your token red-head. Beautiful smile plus reporting/writing ability. Major. Box E-15, BROADCASTING.

Short one reporter? TV journalist seeks general assignments reporting job. Have two years television news experience, desire small to medium market in competitive atmosphere. Box E-26, BROADCASTING.

Want work in TV news reporting. Young, ambitious, hard working, eager. College grad. Have experience. Prefer West. Box E-29, BROADCASTING.

Situations Wanted News Continued

Youthful, mature, news, anchor, weatherman, announcer, talk host. Simple straight forward skills. Totally reliable. Let's get started. Box E-58, BROADCASTING.

Newspaperman with radio/TV news experience seeks radio/TV news reporter/writer position. Box E-63, BROADCASTING.

Situations Wanted Programing, Production, Others

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.

Executive Producer/Asst. PD. Third man in top market looking for number two position. Write Box E-22, BROADCASTING.

Production Manager. Extensive production/administration experience in commercial/public television. Now free lancing but will relocate for right opportunity. Box E-23, BROADCASTING.

Program Research/Design—young MA experienced in design and production of film and multimedia shows; also psych and communications research background. Philip Taplin, Univ. of Minn., School of Journalism, Murphy Hall, Mpls., Minn. 55455.

14 years experience, production/engineering: Network, local, ITV, CCTV, MA Television Production. Desire teaching position with university or college or Producer/Director in top 50 market. Tom Koehring, 1956 Middlebrook Rd., Torrance, Calif. 90501. 213-325-7510, after 5 P.M.

Producer-Director/or Asst. Three years experience with network affil news and commercials. Artistic background, TV promotion and sales experience. Ambitious, professional, personable. Excellent references. Call 203-688-3886 after 5.

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.

Talented young man seeks work anywhere in programming or production. MA degree. 419-228-0567. Box E-48, BROADCASTING.

WANTED TO BUY EQUIPMENT

Spotmaster and Tape-caster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

Magnecorder PT6AH spare parts. Leeds Mitchell, WERS, 130 Beacon, Boston, Mass.

Want to buy a used 250, 500 or 1 KW transmitter for stand-by. Any make or model considered. 314-586-8577 for Mr. Cole.

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.

Color camera sale, RCA TK-42 chains \$9,900 each, RCA TK-43 chains \$12,500 each. All excellent condition. 1-205-591-4800.

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" machines: 280 SP-14 mono recorders \$1,590; 270 playbacks \$1,170. MaCarta cartridge tape machines: 590-D mono record centers \$630; 510-R mono \$510; 592-R stereo record centers \$810; playbacks \$595. Schafer 300 series solid automation control units: 24 event \$1,975; 114 event \$2,880. Some for specifics call or write Castilian Drive, Goleta, Calif. 68-0755.

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 Feeney, WFNY, 5720 Taylor Ave., Racine, Wisc. 53403. 414-554-8626. For sale 5000 78 RPM records, KGV L, Greenville, Texas 75401.

For sale 5000 78 RPM records. KGV L, Greenville, Texas 75401.

Stereo console. 6 channel Collins 21251, good condition. \$1,200. WFMK, Box 991, E. Lansing, Mich. 48823.

Quality Audio Consoles are our specialty. Modern styling with slide potentiometers and "soft" audio switching. We manufacture 8 standard consoles at very competitive prices. However we'll manufacture a custom system to your specifications if you prefer. Also plug-in audio modules including distribution amplifiers, preamplifiers, monitor amplifiers, etc. Write or phone for pricing and specifications. Systems Engineering Company, P.O. Box 49224, Atlanta, Ga. 30329. 404-482-2446.

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Applicants wanted (DJ's, sales, news, encls., etc.) for occasional openings in small to medium markets, especially from nearby states. Don't call, send typed resume, tapes and requirements. New Mexico Broadcasters Association, 709 Fruit Ave., NW, Albuquerque, N. Mex. 87106

Help Wanted Management

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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 enthruse 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.

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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.



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TAPETRONICS
CORPORATION

2425 South Main Street
Bloomington, Illinois 61701
Telephone: 309-828-1381

Help Wanted Sales Continued

Leading radio syndicated programming company is looking for an aggressive individual to represent us in the Southeast. Candidates must have: strong radio sales and/or station management experience and/or solid programming background with sales aptitude. Excellent starting salary plus commission, all expenses and more importantly the finest programming products in the nation. Send resume and photo to **Box E-47, c/o Broadcasting, 1735 DeSales St., N.W., Washington, D.C. 20036.**

Help Wanted Announcer

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East Coast major market news and information station needs light, learned and listenable open-form host/hostess with head and voice to handle issue-oriented two-way talk. Must be experienced and personable with ability to entertain as well as inform.

Golden opportunity with prestige employer. Rush detailed resume and tape.

An Equal Opportunity Employer.

Box D-243, Broadcasting

Help Wanted Technical

Meticulous audio engineer for critical studio maintenance and production. Contact Drake-Chenault Enterprises, Los Angeles.

213-883-7400

Help Wanted News

WMEX BOSTON NEEDS A

NEWS DIRECTOR

Send tapes & resumes to:

Attn. Gen. Mgr. WMEX,

111 Broadway, Boston, Mass. 02116

No materials returned.

No collect calls, please.

Equal Opportunity Employer

Situations Wanted, Management

Internationally known radio executive seeks new management position. Twenty years experience in management, sales, programming and news. Radio and TV. Last ten years in top West Coast market. Will relocate.

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TELEVISION

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Expanding communications company with television, radio, cable TV, and newspaper holdings. Our need is a dynamic executive with a strong record of achievement who can initiate and complete a 250 million dollar acquisition program. Salary up to \$100,000 per year, plus executive package and stock participation. Send resume to Chairman of the Board, Box E-89, BROADCASTING. Inquiries will be treated with the strictest of confidence.

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Southern NFL franchise also TV sports shows. Rush play-by-play audio tape, TV sports show videotape and resume.

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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.

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FIELD SERVICE ENGINEERS

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AmpeX has an immediate opening for a qualified field service engineer to work in the Northeastern region of the United States.

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Michigan Bell Management Employment
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Detroit, Michigan 48226

Situations Wanted Management

College graduate with 4 years plus commercial experience in both radio & TV, seeks management trainee position with major station or chain. Have enthusiasm and proven ability. Want position with growth potential. Would be a real asset for right station.

Box E-9, BROADCASTING

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Box D-247, BROADCASTING

**OHIO STATE FOOTBALL
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The Ohio State University Athletic Department is soliciting bids for the exclusive radio broadcasting rights to the Ohio State University Football Games for the 1973, 1974 and 1975 seasons. Bid Specifications may be obtained from the Ohio State University Purchasing Department, 1900 Cannon Drive (Lincoln Tower), Columbus, Ohio 43210; (614) 292-7393, Bid Inquiry

Miscellaneous Continued

Wanted \$300,000 for joint venture. Controlling stockholder of public company with TV broadcast license in Northeast needs \$300,000 additional capital to finish project. Individual or company.

Contact Mr. Daniels 617-275-9523

Wanted to Buy Stations

Young man with broadcasting background has capital. Wants to invest in or purchase Wisconsin station.

Box E-43, BROADCASTING

Professional broadcaster with \$50,000 to invest wants ownership or Management/equity situation.

**Box E-79
BROADCASTING**

FOR SALE Stations

FOR SALE

Daytime AM-Fulltime FM station in medium market Penna. No brokers.

Box D-258, BROADCASTING

**FOR SALE Stations
Continued**

Major, Midwest market, Class B FM with daytime AM. Presently breaking even. "Under-radioed" market with obvious format opening. Asking \$675,000 cash. No brokers, please.

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Cash price for both \$450,000.

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SE	Metro	Daytime	\$750M	Terms	SE	Metro	Daytime	\$400M	29%
E	Metro	Daytime	\$280M	29%	W	Metro	FM	\$200M	Cash
SE	Metro	Daytime	\$395M	29%	SE	Major	Fulltime	\$2MM	Nego.



Atlanta—Chicago—Detroit—New York
Please Write: 5 Dunwoody Park, Atlanta, Georgia 30341

Profile

From beer sales to TV in the beer city: WTMJ's Mike McCormick

It's difficult to avoid saying it—beer and broadcasting have been the key ingredients in Mike McCormick's business life. And call it serendipity, but in December 1971, he was appointed manager of radio and television for WTMJ Inc. in Milwaukee.

"I like Milwaukee for more reasons than its fine beer," Mr. McCormick said with a grin. "I happen to be a beer drinker, but I also think that Milwaukee is one of the few large cities left in the country that is habitable. It has retained its old-world charm, and has not had any appreciable downtown deterioration."

Mr. McCormick is no stranger to urban life patterns. Since he began work in sales for a brewery in 1948, he has lived in or near Louisville, St. Louis and New York as well as Milwaukee. And in the various top broadcast posts he has held in these cities, he had one common goal in each of these disparate communities: an expansion and improvement in news programming.

"There's nothing more important to a local TV station than news," Mr. McCormick said. "I'd say that most stations are judged by the public and by the advertising community by the amount and quality of the news they present."

Mr. McCormick is a strapping six feet three. And prematurely white hair adds a touch of distinction. He projects the image of the serious, hard-working executive with complete dedication to his job. But former colleagues say he has a lively sense of humor that surfaces particularly during tense situations.

He is direct and forthright in manner and gives the impression he is not a "yes man." He maintains that a general manager of a station should run the operation without second-guessing from corporate management. By the same token, he is a steadfast believer in delegating responsibility to his subordinate executives.

"Though I spent a good deal of time in sales," he remarked, "once I became a general manager, I promised myself I would stay out of sales and let my sales manager run that area. Of course, I offer suggestions to all department heads and lay down general policy, but after that, they're on their own."

Mr. McCormick was born and raised in Jeffersonville, Ind., across the river from Louisville. His early ambition was to work in an advertising agency.

"When I was 19 and decided to look around for a job, I soon found out there weren't too many opportunities with agencies in Louisville," he recalled. Instead, Mr. McCormick accepted a sales trainee post with the Frank Fehr Brewing Co. in Louisville. He moved steadily up



Michael McCormick, VP and general manager, WTMJ Inc., Milwaukee (WTMJ-AM-FM-TV and Teletron, cable TV subsidiary); b. Jeffersonville, Ind., Sept. 12, 1929; attended University of Indiana at Jeffersonville, 1948-50; sales trainee, Frank Fehr Brewing Co., Louisville, 1948-53; account executive, Fehr Brewing, 1953-55 and assistant to city sales manager, 1955-56; local-regional account executive, WHAS-TV Louisville, Ky., 1956-59; assistant to director of sales, WHAS-TV, 1959-62; general sales manager, KPLR-TV St. Louis, 1962-66; VP, general manager, KPLR-TV, 1966-70; general manager, WOR-TV New York, 1970-71; manager, radio and television, WTMJ Inc., Dec. 1971-March 1972; VP and general manager, WTMJ Inc., March 1972 to present; m. Ann Koch of Jeffersonville, Ind., 1950; children: Timothy, 21; Michele, 20; Maureen, 17; John, 11; Kelly, 7.

the ranks there and by 1956 he was assistant to the city sales manager and a member of the brewer's advertising committee.

He confesses he enjoyed the brewery business but at the suggestion of a friend, he decided to test the fast-growing field of television. He landed a job as a local and regional account executive with WHAS-TV Louisville, a CBS affiliate, in 1956.

"I didn't find the transition from beer to broadcasting difficult to make," he remarked. "I had some familiarity with advertising since I was on Fehr's advertising committee. And I think of the brewery and broadcasting as people's businesses, and I've always enjoyed working with people."

He refined his skills as a time salesman in six years at WHAS-TV, moving up to assistant to the director of sales in 1959. By 1962 he was ready to assume heavier responsibilities. He accepted the job of general sales manager of KPLR-TV St. Louis, an independent station in competition with a network-owned-and-operated outlet and two newspaper-owned facilities with network affiliation.

"I was general sales manager for four years," he said, "and by the end of this period the yearly revenue was increased by 100%. After my first year, the station generated a profit for the first time in its history and it has never returned to a negative cash position."

This sales achievement led to his promotion to vice president and general manager of KPLR-TV in 1966. Under his stewardship the station attained substantial gains in both national and local advertising.

"But what I am most proud of," he interjected, "is that as general manager, I launched a prime-time TV news program with a full-time news department. Through continued program development, KPLR-TV showed a 30% increase in overall audience from 1966 to 1970."

In the spring of 1970, an executive search firm in New York asked him if he would consider accepting the post of general manager of WOR-TV New York. He recalls that initially he had mixed emotions, but after discussions with officials at RKO General, he was stimulated by the challenge of running WOR-TV, an independent station.

Under his aegis, according to Mr. McCormick, WOR-TV total revenue in 1970 climbed by more than 12% over 1969; a full-time news department was created; a prime-time news program resulted, and "a record year was developed in terms of volume and station share of revenue." Yet, slightly more than a year after joining WOR-TV, Mr. McCormick resigned.

Pressed for an explanation, he said reluctantly that "I had a difference of opinion with RKO General executives as to how WOR-TV was to be run." He added that his WOR-TV interlude was "sometimes frustrating, but I wouldn't have missed the experience for the world."

Mr. McCormick was "on the beach" for some months after leaving WOR-TV. But in December of 1971, he bounced back, landing as manager of radio and television of WTMJ Inc. and advancing to his present post of vice president and general manager of WTMJ Inc. three months later.

In his first full year at WTMJ, both the radio and TV operations showed comfortable gains in revenue over 1971, he reported. He has concentrated on improvements in the news and programming aspects of both the TV and radio stations but stressed that the outlets were performing commendably even before he arrived on the scene.

Mr. McCormick said he has "no real hobbies." He has an interest in politics as an observer and not as a participant.

"I guess I'm not a very colorful figure," he said matter-of-factly. "I'm completely devoted to my job and my family. Ar with five children, I always seem to be busy at one thing or another."

Editorials

Day to remember

The conclusion to be reached from a reading of this issue's news story on the subject is that there is no way to know whether last week's Watergate-associated events will lead to an easing of tensions between the news media and the Nixon administration. It was a new Nixon who called on the working journalists in the White House press room last Monday night to solicit their understanding. If the new Nixon lasts, the tone of White House press relations could be significantly changed.

In his speech last Monday Mr. Nixon acknowledged that a "vigorous free press" was a key element in the "system that has brought the facts to light and that will bring those guilty to justice." That was a manful acknowledgment from a Nixon who has often felt himself abused and whose aides have seen hostile newsmen under every White House bed.

Perhaps there is something to be read into the contrast between the President's recognition of the essential role that journalism plays in American society and the parting statements of H. R. Haldeman and John Ehrlichman who to the end were complaining of news coverage, as though Watergate were a fiction invented by the media. Some of the antimedia vindictiveness may leave the White House with the Haldemans and Ehrlichmans. Ronald L. Ziegler, the President's press secretary who is presumably staying on, was moved last Tuesday to apologize for repeatedly berating *The Washington Post's* disclosures until the Watergate case fell open on his boss's desk. To be sure, the apology was issued grudgingly on a reporter's elicitation, but it was something of a turning point for Mr. Ziegler to concede that there may be a place for journalistic enterprise.

Whatever the ultimate effects on this administration's attitudes, last week's concessions to the value of unrestricted journalism ought somehow to be marked. Perhaps an annual commemoration would be appropriate.

On the first of May the Communist world celebrates the Russian revolution. The United States has recently introduced Law Day to celebrate western principles of individual liberties. Why not a Freedom of the Media Day to celebrate the First Amendment and renew the nation's dedication to it? Watergate is just the latest in a long history of journalistic services, but it is as good a reason as any to remember the essentiality of an uncowed print and broadcast press.

A little bit commercial

A pair of seemingly unrelated events catch the eye. In New York, the Exxon Corp. makes a million-dollar grant to WNET-TV for the production of a drama series to be shown on that and other noncommercial TV stations. In Washington, the FCC lets fly at a noncommercial Baltimore FM station for carrying old-time radio commercials as part of an ongoing nostalgia-programming kick (BROADCASTING, April 30).

The events not only catch the eye; they raise the eyebrow. Together they give us the contradiction that noncommercial broadcasting may be used to serve the purposes of a current advertising campaign but not to touch expired campaigns, presented solely as entertainment, for products that may in the long gone from the market.

Standard procedure, of course, for noncommercial stations' solicitors and those they successfully solicit to create grants for programming do not buy advertising credit lines fore and aft ain't countercommercial soliciting underwriting leave no doubt that

a great deal of promotional advantage accrues to the donors.

Right now Exxon is conducting an advertising campaign to establish its new name. The repeated display of "Exxon" in the 'noncommercial' system fits right into that campaign.

The FCC ought to take a look at its original rules on non-commercial broadcasting and bring itself into line with reality. If old commercials presented exclusively for entertainment purposes are illegal, what place can there possibly be for those presented, under whatever name, to advance current business objectives?

Like everybody else

FCC Chairman Dean Burch has been trying to get a compromise between cable television and copyright owners on legislation to establish copyright liability for cable. The chairman's interest is understandable. It was on the promise of a compromise on copyright that broadcasters, cable interests and copyright owners held still for the FCC rules that were to liberate cable for development in major markets.

So far the cables are ahead in this game, though perhaps not permanently. They got all the FCC regulation they could reasonably want and none of the copyright liability they hated. If anybody lost, it was the broadcasters, who wanted more protection in FCC rules against cable competition, and the copyright owners, who are still without a clear-cut claim to cable payments for use of their properties. The latter condition may radically change if an appellate-court decision of last March, holding cables liable for copyright payments on distant signals they import (BROADCASTING, March 12), is sustained.

The compromise Mr. Burch seeks would be on legislation to establish ceilings on copyright payments for cable systems. The disagreement is really over the size of the payments and methods of arbitration to be used, not over the principle of giving cable exclusive protection enjoyed by no other major user of copyrighted works—a ceiling on royalties.

More and more we wonder whether there is any need for legislation. The clock is running on that appellate-court decision, which, if implemented, could become the charter for a free market between program sources and CATV.

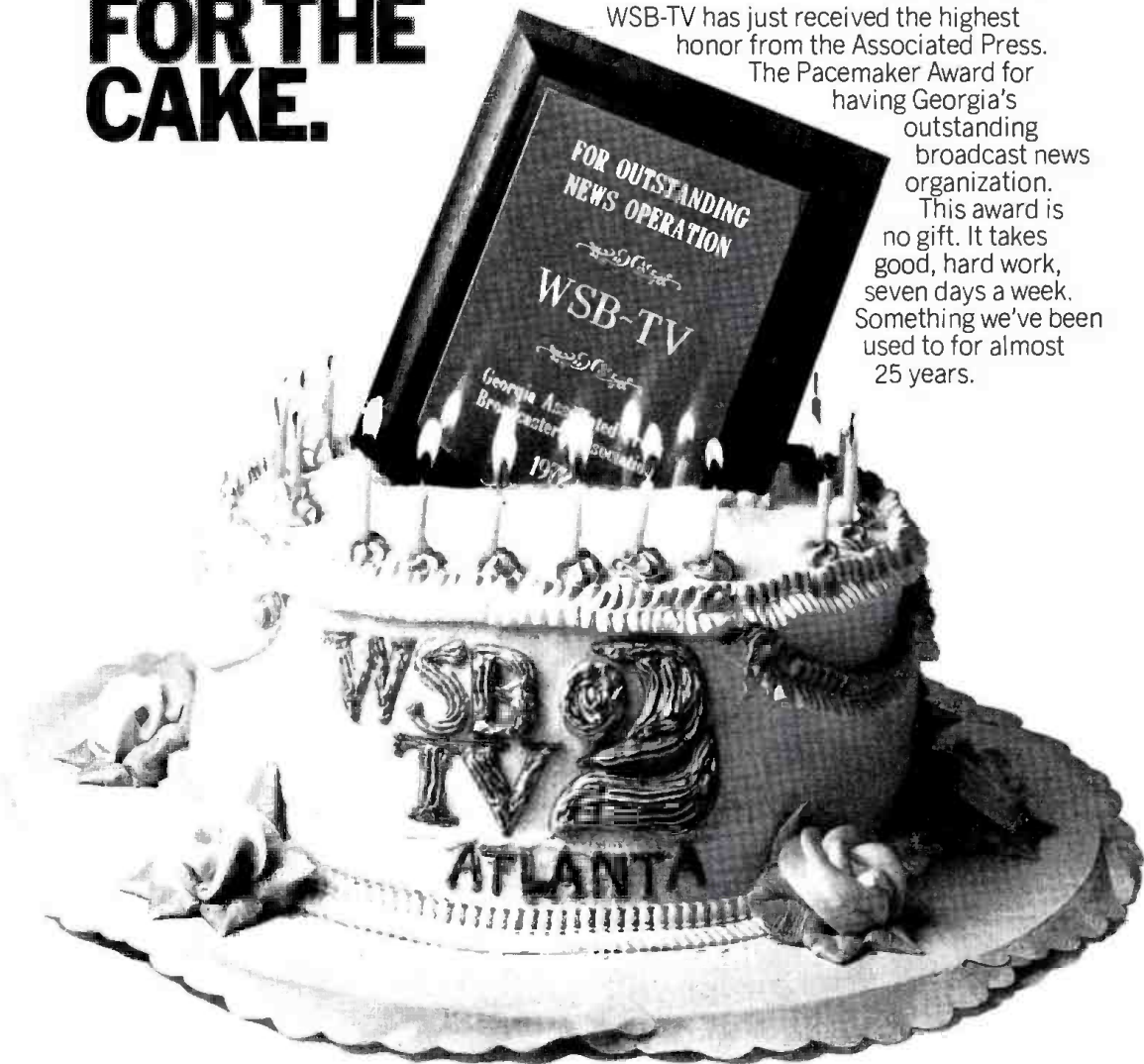


Drawn for BROADCASTING by Jack Schmidt

"Our courts certainly need an overhauling! That soap opera trial's been going on for months!"

WHILE WE WERE BUSY PLANNING OUR 25TH BIRTHDAY CELEBRATION THE ASSOCIATED PRESS DELIVERED SOME ICING FOR THE CAKE.

WSB-TV has just received the highest honor from the Associated Press. The Pacemaker Award for having Georgia's outstanding broadcast news organization. This award is no gift. It takes good, hard work, seven days a week. Something we've been used to for almost 25 years.

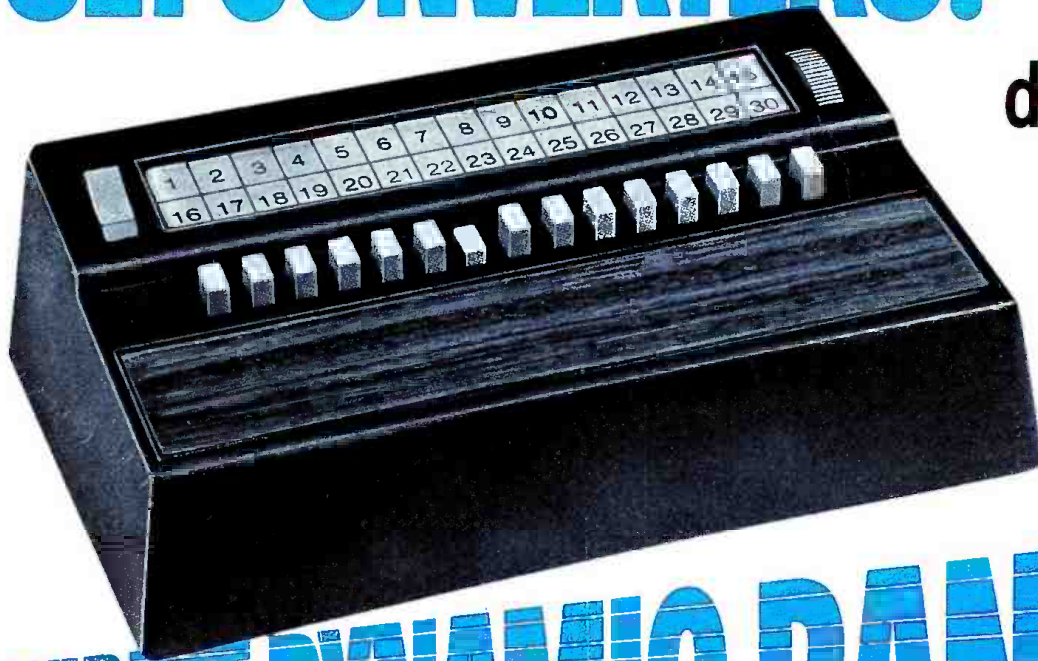


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