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View from the top: smooth going for CBS, affiliates

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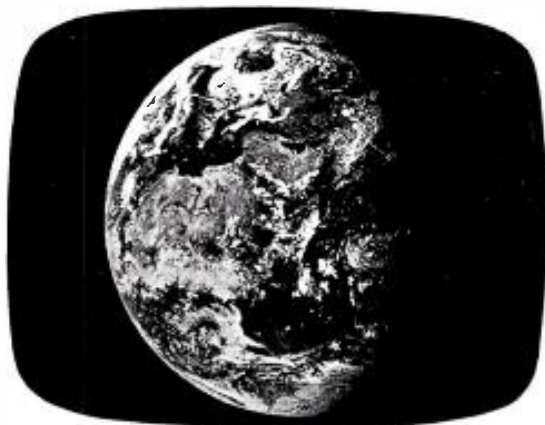
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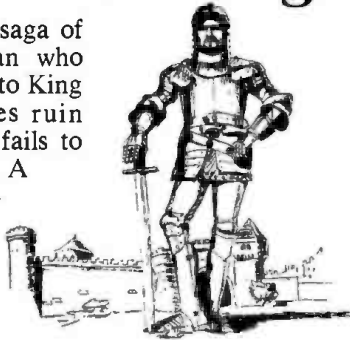
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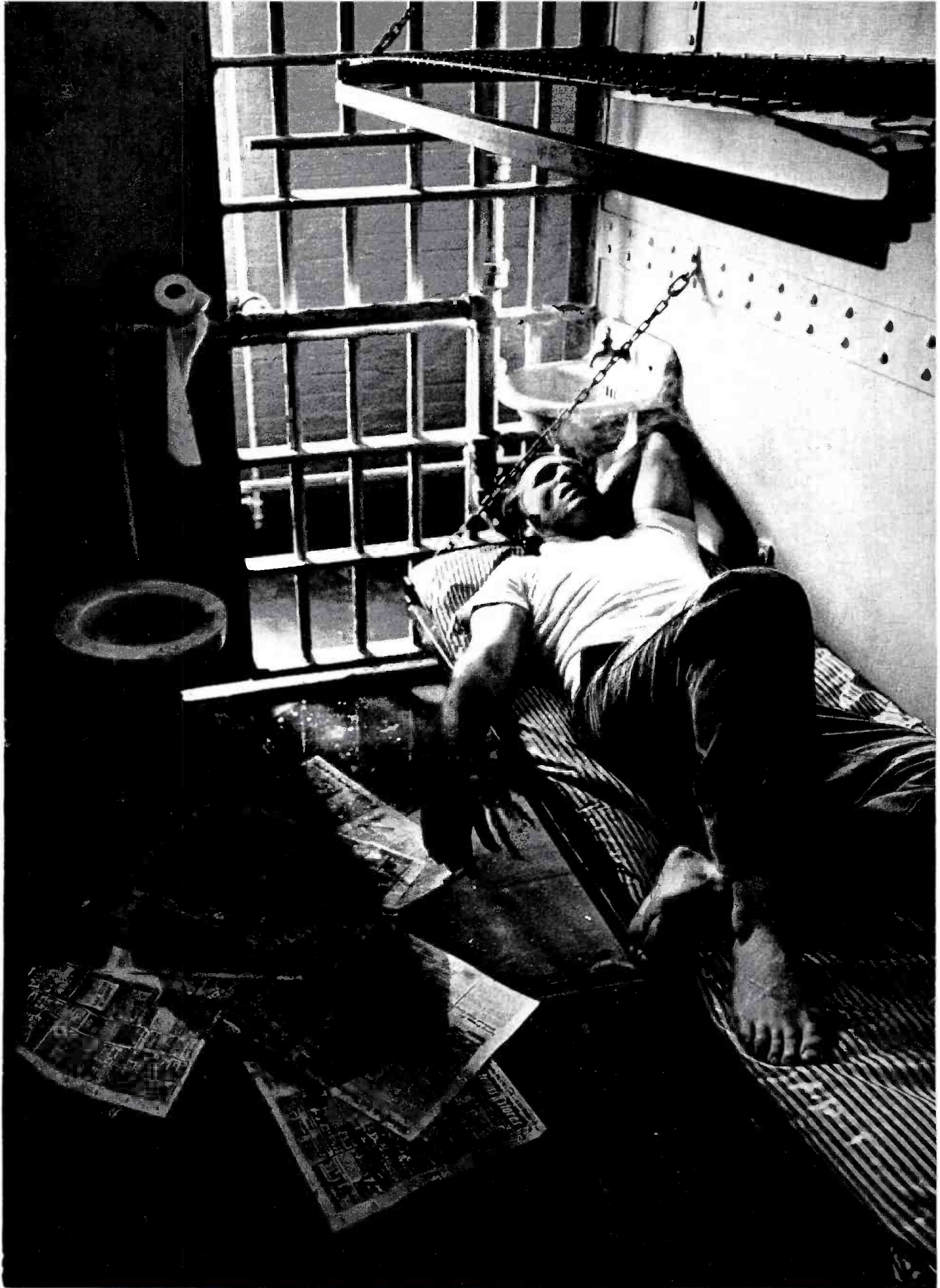
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WHAT'S HAPPENING IN OUR JAILS IS CRIMINAL.

Storer stations are concerned and are doing something about it.

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Storer television and radio stations feel if we are to fight our rising crime rate, we must

rehabilitate prisoners so they can lead useful lives. To this end, Storer stations devote an important part of their programming to fighting conditions in our jails.

In recent editorials, for example, WAGA-TV in Atlanta pointed out that 60% of those sent to Georgia prisons were young men under 25. That rehabilitation had to be the answer or send lives and tax dollars down the drain.

And when the State Department of Health's survey team reported on the condition of Georgia's jails, WAGA-TV publicized the report. They sent a camera crew to tour some of the jails, then televised a series that vividly portrayed their deplorable state. One immediate result was the proposed setting of minimum standards for Georgia jails (something they never had before) and mandatory training

for corrections officers.

WAGA-TV is no exception among Storer stations. Similar editorials and programs have been broadcast by Storer stations in Detroit, Milwaukee, Toledo and other cities.

It's one more way Storer stations get involved in the vital affairs of the communities they serve.

The benefits go to all. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

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No and yes

FCC is taking equivocal stand on legislation banning broadcast advertising of little cigars (H.R. 7482). Commission, in letter to Representative Harley O. Staggers (D-W.Va.), chairman of House Commerce Committee, recalls that it felt similar legislation banning cigarette advertising was discriminatory and should have been applied across board to all media. But commission also says it will support legislation if Congress can make same health-hazard findings in little cigars as it did in cigarettes.

Klein heads west

Barring unexpected, Herbert G. Klein will leave his post as director of communications at White House to join executive echelon of Metromedia on July 1. With headquarters in Los Angeles, Mr. Klein will report to John Kluge, Metromedia chairman-president. Before he joined President Nixon Mr. Klein was editor of Copley's *San Diego Union*.

Hooks goes for standards

After nearly year on FCC, Commissioner Ben Hooks is about to cast his lot in favor of fixed percentages of programming service as basic guidelines for license renewals. Mr. Hooks, who assumed office July 5, 1972, appears to have no quarrel with present multiple ownerships and crossownerships but is disposed toward adoption of criteria to supply community needs, following controversial formula espoused by Commissioner Nicholas Johnson and attorney Henry Geller, both on way out.

That's 'Life'

Broadcast analysts have discovered significant omission in Magazine Advertising Bureau's recent claim that magazine billings in first quarter of 1973 represented big gain over those of same quarter of year before. MAB said volume was up by 6% to \$272 million. What MAB didn't say was that *Life's* billings were eliminated from calculations for first quarter, 1972, when that magazine was still alive. Put *Life* back into comparative tabulation, and that \$272 million in first quarter, 1973, represents decline of 1% from same period last year.

Consenting adults

FCC, breaking precedent, will make public much of that tape that commissioners heard before imposing \$2,000 fine on Sonderling Broadcasting's WGLD-FM Oak Park, Ill., for obscene broadcasts. Tape runs about 25 minutes and contains excerpts from number of topless-radio shows from other stations as well as comments by FCC staff. In version to be re-

leased, call letters of other stations and staff comments will be excised. It has been against commission policy to release investigatory material.

Action was taken in response to request from New York journalism review, *More*, which had threatened to sue under Freedom of Information Act. Vote was 4-to-3, with Robert E. Lee, Nicholas Johnson, H. Rex Lee and Benjamin Hooks for disclosure and Dean Burch, backed by Richard E. Wiley and Charlotte Reid, adamantly against.

Humming wires

Competitive battle is shaping up between Television News Inc., which began electronic news feed to some 30 stations last week, and UPITN, which this week is expected to announce start of its electronic feed June 4 and appointment of Ed Turner, now VP in charge of news of Metromedia television stations, to high operational post. UPITN is owned half and half by United Press International and International Television News Ltd., London, which supplies news to Britain's commercial stations. TVN, with John Gilbert as president and financed by Coors beer, is offering two-week sampling of its service (BROADCASTING, May 14).

Back again

J. Leonard Reinsch, president of Cox Broadcasting Corp., soon will receive another presidential appointment as member of United States Advisory Commission on Information on which he served as chairman in recent Democratic administrations. Dr. Frank Stanton, who vacated chairmanship upon retirement from CBS last March 31, subsequently was appointed chairman of American National Red Cross. He is being succeeded as commission chairman by incumbent member, Hobart Lewis, *Reader's Digest*. Mr. Reinsch will fill Stanton vacancy by appointment of President Nixon.

Heavier artillery

Radio Advertising Bureau is planning expansion of both national-spot and local sales efforts. In spot, key goals are not only to make spot easier to buy but also to heighten agency media departments' understanding of radio and its uses. RAB also is scouting for top-notch media man or woman—someone at, say, level of associate media director of agency—to add to RAB staff, informing agency media departments on changes in radio uses and serving as liaison with station reps.

Changes also are planned for RAB's local efforts. For first time audio cassettes will be used to distribute "sales meetings of the month" to RAB member stations—one created for stations in big markets, another for smalls—to give ideas on how to crack new local accounts.

Master switch

Who gets to control public-broadcasting interconnection if Public Broadcasting Service and Corporation for Public Broadcasting don't come to some agreement (see "At Deadline" and page 36)? PBS officials maintain that they will remain in charge. They argue that they control now and that in "interest of public" will continue to do so. They assume that CPB, also in belief that "public should continue to be served," would let PBS handle controls until current impasse is solved. PBS is still optimistic that conflict with CPB will be overcome.

Quantum leap

Slated for FCC consideration this week is promotion of veteran engineer, C. Phyll Horne, to deputy chief engineer on recommendation of Chief Engineer Raymond E. Spence. Mr. Horne, 12 years with FCC, would enjoy roughly \$10,000 increase in salary to \$36,000.

Solid state

James H. Quello, veteran Michigan broadcaster who has retired as manager of WJR-AM-TV Detroit, still has endorsement of Michigan Broadcasters Association for upcoming FCC vacancy. At MBA's annual Washington banquet last Wednesday, attended by both GOP and Democratic members of House and Senate, continued support was pledged Democrat Quello as successor to Commissioner Nicholas Johnson whose term would end June 30 if successor wins affirmation by then.

Regrets

Administration is playing no favorites in telecommunications. President Nixon didn't appear at National Association of Broadcasters' convention in Washington last March. Last week it was decided he won't appear at annual convention of National Cable Television Association in Anaheim, Calif., June 17-20. Likelihood is that greetings will be read for opening Anaheim business session, following pattern at NAB's proceedings.

Round and round

Is public interest served if radio station plays one record repeatedly for 69 hours and 10 minutes? That's question FCC is preparing to ask KRBE(FM) Houston which is said to have aired three-minute record, "Rock and Roll Part II," that long to promote format change. Some commissioners, including Chairman Dean Burch and Nicholas Johnson, are said to doubt whether commission has legitimate interest in incident, and initial proposal to send letter of admonition was turned down.

First Family.



In 1962 the Clampetts struck oil in Arkansas, moved to Beverly Hills, and introduced a new kind of comedy to television.

Ten years later they left the CBS network as a television classic and an American institution.

This year, in their first syndication season, *The Beverly Hillbillies* performed as you might expect. Magnificently...

Atlanta (5:30, WTCG). *The Beverly Hillbillies* attract 32% more adults 18-49 than competing sitcom, and 45% more adults 18-49 than station's previous sitcom in same time period.

Detroit-Windsor (7:00, CKLW-TV). In a time period when number of adults using television declines, they reach 28% more adults than lead-in sitcom; 91% more than station's 6:00 sitcom.

Hartford-New Haven (5:00, WHNB-TV). They draw a 13% greater audience than lead-in sitcom; 41% greater than previous sitcom in same time period.

Indianapolis (6:00, WTTV). They lead time period in women 18-49 with 29% to 104% advantage over news competition, and show steady audience rise: 24% share in Nov., 26% in Jan.-Feb., 28% in Feb.-Mar.

Lansing (7:00, WILX-TV). They win 50% to 125% more women 18-49 than any other fringe-time program on station.

Madison (5:30, WKOW-TV). They lead time period in ADI rating, share, homes, women 18-49. And reach 114% more women 18-49 than network news lead-in.

Salt Lake City (4:00, KCPX-TV). They're first in time period with 46% of the audience, 60% more viewers than closest competition, and 34% more than station's year-ago program.

Savannah (6:30, WJCL-TV). They attract a 24% larger audience than previous sitcom in time period and 95% more viewers than network news lead-in.

Seattle-Tacoma (5:30, KTNT-TV). They reach 49% more adults than previous sitcom in time period and 190% more than lead-in sitcom.

Sioux Falls (4:30, KELO-TV). The Beverly Hillbillies wallop the competition with a 56% share and more women 18-49 than the two other stations combined. And bolster their station's position with 133% more women 18-49 than year-ago program in time period.

Aren't they the family you've always wanted to call your own?

The Beverly Hillbillies
another great sitcom from Viacom

Source

NSI, Feb.-Mar. 1973:
Atlanta
Hartford-New Haven
Lansing
Salt Lake City
Seattle-Tacoma

ARB, Feb.-Mar. 1973:
Detroit
Indianapolis
Madison
Savannah
Sioux Falls

Audience estimates for cited surveys and other months are subject to qualifications available on request.

At Deadline

List of hopefuls for Johnson post balloons to 36

Chiles offers fellow-Floridian; Citizens Communications Center makes mass entry for FCC vacancy

Biggest batch of names yet—26—have been submitted to White House for consideration for FCC vacancy to be created when Commissioner Nicholas Johnson steps down, on June 30. They join nine others already on White House desk (BROADCASTING, May 14).

Names were submitted by representatives of 12 citizen groups and public interest lawyers in letter prepared on stationery of Citizens Communications Center, of Washington. Letter was made public by center on Friday (May 18).

Earlier, announcement was received of candidacy of J. Patrick Michaels Jr., vice president of Cable Funding Corp., of New York. His name was forwarded to White House by Senator Lawton Chiles (D-Fla.). Mr. Michaels is native of Florida and was vice president for marketing and development for TM Communications of Florida for more than two years before taking present post in January 1973.

Citizen groups, in letter to President, noted that press has reported number of candidates as under consideration, and said he should "also consider persons who have established themselves as constructive forces for improvement and progress in the responsiveness of the media to the American people."

Twenty-six persons mentioned in letter—culled from original list of 70—were not contacted by groups and they did not authorize use of their names, according to letter. But list is said to be "illustrative" of availability of qualified people.

Persons named are:

Steven Barnett, professor of law, University of California at Berkeley; Jerome Barron, dean, Syracuse University Law School; Joe Bernal, member of National Urban Coalition and member of Democratic National Committee from Texas; Joan Ganz Cooney, Children's Television Workshop; Kenneth Cox, former FCC commissioner; James Day, former president, Educational Broadcast Corp.; Ronnie Eldridge, former assistant to Mayor John Lindsay of New York; Jean Fairfax, attorney, NAACP Legal Defense Fund; Fred Friendly, educator, Journalist, radio/television producer; Henry Geller, former FCC general counsel and outgoing assistant to chairman (see page 40).

Also, Carlton Goodlet, owner-publisher of California Bay Area Newspapers and chairman, National Association of Black Publishers; former U.S. Senator Albert Gore (D-Tenn.); LaDonna Harris, director, Americans for Indian Opportunity; Patricia Harris, former dean, Howard University Law School and chairwoman of credentials committee of Democratic National Convention (1972); Ilene Hernandez, former member of Equal Employment Opportunity Commission and past president of National Organization for Women; The Reverend Theodore M. Hesburgh, former head of U.S. Civil Rights Commission; Clarence Jones, attorney and publisher of *Amsterdam News* and principal in WLIB (AM) New York; Theodore Ladbetter, president, Urban Communications Group, of Washington; William Melody, professor of economics, Annenberg School of Communications, University of Pennsylvania; Grace Olivarez, professor, University of New Mexico, and

consultant to Action for Children's Television; Revis Ortique, New Orleans attorney and past president of National Bar Association; Dr. Everett Parker, director, Office of Communication, United Church of Christ; Carl Rowan, syndicated columnist; Patricia Wald, attorney and member of Sloan Commission on Cable Television; and Vincente Ximenes, former member of Equal Employment Opportunity Commission and former vice president of National Urban Coalition.

At AWRT in Miami: Goodman, Reid focus on two recurring problems

Women's fight for equality and business opportunities and broadcasters' fight to preserve journalistic freedom were major topics last week at Miami convention of American Women in Radio and Television.

NBC President Julian Goodman in Friday keynote address cited progress in corporate attitudes toward women and noted that NBC through affirmative-action program is attempting to be responsive to needs and objectives of female employees. Mr. Goodman drew parallel between obstacles women face in their attempts to realize professional goals and obstacles broadcasters face in their attempts to remain free and independent. He said news media has seen over the last five years "a clear pattern of intrusion into the editorial contents of broadcasting and a general governmental trend towards suppression of a free press."

It is easier to protect our freedoms than to regain them once they are lost, Mr. Goodman reminded.

FCC Commissioner Charlotte T. Reid touched on similar concerns of broadcasters in her Thursday night banquet address. Pointing to FCC's addition of internal EEO office as well as external EEO officer, she emphasized commission's concern about equal opportunities for women as well as minorities.

On topic of government regulation of broadcasting, Commissioner Reid said

Sticky situation at BBC. Long-rumored payola scandal involving British Broadcasting Corp. radio has broken open with arrest of nine persons including BBC record-show producer. Jack Dabbs, until April producer of BBC's *Worldwide Family Favorites* record request show, has not been fired or suspended by BBC, but is to stay away from work until situation is clarified. Others arrested include singer and recording artist and record promoters. Arrests followed investigation by director of public prosecution of newspaper allegations that disk jockeys and producers were offered cash, vacations and sex as inducements for air plays of specific records. BBC has conducted own private, internal inquiry through independent barrister, but has not made findings public as yet.

the FCC does not want to be final judge of programming and that commission is not assuming role of censor. She said FCC action fining WGLD-FM Oak Park, Ill., for allegedly obscene broadcasting could not be interpreted as censorship. Action was taken against licensee whose programming had violated criminal statute, she said. Tapes were "incredible" and she said she was "literally appalled that such broadcasts had reached public, especially children."

At Thursday night banquet sixth Silver Satellite Award for outstanding accomplishments in the field of broadcast communication was presented to Lucy Jarvis, NBC documentary producer.

AWRT convention was attended by some 600 delegates May 16-20.

FCC wants to clear decks in Boston before getting into decision on KHJ-TV

FCC has formally indicated it does not intend to issue decision in seven-year-old case in which RKO General Inc.'s license for KHJ-TV Los Angeles is at stake until second comparative hearing involving RKO license is resolved.

Commission served notice of that intention in pleading filed with U.S. Court of Appeals in Washington Friday (May 18). Pleading was response to petition that Fidelity Television Inc., Los Angeles challenger, had filed, seeking court order compelling commission to issue final decision.

Administrative law judge issued initial decision in case in August 1969, recommending grant of Fidelity's application, and oral argument was held in October 1971. Fidelity contends commission's failure to act "is arbitrary and capricious."

Commission, in its response, noted that KHJ-TV case is related to one in which two challengers are seeking to supplant RKO General as licensee of channel 7 Boston, now occupied by WNAC-TV. Both involve issues to determine impact on RKO General's qualifications of evidence concerning antitrust activities on part of RKO.

Furthermore, Commission said it issued order in August 1971, outlining procedure that would permit it to await decision in WNAC-TV case before deciding issue in case of KHJ-TV. Order said that if commission decided RKO was better applicant on comparative basis grant of renewal might be held in abeyance pending decision in Boston case. Commission noted that anticompetitive issue in that proceeding is broader than one in Los Angeles proceeding.

Another factor in commission's argument is presence of Fidelity's counsel, firm of Welch and Morgan, in both cases. Firm represents Community Broadcasting of Boston in channel 7 proceed-



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
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Washington, D.C. 20036

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

Name

Title

Company

Address

City

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American Forest Institute

ing. And Walter H. Sweeney, of Welch and Morgan firm, said commission could consider facts developed in Boston in deciding KHJ-TV case.

Business should lead fight for truth in advertising, Stanton tells AAAA

Time has come for businessmen to speak out on important social and other public issues, including press freedom and people's right to know, Frank Stanton, retired chief operating officer of CBS, told American Association of Advertising Agencies Friday (May 18) at White Sulphur Springs, W. Va. (see pages 22, 26).

"Business must never underestimate its enormous stake in a press that is strong and free," he said with specific reference to proposals for counter-advertising, which he said would "render the broadcast media so weak as to encourage government control through subsidy—a guarantee of the swift demise of a free press and the citizen's right to know."

"Truth in advertising is a crusade that ought to be led by business, not by consumer groups or government," he said at another point. But, he asserted, businessmen ought to speak out on social issues as well. "Government seems increasingly unable to find workable solutions" to many problems, Dr. Stanton said, and businessmen "will serve society well" if they advance "thoughtful and constructive" ideas for resolution of those problems.

Osborn Elliott, editor of *Newsweek*, part of communications complex that includes Post-Newsweek Stations, said news media credibility had been "de-

liberately pulverized" by critics, including Nixon administration officials, but that any question about freedom of press had been settled "for years to come" by Watergate scandal.

PBS answers CPB proposal with its own 8-point plan

Public Broadcasting Service has announced eight-point plan to counter CPB's earlier four-point offer (BROADCASTING, May 14). Expressing confidence in Dr. James T. Killian, new board chairman of CPB, and agreement with Dr. Killian's call for "sense of partnership" between corporation and stations (see page 36), Ralph B. Rogers, chief PBS negotiator, indicated that there's still disagreement over mechanics of how interconnection of public broadcasting system will be handled and who will handle it.

Instead of what amounts to 3-3-1 committee to schedule interconnection contained in CPB proposal (each side assigned three members to joint committee with seventh member—to decide deadlocks—chosen from independent source), PBS countered with reaffirmation that it, on behalf of stations, will schedule interconnection, but offers appeal mechanism if CPB disagrees with basic scheduling decisions. Under PBS plan, CPB may appeal to Hartford Gunn, president of PBS, and Henry Loomis, president of CPB, and if there's still disagreement, Dr. Killian would make final decision.

Mr. Rogers emphasized that scheduling interconnection via seven-person committee is not practical and was offered as "political suggestion" to settle current impasse. "What we've done," explained Mr. Rogers, "is taken this suggestion and put it in a practical, workable method of operating a television system. We've said, 'you are worried about the ultimate authority. You are really worried about that seventh man. You don't have to go out and find some stranger. We'll take your man. We'll take Dr. Killian.'"

To demonstrate its expressed desire for "partnership" with public-TV stations, and for now giving high priority to public affairs programs, CPB, on May 18, announced that it was providing funds for temporary continuance of William F. Buckley's *Firing Line* and *Washington Week in Review*, programs that previously were all but canceled. Funds to permit two programs to continue—through summer and into September—will come from funds earlier earmarked for production of local programs by stations. *Firing Line* will receive \$240,000 and *Washington Week in Review* \$60,000.

Watergate adds up to loss in audience for networks

Audience for three commercial television networks' coverage of Watergate (see page 20) was approximately 40% to 50% below that of regular programing carried in those time periods, according to overnight Nielsens for New York and Los Angeles.

In New York, morning session had

average three-network rating of 9.9, share of 53 (estimated 535,000 homes) and afternoon session, rating of 12.7, share of 56 (estimated 687,000 homes). In Los Angeles, Watergate captured rating of 10.7 for morning session, share of 53 (330,000 homes) and for afternoon, rating of 13.6, share of 61 (463,000 homes).

Overnight Nielsens for New York and Los Angeles showed that viewership of independent stations was up generally but not markedly over previous weeks. In New York, average for three independents was 8.5 rating and 38.5 share, with WNEW-TV raising its audience levels substantially in morning but slipping in afternoon; WOR-TV, up slightly for both sessions and WPIX-TV declining (WPIX carried Watergate). In Los Angeles, four independents had average 8.6 rating and 34 share, with stations either up or down slightly from previous weeks.

Networks reported that in New York there were complaints from viewers about regular programing being pre-empted. ABC said it received about 100 complaints; CBS, "a couple of hundred" and NBC, 278. NBC added that 13 calls approved coverage and 40 calls were inquiries related to it.

UPI Audio said it was feeding hearings live to its client list of about 700 stations, dispensing with its regular news feeds, except during breaks for lunch. Spokesman said only three stations questioned this action.

Headliners



Mr. Bloede



Mr. Elliott



Mr. Hutchins

Victor Bloede, chairman of Benton & Bowles, New York, elected chairman of American Association of Advertising Agencies at AAAA annual meeting last week (see page 22).

John Elliot Jr., Ogilvy & Mather, New York, and **Frank M. Hutchins**, Hutchins/Darcy, Rochester, N.Y., elected vice president and secretary-treasurer, respectively, of AAAA.

In Brief

Philco-Ford moves. Philco-Ford, Blue Bell, Pa., Aug. 13 moves its \$5-million account to Kenyon & Eckhardt, New York. BBDO, New York, has had account since 1948. Split came from possible client conflict with Chrysler Corp., another long-time BBDO account. In 1972, all Philco-Ford's billings were in broadcast. Percent expected to decrease in 1973 with introduction of "substantial" print campaign, according to BBDO spokesman. ■ **Bremer objects.** Arthur Bremer, convicted assailant of Alabama Governor George Wallace, filed suit in Baltimore Circuit Court late last week seeking to halt broadcast in Maryland of Emmy awards program May 22. Suit, filed against CBS-TV and its Baltimore affiliate, WMAR-TV, contends showing on program of newsfilm of Wallace shooting will "irreparably damage" Bremer's chances for fair trial. Case is pending in Maryland Court of Special Appeals.

■ **Aid program.** NBC-TV will carry Democrats' second fund-raising program, to be telecast around Labor Day (*Broadcasting*, May 14). Four to five hours of prime-time for show are expected to cost \$700,000. Details are to be announced in Washington this week. ■ **Burch honored.** FCC Chairman Dean Burch has received Person of the Year Award from Philadelphia Television and Radio Advertising Club. Club presents award to person it considers to have made "notable contribution" to television and radio industry, either as broadcaster or as one who affects its use.

... and nothing but the truth

38-39-40

These are the continuing, "count-up" of
Top 50 market sales for **THE NEW TREASURE HUNT.**

Mathematics: The whole truth is that station managements in 40 of the country's Top 50 markets have bought THE NEW TREASURE HUNT for their Fall access schedules. That's a record! Why? Because these blue-chip stations recognize the mass appeal of television's top-money game show of the year (\$25,000) with its heritage of smash-hit network performance.

With a tip of our truthful hat, and a warm "thank you," here's the full list of 51 stations* that have bought:

Market Rank 1-10

WCBS-TV	New York
KNXT-TV	Los Angeles
KYW-TV	Philadelphia
WXYZ-TV	Detroit
WCVB-TV	Boston
KPIX-TV	San Francisco
WJW-TV	Cleveland
WTOP-TV	Washington, D.C.
KDKA-TV	Pittsburgh

Market Rank 11-20

WBAP-TV	Dallas-Ft. Worth
KSTP-TV	Minn.-St. Paul
KPRC-TV	Houston
KING-TV	Seattle
WLWI-TV	Indianapolis
WAGA-TV	Atlanta
WTVJ-TV	Miami
WKRC-TV	Cincinnati

Market Rank 21-30

WHNB-TV	Hartford-New Haven
WDAF-TV	Kansas City
WLCY-TV	Tampa-St. Pete.
WBEN-TV	Buffalo
KGW-TV	Portland, Ore.
KOA-TV	Denver
WBNS-TV	Columbus, Ohio
WSIX-TV	Nashville

Market Rank 31-40

WJAR-TV	Providence
WDSU-TV	New Orleans
WRGB-TV	Albany-Schenectady
WSAZ-TV	Charleston, Huntington, W. Vir.
WBRC-TV	Birmingham, Ala.
WBTW-TV	Charlotte
KOCO-TV	Oklahoma City
WAVE-TV	Louisville

Market Rank 41-50

KTAR-TV	Phoenix
WFBC-TV	Greenvle.-Spart.-Ash.
WTAR-TV	Norfolk
WBRE-TV	Wilkes Barre-Scranton
WNYS-TV	Syracuse
WFMY-TV	Greens.-Win.Sal.- High Pt.
WTOL-TV	Toledo, Ohio

Markets Over 50th Rank Sold

KSL-TV	Salt Lake City
WESH-TV	Orlando
WBAY-TV	Green Bay
KREM-TV	Spokane
WDEF-TV	Chattanooga
WITN-TV	Greenvle.-Wash.-N.Bern.
KODE-TV	Joplin
WCIV-TV	Charleston, S.C.
WCOV-TV	Montgomery, Ala.
WMUR-TV	Manchester
KBLU-TV	Yuma

Philosophy:

- We believe in truth in advertising (and publicity).
- We believe in giving the industry un-inflated facts.
- We believe in printing mathematically accurate figures – not mythical sales tallies.

Economics: THE NEW TREASURE HUNT is "money in the bank." If it's still available in *your* market, call us collect. We'll be there fast with the facts...the figures...and the reasons you, too, will want to join in the TREASURE HUNT.

Sandy Frank Film Syndication, Inc.

The Action Company

635 Madison Avenue • New York, New York 10022 • (212) 628-2770

*descending market rank, as of May 11, 1973.

Open Mike®

Dissenting opinion

EDITOR: Your May 7 editorial concerning Watergate and journalism is typical of a gloating attitude among the media that does not lend itself to endearment. Watergate indeed is wrong, and the vulture-like attitude of the media at this time is just as wrong. The trouble with your editorial, like so many others, is that you see no further than your own profession. Although the media may in its own eyes feel vindicated, it has yet to explain its own Watergates, much less publicize them. The media has nothing to celebrate, as you suggest. Unrestricted journalism perhaps would be ideal, if ideal journalists existed. But since quite the contrary is true, let us hope the false notion that the First Amendment gives such liberties does not become the eternal hiding place for continued, irresponsible journalism. It's time the public became aware that many of us in broadcasting will not be lumped together under a banner of false unity. More essential than an uncowed print and broadcast press, is an honest one.—*Bill Merrell, commercial manager, KVMA-AM-FM Magnolia, Ark.*

Holy ghosts

EDITOR: We noted with interest the car-

toon by Sid Hix in BROADCASTING, April 23. Would it be possible to receive the original?—*Donald L. Bailey, executive assistant, The Billy Graham Evangelistic Association, Atlanta.*

(Original is en route)



"The set's been dead for a week, but Billy Graham and Oral Roberts are still coming in strong."

Inflation

EDITOR: Your May 14 article about the growing use of our Norelco PCP-90 camera properly described the camera as the only portable video camera actually doing broadcast-quality work. We would like to correct a couple of points, however.

Above all, we have to correct your cost

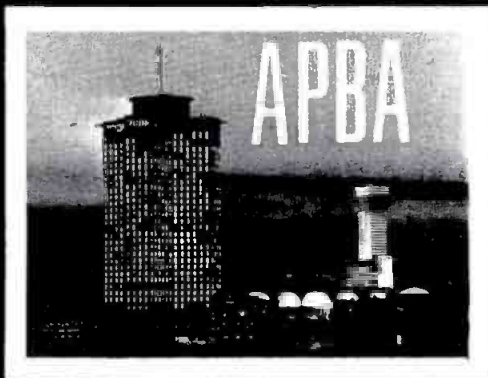
figures where you priced the PCP-90 at \$180,000 to \$200,000. Not even close. You can buy the camera system—head, lens, backpack and electronic controls—for \$75,000. If you add all the options, such as microwave equipment for wireless operation, you can go as high as \$130,000.

Another point: It is true that CBS Laboratories first developed the camera and deserves full credit for the initial design. Since we took it over in 1968, though, our own engineers have instituted a series of significant improvements to bring picture quality and reliability up to the top broadcast standards the camera enjoys today.—*James L. Wilson, vice president of marketing, Philips Broadcast Equipment Corp. (manufacturer of the PCP-90), Montvale, N.J.*

Found the handle

EDITOR: Regarding your May 7 article on Doyle Dane Bernbach, the genius of that agency seems to lie in an incredibly secure grip on the elusive flip-side of David Ogilvy's coin: "How to sell advertising that is creative."—*P. J. Kellogg, copywriter, General Electric advertising and sales promotion operations, Louisville, Ky.*

AP Broadcasters Association Third Annual Meeting, New Orleans, May 31-June 2: Speakers include OTP's Clay T. Whitehead; keynoter-ABC's Elmer Lower; Grover Cobb, v.p., NAB; Stanley Scott, special asst. to Pres. Nixon on minority affairs, and others.



News and business discussions and panels are planned from Thurs. reception through Sat. Awards luncheon. Make your reservation today.

Call AP Broadcast News Department, New York, (212) 262-4011 for details.

REFLECTIONS

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

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

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



McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

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

■ Indicates new or revised listing.

This week

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

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

■ **May 21-24**—Public Radio Conference, including reception and dinner, under auspices of Corporation for Public Broadcasting, *National Educational Radio and National Public Radio*. Washington Hilton hotel, Washington.

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—Connecticut Broadcasters Association annual spring convention. Guest speakers: FCC Commissioner Robert E. Lee and Representative Stewart B. McKinney (R-Conn.). Italian Center, North Stamford, Conn.

■ **May 22-23**—House Communications Subcommittee hearings on legislation to prohibit TV and radio advertising of little cigars. 10 a.m., Room 2123, Rayburn House Office building, Washington.

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

■ **May 23**—Town hall meeting dealing with government regulations affecting broadcast media, sponsored by *American Civil Liberties Union*. Featured speaker: Fred Friendly, former president, CBS News. 7 p.m., Prudential building auditorium, Chicago.

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.

Also in May

May 28—Third space and radio communications symposium 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: Clay T. Whitehead, director, White House Office of Telecommunications Policy; 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 Shafo. 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**—Meeting between small-market CATV operators and staff members of *FCC's Cable Television Bureau*. 11 a.m., Holiday inn, downtown, Little Rock, Ark.

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 5—Annual meeting of stockholders of *MCA Inc* First Chicago Center, Chicago.

■ **June 6**—Meeting between small-market CATV operators and staff members of *FCC's Cable Television Bureau*. 11 a.m., Coliseum Ramada inn, Jackson, Miss.

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**—Meeting between small-market CATV operators and staff members of *FCC's Cable Television Bureau*. 11 a.m., Holiday inn, north, Austin, Tex.

June 8-10—Regional conference between *NBC News* executives and news managers of *NBC radio and TV affiliates*. WMAO-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 14-16**—*South Dakota Broadcasters Association* annual convention. Speakers include: Senators George McGovern and James Abourezk (both D-S.D.) and Representatives James Abner (R-S.D.) and Frank E. Denholm (D-S.D.). Sun Inn, Rapid City, S.D.

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.

Major meeting dates in 1973-74

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.

ON THE AIR...
come hell or high water!



KHMO's AIR FLOOD PATROL

on the spot
with live reports
... from Keokuk, Ia.
to Louisiana, Mo.
during the record-
breaking flood

Hannibal's Waterproof Wavelength*
famous from the banks of the Mississippi
to the banks of the Thames

*Partial report from
THE GUARDIAN,
London, England;
April 30, 1973

"Rarely does the small town station rise above this humble role of signpost, salesman and soporific. But once in a while it can quite suddenly assume a new role. Station KHMO, with all of five kilowatts of power, broadcasting 17 hours a day out of Hannibal, Missouri, did just that last weekend. Without KHMO the town where Mark Twain once lived, the St. Petersburg of Tom Sawyer, might have been almost wholly levelled by the raging, rampaging waters of the flooded Mississippi.

But thanks to the little station, and to a staff that went without sleep for five days and nights, the town and its people survived: such damage as the rushing floods managed to inflict on Hannibal was much less than in those riverside hamlets, upstream and down, that weren't lucky enough to have been so tightly held together as was this town by KHMO.

The station's efforts seem to have paid off handsomely. It is a matter of Mississippi river pride that your town's levee is topped, not broken, during a flood. "We reckon that not one single levee in our entire listening area—and that goes from Burlington, Iowa, in the north, right down to near St. Louis—was broken this week."

26 YEARS SERVING THE TRI-STATE AREA

KHMO

RADIO 1070

Owned and Operated by
Springfield Broadcasting Co.
Don C. Dailey, Vice President

HANNIBAL, MISSOURI

Represented nationally by Jack Masia & Co., Inc.
New York, Chicago, Detroit, Los Angeles, San Francisco,
Kansas City, St. Louis, Dallas, Atlanta

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The newsweekly of broadcasting and allied arts

Executive and publication headquarters
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Rufus Crater (New York), *chief correspondent.*
Morris Gelman, Leonard Zeidenberg,
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J. Daniel Rudy, *assistant to the managing editor.*
Frederick M. Fitzgerald, *senior editor.*
Alan Steele Jarvis, Don Richard, *assistant editors.*
Ann Cottrell, Carol Dana, *staff writers.*
Thomas Hundley, Patricia Thach, *editorial assistants.*
Lucille DiMauro, *secretary to the editor.*

SPECIAL PUBLICATIONS

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

ADVERTISING

Maury Long, *general sales manager.*
David N. Whitcombe, *director of marketing.*
John Andre, *sales manager—equipment and engineering.*
David Berlyn, *Eastern sales manager (New York).*
Bill Merritt, *Western sales manager (Hollywood).*
Stan Soifer, *sales manager—programming (New York).*
Gerald Lichtman, *classified advertising.*
Doris Kelly, *secretary to the general sales manager.*

CIRCULATION

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

PRODUCTION

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

ADMINISTRATION

Irving C. Miller, *business manager.*
Susan Kwash, Sheila Thacker.
Lynda Dorman, *secretary to the publisher.*

BUREAUS

NEW YORK: 7 West 51st Street, 10019.
Phone: 212-757-3260.
Rufus Crater, *chief correspondent.*
Rocco Famighetti, *senior editor.*
Lauralyn Bellamy, John M. Dempsey, Michael
Shain, *assistant editors.*

David Berlyn, *Eastern sales manager.*
Stan Soifer, *sales manager—programming.*
Susan Yang, Harriette Weinberg, *advertising assistants.*

HOLLYWOOD: 1680 North Vine
Street, 90028. Phone: 213-463-3148.
Earl B. Abrams, *senior editor.*
Bill Merritt, *Western sales manager.*
Sandra Klausner, *assistant.*

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

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



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Monday Memo

A broadcast advertising commentary from Bob Dolobowsky, president, Warren, Muller, Dolobowsky, New York

Capitalizing on a craze for Protein 21 shampoo

When members of a radio audience call in to a station to request a copy of a recorded commercial; when the announcers who present a commercial take the time to write its praises to an advertising agency; when a disk jockey plays a new radio spot three times in a row simply because he likes it—the message is indeed the medium and a winning one at that.

"The Ten Commandments of Beautiful Hair," a good facsimile of the fifties hit, "The Ten Commandments of Love," has turned out to be an advertising man's dream. The response to this new radio campaign for Protein 21 Shampoo, capitalizing on the current craze for "golden oldies" on radio, has been overwhelming since the first spot was aired just over a month ago.

An overview of some of the history of Warren, Muller, Dolobowsky's relationship with the Mennen Co. will explain the background of this new campaign. WMD has been involved with all four Protein products (Protein 21 shampoo, hair spray, conditioner, and Protein 29 hair groom for men) since their inception. We have played a part in the history of these products as far back as their research and development stages. The first Protein 21 shampoo campaign was geared to the teen-age and 18-24 market, the heaviest users of shampoo in the country. Starting in 1969, with the bulk of the budget in TV and the remainder in radio, the campaign ran about two years with great success. We stressed the major benefits of the shampoo relative to this audience and its particular hair problems . . . i.e., "how to beat the frizzies," avoid split ends, and restore needed protein to the hair. During the first year of this campaign, competitors' sales plummeted notably; by the end of the first year, Protein 21 shampoo had achieved the largest share of the market ever achieved by a shampoo during its introductory year.

It was at this time that we, together with our client, decided to broaden the scope of the marketing plan and pursue the 25-45-year-old woman, and we came up with an entirely different approach. To influence this market, we opted for an educational approach and went exclusively into TV. The series, still running, features discussions about hair problems with Vidal Sassoon. The noted hair stylist is interviewed by a woman, or by a panel, asking him about things that might damage hair such as teasing, bleaching, use of electric curlers. This campaign, too, has brought most gratifying results.

The teen-age market, meanwhile, had been well blanketed by our initial campaign. But, as always happens with a



Bob Dolobowsky tried studying law at City College of New York and art at Cooper Union before opting for a career in advertising. "I knew nothing about the advertising field," he maintains, "but I liked what I had heard about it." Together with Lawrence Muller and Douglas Warren, he founded Warren, Muller, Dolobowsky in 1963. A year ago, he bought out his two partners and now is sole owner and president.

winner, imitation becomes the sincerest form of competition . . . and the competitors began to make inroads to our market. For 1973, a marketing decision had been reached . . . it was time to woo these teen-agers and women 18-24 once again.

With the campaign aimed at the 25-45 market still running on television, our media research indicated that for the new strategy radio should be the exclusive medium. Pop music stations throughout the country were analyzed and the choicest were pin-pointed: those stations most frequently listened to by the market we were after, the teen-age and 18-24-year-old market, the nation's largest users of shampoo.

The quest for a totally new, attention-getting vehicle for the radio campaign was initiated. Figurative lightning struck, and the answer: "golden oldies." These pop songs of the fifties, sweeping the nation and capitalizing on the craze for nostalgia, were the answer. And the perfect golden oldie: "The Ten Commandments of Love," a top hit in 1958 by Harvey and the Moonglows.

BROADCASTING said in its March 12 article on oldies radio: "The fifties, it

seems, are close enough so that the largest part of the young-adult population is familiar with the era, but at the same time, far enough away from it to be safely nostalgic about it." Remember, too, that for people in their early teens today, songs that were popular in the late fifties are rather antique novelties, and this is a plus feature. A craze which began in California spread across the country and key AM and FM stations went to an entirely oldies format or began interspersing their regular top-40 plays with oldies. WMD had found its attention-getting, with-it vehicle.

The theme for the copy was set: "The Ten Commandments of Beautiful Hair." The commercial features the same do-wop rhythm of the original, and employs the dialogue format popular during the fifties in which the narrator speaks to a musical background, and the vocal group sings a reply. The whole thing has a story-like feeling we think of as "mock epic." We planned the campaign to include six 60-second spots. The first states all ten commandments . . . each of the next five in the series concentrates on one particular "commandment" or hair problem that Protein 21 Shampoo can solve.

One of the remaining challenges, and a major one . . . was to cut the time of the original song (over two-and-a-half minutes) down to the 60 seconds we needed without losing the authentic sound. This was done by changing the original 4/4 time to a mixture of 2/4 and 4/4 which allowed us to capture the feeling and sound of the original while keeping within the limitations we had set for our spot.

The rest is advertising-record-making history. The commercial was first aired on March 7 and the reaction of both listeners and disk jockeys has been nothing short of sensational. And all of this started even before the commercial's promotional program got underway. This special project, aimed at disk jockeys, was kicked off with the mailing of the original "Ten Commandments of Love" record, along with biographical information about our recording artists, to the approximate 120 stations selected to air the commercial. The package was sent both to station managers and disk jockeys, and marks the first stage in a planned merchandising program designed to shine the spotlight on the commercial. Future plans now being considered call for some unusual on-air contests as well as other activities of interest to the young market.

One last comment. Don't be impressed with anything I've said. It's much too soon to have written this article. Only when the cash register begins to play its tune will WMD be really happy about "The Ten Commandments of Beautiful Hair."

Witness to Watergate: TV brings it all home

Almost 20 years after Army-McCarthy hearings, history repeats itself, only more so, as Ervin sessions begin and TV goes to live coverage

America last week began examining its soul and, in American fashion, it was doing it under bright lights and in view of television cameras carrying the proceedings all over the country and, by satellite, to nations around the world.

It was the start of the Watergate hearing, a proceeding which held the promise of being the biggest television spectacular ever in connection with a congressional investigation—bigger than the Army-McCarthy hearings of 1954, in which a powerful senator who had bullied much of the government was brought to bay, bigger than the Kefauver crime hearings of 1951, in which television for the first time took its place alongside the pad-and-pencil press at a major congressional proceeding.

For the Watergate hearing is concerned with absolute fundamentals. Senator Sam Ervin (D-N.C.), chairman of the Senate select committee conducting the proceeding, put it this way in his opening remarks: "If the allegations that have been made in the wake of the Watergate affair are substantiated, there has been a very serious subversion of the integrity of the electoral process, and the committee will be obliged to consider the manner in which such a subversion affects the continued existence of this nation as a representative democracy and how, if we

are to survive, such subversions may be prevented in the future."

It was a picture of the 76-year-old senator speaking those lines that most Americans tuned in, if they turned on their television sets a few minutes after 10 a.m. on Thursday.

For all three networks were carrying the proceedings live and gavel-to-gavel last week, pre-empting game shows and soap operas, and staffing it as they do major events, with reporters in and around the hearing room and anchormen in the networks' Washington studios.

NPACT, the National Public Affairs Center for Television, was also on hand, taping the proceedings for transmission in prime time, over the Public Broadcasting Service to the nation's 234 public television stations—at an estimated cost of \$25,000-\$35,000 of private (nongovernment) money each day.

Indeed, the historic Caucus Room in the old Senate Office Building, where the hearings are being held was loaded with broadcast and film gear. A two-tiered platform lining the wall to the left of the committee table, as the audience views the committee, was occupied by six film cameras. And ABC—which is serving as the pool, feeding the two other commercial networks, NPACT, BBC, ITN, TVN (the new service which last week began providing prospective customers two weeks of free news coverage) and WPX (TV) New York—had four cameras in the room. All four of the networks maintained cameras outside the room.

Only one of the film cameras was serving an American company—UPI Television News. The others were for foreign news operations—BBC, ZDF and ARD (both German), NHK (Japan) and ORTF (French). In addition, KRO (Dutch) was represented by a man roaming with a shoulder-mounted camera.

And on the other side of the room, a long narrow table was jammed with radio equipment, and crowded around by technicians and reporters. ABC, CBS, NBC,

Mutual Broadcasting System, National Public Radio, Pacifica, UPI, Westinghouse Broadcasting Co., Voice of America all had lines into the room.

For the networks, already providing the men and resources to cover the Skylab space shot, the Watergate proceeding has begun as a major effort. Each was committing about 50 reporters and technicians to the effort—up to 65 in the case of ABC (which brought down a 15-member special-events unit from New York), because of its pool responsibilities.

More important, each day's pre-emption of regular programming is estimated to cost the networks a total of \$1 million in gross revenues. Network sources estimate that CBS and NBC would be down \$350,000 each and ABC about \$250,000; ABC's loss is less because the network does not feed affiliates from 10 a.m. through 11:30 a.m.

The sources declined to speculate on how much profit is lost. But they note that in covering the hearings the networks do not have the production costs of regular daytime shows or the obligation to pay their affiliates compensation since the hearings are not sponsored.

But if the hearings mean a reduction in the networks' gross revenues, they mean an increase in business for Communications Satellite Corp. For the hearings are becoming important news abroad. Comsat, which normally carries about 12 telecasts daily, transmitted an additional eight on Thursday. The additional telecasts, totaling about three hours, involved transmission to British stations, from BBC; to French, from ORTF; to Italian, from RAI; to stations in Hawaii, from ABC, and to NHK in Japan, from CBS.

To the viewer at home, the first day's testimony probably did not appear to make the considerable effort worthwhile. For the most part, the witnesses merely provided the underpinnings on which the hearing record will be built. But James McCord, one of the Watergate burglars



Senator Ervin



Senator Baker



Majority Counsel Dash

whose revelations since March helped break open the dam of secrecy surrounding the enterprise, was expected to be a "star witness," in television news terms, when he testified Friday (May 18).

The networks were keeping their options open as to whether they would continue live, gavel-to-gavel coverage when hearings resume tomorrow (Tuesday). They are scheduled to run through Thursday, then resume for three days beginning June 12. But until truly major figures, like H. R. Haldeman, former chief of staff to President Nixon, appear, the networks are expected to rely more on taped summaries for prime-time presentation or perhaps on program pre-emptions, than on gavel-to-gavel coverage.

The first day's pre-emption caused at least as much trouble with viewers as some network officials had expected. The Associated Press reported that the gavel-to-gavel coverage sparked "a barrage of complaints" to television stations from viewers protesting the loss of regular programming. WEWS-TV Cleveland, an ABC affiliate, reported calls running 100-to-1 against disruption of the soap-opera and game-show schedule.

But in New York, the network news chiefs, who spent the day peering into monitors of the day's coverage, provided what amounted to the argument on the side of pre-emption. Elmer Lower, president of ABC News, expressed the view that the hearing will rank in significance with the Kefauver and Army-McCarthy hearings. And his assessment was the most conservative of the three.

Richard Salant, president of CBS News, said the coverage was more important than that given those earlier hearings. The issues involve the highest levels of government, he noted. And Richard Wald, president of NBC News, said, "There's no way to overestimate the importance of the Watergate hearings because they impinge directly on how presidential elections are won or lost, and on how public business is conducted from the White House."

Mr. Wald does not look for the Watergate inquiry to be as exciting or dramatic as the Army-McCarthy hearings, or the crime investigation of the late Senator Estes Kefauver (D-Tenn.). "Those hearings were dramatically structured whereas Senator Ervin's approach is to treat the inquiry as though it were a judicial process."

Senator Ervin, much of whose material has already been revealed in the media



Watergate's predecessors. In 1951, underworld boss Frank Costello permitted the televising only of his hands, when he appeared in Senator Estes Kefauver's (D-Tenn.) crime probe. Senator Joseph McCarthy (R-Wis.) began to lose his power, on camera, in his televised row with the Army in 1954. (Costello picture courtesy CBS News; McCarthy picture from the Associated Press.)

and in other congressional inquiries, has promised "some startling revelations," however. Whether that will satisfy the women in Cleveland whom a WEWS-TV spokesman said are interested only in "their soap operas" remains to be seen. But as Senator Ervin said, the inquiry is concerned with "the continued existence of this nation as a representative democracy." Certainly there is drama in that.

Broadcast of the Senate Select Committee hearings was only one manifestation of Watergate in the professional lives of the electronic media last week. These were among the others.

■ CBS correspondent Roger Mudd was called to task by both sides of the Senate's leadership for his characterizations of members of the Watergate committee. In a special report May 13, Mr. Mudd said Senator Daniel Inouye (D-Hawaii) was a "logroller," Senator Joseph Montoya (D-N.M.) was a "lightweight" and Senator Howard Baker Jr. (R-Tenn.) was a former "waterboy" for President Nixon. Majority leader Mike Mansfield and minority leader Hugh Scott said CBS News had abused its freedom of the press. Correspondent Dan Rather, who was on the broadcast with Mr. Mudd, told BROADCASTING that although the charges were not to be taken lightly: "Roger is our authority on the Senate. He was reading from a script that was thought out and reflected what he had determined to be true. I'd go with Roger's judgment."

■ Another CBS newsman, evening-news anchorman Walter Cronkite, did back

down from a broadcast story last week. He apologized, on air, to Patrick Buchanan, the White House speech writer and media chronologer, for linking Mr. Buchanan's brother, Henry, to a scheme to "launder" Republican campaign contributions during the 1972 presidential race ("At Deadline," May 14). CBS News, which relied on an Associated Press dispatch in preparing its story, retracted the report after finding the AP had been in error.

■ CBS figured in still another Watergate development last week. News chief Richard Salant deplored published reports that correspondent Marvin Kalb, among others, had been subject to Nixon administration wiretaps. If true, he said—and the White House admitted such wiretaps were authorized by the President in May 1969 after *New York Times* stories reporting U.S. bombing in Cambodia—the action was a "moral outrage." Moreover, Mr. Salant said, the gravity of the offense is compounded by the fact that one of the bases of a free press is eroded when a journalist's wires are tapped to determine his sources.

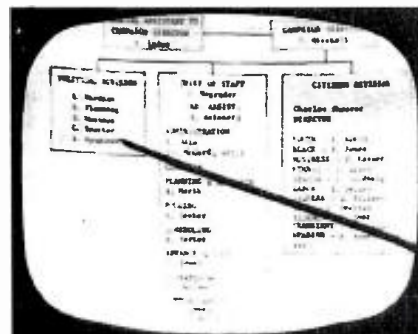
■ Tom Girard, a former press aide for the Committee to Re-Elect the President, and now a Washington correspondent for Westinghouse Broadcasting Co., reported that former White House counsel Charles Colson had organized at least 30 groups of Nixon supporters to attack network news correspondents through write-in, telephone and telegram campaigns. Mr. Girard said he was "appalled" by the proposal, quit the committee in May 1972.



Minority Counsel Thompson



Witness Odle



Exhibit

Agencies set out to recruit support for advertising

In face of worsening regulation AAAA will establish truth squads

A nationwide program to heighten public understanding of the advertising business was launched by the American Association of Advertising Agencies as it opened its annual meeting last Thursday (May 17) at the Greenbrier, White Sulphur Springs, W. Va.

James J. McCaffrey, of McCaffrey & McCall, AAAA retiring chairman, announced that local AAAA councils throughout the country were establishing speakers bureaus to counter advertising's critics by furnishing "the facts about ourselves and our business" to local business groups, women's and professional organizations, and college and high-school students.

One of the features of the project, starting in July, will be a film to show audiences how a television commercial is produced.

Concern over public and governmental attitudes toward advertising and business dominated much of the three-day meeting. A report by Louis Harris & Associates, the opinion-research organization, warned agencies bluntly, in the words of Harris Vice President Baird Hooper, that the way to restore public confidence in their clients' products is to have their clients improve the reliability of those products.

Agency responsibility in other areas was also emphasized in the meetings—notably agency responsibility for payment of media. AAAA President John Crichton had some strong words on that subject and also on what he considered the financial invulnerability of broadcast media in particular. He said:

"In broadcasting, a business so opulent it has never been compelled to be rigorous about its bookkeeping, it appears that, in the opinion of the largest joint billing and paying operation, uncollectables for all reasons run about two-tenths of one percent. This is, of course, for spot television, the most informal, flexible and haphazard of media. The networks are different. For the networks and their owned-and-operated stations, credit losses are apparently invisible, or nonexistent.

"What we do know is that our 50 largest agency members have placed \$43-billion in the last 10 years, \$21 billion of it in television and radio. On the \$43-billion, the agencies absorbed bad-debt losses of \$6.5 million dollars or fifteen-hundredths of one percent, and media losses were reduced by that amount."

Late receivables, Mr. Crichton said, are something else. But even there, he said, "the agency record of liability is good, and would be far better if media credit offices were anything more than accomplices for the salesmen," refusing

to get tough for fear of imperiling sales.

Mr. Crichton also had strong words about government regulation—mostly negative. Experience, he said, "well documents the enormous gap between the pretensions and the performance of government." He cited the decisions of administrative law judges shooting down so-called landmark cases of the Federal Trade Commission—including most recently the Chevron F-310 case (BROADCASTING, May 14)—and said it looks as though the "advertiser [who] has the will and the means, the guts and the money, can win his case." But, he asked, "How does this enormously expensive process weigh on the small advertiser [and] agency?"

The case against the FTC was developed in more detail by Tom Dillon, president of BBDO, New York, in a speech prepared for delivery Saturday morning on "How the FTC Stacks the Deck." It stacks the deck, he said, by developing and announcing charges without warning to the advertisers being accused, by having the FTC act as "prosecutor, judge and jury," by using consent decrees that often make the advertiser look more guilty than the decree specifies, and by the judicial assumption, on appeal, that the real question is not whether the charges against the advertiser are true or false but whether the FTC reached its decision by legal methods.

Even in the "unlikely" event that the court upholds the advertiser, the process would probably take three to five years and cost the advertiser from one to two million dollars in legal fees, Mr. Dillon said. He spoke from experience as head of the agency in the Chevron F-310 case.

Mr. Dillon said the FTC had moved its sights away from fly-by-night operators to big national advertisers because of political and other pressures to go after "the big fish" but that the big fish—national advertisers—are least likely to engage in deceptive advertising because they are dependent on repeat sales rather than the one-shot purchases that fly-by-night operators depend on.

When the FTC reported in 1970 that only 6% of the consumer complaints it

had received were related to advertising, he said, the AAAA asked for a breakdown of the 6% under the Freedom of Information Act, but the FTC refused to provide one. Was that, he asked, because few if any of the complaints were against big advertisers?

He called for scientific research to learn the consumer's attitude toward advertising and also proposed that the FTC's administrative law judges be employed in a new type of proceeding to screen out "totally unsubstantiated" charges before they can appear, as he said they often now do, in the complaints drafted by the FTC staff for largely routine approval by the commission.

FTC broadens scope of ad-claim campaign

Local advertisers included for first time as commission notifies 27 Washington firms

The Federal Trade Commission, for the first time expanding its advertising substantiation program to local retailers, last week ordered 27 furniture dealers in the metropolitan Washington area to furnish, within 20 days, documentation for specific advertising claims, most of which appeared in either the *Washington Post* or *The Evening Star and The News* of Washington. The orders cover virtually every furniture dealer in the area. The Washington regional office of the FTC is asking the furniture dealers to essentially substantiate claims involving sales pricing and alleged price reductions.

Advertisers asked to substantiate their claims include C. L. Barnes Furniture, Brothers Furniture Co., Castro Convertibles, Coles Colonial Furniture, Danker Showcase of Fine Furniture, Decor Furniture Inc., Fradkin Brothers Furniture Village, House and Herrmann, Hub Furniture Co., Kimels Furniture Co.

Also Korvettes, Kriegel Furniture Co., Julius Lansburgh Furniture Co., Levitz Furniture Co., Mahler's Pilgrim House Furniture Inc., Marlo's Furniture World,

BAR reports television-network sales as of April 29

NBC \$236,758,200 (34.7%), CBS \$236,110,500 (34.6%), ABC \$209,759,100 (30.7%)

Day parts	Total minutes week ended April 29	Total dollars week ended April 29	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	78	\$ 501,800	1,210	\$ 7,860,300	\$ 7,365,600
Monday-Friday 10 a.m.-6 p.m.	1,009	8,252,900	16,659	142,413,600	115,981,500
Saturday-Sunday Sign-on-6 p.m.	337	4,265,200	4,954	71,314,800	73,671,000
Monday-Saturday 6 p.m.-7:30 p.m.	97	1,945,200	1,597	35,150,000	31,077,200
Sunday 6 p.m.-7:30 p.m.	20	413,600	267	7,063,200	6,098,500
Monday-Sunday 7:30 p.m.-11 p.m.	380	21,773,800	6,662	380,590,000	332,099,600
Monday-Sunday 11 p.m.-Sign-off	176	2,562,800	2,579	38,235,900	30,421,800
Total	2,097	\$39,715,300	33,928	\$682,627,800	\$596,715,200

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

Mazor Masterpieces Furniture Co., William E. Miller Furniture Co., Montgomery Ward & Co., National Furniture Co., P. J. Nee Co., Saah Furniture Manufacturers Inc., Sears, Roebuck & Co., W & J Sloane Inc., Toma Furniture Inc., Woodward & Lothrop, York Furniture Warehouse.

Only nine of the furniture advertisers were asked to substantiate claims made on local Washington radio or television stations. These include C. L. Barnes Furniture for a TV commercial on WRC-TV, Hub Furniture Co. for a radio spot on WOL(AM), Mahler's Pilgrim House Furniture for a radio commercial on WMAL(AM), Brothers Furniture Co. for four spots on WEDC(FM), Saah Furniture Manufacturers Inc. for two spots on WMAL(AM), Danker Showcase of Fine Furniture for two spots on WGAY(AM), Mazor Masterpieces Furniture Co. for a commercial on WRC-TV and a spot on WWDC(AM), Fradkin Brothers Furniture Village for one commercial on WMAL-TV and two commercials on WDCA-TV, and Toma Furniture Inc. for a WDCA-TV spot.

In announcing its ad-substantiation orders, the FTC noted that it is merely seeking information as a part of its continuing campaign to determine what substantiation exists to support major advertising claims. The commission stressed that it is not suggesting that the furniture advertisers are guilty of any violations of rules or regulations.

NARB's Yost resigns

Charles W. Yost, chairman of the National Advertising Review Board since its inception in late 1971, has announced his resignation, effective June 30. The move was necessitated by his duties as president of the National Committee on U.S.-China Relations. The National Advertising Review Council, sponsoring organization of the NARB, has not yet named a successor.

Ambassador Yost reviewed the progress made by the NARB, saying "there have been serious growing pains, in regard to the speed of operation, in regard to adequate publicity, in regard to our credibility, but I believe we are well on the way to surmounting these problems. I feel justified in expressing a substantial degree of optimism."

Ambassador Yost retired from the diplomatic service in mid-1966 after more than 35 years in posts here and overseas. In January of 1969 he was appointed permanent representative of the U.S. to the United Nations, where he served until February 1971.

Mattel raises ante in TV

Mattel Toys, Hawthorne, Calif., which spent almost \$12 million in TV in 1972, has launched its new TV promotion with a even bigger budget than last year, according to company officials. More than \$1 million alone is allocated for prime-time network TV, with other expenditures for Monday-Friday network spots, and weekend children's programs, on all three networks. In addition it is buying

CBS's National Football League pregame show, as well as that network's Thanksgiving Day parade from New York.

Mattel continues its sponsorship of Funco Production's *New Zoo Review*, now syndicated in 116 markets. Over 50% of Mattel's TV budget is concentrated between Labor Day and Christmas. Agency is Ogilvy & Mather, Los Angeles.

Bunker says radio is tomorrow's medium

He sees it changing less than TV in response to cable competition

Edmund C. Bunker, president and general manager of KFI(AM) Los Angeles, challenged agencies last week to "gear up for tomorrow" by recognizing that television is not the end-all of advertising and that some media, such as radio, are "more likely to continue in their present form than television as a medium is likely to continue unchanged into the 1980's." He told a Friday (May 18) session of the American Association of Advertising Agencies convention that the way major agencies allocate their billings is out of line with the way the average American adult spends his media time. About 40% of that time is spent with radio, he said, but "many of you spend 70% or 80% or more of your clients' dollars in [TV]. Yet it has been projected that by the 1980's over half the country will be wired for CATV, which may well lead to a decline in the amount of advertising-supported television."

Mr. Bunker specifically called on agencies to hire radio specialists. "Recognize that yes, you do have a stake in television with so high a proportion of your billings in the medium," he said. "But recognize also that you have a stake in media diversification . . . perhaps you should even consider charging more for your services in using radio if that's what it takes."

"You can serve your clients better if you aren't so one-sidedly geared up through your investment in TV-knowledgeable personnel. The present spectacle of clients standing in line for network TV, and paying exorbitant prices for network TV, reflects the one-sidedness of agency operations."

Mr. Bunker cited radio-advertiser success stories—for Blue Nun wine, for instance, and for Accent food additive, the California Prune Advisory Board and Norwegian sardines—as evidence of radio's ability to service advertisers, and numerous public service campaigns as evidence of its sense of responsibility to the public. He also cited a Gallup & Robinson study as evidence of radio's efforts to research the impact of radio commercials with techniques like those used in TV. The study gave radio commercials a registration score of 8% as against 10% for TV—a favorable finding for radio considering the cost differential between the media—and he said that among out-of-home listeners, mainly car radio listeners, the radio score rose to 12.9%.

Cunningham pitches for free political

He says they're only way to head off future Watergates

Advertising's deep involvement in the "unholy mess" of political advertising and campaign fund raising has led to Watergate. So charged John P. Cunningham, retired chairman of the board of Cunningham & Walsh, New York, in a speech last week before the 1973 annual American Advertising Federation convention in New Orleans (see story, page 22). There will be more Watergates, Mr. Cunningham said, "if we don't do something about this malevolent mountain of cash" that is raised for political purposes.

Candidates who used to work on a door-to-door-salesman basis have turned to Madison Avenue, Mr. Cunningham told the AAF convention, and "are able to spread their charm on a wholesale basis on the home television screens of America—with multimillion-dollar appropriations backed by radio and print—not to mention match boxes, blotters and bumper stickers." It is done, he said, by both political parties—both "very guilty"—without any marketing plan, target budget, media objectives, over-all executive direction or coordination.

In Mr. Cunningham's view the mandate seems to be: "Get all the money you can and spend it in all directions." The disorder of such spending, he said, explains "how so many hundred dollar bills ended up in so many secret suitcases."

Mr. Cunningham suggested as a remedy that broadcasting provide free time for candidates, particularly those seeking local offices, and that newspapers offer free editorial space. "I don't think it's asking too much of the broadcasting business to provide a series of open forums around election time for local candidates," said the retired advertising executive. Newspapers, he added, should be asked "to give one column on the editorial page for one month before election day to the various local candidates."

Most important, Mr. Cunningham emphasized, individuals should not be permitted to contribute "any substantial amount of money" and if candidates can't get some kind of minimum exposure on radio and TV and in print free of charge or from money provided by a number of small contributors, public funds must be found to finance campaign costs. Without such a system, he said, "you haven't got a democracy."

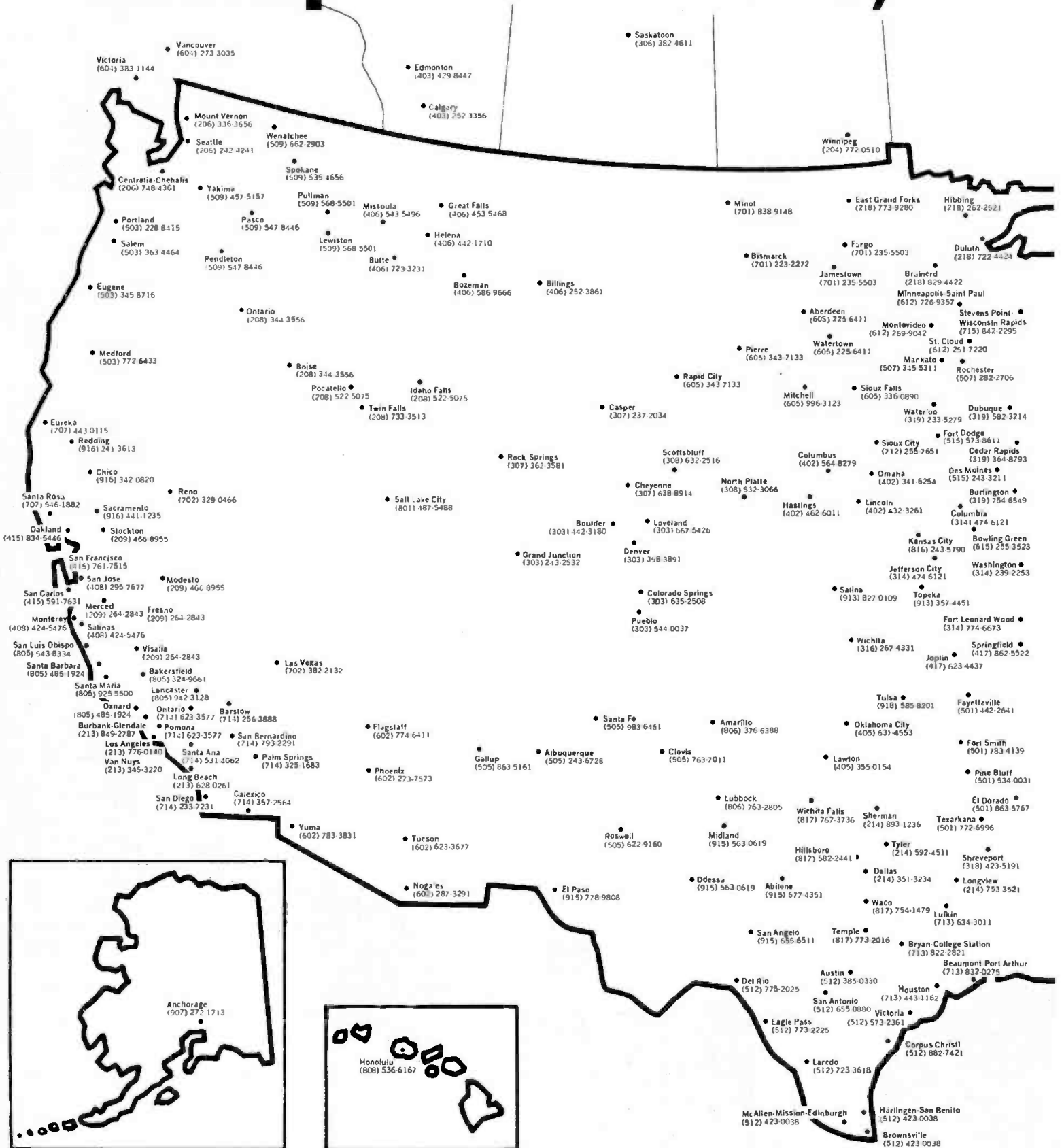
Mr. Cunningham was speaking at a luncheon session of the convention honoring him for his election into the AAF Advertising Hall of Fame.

Shared responsibility

Suggestions on how to cope with the vexing problem of responsibility for the payment of media invoices were given last week at a panel discussion in New York of the Broadcast Credit Group. Arnold L. Wadler, assistant general coun-

INTRODUCING THE UNITED STATES OF AIR EXPRESS

Call REA for one day door-to-522 airport cities and 22,000



door AIR EXPRESS delivery to communities in North America.



THE AIR EXPRESS DECLARATION OF DEPENDABILITY

Air Express: The widest coverage of the U.S. and Canada of any shipping service.

Air Express: In major cities, pick up within one hour from your call.

Air Express: One service handles your shipment from start to finish.

Air Express: Priority, you are first in the air before other shipments.

Air Express: One-day, door-to-door delivery to 522 cities.

Air Express: One low charge all the way. No "extras."

Air Express: One simple invoice covers your shipment.

Air Express: For shipments up to 100 pounds, the best bargain in the air.

REA AIR EXPRESS

The nationwide priority shipping service of REA Express and all major airlines.



sel of Metromedia, proposed that an advertising agency be primarily responsible, but the advertiser, as guarantor, be responsible for payment directly to the media if its agency became insolvent before media were paid in full. He noted that this approach was more favorable to the advertiser than common law in which the disclosed principal is fully responsible for its agent.

Bloede new 4A chairman

B&B head succeeds McCaffrey; Hutchins, Elliot also elected

Victor Bloede, chairman of Benton & Bowles, New York, was elected chairman of the American Association of Advertising Agencies last Thursday (May 17) at the AAAA's annual meeting at the Greenbrier, White Sulphur Springs, W. Va. He succeeds James J. McCaffrey, chairman of McCaffrey & McCall, New York, whose term expired.

John Elliot Jr. of Ogilvy & Mather, New York, was elected vice chairman, and Frank M. Hutchins of Hutchins/Darcy, Rochester, N.Y., was named secretary-treasurer. John Crichton continues as AAAA president.

Three directors-at-large were named for three-year terms: Robert S. Marker of McCann-Erickson, Edward H. Meyer of Grey Advertising and Stuart B. Upson of Dancer-Fitzgerald-Sample, all of New York.

Regional directors elected for one-year terms were:

Eastern region—Thomas R. Cox Jr., Wilson, Haight & Welch, Hartford, Conn. (re-elected); Donald B. Miller, Rumrill-Hoyt, New York (re-elected), and Glenn Verrill, Burke Dowling Adams Inc., Atlanta.

Central—Ray Ackerman, Ackerman Inc., Oklahoma City; James L. Isham, Needham, Harper & Steers, Chicago, and Hugh M. Redhead, Campbell-Ewald, Detroit.

Western—Cappy Ricks, Ricks-Ehrig, Seattle.

Charles S. Mitchell Jr. of Compton Advertising, New York, was named to head a new board of directors committee, the media policy committee.

The board's new operations committee, which meets monthly when the board is not in session, will be composed of the AAAA officers and three directors-at-large: Mary A. Ayres of SSC&B, New York; Richard C. Christian of Marsteller Inc., Chicago, and William H. Genge of Ketchum, MacLeod & Grove, Pittsburgh.

AAF adds student adjunct

Alpha Delta Sigma, the national student advertising society known as ADS, is merging with the American Advertising Federation. A plan approved by the boards of directors of each organization at last week's AAF convention in New Orleans calls for ADS to become the academic division of AAF.

Explaining the rationale for the consolidation, AAF President Howard H. Bell told the convention that the ADS



TV's fancy footwork. The power of television as the key element in the success of a retail advertising campaign has been demonstrated once more. Dayton's, Minneapolis department store, reports that over-all shoe sales were up 15% following a five-week, \$150,000 campaign to "Follow the Smart Feet to Dayton's." Art Shipman, Dayton's senior creative director, said: "Based on the manufacturers' past success, we built our strategy on television as the main thrust of the advertising message. To our knowledge, a department store has never before done such an extensive television promotion on women's shoes." Seventeen 30-second commercials had about 589 exposures on all four Twin Cities TV stations, as well as stations in Rochester and Austin, both Minnesota. Agency is Grey Advertising, New York.

affiliation will provide the advertising industry with "direct access to the campus" and a source for future talent, while the students will gain by establishing relationships with professionals and by direct participation in the national convention. Among other conditions of the merger plans, the name of local college and professional ADS chapters will become known as ADS/AAF chapters, and the chairman of the board of ADS is to become a member of the AAF board of directors and executive committee.

The five-day AAF convention (May 12-16) was held at the Fairmont Roosevelt hotel in New Orleans and attended by some 450 advertising executives and guests.

Campaign-reform bill passes Senate unit

Amplified Pastore measure would limit total spending, remove presidential candidates from coverage of Section 315

The Senate Commerce Committee last week adopted a package of political-spending proposals to reduce the cost of running for federal office and to oversee the electoral process.

Meeting in executive session last Wednesday (May 16), the committee unanimously approved an expanded version of S. 372, introduced last January by Communications Subcommittee Chairman John O. Pastore (D-R.I.). As originally offered, the measure would repeal Section 315 of the Communications Act for presidential and vice-presidential candidates and establish a 25-cents-per-eligible-voter ceiling on all campaign spending by federal candidates (eliminating the present media-spending limitation of 10 cents, of which no more than six cents may be spent on broadcast).

Amendments added by the committee last week would:

- Establish a minimum spending level of \$175,000 for Senate or at-large House candidates; a \$90,000 minimum for other House candidates.

- Require that, in presidential elections, all contributions and expenditures

could be channeled only through each party's national committee.

- Create a nine-member independent Federal Elections Commission to enforce the laws governing campaign contributions and expenditures.

The Communications unit held hearings on S. 372 two months ago (BROADCASTING, March 12). The measure now heads for the Senate Rules Committee before being sent to the floor.

Business Briefs

Together. Zal Venet, president of Venet Advertising, New York, and Harold Mott, partner of Lovejoy Ltd., Denver, have formed a new Denver-based agency, Lovejoy/Venet Advertising. L/V will be run by husband-and-wife team of Harold and Phyllis Mott; he'll be president and general manager. They used team approach at Lovejoy for five years. New agency will have combined billings of \$14 million.

New banner in Miami. Ryder & Schild Advertising is new name of KRM of Florida Inc., Miami agency formed last August by William Ryder and Richard Schild. Mr. Ryder continues as president and Mr. Schild as vice president and creative director with Alan Dietz, formerly of Leo Burnett Co., joining Miami agency as associate creative director.

Bic buying. Bic Pen Corp., New York, will spend more than \$2.5 million on its back-to-school campaign, which will include use of network TV. Commercials for ballpoint pens will run six weeks on TV, beginning Aug. 5. Agency is N. W. Ayer & Son, New York. Bic Banana, handled by Wells, Rich, Greene, New York, will run 10 weeks on TV. Theme of campaign is: "Summer's Over—Back to the Bic's."

West to east. Facelle/Royale Corp., Los Angeles, distributor of paper products, has named Richards, Petkoff, Finch & Associates, Los Angeles, to handle \$1-million advertising sales promotion and public-relations budget, with major emphasis on TV. Company distributes principally in 12 Western states, including Hawaii, plans to introduce products to Eastern markets later this year.

CBS theme: how sweet it is to be an affiliate

Network tells its stations they're in midst of biggest year, though Salant, Cronkite concede newspapers beat TV on Watergate

CBS-TV affiliates wore a self-satisfied air during their 18th annual meeting last week in Los Angeles. And well they might. They were told the network is first in audience and headed for record sales in 1973.

How could there be any gripes? There were some, primarily directed to the explicitness of some dramas and movies that mid-America broadcasters find too strong for the tastes of their audiences (see page 29).

Over-all, however, it was a receptive group of affiliates who heard nothing but upbeat news about programing and audience ratings.

There were some serious moments. The affiliates heard John A. Schneider, president of the CBS/Broadcast Group, warn his audience "not to protect the status quo, but to seize opportunities for growth in service as well as in profits."

TV, he said, is the most overregulated business in the U.S. There are problems, blacks, women, minorities, but he added: "They want to be heard and we should listen." Mr. Schneider's formula: "We must maintain some wit and humor, some style and grace, while turning back the criticisms and attacks of our detractors, while recognizing legitimate claims when they are presented."

Robert D. Wood, president of the CBS Television Network, emphasized the improvement in the demographics of the CBS audience from four years ago when it was felt that CBS and TV generally were slipping out of the mainstream of American life. A disproportionate share of the audience, he said, was rural and of the older generation.

CBS struck out in new directions, he said, toward contemporary tastes, higher-quality talent that put *The Waltons*, *All In the Family*, *MASH*, *Maude*, *Sonny & Cher*, *Mary Tyler Moore*, *Medical Center*, and *Hawaii Five-O* on the air. And now the audience spread is better, he said.

And, Mr. Wood added: "I do not mean to imply that we have sought to widen the range of our programing fare simply by breaking down the barriers of the permissible or by abandoning standards of acceptability. Rather our goal has been to provide a more diversified schedule of entertainment which includes something for all of our publics."

For the first time in a long while, there was no grumbling about purported



Mr. Wood

bias in CBS News. The only questions addressed to Richard S. Salant, CBS News president, were directed to reportorial initiative. Why hadn't CBS News been on top of the Watergate scandal like the *Washington Post*, the *New York Times* and the *Los Angeles Times*?

Mr. Salant said it was a matter of bodies. CBS did not have enough newsmen to throw into an investigation of that kind. He added that he wished "we hadn't been so derivative."

Walter Cronkite, the CBS newscaster-commentator, in a surprise appearance at that single session, added in response to the questions: "I couldn't agree with you more." Mr. Cronkite was vacationing.

Mr. Salant, reporting changes in *The CBS Morning News*, announced the assignment of Lee Townsend, formerly national assignment editor, as executive producer.

He also said that the present anchor-men, John Hart and Nelson Benton, had been reassigned to other news duties; Mr. Hart in New York and Mr. Benton in Washington. He provided no inkling as to who the new anchor-men would be, aside from stating that one would be a woman.

Mr. Salant said he discerned some improvement, "perhaps not measurable as a tangible thing," in awareness and concern about broadcast journalism among critics, opinion leaders, print journalists and professional observers. But, he continued, he still finds a persistent inconsistency, "perhaps even hypocrisy," of both left and right toward broadcast journalism. Both, he said, want government regulation to force broadcasters to do what they think is right, or to stop doing what they think is wrong. As he has before, Mr. Salant suggested that the Communications Act be revised to divorce news content from the licensing process.

Commenting on Watergate, Mr. Salant said that the President's explanation that he knew nothing about his aides' involvement until recently has dangerous implications. It implied, he said, that he the

President was so insulated from newsmen that he never heard of the extensive reportage on the issue, or he was so impressed with his aides' low view of the credibility of the press that he was not alarmed at the revelations being reported. What makes this a grave matter, Mr. Salant said, is that the purpose of a free press is to inform the people, and a mirror responsibility—to reflect the public's concern to officials of the government—was missing.

Arthur R. Taylor, president of CBS Inc., addressing his first affiliates' meeting since his appointment nine months ago, brought up the cable TV problem, and particularly CATV siphoning the more attractive programs from broadcast television.

"The problem which we see is that revenues derived from cable TV systems from their monthly charges for bringing our signal, and therefore our programing, into the 8 million homes currently wired give these systems an economic base which could allow cable systems to go into the marketplace and bid against us for the same attraction."

Pay cable, he said, is a far more lucrative source of revenue than regular TV to the promoter of a sports event or an entertainment attraction. "It is clear," Mr. Taylor said, "that with appropriate interconnection of distribution facilities, subscription fees derived from the 8 million American homes which are now cable connected, could allow a cable group to outbid any of the three national networks for any sports or entertainment attraction."

He called for legislation to insure that CATV is kept supplementary to broadcast television and not a replacement for it.

But to the end the tone of the CBS meeting was upbeat. Frank M. Smith Jr., sales vice president for the network, said that not only is CBS headed for record sales this year, but in 1972 the network outsold NBC by \$75 million and ABC by \$100 million.

Mr. Smith saw one unattractive development. Advertising, he said, is becoming the whipping boy of critics of American institutions. Advertising is important for the free-enterprise system, he said. It is a tremendous selling tool for the manufacturer—and conversely, a tremendous buying tool for the consumer.

In what was taken as an oblique reference to the recent CBS documentary on television advertising (BROADCASTING, April 30), Mr. Smith, with an aside, "Mr. Salant, please note," stressed that advertising supports the free press, both print and advertising.

Los Angeles session also gets report on prime-time strength plus an upbeat report from network on audiences and ratings

"We're number one, and we're going to stay that way. We do have some problems in daytime, but we're working to correct them."

That, in essence, is what CBS-TV told its 550 network affiliates meeting in Los

Angeles last week. And by and large the affiliates were aware of their network's leading position in nighttime programing and were satisfied—except for some relatively minor criticisms (see page 29).

Reasons for daytime audience declines were termed complex by Oscar Katz, program vice president, who noted that in recent years CBS's lead in daytime periods has led to increased competition from the other two networks; that serials have reached virtual saturation, that last season there were 16 situation comedies being broadcast by the three networks, and that the appeal of situation comedies was wearing out.

Since a year ago, Mr. Katz noted, 75% of CBS's daytime schedule has been changed. There will be six new shows, half of the schedule, beginning with the new season, he said. But, he warned, daytime programs take a long time to register. He asked affiliates to allow the programs sufficient time to build.

One step to boost daytime tune-ins was explained by B. Donald Grant, vice president, daytime programs. Planned for the new season, he told the affiliates, is a first-time, 90-minute-long dramatic show that, if it takes, is planned for a daily shot on a 26-week basis—to be rerun for another 26 weeks.

The program, to be called *CBS Afternoon Playhouse*, will be based on original scripts about contemporary themes. CBS has produced one that is scheduled to be shown probably late in the afternoon in September. Another, in the planning stage, will probably be shown in June, he said.

This could mean a new dramatic form for the CBS afternoon schedule, he said, and might be used to replace some programs that fare badly. At the least, he said, it will provide inventory for daytime programs that are questionable as far as ratings go.

Fred Silverman, vice president, programs, noted that CBS has the lowest replacement of shows in prime time of the three networks. CBS, he said, is replacing only three hours of nighttime programing in the new season—"the lowest figure in our prime-time schedule that any of us can remember."

Repeating the network's reason for dumping the Saturday night *Bridget Loves Bernie*, Mr. Silverman noted that from the day it began it lost close to 25% of the *All in the Family* audience and that loss went up to 35% in the first quarter, outrated by both *All in the Family* and *Mary Tyler Moore*. It was even outranked by NBC's *Emergency*, he said. *Bridget* is being replaced by *M*A*S*H*.

Another trouble spot, he said, was the Tuesday night movie that averaged only a 30% share of audience, below its lead-in program, *Hawaii Five-O*. To remedy this, Mr. Silverman said, the network is introducing two rotating 90-minute mystery movies—*Hawkins*, with Jimmy Stewart, and *Shaft*, with Richard Roundtree.

Mr. Silverman also said that Friday was the third weakness in the CBS nighttime schedule. "What do you do against *Sanford & Son*," he asked. The decision was to go comedy, he said, with two



Mr. Silverman

Mr. Grant

Mr. Katz

shows; one, *Calucci's Department*, starring Jimmy Coco, and the second with *Roll-Out*, the story of the legendary World War II Red Ball Express, starring Stu Gilliam and Hilly Hicks.

Irwin B. Segelstein, vice president, program administration, told the audience that CBS last year had 60 specials in prime time, an 80% increase from the year before. But, he stressed, it is not numbers that count, it's quality and that element helped improve the regular schedule; CBS-TV increased share of audience by 10%.

In the new 1973-74 season, he said, there will be about as many specials noting that three are already under way (Barbra Streisand, Jackie Gleason and Kraft with Perry Como and Mitzi Gaynor among others). He said the network was talking to General Electric about special 90-minute dramas, and that a new *Playhouse 90* special, "The Catholics" shot in Ireland is being edited.

Specifying some of the new feature movies that will be shown on the network, ("Hello Dolly," "Planet of the Apes," "Bonnie and Clyde," "The Graduate"), Mr. Segelstein observed, to the obvious delight of his audience, that CBS was going to try to eliminate the problem of over-runs, movies running past 11 p.m. Last year, he observed, 22 movies ran past that time; this new season, he said, the network will try to halve that. Perhaps, he said, it will be necessary to start movies earlier but this might entail pre-empting earlier shows.

Perry Lafferty, vice president, programs, Hollywood, told the affiliates that last year, the network received 3,000 idea submissions, winnowed these down to 50 scripts, made 20 pilots but only four were chosen. He stressed that today's audience is looking for pertinence and comedy and in the latter particularly for "live reaction, not canned tracks. Among the new ideas, he said, were those along the lines of movies such as "Summer of '42," "To Kill a Mocking Bird," "Pete and Tillie" and perhaps a western.

The affiliates also heard Mr. Katz announce the establishment of a second production center in New York. This is not competing with Hollywood, he emphasized; it will supplement the West Coast to give the network production to choose from. He said CBS already has moved *Calucci's Department* to New York, and noted that Alan C. Wagner, vice president, program development, had

already been shifted to the East Coast.

Both Mr. Katz and Jay Eliasberg, director of network research, pleaded with affiliates for daytime clearances. "Every time you delay a program," Mr. Katz declared, "you disturb a carefully planned running sequence, probably hurting us and possibly in the long run negatively affecting your station's daytime standing in your own community." Mr. Eliasberg commented: "If any of you does not clear for the full network daytime schedule, it makes our job more difficult . . . If we are to be in a position to give you full support, you must help by pumping the water at your end of the boat. . ." Mr. Eliasberg made the same plea for CBS's late-night programing.

It was Mr. Eliasberg who gave the affiliates the upbeat numbers on how CBS stood in audience and in ratings.

CBS' prime-time audience, he said, stands about the same as last year in the over-50 age bracket, but the size of younger audiences has increased by 13%. The total audience, he said, is up by 1.25 million adults to 18.32 million with 7% of them young adults (18 to 49), up four points.

The CBS schedule has eight of the top-15 prime-time programs, he said. And among the top-30 programs, CBS has 13. CBS, he said, has the highest rated programs in more than half of the 41 prime-time half hours programed by all three networks. In daytime periods, Monday-Friday, he said, CBS was number three—for the first time in 17 years it was not the leader. But noting that daytime programing is aimed at women, he said both CBS and NBC are tied—both average 4.5 million women. Among women 18 to 49, he noted, CBS and ABC are tied.

And, he added, in 126 markets where all three networks have their own affiliate, CBS affiliates are first 69% of the time and last only 10% of the time.

"To summarize," he concluded, "as of midnight, Sunday, April 22, the moment when the 1972-73 season came to an end officially, your network completed another highly successful season—a season that saw prime-time leadership, substantially younger audience composition, and an upward trend in our advantage over our competitors. Further we are attracting as many total women and young women in the daytime as our competitors . . . Your network retains its dominance with children's programs, with news, with documentary programs, with professional football."

**It's not sin to telecast a 'Lie':
That is what CBS-TV executives
tell murmuring affiliates
and explain why they did not
censor parts of Bergman film**

Hardly a CBS affiliate convention takes place without criticism from some affiliates about programs they considered too daring for their viewers. Last week's meeting in Los Angeles was no exception. Affiliates, speaking privately and at meetings with network brass, voiced objections to last month's Ingmar Bergman's "The Lie," as well as to this month's "The Sergeant" and the upcoming "Blowup."

The Bergman film drew the most comment with particular objections to the bedroom scenes that were considered exceptionally strong for mid-America.

But CBS officials stood staunch in support of creative freedom. Robert D. Wood, president of the network, didn't budge an inch. In fact, he didn't wait for the affiliates-network meeting to raise the issue. He brought it up early the afternoon of the first day of the convention. Defending the integrity and the talents of the producer and that director, he reported that he himself had viewed the play four or five times and had finally decided that "to compromise in any way against the creative force that they brought to that particular show in my opinion was wrong. So when I looked at it (finally) I said it should be fed to affiliates untouched."

He noted that not only had CBS brought to TV the work of Mr. Bergman, but pointedly reminded his audience that they serve many audiences—and one of them is mature, even elite. CBS garnered compliments for the program, he noted.

Irwin B. Segelstein, program administration vice president, of the network, explained that the program had been seen six times by that many CBS executives. "For us collectively, professionally, we felt that those scenes did represent something in the original script and in the original production and that they were necessary. I guess it is arguable. But it does get back to whether you are going to be adventurous and bold and reflect the changes that are taking place once in a while.

Affiliates generally accepted this explanation, although a number still felt that some of the scenes in "The Lie" and the theme of "The Sergeant" as well as the romps in "Blow-Up" are strong medicine for their audiences—mostly those in rural and or less sophisticated cities than the major urban areas.

Despite earlier, private criticisms on what some broadcasters consider dramatic offerings that are too daring for audiences, there was only brief comment on the subject when network management and affiliates met in closed session at the completion of the two-day conference.

Some broadcasters took an almost pulpit attitude in their expressions about some of the feature movies being fed from the network movies like "The Lie,"

"Who's Afraid of Virginia Woolf?," "The Sergeant," and "Blow Up."

As soon as the topic arose, network President Wood put most minds at rest when he observed that only three-tenths of 1% of the network's programming fare involves adult themes. That hardly means CBS is going to the dogs, he emphasized.

In one other instance was the network's choice of a program criticized. This was the recent documentary on TV advertising (BROADCASTING, April 30). The CBS president was asked whether he had been consulted by CBS News before the program was aired. No, he replied, CBS News makes its own decisions, just as the network's programming department

makes its own decisions on entertainment programming.

Two programs came under scrutiny at the closed meeting. Some broadcasters expressed doubts that *Calucci's Dept.* could make it against NBC's *Sanford & Son* (Fridays, 8-8:30 p.m.). A few also questioned the wisdom of *Roll Out* (Fridays, 8:30-9 p.m.) on the ground that it was too exotic and dated (it is based on the Red Ball Express of World War II days). There was also an implication that the network was making a mistake in having two programs that are to be largely peopled with blacks; the other is *Shaft*, one of the rotating anthologies scheduled for Tuesday nights.

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TV camera proves that the art of upstaging has not been lost on renewal-bill debaters

PBS's 'Advocates' offers familiar faces and arguments, but there is some added flare to whet the public's interest

The question of license-renewal legislation, though a matter of considerable interest to broadcasters, does not seem to be a subject that would turn on anyone not directly involved. It all seems so abstract and legalistic, all that talk about public interest and comparative hearings and the rest.

But wait until viewers get a load of Public Broadcasting Service's production of *The Advocates*, on June 3. The issue under discussion is: "Should Congress adopt the administration plan for broadcast-license renewals?" The advocates and their respective witnesses left their subtlety in the makeup room when they went before the cameras in the Department of Health, Education and Welfare auditorium in Washington for taping last week.

Henry Goldberg, general counsel of the Office of Telecommunications Policy, which drafted the administration's license-renewal bill, set the tone when he opened the show as the advocate on the pro side. Seven members of the FCC, he said, "are passing detailed judgment on the programs you see." Programing "is none of their business," he added. "And this bill would make it none of their business." The audience in the auditorium loved it.

Representative Lionel Van Deerlin (D-Calif.), a member of the House Com-

merce Committee and a bitter foe of the administration's proposal, answered in kind, as the advocate for the con side. The bill, he said, is designed for benefit of the "privileged few who want to make broadcasting their own private domain." The crowd liked that, too.

And so it went for the next hour. Witnesses Clay T. Whitehead, director of the Office of Telecommunications Policy, and former FCC Commissioner Lee Loevinger helped Mr. Goldberg knock the stuffing out of that old devil FCC. And Commissioner Nicholas Johnson and Edward P. Morgan, a communications attorney, helped Representative Van Deerlin do the same to that old devil broadcasting establishment.

Some of the antagonists managed to score neat debating points, to the delight of the crowd. When Mr. Whitehead at one point exposed his flank with the remark that some broadcasters are afraid "government power will be used to coerce them," Representative Van Deerlin, who was cross-examining, hit it with the observation, "Some people have encouraged them in that fear." Everybody in the audience seemed to know that the congressman was talking about Mr. Whitehead and his Indianapolis speech last December.

But the congressman left himself open in cross-examining Mr. Loevinger, and promptly got clipped. Representative Van Deerlin, attempting to get through Mr. Loevinger's argument that the government has no business at all in program

content, asked how he would feel about commercials for handguns. "That is up to you, sir, in Congress, to do something about that," Mr. Loevinger responded. It had nothing to do with license renewals, but the audience appreciated it.

Mr. Morgan, who evidently was selected because of the leading role he plays in representing challengers for broadcast licenses as well as for his participation in broadcast ownership, managed to put in a good word for the challengers as a group. The administration bill would "freeze the face of American broadcasting," he said, while now "there is a chance for public-spirited people to come forward to say they can do a better job."

And when Mr. Goldberg pointed out that Mr. Morgan represents nine of the 15 applicants currently attempting to displace licensees, Mr. Morgan responded, "I'm sorry I don't represent all 15." Who said license-renewal is a dull subject for television?

Chicanos turned down

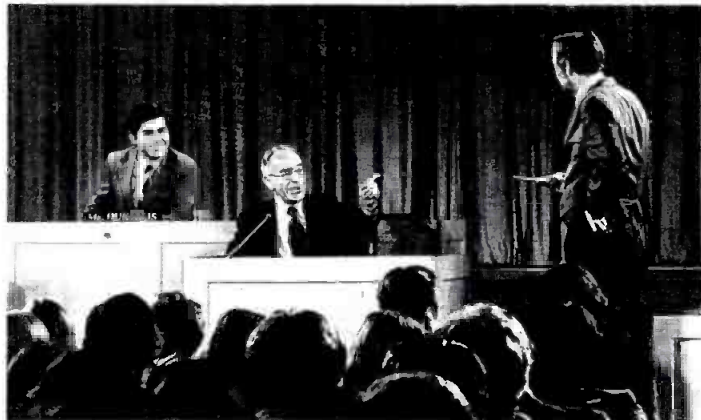
The FCC has rejected a petition to revoke the license of KSLV(AM) Monte Vista, Colo., filed by Radio Para La Raza. The Chicano group alleged that the station, which operates with 1 kw day and 250 w night in an area with a substantial Mexican-American population, had carried an editorial demeaning to the Chicano heritage, had failed to carry public-service announcements promised in its renewal application, had violated the fairness doctrine and had discriminated against Chicanos in its employment practices. The commission found no basis for action in any of the allegations.



Witness Whitehead, advocate Van Deerlin



Advocate Goldberg, witness Johnson



Witness Loevinger, advocate Van Deerlin



Advocate Goldberg, witness Morgan

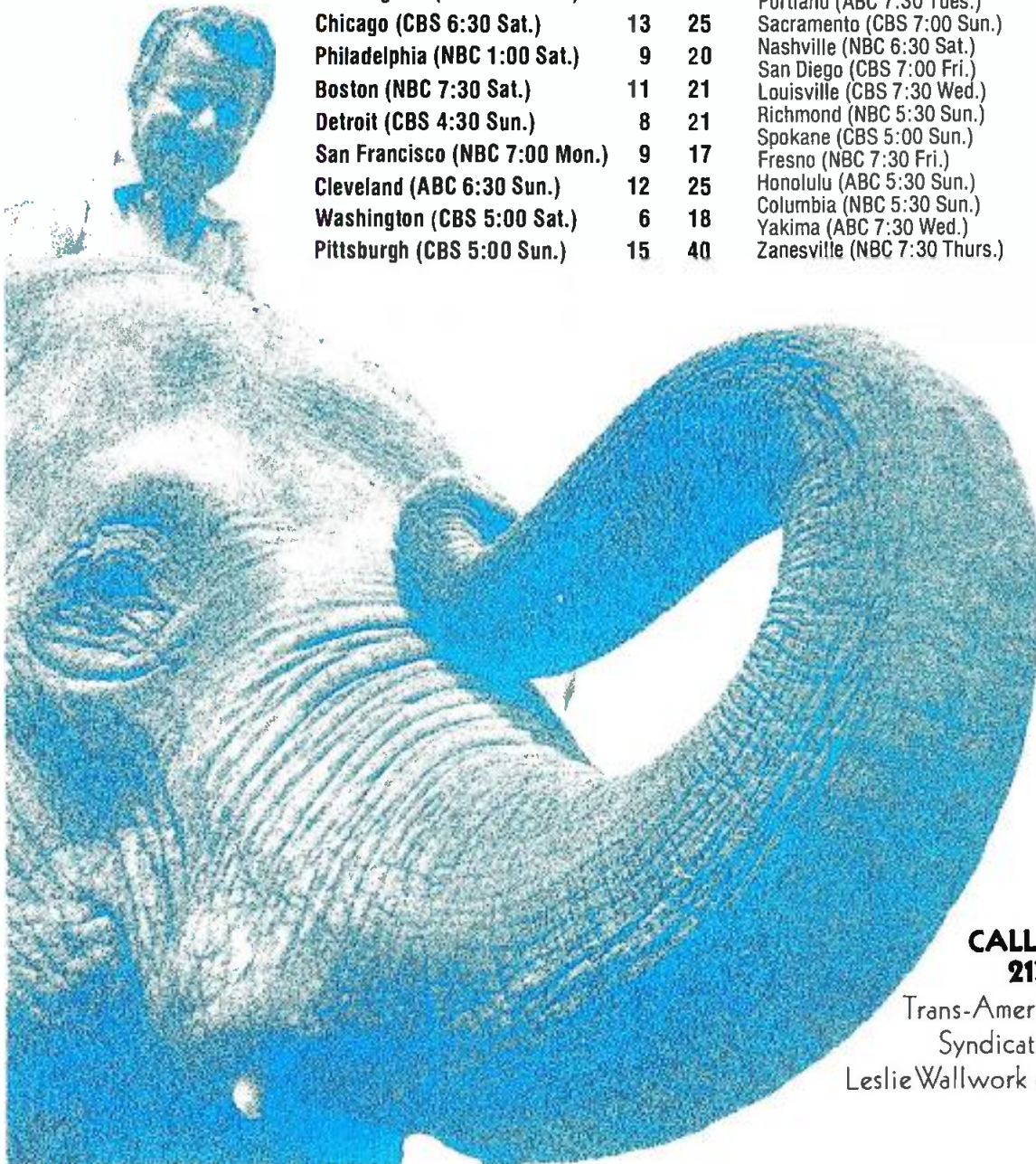
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MARKET	(Nielsen 2/8-3/7 '73)		MARKET	(Nielsen 2/8-3/7 '73)	
	RATING	SHARE		RATING	SHARE
New York (WABC 7:30 Thurs.)	12	20	Kansas City (NBC 6:30 Wed.)	13	22
Los Angeles (CBS 5:00 Sat.)	6	15	Cincinnati (ABC 7:30 Fri.)	17	30
Chicago (CBS 6:30 Sat.)	13	25	Portland (ABC 7:30 Tues.)	21	36
Philadelphia (NBC 1:00 Sat.)	9	20	Sacramento (CBS 7:00 Sun.)	13	22
Boston (NBC 7:30 Sat.)	11	21	Nashville (NBC 6:30 Sat.)	22	39
Detroit (CBS 4:30 Sun.)	8	21	San Diego (CBS 7:00 Fri.)	18	32
San Francisco (NBC 7:00 Mon.)	9	17	Louisville (CBS 7:30 Wed.)	17	30
Cleveland (ABC 6:30 Sun.)	12	25	Richmond (NBC 5:30 Sun.)	14	37
Washington (CBS 5:00 Sat.)	6	18	Spokane (CBS 5:00 Sun.)	17	36
Pittsburgh (CBS 5:00 Sun.)	15	40	Fresno (NBC 7:30 Fri.)	22	32
			Honolulu (ABC 5:30 Sun.)	18	35
			Columbia (NBC 5:30 Sun.)	17	62
			Yakima (ABC 7:30 Wed.)	23	35
			Zanesville (NBC 7:30 Thurs.)	27	41



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Eaton appeals order on WMET, WFAN-TV

He wants FCC's permission to sell Baltimore station and to improve and re-establish D.C. outlet

Charging that the FCC has violated "elemental concepts of fair play," Richard Eaton's United Broadcasting Co. last week asked the commission to reconsider an April ruling in which the firm was ordered either to put two dark UHF's back on the air by July 1 or turn in its licenses for them.

The commission's order (BROADCASTING, April 9), was based on the agency's belief that if it permits United to keep WFAN-TV (ch. 14) Washington and WMET(TV) (ch. 24) Baltimore off the air until they can be sold, as United had requested, viewers would be deprived of TV service on those channels for an indetermined number of years. It reached this conclusion because, due to the tangled legal web that United now faces at the commission—hearings have been ordered on eight of its broadcast properties—United would not be able to assign licenses for the Washington and Baltimore stations until the character qualifications at issue in the other hearings are resolved.

But, according to the United pleadings last week, the commission's order, if permitted to stand, forces it into a dilemma: It would be forced to operate the two stations until the other proceedings

are resolved: the technical facilities of those properties are so inferior that they are practically "unviewable"; the commission has refused to allow it to improve those facilities because of the signal overlap between WFAN-TV and WMET that would result; it has already lost about \$2 million in the operation of those stations (\$1.5 million over nine years at WFAN-TV, nearly \$500,000 over five years at WMET). Yet, in the face of this "punishment," it said, the fact remains that it has yet to be judged guilty of any wrongdoing by the commission.

United noted that an initial decision by Administrative Law Judge Forest McClenning last February recommended that WFAN-TV's license-renewal application be granted, and that an application to improve the facilities of that station be approved, but only after United has sold WMET. It asked the commission to adopt those findings as a formal order to take effect immediately. This, it said, would enable it to sell WMET as soon as possible and commence the improvement of WFAN-TV at the same time.

Fort Worth AM to be sixth Sigmor outlet

Heirs to Wendell Mayes estate to get \$1.8 million for KXOL

Sigmor Corp., San Antonio, operator of five Texas radio stations, has agreed to purchase KXOL(AM) Fort Worth. The station, licensed to KXOL Inc. since 1955,

will be acquired for \$1.8 million, subject to FCC approval.

Sigmor, which signed a purchase contract with Bill Jamar, president and principal owner of KXOL, on May 10, is controlled (80%) by Tom and Mary Turner. The firm has been offering shares to the public over the counter since last November. Sigmor also operates KBUC-AM-FM San Antonio, KTON-AM-FM Belton and KRYS(AM) Corpus Christi, all Texas.

Sigmor's principal line of business is the retailing of gasoline in Texas. The firm also has interests in the pipe-fixture, trucking and automotive-parts industries. The broadcast division, which is headed by Harrell Banks, accounted for only a small part of the firm's revenues last year.

KXOL is one of six Texas AM stations included in the estate of the late Wendell Mayes Sr., who died in 1970. Under provisions of his will, Mr. Jamar—Mr. Mayes's son-in-law—and his wife assumed control of KXOL-AM-FM as well as KBWD(AM) Brownwood. Mr. and Mrs. Jamar will retain KXOL-FM after the current transactions, although it is understood that the station may be sold at a later date.

KXOL operates full time on 1360 khz with 5 kw day and 1 kw night. Norman Fisher of Austin, Tex., was broker in the transaction.

Format freedom questioned

The FCC has been asked to rule, in essence, that the proposed buyer of a radio station may not change that facility's format if the new service would duplicate the format of an existing station in the community.

That was the argument of Jay Sadow, licensee of WRIP(AM) Rossville, Ga., in protesting the proposed \$500,000 sale of WMOC(AM) in neighboring Chattanooga. Mr. Sadow noted that the proposed buyer of WMOC, Robert A. Mayer, intends to change the station's middle-of-the-road programming to a format containing about 85% religious material. WRIP is a religion-oriented operation.

Since the WMOC sale would have the net effect of fractionalizing WRIP's already limited audience, Mr. Sadow said, Mr. Mayer is obligated to provide "adequate additional service to compensate for the diminution of WRIP's service." Mr. Mayer's program proposal for WMOC, he said, clearly does not make such a provision, especially when it is considered that the Chattanooga-Rossville area is served by three other religious outlets in addition to WRIP, and that two other stations program inspirational material on a limited basis.

Changing Hands

Announced

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

- KXOL(AM) San Antonio: Sold by Mr.

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73-30

and Mrs. Bill Jamar to Sigmor Corp. for \$1.8 million (see page 32).

Approved

Following transfer of station ownership has been approved by FCC (for other FCC activities see "For The Record," page 63):

▪ KWON(AM) Bartlesville, Okla.: Sold by Enterprise Broadcasting Group Inc. to Hugh B. Garnett Jr., George Wilburn and others for \$425,000. Buyers own KWHW-AM-FM Altus, Okla. Mr. Wilburn is general manager of those stations. Mr. Garnett is professor at Southern Methodist University, Dallas. KWON is full time on 1400 khz with 1 kw day and 250 w night.

Nixon endorses RFE and Radio Liberty

His special commission wants 10-year funding from Congress

President Nixon has announced that he will soon ask Congress to continue funding for Radio Free Europe and Radio Liberty.

The announcement was made in conjunction with the release of a report by a presidential study commission—headed by Dr. Milton Eisenhower, president emeritus of Johns Hopkins University—recommending continued funding for the propaganda outlets.

Interim congressional funding of \$38.5 million for the stations expires June 30.

"I endorse wholeheartedly the conclusions of the commission that these voices of free information and ideas serve our national interest and merit full support of the Congress and the American people," the President said.

The report by the Commission on International Radio Broadcasting, a body formed last year (BROADCASTING, Aug. 21, 1972), also recommended creation of an independent Board for International Broadcasting to channel funds to the stations, which at one time were financed covertly by the Central Intelligence Agency.

Radio Free Europe broadcasts to Czechoslovakia, Romania, Hungary, Poland and Bulgaria; Radio Liberty beams programming to the Soviet Union.

The report said plans should be made to finance the stations over the next 10 years because "it is unlikely that the free movement of information in the Soviet sphere will become a reality any time soon."

In his statement, the President said the stations "are not spokesmen for American official policy—a broadcasting job that belongs to the Voice of America. Rather, they are highly professional media of news and news analysis, functioning as a kind of substitute free press for a crucial part of the world."

Congressional critics of the outlets have repeatedly called for shutting down the stations on the ground that their broadcasts can only strain relations between the U.S. and Soviet-bloc nations.

ABC-TV will wrap up affiliate month in L.A.

It expects record turnout in same Century Plaza hotel where CBS, NBC met earlier

Presentations in all areas of programing, news and sports will be given during the annual affiliates meeting of ABC-TV, opening tomorrow (May 22) at the Century Plaza hotel in Los Angeles and continuing through Thursday.

Richard L. Beesemyer, vice president in charge of affiliate relations for the network, said that 350 executives of ABC-TV and the affiliated stations are expected

to attend the conference. Mr. Beesemyer said that "this year a larger number of station owners and station group executives, in addition to station managers, will join us than at any previous affiliates meeting."

James E. Duffy, president of the ABC Television Network, will give the opening remarks at the first presentation sessions tomorrow. Luncheon speakers will be Elton H. Rule, president of ABC Inc., on Wednesday and comedian Alan King, tomorrow. Walter A. Schwartz, president of ABC Television, will address the affiliates at Wednesday's afternoon session.

Heading the list of speakers at the various presentation meetings will be Martin Starger, president of ABC Enter-

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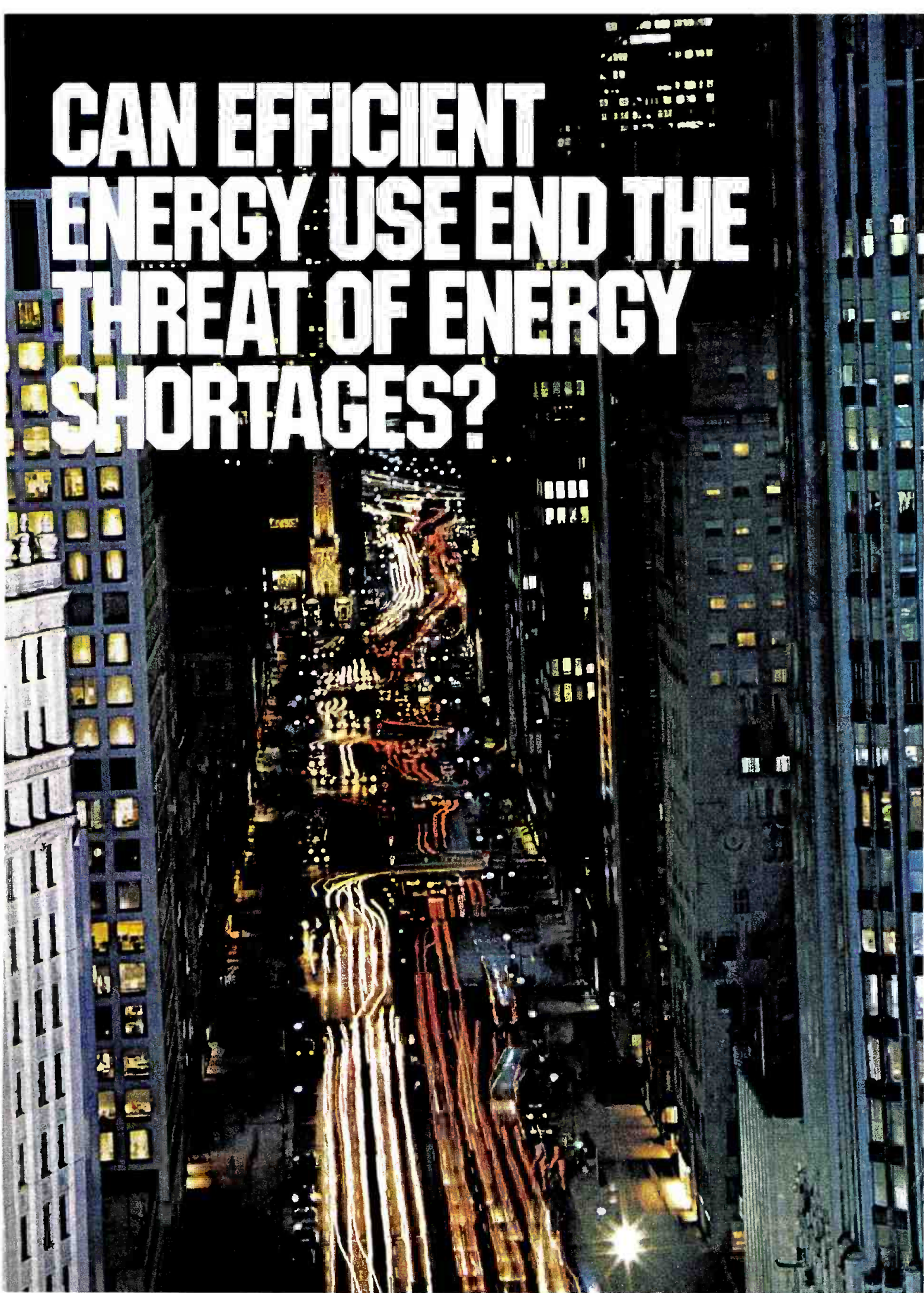
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- Turn off lights, radio and television when they're not in use.
- Improve insulation and weather stripping for more efficient heating and cooling at home.
- Try to keep your thermostat setting at 72 degrees. Above that (for heating) or below that (for air conditioning), costs and energy consumption rise significantly.

What we're doing.

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With heat exchangers, we're making our energy do more work than ever before.

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and William Sheehan, senior vice president, ABC News, and Roone Arledge, president of ABC Sports.

Marvin Antonowsky, vice president, associate director, planning, market development and research services, ABC-TV, will report on ratings performance in various programing areas.

On Thursday the affiliate body, headed by Richard S. Stakes of Evening Star Broadcasting, Washington, chairman of the board of governors of the ABC Television Network Affiliates Association, will meet with ABC executives in a business session to conclude the annual meeting.

Killian, Loomis promise no end to CPB funds for public affairs

But they also tell stations there's to be no networking; new chairman to be conciliator

The two men at the top of the Corporation for Public Broadcasting went before the nation's noncommercial broadcasters last week with a plea for unity and cooperation, and for an end to the internal strife that has beset public television. Appearing on a closed-circuit transmission, Dr. James R. Killian, newly elected chairman of CPB, and Henry Loomis, CPB president, jointly called on their organization, the Public Broadcasting Service and individual stations to work together for the creation of a "sense of partnership" in which none of those institutions would feel slighted.

Their remarks came just a week after Dr. Killian was elected to the CPB chairmanship left vacant when Thomas Curtis resigned over what he called Nixon-administration pressures on CPB's board of directors (BROADCASTING, May 14). They spoke three days before the PBS board was scheduled to consider a four-point CPB proposal aimed at conciliation.

The Messrs. Killian and Loomis strongly indicated that a change of heart was in the works at CPB over the desirability

of public-affairs programing on the PBS interconnection. They said intensive consideration is being given to a proposal—approved overwhelmingly in a PBS canvass of noncommercial station management two weeks ago—for the continuation of two controversial public-affairs programs, *Firing Line* and *Washington Week in Review*, with financing to be re-allocated from local-program funds. They also indicated that other programs of this type previously axed by CPB would be considered for renewal.

Dr. Killian set the tone for the session in an opening statement, his first direct communication with station personnel since assuming the top CPB post. "I want to stress the fact that I'm not mad at anybody," he said. "All my efforts are going to be in the direction of conciliation . . . of trying to find ways in which we can work together, of developing a sense of partnership among all the different constituents and organization arrangements in the field of public television."

Dr. Killian reminded his audience that his agreement to accept the CPB chairmanship was conditioned on the realization of four specific goals: (1) a "speedy completion" of negotiations between CPB and PBS providing for representation of local stations on a national level; (2) passage by Congress and acceptance by the White House of a "long-term" funding program "that would remove public broadcasting from the political hazards of annual appropriations"; (3) a "further strengthening of local stations together with their autonomy and their independence"; (4) the "reaffirmation of public-affairs programing as an essential responsibility of public broadcasting."

The transmission, which originated from WGBH-TV Boston, provided for station personnel to call in questions for the two CPB officials. From the beginning, it was apparent that the prospect of CPB asserting partial responsibility for the scheduling of programs on the interconnection—an area currently administered solely by PBS and station management—was a major concern. Mr. Loomis conceded that, on the surface, CPB's proposal for the establishment of a joint scheduling committee seems "an awkward arrangement." But he noted that

negotiations are still going on over formation of the committee, which would include three members from CPB, three from PBS and one "neutral" member chosen at large. "Nothing is fixed or definite," Mr. Loomis said. But he noted that it is "very likely" that the committee, if implemented, would appoint an executive director who would have day-to-day responsibility for scheduling arrangements, and that the director and his staff would defer to the committee only in cases of direct conflicts between two proposed programs.

Dr. Killian said CPB has proclaimed its desire to become involved in the scheduling process in response to urgings from Congress that it assert its responsibility over programs it funds. Mr. Loomis, however, noted that the ultimate choice as to how schedule decisions would be made would rest with the seven-man committee, and that "it's perfectly conceivable" that it could decide that the present system, involving only PBS and station managers, is preferable. "That would be their decision," he said.

Stressing the need for speedy congressional action on CPB funding legislation, the CPB officials vowed that a special effort would be made to persuade Congressman Torbet Macdonald (D.-Mass.) to hold hearings on the matter within a few weeks. Mr. Macdonald has previously said that his Subcommittee on Communications and Power would take no action on CPB funding (cleared by the Senate two weeks ago) until public broadcasting "gets its house in order."

Mr. Loomis, in answer to another question, said that Donald Quayle, who was elected to the post of CPB's senior vice president for broadcasting two weeks ago, would be the corporation's primary contact with PBS and station people, and that he would have responsibility for all CPB functions related directly to television and radio broadcasting.

Pressed for CPB's position on the tenure of *Firing Line* and *Washington Week*, Dr. Killian said the CPB board withheld action on the proposal to renew those programs at its meeting two weeks ago pending further study, but that the corporation's executive committee is expected to make a decision on the matter by May 19. Dr. Killian stated: "I understand the great desire to have these programs and I would relate this to the statements that we have made in general favoring public-affairs programing."

When asked by another caller whether this indicates a willingness on the part of CPB to consider renewal of other public-affairs programs previously cancelled, Dr. Killian said: "Certainly that implies that we want to include in the programing schedule of our system public-affairs broadcasting. I think this means that there will definitely be a consideration of these programs that have been dropped." He did not mention any programs in particular, and cautioned that his statement does not mean that those programs will definitely be brought back, but emphasized that there is "every desire" at CPB "to have the kind of lively, important public-affairs programs that

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station managers feel they need and want."

Dr. Killian also pledged CPB's continued commitment to refrain from participation in the technical process of interconnection and expressed hope that the various segments of public broadcasting would disassociate themselves from the concept of running a "network" comparable to ABC, CBS and NBC. He said he hoped each station will be able to record PBS feeds for showing at a time of its own choosing "so we can avoid any form of network operation. That's another thing I feel to be a basic principle."

PBS arches its back over CPB pleading

While the continuing flap between the Corporation for Public Broadcasting and the Public Broadcasting Service seems to have calmed, the two organizations are still at odds about several issues. One is the question of whether the FCC has the authority to figure out what Congress meant when it said, in creating CPB, that all public-affairs programs the corporation funds must strictly adhere to "objectivity and balance." In a pleading to the commission last month, CPB claimed that not only does the commission not have that authority, but that it should refrain from applying the fairness doctrine to all CPB-funded programs (BROADCASTING, April 16).

Last week PBS rejected the CPB posi-



tion as "without foundation." PBS contended that for the agency to do otherwise would be an "abdication" of its responsibility to regulate noncommercial stations. Congress created CPB, PBS said, to insure that government-funded program-

ing "did not become a vehicle for government propaganda or the views of the party in power." But it did not intend, as CPB now seems to be arguing, "to oust

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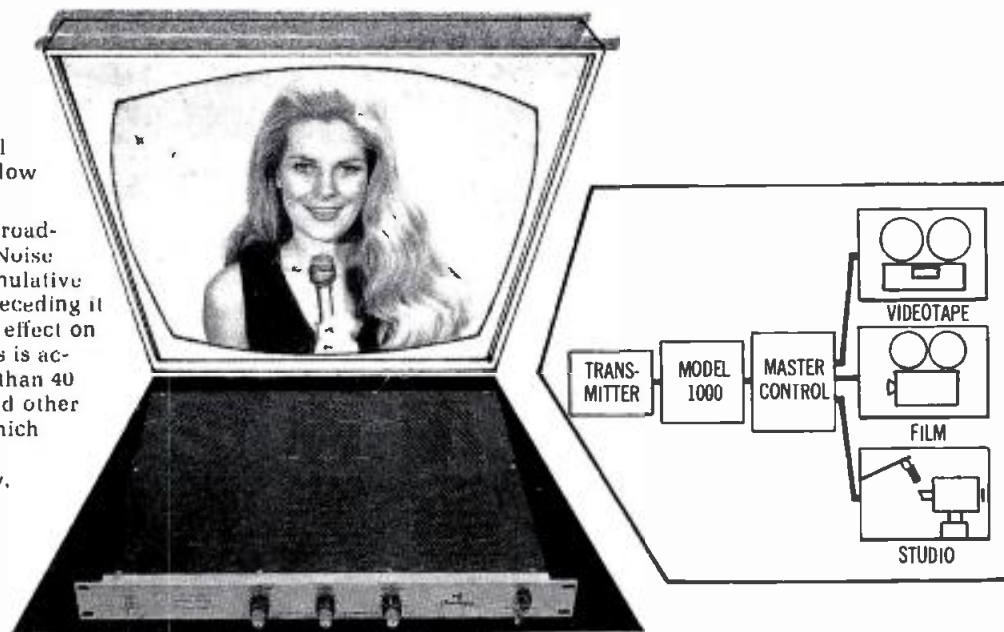
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the commission from the exercise of its established regulatory authority" over noncommercial stations, PBS maintained.

The independence of those stations from CPB and other external forces, PBS argued, is "the touchstone upon which the public broadcasting system was built."

Man in the News



Henry Geller, who as FCC deputy general counsel and general counsel and more recently as special assistant to Chairman Dean Burch, played a major role in the development of commission policy for more than a decade, leaves government service on May 31 to take a position with the Rand Corp. in Washington. Mr. Geller spent his last day in his old job last Friday (May 18) and is now on leave.

In Washington, government watchers have learned to reserve judgment on the direction a regulatory agency will take as the result of a new presidential appointee to head it. For while the presidential appointee gets the attention, it is the professional bureaucrats staffing the agency who provide its momentum. "You have to watch those damn bureaucrats," is one government watcher's advice.

In the case of the FCC, one of the damn bureaucrats whom watchers have kept a close eye on has been Henry Geller, deputy general counsel and gen-

eral counsel during the Kennedy-Johnson years and, for the past three years, special assistant to Chairman Dean Burch. But now ("at long last," some in the industries the commission regulates are probably muttering) it is Mr. Geller's turn to leave.

To the extent that the departure of any staffer can make a difference at the FCC, Mr. Geller's will. Not as much as it would have several years ago. The influence of Mr. Geller, a liberal Democrat, under Chairman Burch is not what it was in the days of Newton N. Minow and E. William Henry, or even Rosel H. Hyde, the Republican named chairman by President Johnson. But his extensive knowledge of communications law and commission policies, his activist zeal for mining that knowledge for actions to deal with problems as they arise, combined with what associates describe as a staggering capacity for work ("He can sit in a commission meeting and draft a five-page document in 15 minutes," one colleague noted last week) all make him a formidable presence.

The tracks he has left in commission policy are many and deep. With the support of Chairman Hyde, he urged the commission in 1967 to adopt the policy requiring broadcasters who carried cigarette advertising to air spots warning of the health hazards of smoking. He charted the commission's course, in 1966, in asserting jurisdiction over all CATV systems, regardless of whether they used microwaves (the legal hook on which the commission a year earlier had hung its authority to regulate cable). He was a prime figure in the development of commission rules and policy aimed at prohibiting broadcasters from discriminating in employment on the basis of race, although it was the United Church of Christ that prodded the commission into action with a petition for rulemaking.

And though obviously not one who is squeamish about government regulation of broadcasting, Mr. Geller has done as much as any conservative member of the commission or its staff to keep the hot breath of government off the necks of broadcast newsmen. He was the principal author of a line of decisions, beginning in October, 1969, with the disposition of the complaint about CBS's *Hunger in America* (BROADCASTING, Oct. 20, 1969), in which the commission says it avoids the censor's role and adds it will not be

the "arbiter of truth," in the absence of "extrinsic evidence" of impropriety on the part of top licensee or newsroom management. "You can't have the FCC trying to find out what the truth is, and then looking to see what the broadcaster presented, to determine if he was showing the truth," he says. "It's idiotic to think we could do it."

Mr. Geller made his mark through the sheer weight of the material he produced, by the force of his arguments in commission meetings and by lobbying members of the commission in their offices. But he rejects as silly the notion he or any staffer could operate as an *eminence grise*—commissioners are not about to be persuaded unless they want to be, he says. And, indeed, he has had his frustrations.

A major one is the commission's refusal to adopt percentages of programming—local, news and public affairs—as guidelines for determining when a broadcaster is providing the kind of "strong, solid" service that would warrant giving him an advantage if he were challenged at license-renewal time by a competing applicant. Mr. Geller, whose conversation is a casual blend of legal citations and street rhetoric, calls the commission's failure to act "a crying shame."

The idea of percentage guidelines is one he has had for more than 10 years as a means of assuring a minimum level—though a reasonably high minimum—of performance in the areas of local, news and public affairs programming. And he does not apologize for such an interventionist attitude; he says the guidelines would be intended as a message to broadcasters: "You deliver, or you're in trouble." And he says the administration's license-renewal bill, drafted by the Office of Telecommunications Policy, which would expressly bar such guidelines, is "full of nonsense." Introduction of the bill helped block commission consideration of the Geller proposal.

The percentage-guidelines concept fits neatly into Mr. Geller's theory of broadcast regulation. The commission, he says, has allocated spectrum space in accordance with congressional directives to provide outlets for "local" service. And Congress, he adds, in incorporating the fairness doctrine into the equal-time law, said broadcasters should afford "reasonable opportunity" for the discussion of conflicting views. Commission policy ought to be drafted with those goals in mind, Mr. Geller says, so why not provide guidance to broadcasters—at least in television—as to what the commission regards as "strong, solid service"? He says "it's nonsense to tiptoe around the issue, saying, 'My goodness, we can't tell you what we mean by strong, solid service—that'd be censorship.' That's idiotic."

Anyone who is as eager for action as Henry Geller runs a high risk of advocating innovative courses that lead to trouble. The commission's cigarette ruling is one. It was, the commission said, limited to cigarettes since they represent a unique problem. Yet the U.S. Court of Appeals in Washington extended the logic to advertisements for leaded gasoline and high-

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powered automobiles—leading to the danger that the wall the commission had built around the cigarette ruling might be shattered, and any number of commercials made subject to fairness-doctrine complaints.

Then there was the commission's 1970 policy statement on comparative renewal hearings. The statement, which Mr. Geller drafted, was designed to afford broadcasters protection against challengers at renewal time, and was issued in large part for the purpose of getting Senator John O. Pastore (D-R.I.) off the spot on which his advocacy of license-renewal relief had placed him with minority groups. The statement virtually assured renewals to challenged licensees that could demonstrate "strong, solid" service to their communities. (Nine months later, the commission proposed guidelines for defining such service—percentage guidelines, of the kind Mr. Geller had been urging on the commission for years.) But the U.S. Court of Appeals in Washington declared the policy statement illegal, on the ground it did not assure challenges the full hearing to which the court said the law entitled them.

(Mr. Geller, a modest man but not immoderately so, feels there was nothing wrong with either one of the commission orders. Rather, he thinks they were the victims of "bum" court decisions.)

The failure to see the percentage guidelines adopted is not the only painful memory Mr. Geller will take from the FCC. Another is the advice he now says was incorrect that led Chairman Burch early in 1970 to approve the monitoring of a commission staffer's telephone. The monitoring was conducted in an effort to determine if the staffer was responsible for leaking confidential information, but it resulted in an embarrassing hearing before Representative Harley O. Staggers (D-W. Va.) and his Investigations Subcommittee, in May 1972 (BROADCASTING, May 22, 1972). "I let Burch down on that," Mr. Geller says. "It was something I should not have given a curbstone opinion on."

Mr. Geller, who at 49 is retiring from government after 27 years of service, including three years in the Army (technically, he is being involuntarily retired through abolition of his job), is now in his third tour at the FCC. He was in and out twice between 1949 and 1957, then returned to the commission from the Justice Department in 1961 at the invitation of then Chairman Newton N. Minow, whom he had known at Northwestern University Law School, when both were students there in the late 1940's.

Mr. Geller was deputy general counsel under Mr. Minow, and in 1965, then Chairman Henry named him general counsel. Former Chairman Hyde, whose views could not be less like his, nevertheless found him a compatible and loyal general counsel. And Chairman Burch, who arrived on Oct. 31, 1969, also found him an able aide—but in time moved him aside for a Republican of his choice—Richard E. Wiley, who was later to move up to the commission.

With the appearance of Chairman

Burch, and then Mr. Wiley, Mr. Geller's influence began to erode. The process was speeded up with the arrival of Charles Lichenstein, as an assistant to the chairman, and John Pettit, as Mr. Wiley's successor in the general counsel's office. The times were changing. Mr. Geller remained a voice but, as one official noted recently, he was now one voice among several. He was, another said, "flexible," helping, lawyerlike, to write orders after his views on the matters under consideration had been rejected. (But one official said he would sometimes attempt "to slip in" his views "in a footnote.")

Mr. Geller is said to be on good terms with the new guard. There is a strong bond between him and Chairman Burch, and Mr. Geller would probably stay on at the commission if he thought Mr. Burch would, too, for any length of time, but that seems unlikely. And Mr. Wiley, who is expected to succeed Mr. Burch as chairman, is known to have asked Mr. Geller to remain.

But the commission, apparently, does not seem as congenial as it did in the old days of the New Frontier. So, he is leaving his \$36,000-a-year job and taking a government pension of about \$14,500 and, for the next few years, at least, Mr. Geller will be working at Rand's Washington office, a few blocks from the FCC building, drawing on his experience for think pieces on communications matters.

His first will reflect a change in his

attitude toward the fairness doctrine, in whose evolution he has played a major role. He now feels enforcement of the doctrine on a case-by-case basis should be abandoned. (On this, he is in harmony with OTP). The broadcaster is a public trustee, so he cannot use his station as a private forum for expressing only his views, Mr. Geller says. But, he adds, "the price of assuring fairness issue by issue is government intervention in journalism." He now wonders if it "wouldn't be better to go back to reviewing fairness matters at renewal time"—as the commission did up until about 1960—and to call to account only those stations guilty of "flagrant" violations of the fairness doctrine. "The search for the perfect fairness may result in chilling robust, wide-open debate," he says.

Mr. Geller has attempted to press that argument on the commission for the past year, though without noticeable success. But when he finishes the Rand paper on the subject, he will no doubt bring it around and use it to lobby the commissioners, as in the soon-to-be old days. The FCC has not heard the last of Henry Geller.

Minority TV-radio fund

WCVB-TV Boston has established a continuing educational fund for members of minorities who want to study broadcasting. President Leo L. Bernak said that the first year's commitment, beginning next

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month, will be approximately \$20,000. Potential uses of the fund may include direct grants to schools for minority scholarships, assisting other organizations that have programs to help minorities in broadcasting, funding the station's own internship program and continuing programs for WCVB-TV minority employees seeking advancement.

Justice pushes for hard line on crossownership waiver pleas

Department spells out its feeling for rigid criteria as FCC gets first request for dispensation from Indiana cable operator

The Department of Justice has served notice it will attempt to hold the FCC to a strict standard in acting on petitions for waiver of its rule requiring the break-up of commonly owned TV stations and cable systems in the same market.

The department made its position clear in its opposition to the first request the commission has received for such a waiver—from Valley Cablevision Corp., which operates 14 systems in the South Bend-Elkhart, Ind., market. Valley is owned by the licensees of the three television stations in the market, all of them UHF's—WNDU(TV), WSJV(TV) and WSBT-TV—and two of the stations are owned by newspapers.

The commission in January denied petitions for reconsideration of its rule banning cable-TV crossownership, even to the extent of refusing to grandfather existing crossownerships. But it said it would consider requests for waivers of the rule, and extended for two years, to Aug. 10, 1975, the deadline for compliance with the rule.

Justice, noting that Valley's petition is the first filed under the rule, said the proceeding is, therefore, particularly important "with respect to the type of evidence that must be provided to entitle an applicant to a grandfathered local TV-CATV crossownership."

And it said that Valley, in requesting



Knocking on Washington doors. Members of the New York Market Radio Broadcasters Association spent two days last month in the nation's capital for conferences with their senators and representatives, a congressional reception and a briefing by Herb Klein, White House communications director. Top photo: Representative William B. Widnall (R-N.J.) listens to Perry Bascom (r), vice president and general manager of WNBC-AM-FM New York. Bottom photo: Robert Biernacki (l), general manager of WWDJ(AM) Hackensack, N.J., and Don Lewis, president, WHBI(FM) Newark, N.J., share views with Senator Clifford Case (R-N.J.).

a waiver, had failed to meet the criteria for waiver laid down by the commission—that waiver applicants "prove both that divestiture will produce no competitive good and that divestiture will cause substantial, unnecessary financial hardship."

However, Justice appears to be following the somewhat stricter criteria the commission established in its original crossownership-order rather than those in the order denying reconsideration and asserting that waiver requests will be considered.

In the original order, the commission said waiver applicants would, in effect, be required to prove a negative—that "a crossownership ban would not result in greater diversity." In the order denying

reconsideration, the commission put it another way—waiver applicants would have to demonstrate that a grant would both serve the objectives of the rule—to "increase competition" in the marketplace of ideas and in the economic market—and "avoid unnecessary hardship."

The commission also suggested three factors to consider in determining whether the standards have been met—financial loss to the cross-owner, the actual impact of cross-ownership on competition and diversity in the area, and the quality of cable service in relation to the influence that cross-ownership has had on it.

But, Justice said, "the central question must be whether there is some unusual aspect of this particular situation such that divestiture will not foster diversification of control of the mass media, will not enhance economic competition, and will not increase competition in the marketplace of ideas."

Justice said that not only does Valley fail to meet that test but that the public interest would require divestiture even without a blanket rule because "of the extraordinarily high degree of local media concentration in the South Bend-Elkhart area." WSBT-TV and WSJV(TV) are owned by the two major newspapers in the area, *The South Bend Tribune* and *The Elkhart Truth*, respectively. And all three are affiliated with AM-FM combinations. "In any event," Justice said, "Valley's petition offers no factual evidence that demonstrates the provision of an independent CATV system through divestiture would not improve both economic competition and the potential for great diversity."

Valley, which began acquiring franchises in the South Bend-Elkhart area in 1965, stressed the public-service aspects of its stewardship of the CATV systems, citing services provided a school system and the access channels it has made available to the public. But it also contended that its ownership of the systems provides considerable diversity.

Its record of offering subscribers the maximum number of television signals permitted by the commission, Valley said demonstrates that the character of its ownership is no deterrent to its "providing additional television services to the people in its market."

Valley also said another significant factor to be considered is "the obvious implications of potential difficulties that may attend any forced sale and the probability that the system would then be operated and controlled by an absentee owner rather than one with deep roots and commitments to the community."

Justice, however, said Valley has not established that it will suffer any hardship or that divestiture would harm the public interest. It noted that Valley apparently had not taken any steps toward selling the systems, either as a package or in separate parts, that would have provided any indication "of the reasonable salability of the system."

The department also suggested that, since the issue may be raised many times in future waiver requests, the commission insist that applicants "establish with well-pleaded facts" that they undertook a serious effort to find a buyer.

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reports that Thursdays at 7:30 p.m. on
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ties as the No. 1 access show in the market opposite "Hollywood Squares" and "Let's Make A Deal" and beats them both in the women and men 18-49 categories, as well as with the teens

HAS THE HIGHEST PERCENTAGE OF WOMEN VIEWERS 18-49

66%

HAS THE HIGHEST PERCENTAGE OF MEN VIEWERS 18-49

56%

ALREADY RENEWED FOR SECOND YEAR ON KERO-TV

Source:
Feb/Mar. 1973 ARB

reports that Fridays at 7:30 p.m. on
KFMB-TV, San Diego

is the dominant No. 1 opposite "The Price Is Right" and "To Tell The Truth."
HAS THE HIGHEST PERCENTAGE OF WOMEN VIEWERS 18-49 COMPARED TO ALL OTHER 7:30 P.M. ACCESS SHOWS ON KFMB-TV.

67%

IS ALSO NO. 1 IN MEN VIEWERS 18-49 COMPARED TO ALL OTHER 7:30 P.M. ACCESS SHOWS ON KFMB-TV.

75%

ALREADY RENEWED FOR SECOND YEAR ON KFMB-TV

Source:
Nov. 72 ARB

reports that Sundays at 7:00 p.m. on
KIRO-TV, Seattle-Tacoma

has outstanding audience composition in the 18-49 demographics, beating all other 7 P.M. programs on KIRO-TV in the young women and men and teen categories.

HAS THE HIGHEST PERCENTAGE OF WOMEN VIEWERS 18-49

75%

HAS THE HIGHEST PERCENTAGE OF MEN VIEWERS 18-49

80%

ALREADY RENEWED FOR SECOND YEAR ON KIRO-TV

Source:
Feb/Mar. 1973 ARB

reports that Saturdays at 7:00 p.m. on
KNBC-TV, Los Angeles

is No. 1 with women viewers 18-49.
is No. 1 with men viewers 18-49.
is No. 1 with teens and children viewers.

HAS THE HIGHEST PERCENTAGE OF WOMEN VIEWERS 18-49

74%

HAS THE HIGHEST PERCENTAGE OF MEN VIEWERS 18-49

77%

ALREADY RENEWED FOR SECOND YEAR ON KNBC-TV

Source:
Feb/Mar. 1973 ARB

reports that Saturdays at 6:30 p.m. on
KOIN-TV, Portland

dominant 1st in total audience, with 20 rating and 41 share, with more women and women 18-49 than other 3 stations combined, and far more men, teens and children than all other stations.

HAS THE HIGHEST PERCENTAGE OF WOMEN VIEWERS 18-49

56%

HAS THE HIGHEST PERCENTAGE OF MEN VIEWERS 18-49

55%

ALREADY SOLD FOR SECOND YEAR

Source:
Nov. 1972 ARB

400 South Beverly Drive
Beverly Hills, California 90212
(213) 277-7444

240 East 55th Street
New York City, New York 10022
(212) 421-4444

reports that...
WFMJ-TV, Youngstown

is the dominant first in its time period in all categories — among men, women and teens, following a poor third place lead-in.

HAS THE HIGHEST PERCENTAGE OF WOMEN VIEWERS 18-49

82%

HAS THE HIGHEST PERCENTAGE OF MEN VIEWERS 18-49

75%

Source:
Feb/Mar. 1973 ARB

reports that Tuesdays at 7:00 p.m. on
WFTV, Orlando-Daytona Beach

lies with "What's My Line" for No. 1 with women 18-49 and No. 1 in total men and No. 1 in men 18-49.

HAS THE HIGHEST PERCENTAGE OF WOMEN VIEWERS 18-49

72%

HAS THE HIGHEST PERCENTAGE OF MEN VIEWERS 18-49

75%

Source:
Feb/Mar. 1973 ARB

reports that Tuesdays at 7:30 p.m. on
WJW-TV, Cleveland

is a dominant 1st among women and men 18-49 against strong competition, "Price Is Right" and "Dr. Kildare."

HAS THE HIGHEST PERCENTAGE OF WOMEN VIEWERS 18-49

64%

HAS THE HIGHEST PERCENTAGE OF MEN VIEWERS 18-49

72%

ALREADY RENEWED FOR SECOND YEAR ON WJW-TV

Source:
Jan. 1973 ARB

reports that Fridays at 7:30 p.m. on
WTOP-TV, Washington

is No. 1 of all access shows on WTOP-TV with men 18-49 and No. 2 with women 18-49.

HAS THE HIGHEST PERCENTAGE OF WOMEN VIEWERS 18-49

70%

HAS THE HIGHEST PERCENTAGE OF MEN VIEWERS 18-49

74%

ALREADY RENEWED FOR SECOND YEAR ON WTOP-TV

Source:
Feb/Mar. 1973 ARB



Watching the audience: votes for the machine

Preliminary results of survey of broadcasters indicate they want mechanical method of measurement

Broadcasters responding to a letter sent to over 300 radio stations on behalf of the Radio Advertising Bureau, soliciting suggestions for the "ideal radio-ratings system of the future," favor some form of mechanical recording device in audience measurement.

The letter went out from Elmo Ellis, general manager of WSB-AM-FM Atlanta, who serves as chairman of the RAB's future of ratings committee. Mr. Ellis asked broadcasters for a "rough memo" on the broadcasters' thoughts on "getting closer to the reality" of radio in measurement techniques. Although Mr. Ellis has received response from about 10% of the sample ("It's a big job," he said, "and people are taking their time responding. I expect them to come dribbling in for several more weeks"), there was a "strong trend" among the respondents calling for mechanical or electronic monitoring devices in measuring systems, he said.

After the memos are gathered, the next step will be up to the members of the ratings committee. "We thought we'd blue-sky it and see what happens," Mr. Ellis explained.



First stop. Women broadcasters from Poland, Nigeria, Yugoslavia, Taiwan and Colombia visited the FCC in the first leg of a 45-day tour of U.S. broadcast facilities. At a Washington reception preceding a briefing on commission functions, Krystyna Kryst, senior officer in charge of the chairman's secretariat, Polish Committee for Radio and Television, speaks with Commissioner Robert E. Lee. Behind her are (l to r) Martha Audu, producer, women's and children's radio/TV programs for Broadcasting Corp. of Northern Nigeria; Jenny Chia-chuan Chow, cultural, educational and arts news reporter for Taiwan Television Enterprises, and Mal Johnson, director of community affairs and senior Washington correspondent, Cox Broadcasting. Not pictured are Tullia Ramirez Prado De Castellanos, TV news commentator and women's program director from Bogota, Colombia and Sonja Badel, journalist and correspondent, RTV Zagreb in Belgrade. The U.S. tour is sponsored by the Educational Foundation of American Women in Radio and Television in conjunction with the State Department.

Media Briefs

Color count climbs. Number of color-equipped television households in U.S. rose to 40.7 million as of April 1, according to NBC's quarterly estimates released last week. Figure represents increase of 6-million color-TV homes since April 1, 1972.

Markle backs study. John and Mary F. Markle Foundation has awarded \$49,000 grant to examine current state of knowledge about effects of mass communication on political behavior. Study will be conducted by Sidney Kraus, chairman, department of communication, Cleveland (Ohio) State University. Published and unpublished reports as well as newly gen-

erated but as yet unanalyzed data will be examined.

New in Northwest. Spokane, Wash.-area radio and television stations have formed organization to speak for broadcasters in community. New group is Spokane Broadcasters Association. Following officers were elected: Will Martin, KEZE-AM-FM Spokane, president; Robert Swartz, KZLN(AM) Opportunity, Wash., vice president; Eugene W. Wilkin, KREM-AM-FM Spokane, secretary, and Richard Wright, KXLY-AM-FM-TV Spokane, treasurer.

Self-support. Noncommercial WTTW(TV) Chicago, one of some 35 public TV stations in the country that conduct fund-raising auctions, completed its seventh annual such event on May 5 with record \$702,000 raised. Similar auction last year

brought \$542,000 into station. Auction, which lasted for eight-and-a-half days, made use of some 3,500 volunteers from Chicago area. WTTW also reported that it added 16,000 new subscribers during special March membership week, raising total subscribers to 63,000. They provide station with base membership financial support of nearly \$1.25 million.

Stanton scholarship. Frank Stanton Fellowship has been created by International Radio and Television Society to honor the retired chief operating officer of CBS for his "contributions to broadcasting and to professional education." It will enable a college educator to attend IRTS's annual faculty-industry seminars with all expenses paid by IRTS.

Cross country promotion. Jimmy Arrowood, Charlotte, N. C., house painter, finished cross-country bicycle ride from his home town to Los Angeles May 3. Month-long trip, pegged as "world's first private mail delivery—coast-to-coast," was goodwill tour for Charlotte and for WBT-AM-FM and WBTV(TV) there. Mr. Arrowood delivered personal letters from Charlotte's mayor to mayors in various cities en route and got exposure cross country for stations which had supplied him, in return, with one new bike and spending money. He also called in to stations every few days with comments on his experiences. Postscript: After parking his bike in Los Angeles and calling to let Charlotte stations know of his arrival, he returned to street to find his bike stolen.

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FCC gropes for standards on changes in formats

It had thought new court decisions gave clues to a workable policy, but one is object of revived attack

The FCC last week was still feeling its way in developing policy to govern station format-change cases, even as a new complication developed that threatened to unsettle what had been considered a settled issue.

The complication involved the sale of KBTR(AM) Denver to Mission Denver Co., which the commission had approved in an order that the U.S. Court of Appeals in Washington three weeks ago affirmed (BROADCASTING, May 7). The local citizen group and the nearby station that had protested the prospective replacement of KBTR's all-news format with one featuring country-and-western music, renewed their efforts to block the format change.

The Colorado Citizens for Broadcasting and K1AK(AM) Lakewood, Colo., which uses a country-and-western format, both filed motions with the court asking it to keep in force an order staying the effectiveness of the FCC's order.

In addition, K1AK petitioned the court to rehear the case or to remand it to the commission for further consideration. Colorado Citizens said it would petition the court for rehearing and the commission for reconsideration on Friday (May 18).

Both pleadings said there had been a sharp upsurge in opposition to the loss of the all-news format—not only from members of the public but from state and local governmental bodies. Colorado Citizens reported. They also asserted that, contrary to one of the allegations on which the commission and the court based their decisions, KBTR is not only viable under the all-news format but increasingly profitable.

K1AK also asserted that the decision in the KBTR case was inconsistent with a decision by the same court on the same day in a format-change case involving WGLN(FM) (now WXEZ(FM)) Sylvania, Ohio. K1AK argued that under the standards in the WGLN case, there are questions of fact—regarding public support for the existing format, financial viability and alternate sources of news programming—to warrant overturning the commission's decision.

Meanwhile, commission lawyers were telling the commission last week that the court's decisions in the KBTR and WGLN cases are consistent and appear to square with commission policy in format-change cases.

And the commission is said to have decided not to seek rehearing in the

WGLN case, in which a local citizen group protested the station's sale to Midwestern Broadcasting Corp. because of the proposed abandonment of a progressive-rock format for middle-of-the-road programming. The proceeding will be referred to an administrative law judge, but with the suggestion that, if feasible, the issues be resolved on the basis of written pleadings rather than in a hearing.

Commission lawyers read the decisions as holding that if there are no questions of fact concerning a station's unprofitability under a particular format and the presence of alternative sources of that format, the commission could approve a sale involving a change in format without a hearing.

What if only one of those issues is not in dispute? If the undisputed fact is the presence of alternative sources, that might be enough, according to some commission sources. They note that the court in the WGLN case described the alternative-source element as "the most important, and normally the conclusive" one.

However, some staffers at the commission say that the commission's way ahead is still not clear, that it is easy to hypothesize situations that do not fit the mold of the KBTR or WGLN. They also noted that the court, in the WGLN case, said that "public grumbling" about format change would not only be sufficient to warrant a hearing if facts are in dispute but that questions about public support for a format may themselves be material and, "if substantial," the proper procedure for the

commission would be to require a survey of the area or a hearing on the issue. K1AK cited that point in its argument last week.

The commission may consider issuing a notice of proposed rulemaking to help it clarify the issues involved. The court in the KBTR case suggested that the commission set "guidelines for achieving the marketplace ideal," and the commission's general counsel, John Pettit, is said to have been urging the commission for the past several months to issue a notice of rulemaking on the issue.

Officials say, however, the commission probably will not begin to focus on a rulemaking until the court acts on two format-change cases now pending before it. One involves the sale of WEFM(FM) Chicago and, commission lawyers feel confident, it fits neatly into the KBTR-WGLN pattern—the station is losing money and it is one of three stations in the market playing classical music.

The other presents a different kind of problem. KBCA(FM) Los Angeles, a black-oriented station, is protesting the sale of nearby KUTE(FM) Glendale, Calif., charging that the buyer is planning to "monopolize" the Los Angeles black audience. The buyer, Progress Radio, said it would drop the station's semiclassical format for jazz and rhythm and blues but was not aiming for a black audience. Progress also owns KGJ(FM) Los Angeles, a black-oriented station.

In the motion filed with the appeals court last week, Thomas Asher, of the Media Access Project, counsel for the Colorado citizen group, said that al-



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though the court did not find that "public grumbling" had reached that pitch, "new and weighty manifestations of public opposition to abandonment of KBTR's all-news format have been triggered" by the court's decision upholding the commission's order.

These include a unanimous resolution by Denver's 13-member city council and signed by Mayor William McNichols, urging the commission to reconsider its decision; a resolution adopted by the state senate, calling on the commission to assure continuation of the all-news format, and letters from U.S. Senator Peter Dominick (D-Colo.) and Representative Patricia Schroeder (D-Colo.), whose district includes Denver, to FCC Chairman Dean Birch.

Senator Dominick said he had received "a large volume of telephone calls and letters" from Denver-area residents expressing concern about the proposed change in KBTR format, and asked what was done to inform the public of proposed change and to assess public sentiment about it. "This inquiry should in no way be interpreted as a desire to influence" the commission's and court's procedures, Senator Dominick wrote. But, he added, he wanted to be certain the needs of Denver-area citizens were being adequately considered.

Representative Schroeder did not disavow an interest in affecting the commission's judgment. She said she shared the concern of her constituents, and urged the commission to reconsider its approval of the sale and format change.

WNET vows fight to get CPB funding for black series

The continuing battle between the Corporation for Public Broadcasting and non-commercial WNET(TV) New York over the funding of locally produced programs erupted again last week when the corporation said it would put no more money into *Soul!*, the station's black-culture series.

John Jay Iselin, president of WNET, was angered by the decision because he said it was his understanding, based on

a CPB statement issued on March 7, that *Soul!*, which has just completed its fifth season, would share a \$305,000 grant with a new WETA-TV Washington-produced black series called *Interface*. With that commitment in mind, WNET kept the staff of *Soul!* on its payroll.

But Keith Fischer, executive vice president of CPB, said that the corporation never made a firm commitment to *Soul!*. The CPB board previously indicated that *Soul!* would share in about \$300,000 of reserve-fund commitments to WETA-TV to develop pilot programming for *Interface*, and for two series of programs on the special interests of the elderly and women (BROADCASTING, March 12). It was hinted that *Soul!* would possibly share in future funding for *Interface*. It's estimated that *Soul!* costs \$500,000 yearly to produce.

A spokesman for WNET said that the station doesn't regard the decision to scuttle *Soul!* as final. "We're going to fight them on this one," the spokesman said, adding that when the producers of the program issued an on-the-air appeal for viewer support last March, 20,000 letters were received. The spokesman implied that these viewers could well be mobilized to picket and demonstrate against CPB if negotiations failed.

Changing Formats

■ **KCBS-FM** San Francisco, after almost 18 months on two different rock formats, has changed its programming to a jazz-based easy-listening format. The new KCBS-FM general manager, John Layng—appointed in late February to replace John Kekalos, who ran the station during its top-40 and oldies format—is attempting to draw a combination of young rock listeners and older beautiful-music listeners to the CBS-owned station with a mix of light-jazz cover versions of pop hits and soft-rock vocals. Music is segued with at least three selections per cluster and then back-announced on the automated system. The new format went on the air April 12. The music mix can be expected to add more instrumentals as the new format progresses, a CBS spokesman said.

■ **KITY(FM)** San Antonio, Tex., which a

year ago switched from MOR to modern country programming, returned to an "easy listening" format April 2. Along with its new format, the station has reduced the number of commercial interruptions, and is now playing as many as 23 musical selections per hour. A station spokesman attributed the format change to a profusion of country formats in the market.

■ **KLYF(FM)** Des Moines, Iowa (formerly WHO-FM) accompanied its April 23 call-letter change with a switch to "beautiful music" provided by Stereo Radio Productions. The station, which formerly duplicated the majority of WHO(AM)'s MOR programming, has increased its operation from 100½ to 133 hours weekly and is now broadcasting in stereo.

■ **WWOC(AM)** Norfolk, Va., has adopted a "mod country" format to replace its contemporary MOR sound. The new format, which was instituted April 15, includes modern country artists ranging from Loretta Lynn to Lobo, according to Ron Wolfe, program director.

■ **WGNU-FM** Granite City, Ill., which had essentially duplicated the country-and-western programming of its AM affiliate, has begun independent broadcasting with a gospel and country-gospel format.

■ **WLAJ-FM** Naples, Fla., has replaced its country-and-western format with MOR.

■ **KSDS(FM)** San Diego has adopted an all-jazz format to replace its mixture of MOR, rock, jazz and classical programming. A station spokesman said that the new format will include the entire spectrum of jazz, ranging from big-band music of Duke Ellington to such avant-garde sounds as "Weather Report." The format change, effective last month, makes KSDS the only full-time jazz station in the San Diego area. The noncommercial station is run by students at San Diego City College.

Program Briefs

'Treasure' for 51. Sandy Frank Film Syndication Inc., New York, reported last week that *The New Treasure Hunt* half-hour series has been sold in 51 markets, of which 40 are in top 50. Produced by Chuck Barris Productions, series is scheduled for fall 1973 start. Frank said it has been sold in nine of top-10 markets: WCBS-TV New York, KNXT(TV) Los Angeles, KYW-TV Philadelphia, WXYZ-TV Detroit, WCVB-TV Boston, KPIX-TV San Francisco, WJW-TV Cleveland, WTOP-TV Washington and KDKA-TV Pittsburgh.

Heritage handling Tors. Heritage Enterprises Inc., New York, TV production and distribution firm, said last week it has signed four-year contract to manage day-to-day operations of Ivan Tors Films, Miami and Hollywood TV and motion-picture production company. Tors has completed principal photography on new 26-episode, half-hour series, *Animal Lexicon*, filmed in Africa, Asia, Australia and other parts of world. Heritage said production is proceeding on its own half-hour TV series, *Arthur of the Britons*.

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Production unions are told FCC may act on reruns

That's one hint of relief they get in Washington talks on unemployment

A coalition of labor unions gathering in Washington to protest unemployment in television and motion-picture production (BROADCASTING, May 14) heard a few encouraging words last week about how the federal government is beginning to come to grips with the problem.

Bearers of the tidings were Office of Telecommunications Policy Director Clay T. Whitehead and John Bass, chief of the FCC's Office of Network Study.

The two-day (May 14-15) meeting of the National Conference of Motion Picture and Television Unions was organized to plump for:

- Repeal of the FCC's prime-time access rule.

- Instituting a limit on network reruns.

- Passage of bills by Senator Vance Hartke (D-Ind.) and Representative James A. Burke (D-Mass.) to curb competition from foreign labor, including that engaged in motion-picture and television production.

- Enactment of a measure sponsored by Representatives Barry Goldwater Jr. (R-Calif.), Alphonzo Bell (R-Calif.) and James Corman (D-Calif.) to require government agencies to obtain most of their audio-visual materials from private sources at prevailing union rates.

Mr. Whitehead touched on reruns, the prime-time rule and government production in his talk at a luncheon meeting of the conference last Monday (May 14).

A study ordered by the President has shown that reruns are an outgrowth of the increased costs of programming for prime-time TV, said Mr. Whitehead (BROADCASTING, Feb. 5). And, he said, higher program costs are caused by the networks "jockeying for position for higher ratings."

Absent voluntary action by the networks to limit reruns, he said, OTP has recommended that the FCC conduct a full-scale inquiry into the problem.

At the same meeting Mr. Bass came out in favor of the commission's issuing a notice of inquiry into the matter. He subsequently told BROADCASTING that he has finished drafting such a notice.

However, Mr. Whitehead indicated that government intervention should be a last resort because "one government regulation tends to beget another."

At the same time, he said, "the networks have the responsibility not to kill the goose that laid the golden egg."

Mr. Whitehead said OTP has recommended that the commission repeal the prime-time access rule so that networks can begin programming the 7:30-8 p.m. slots again by this fall. He said the rule has not achieved its objectives of promoting diversity and stimulating employment in the industry.

Turning to the subject of government

production, Mr. Whitehead noted that a 15-agency committee led by OTP is looking into the matter (BROADCASTING; Oct. 23, 1972) and expects to have a final report about July 1.

He said preliminary figures indicate the government spends about \$400 million a year on audio-visual production—\$35-million on finished film and video tape, the balance on such items as still photography and graphic arts.

Of the \$35-million figure, he said, \$30-million is spent on motion pictures—\$20-million on contract and \$10 million in-house.

Current government policy dictates that a cost savings of 10% to 25% must be realized before in-house production can be used, Mr. Whitehead said. However, he added that the computations should be based on the government's paying union-scale wages.

The OTP committee is using as a basis for its investigation a report on government production made public last year by Congressman Goldwater (BROADCASTING, Aug. 14, 1972).

Activities of the conference of unions last week included a rally and calls at Capitol Hill. Members of the organization, formed last September and headquartered in New York, are: the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators, the International Brotherhood of Electrical Workers, the National Association of Broadcast Engineers and Technicians, the American Federation of Radio and Television Artists, the Screen Actors Guild, the International Brotherhood of Painters and Allied Trades and locals of the International Brotherhood of Teamsters.

Independent coalition will fight access rule

Producers of network shows seek rule repeal to save market

Networks and major film producers who have been trying to persuade the FCC to revoke the prime-time-access rule have found a strong ally. A group of Hollywood independent producers formed an ad hoc organization pledged to work for the repeal of the rule.

Gene Roddenberry of Norway Productions (*Star Trek* on network TV several years ago and still in syndication) said after the meeting, which took place May 9, that independents who provide the bulk of quality TV shows have been remiss in not taking a public stand earlier on the FCC rule. The commission rule restricts stations to the use of no more than three hours of network programming per evening.

It was obvious that the organization—to be known under the jaw-breaking title of the Ad Hoc Committee of Independent Sources of Quality Prime-Time Programs for the Repeal of the "Access" Rule—was formed to combat the impression that the Association of Independent Television producers, which has told the FCC it favors retention of the rule, rep-

resents all independent TV producers.

The new group on May 11 selected a delegation to visit the FCC and the Congress some time in the next two weeks, according to Mr. Roddenberry. One element of that visit, Mr. Roddenberry noted, will be the showing of pilots made by members of the organization but unpurchased by the networks because of the constriction of time available for network programming under the rule.

Named to journey to Washington were Mr. Roddenberry; Lee Rich, Lorimar Productions; cochairman; Bud Yorkin, Tandem Productions; Jackie Cooper, Jackie Cooper Productions, and Jack Webb, Mark VII Productions.

The independent group, Mr. Roddenberry said, accounts normally for 20% of network program time. At present, he added, members are working only at one-fourth of capacity.

In addition to Mr. Roddenberry, five other independents signed the telegram calling the meetings. They were Mr. Rich; Duke Vincent, Duke Vincent Productions; Bruce Johnston, Bruce Johnston Productions; and Jack Foreman, Samuel Goldwyn Productions. Among the programs produced by these and other producers at the meeting are *The Waltons*, *Bob Newhart Show*, *Adam 12*, *Bonanza*, *MASH* and *All in the Family*.

If the rule is not repealed, the signers said in the telegram, it will have a "continued deleterious effect on network quality domestic TV programming." And the telegram said: "The rule has spawned little, if any, of the kinds of quality programming which it was purported to foster. Instead low-budget, low-quality game shows and foreign product have been the rule."

Members of the executive committee of the ad hoc committee are, in addition to those listed as going to Washington: Messrs. Johnston, Vincent and Levy; Danny Arnold, 4-D Productions; Norman Felton, Arena Productions; Jack Foreman, Goldwyn Studios; David Gerber, Gerber Productions; George Schlatter, Schlatter Productions; Leonard Stern, Talent Associates; David Levy, Wilshire Productions, and Grant Tinker, MTM Productions.

CBS refuses AAF time to answer 'Commercial'

Salant dispute's Bell's charge that program was one-sided; AAAA's McCaffrey also questions balance

Richard Salant, president of CBS News, has rejected the American Advertising Federation's request for an additional program to "balance" views expressed in the CBS News special, *You and the Commercial*, telecast on April 26 (BROADCASTING, April 30, May 7).

In his letter to Howard Bell, AAF president, Mr. Salant wrote, "I have your letter of May 3 which reached my office at 4:00 p.m. on Monday, May 7—more than 24 hours after I had read about it in

BROADCASTING. Mr. Salant expressed "dismay" at the AAF's charge that "there was no opportunity to respond to the one-sided opinions expressed by others on such critical matters as counter advertising, social impact and economic value."

Mr. Salant enclosed a transcript of the program for Mr. Bell's inspection and cited appropriate passages where the program did deal with those "critical matters." Mr. Bell had also complained about the lack of attention given the National Advertising Review Board. Mr. Salant responded that the relatively new NARB was still in the process of developing policies and a discussion of it at this time would be "premature." He acknowledged, however, that "we do have in our future file, a year or so from now, a tickler to remind us to look at the review board to see how it has operated and what it has done, as a story possibility for the future."

Since then, James McCaffrey, chairman of the American Association of Advertising Agencies and president of McCaffrey & McCall, has written a letter to Mr. Salant saying that *You and the Commercial* was "clearly biased against our business. . . . Many times the average viewer *thinks* that what he or she is getting in such a telecast is balance on a given question. Balanced it was not."

Mr. McCaffrey criticized the use of outdated commercials and the omission of important information. He concluded that, "in this day and age, the error of omission is often more dangerous than a flat misstatement of fact. . . . [The program] was simply a piece of incomplete—if not prejudiced—journalism. And as such, not very strong support for your contention that you ought to be let alone to do your job of informing the public without fear or favor. . . . I don't think it has done any irreparable damage. I just hope that you guys didn't do it as a means of proving to your various detractors that you really are a gutty bunch."

Mr. McCaffrey told **BROADCASTING** that, as of May 16, he had not yet received a reply from Mr. Salant.

Pastore tries again

Bill against sports blackouts differs slightly from '72 version; hearings are likely

Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) last week introduced legislation to prohibit TV blackouts of home football, basketball, baseball and hockey games when the games are sold out 48 hours in advance.

The bill (S. 1841), is similar to a measure the senator offered last year, except that it provides that the blackout ban would be effective for only one year. And, unlike last year's bill, the measure would amend the Communications Act to prohibit TV stations, networks or cable systems from entering into agreements to prohibit the home telecast of the four sports when tickets are sold out two days in advance. Last year's bill would have eliminated the antitrust exemption for the sports (which permits blackouts) when

games are sold out. It is understood that this difference in approach assures that the Commerce Committee will retain sole jurisdiction over the bill.

Senator Pastore's introduction of the blackout bill follows a meeting he had with National Football League Commissioner Pete Rozelle. Mr. Rozelle had offered to conduct an experimental lifting of blackouts for the 1974 Super Bowl game and for five New York Giants games this fall. But Senator Pastore indicated that such a trial would not be a meaningful test (**BROADCASTING**, May 7).

Senator Pastore also indicated that there may be hearings on the bill to permit a more extensive exploration of the issue and to allow the NFL to develop a more suitable experiment in lifting of blackouts.

Do music packages hobble stations' other programming?

That is what FCC plans to find out; issue brought to head by case of station claiming poverty but with expensive syndication

The FCC is concerned that firms offering syndicated music packages to radio stations might be making demands of their clients that cause "severe" restrictions on news and other nonmusical programming.

Announcing that it is launching an inquiry into the practices of such package music services, the commission stated that in certain cases that have come to its attention, agreements between stations and syndication firms place limitations on the amounts of local programming the broadcaster may offer in addition to the syndicated product. These restrictions, it said, "raise questions" as to whether affected licensees are maintaining the program flexibility and independent discretion required of them.

The decision to look into the matter stems from a complaint by **WWBA(FM)** St. Petersburg, Fla., against the sale of **WEZX(FM)** in neighboring Tampa, Fla. Among other allegations, **WWBA** claimed that **WEZX's** current licensee, Technico Leasing Inc., had maintained that sale of the station was necessary due to financial losses, although Technico's assignment application did not mention that **WEZX** uses a relatively expensive syndicated music service. It also contended that certain restrictions in **WEZX's** agreement with the syndication firm are contrary to the public interest.

Although the commission approved the \$500,000 sale of **WEZX** to Southern Broadcasting Co., Winston-Salem, N.C., in a separate action, it agreed that there are questions that remain to be answered regarding the propriety of the station's syndication agreement. It said, however, that the music-syndication business is too widespread to evaluate on a case-by-case basis; hence the general inquiry. It asked for comments by June 28 and replies by July 10 on the question of

whether such agreements inhibit stations' presentation of news and other non-music programming.

The **WEZX** purchase gives Southern possession of 10 radio stations. It also owns **WHBQ-FM** Memphis; **WSGN(AM)** Birmingham, Ala.; **KOY(AM)** Phoenix; **WKIX(AM)**-**WYYD(FM)** Raleigh and **WTOB(AM)** Winston-Salem, both North Carolina; **KULF(AM)** Houston; and **WRVA(AM)**-**WRVQ(FM)** Richmond, Va. It also owns **WGHP-TV** High Point, N.C., and has a minority interest in **WBMG(TV)** Birmingham.

Music



Paul Simon

Simon tries on a new style, finds it fits in first radio exposure

As have the albums before it, 'There Goes Rhymin' Simon' promises to be different from what has come before, and then delivers; gospel, Dixie and harmony are the message in the artist's new go at medium

Every time Paul Simon puts out a new record he redefines the boundaries of American pop music. "This country is so provincial. Americans [only] know American music," he said in an interview last year. "You go to France, they know a lot of kinds of music. You go to Japan, and they know a lot of [different kinds of] indigenous popular music. But Americans never get into South American music [or] the Jamaican thing."

He said that after his first solo album, *Paul Simon*, which contained "Mother and Child Reunion," a number-one single recorded in Kingston, Jamaica, with native musicians. Today, "reggae" rock—as the style came to be known—is a vogue, as witness, among others, Johnny Nash's "Stir It Up." And the Latin flavor of Mr. Simon's "Me and Julio" is re-

flected in Steely Dan's "Do It Again" and War's "Cisco Kid."

Mr. Simon's second solo album, *There Goes Rhymin' Simon*, was released by Columbia records last week and the single, "Kodachrome," rushed onto the air like water through a broken dam. This time out, Mr. Simon is seeing what he can do to help gospel music and New Orleans Dixieland—with backing vocals by the Dixie Hummingbirds, who supposedly review all the lyrics they are asked to do to confirm their "spiritual purity"—and recording in Muscle Shoals, Ala., and Jackson, Miss. "Kodachrome" is already a hit (it came on BROADCASTING's "Playlist" at 34 in its first week). The appeal starts with its opening line: "When I look back on all the crap I learned in high school." Kodachrome—color—is the world inside the singer's head, while the world outside is black and white by comparison.

"Tenderness" and "Love Me Like a Rock" have the added vocal harmony sound that Mr. Simon says he's missed since his break-up with Art Garfunkel two years ago. In those days, they would sing two-part harmonies, then double-track over that (to achieve four voices but two-part harmony). It became the group's trademark for almost seven years. On his last album, Mr. Simon sang alone on all but one cut ("Mother and Child Reunion").

Also new with *Rhymin'* is a subtle but discernible shift in the artist's sensibilities. Always known for writing intensely personal songs, his last album was more outward-oriented—poking fun at urban life, radical politics and even *Newsweek* magazine. Only one song on the new album is about living in the city, "One Man's Ceiling Is Another Man's Floor" ("... I heard a racket in the hall/and I thought I heard a fall/but I never opened up my door/It's just apartment house sense/it's like apartment house rents/Remember: One man's ceiling is another man's floor..."). Anger at himself and the world in which he lives seems to have subsided and has been replaced with a quiet acceptance of what is. No more "holes in my confidence, holes in the knees of my jeans" as he sang last time. Instead, "before you learn to fly, learn how to fall."

Simon & Garfunkel's broad appeal was due to the accessibility of their music, and that accessibility was generally credited to the "sweetness" of their sound. "That's Artie's taste," he said last year. "Artie's taste is much more to the sweet... sweet, big and lush. There's nothing wrong with that, there's a place for lushness. That's not generally the way I go."

Much has changed about Paul Simon since his split with Art Garfunkel. "I've known Artie since I was 12," he said. "I'm 31 now, so that was a long time for a partnership." The triangle that produced all the original Simon & Garfunkel material—the artists plus Roy Halee, their engineer and producer—lost Mr. Garfunkel on the last album and Mr. Halee (except for one track) on this one. Leaving Mr. Simon genuinely—but still accessibly—on his own.

Breaking In

"Behind Closed Doors"—*Charlie Rich (Epic)* ■ The country crossover remains a rare phenomenon in top-40 radio; a "Funny Face" (Donna Fargo) comes along only a few times a year. Charlie Rich, now 50 and having seen every music business trend and change of heart in the last 25 years, may have such a plum dangling before him now.

"Behind Closed Doors" is the warm, intimate follow-up to last year's top-10 hit, "I Take It On Home" ("Breaking In," Aug. 28, 1972), and like it was written by Ken O'Dell. Both espouse a "home and family" country ethic—"Doors" is the story of a discreet love affair between man and wife—and stand as male counterparts to such songs as Tammy Wynette's "Stand By Your Man."

"Doors" went number one on most country charts some time ago, now seems to have peaked on that side of the dial. But top-40 airplay on the new Charlie Rich began to snowball last week; it comes on BROADCASTING's "Playlist" this week at 63. Three of the first northern stations to playlist it were WPGC(AM) Washington, WOKY(AM) Milwaukee and WDGY(AM) Minneapolis two weeks ago. Top-40 airplay is extremely strong throughout the South and Southwest. Other stations playing "Behind Closed Doors" last week included WMAK(AM) Nashville, KLIF(AM) Dallas, KILT(AM) Houston, KJR(AM) Seattle, WHYY(AM) Montgomery, WHAS(AM), WAKY(AM) and WKLO(AM) Louisville, WRC(AM) Washington, WCOL(AM) Columbus, KEYN(AM) Wichita and KFJZ(AM) Fort Worth.

"Smoke on the Water"—*Deep Purple (Warner Brothers)* ■ There has been a wealth of hard rock/heavy metal singles in recent months, many with hit potential, most of which have "stiffed" in terms of top-40 air play. The last two Slade singles, which rocketed on the British charts, occasioned only minor groundswells here. A Stories single, "Darling," which sounded like hit material from all angles, never saw the light of day. Alice Cooper's "Hello Hurray" did no better than mid-chart before Warner Brothers turned to an alternate single, "No More Mr. Nice Guy." Deep Purple's last record, "Woman From Tokyo" ("Breaking In," April 9), which also looked like a hit, got only a modicum of air play before dying within a month.

There are several hard-rock records doing well now: The Edgar Winter Group's "Frankenstein," Focus's "Hocus Pocus," Led Zeppelin's "D'Yer Mak'er" and Pink Floyd's "Money." But for the most part, programmers have stayed away from too much hard rock—despite strong album sales—for fear of alienating older audiences. There are only a few spots available on top-40 playlists for records such as "Smoke on the Water."

Despite all that, Deep Purple's newest single is beginning to pick up air play—on KJR(AM) Seattle, KTLK(AM) Denver, WHYY(AM) Montgomery, CKLW(AM) Windsor, KEWI(AM) Topeka, WFEC(AM) Harrisburg, WHOT(AM) Youngstown, WYRE(AM) Annapolis and WCUE(AM)

Cuyahoga Falls, Ohio, for example.

The lyrics or song subject are secondary in the appeal of most hard-rock singles. It is the "hook"—that easily recognizable four- or five-note theme repeated throughout the song—that makes it or breaks it. Deep Purple may have found the right hook this time.

Extras. *The following new releases, listed alphabetically by title, are making a mark in BROADCASTING'S "Playlist" reporting below the first 75:*

- "A Little Bit Like Magic," King Harvest (Perception).
- "Avenging Annie," Andy Pratt (Columbia).
- "D'Yer Mak'er," Led Zeppelin (Atlantic).
- "First Cut Is the Deepest," Keith Hampshire (Duchess).
- "Full Circle," Byrds (Asylum).
- "Glory Hallelujah," David Huff (MGM).
- "Good Grief Christina," Chicory Tip (Epic).
- "I Can Understand It," New Birth (RCA).
- "I'm Leaving You," Engelbert Humperdinck (Parrot).
- "Indiana Girl," Marty Cooper (Barnaby).
- "Isn't It About Time?" Stephen Stills (Atlantic).
- "Lady Ride," Needom Carroll Grantham (Stax).
- "Let Me Down Easy," Cornelius Brothers (United Artists).
- "Letter to Lucille," Tom Jones (Parrot).
- "Mama's Little Girl," Dusty Springfield (Dunhill).
- "Monster Mash," Bobby Boris Pickett (Parrot).
- "My Heart Keeps on Breaking," Chilitas (Brunswick).
- "Natural High," Bloodstone (London).
- "Outlaw Man," David Blue (Asylum).
- "Passion Play," Jethro Tull (Chrysalis).
- "Roll Over Beethoven," Electric Light Orchestra (United Artists).
- "Satin Sheets," Jeannie Pruitt (MCA).
- "Slip 'n' Slide," Rufus (ABC).
- "Time to Get Down," O'Jays (Philadelphia International).
- "What About Me?" Anne Murray (Capitol).
- "What a Shame," Foghat (Bearsville).
- "Working Class Hero," Tommy Roe (MGM South).
- "Your Side of the Bed," Mac Davis (Columbia).

Diehl seeks CJLX license

Another important program directorship in the Midwest falls open next week when Aldon Diehl, director of operations of CKLW(AM) Windsor, Ont. (Detroit), resigns his position of three years on May 31. Mr. Diehl has made application with the Canadian Radio and Television Commission for the acquisition of CJLX(AM) Thunder Bay, Ont., and is leaving CKLW to avoid what he termed a "conflict of interest" that might arise from his application. A hearing to grant the license is not scheduled as yet, but Mr. Diehl said he expected pro-

ceeding to begin "some time in the middle of June." No successor at CKLW has been named.

Paul Drew, program director of RKO's KHJ(AM) Los Angeles, has been named programing consultant to CKLW, General Manager Herb McCord, confirmed last Wednesday (May 16). His appointment is effective on June 1 and he will remain in his programing position with KHJ. A permanent program director to replace Mr. Diehl will be named this week, Mr. McCord said.

Mike McCormick, program director of two years at ABC's WLS(AM) Chicago, left that position three weeks ago to become the general manager of WFBM(AM) and WFBQ(FM) both Indianapolis. And no permanent successor has been named there either. A source at the station, however, gave "the inside track" to succeed Mr. McCormick to Tommy Edwards, now acting program director.

Tracking the 'Playlist'

As the American Research Bureau and Pulse rating sweeps ended two weeks ago (week of May 7), restrictions on top-40 playlists were lifted and a flood of new music began a climb to the top of this week's *Broadcasting Playlist*. More than a quarter of the records on the chart are bulleted this week (20 records in all), and only six singles are new this week—meaning that many records that had been languishing at mid-chart and lower positions began to make strong moves upward.

The most significant entry in this week's *Playlist* is "Kodachrome" by Paul Simon (see story page 48), coming on the chart at 34 in its first week. Though there were much shifting in the top 10, only one new record, Sylvia's "Pillow Talk" (6), breaks into that ranking. "Tie a Yellow Ribbon" remains number one for the fourth week in a row. Five records break into the top 40 of this week's *Playlist*: Three Dog's "Shambala" (28)—the original B. W. Stevenson version is number 70—and George Harrison's "Give Me Love" (31), both after only two weeks on the chart, Paul Simon's "Kodachrome" (34), Jim Croce's "Bad, Bad Leroy Brown" (33) and the Stylistics' "You'll Never Get to Heaven" (38). Tuffano & Giammarese's "Music Everywhere" ("Breaking In," April 23) came on the *Playlist* four weeks ago at 74, dropped off for three and came back this week bulleted and new at number 59. Elvis Presley has two songs on the charts this week: "Fool" is new and bulleted at 60 and "Streamroller Blues" is 32. Jim Stafford's "Swamp Witch" is also bulleted at 61. Charlie Rich's "Behind Closed Doors"—his first pop hit in almost a decade, since "Mohair Sam" and "Lonely Weekends"—comes on bulleted at 63. Gladys Knight and the Pips follow-up to "Neither One of Us," "Daddy Could Swear, I Declare" (64), and Southside Movement's "I've Been Watchin' You" (65) are also bulleted. New this week sans bullets are "So Very Hard To Go" by San Francisco's Tower of Power (69), the Beach Boy's "California Saga" (72)—it sounds out of their earlier days—and Donovan's first potential hit since 1968 ("Wear Your Love Like Heaven"), "I Like You" (75).

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	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	1	Tie a Yellow Ribbon (3:19) Dawn—Bell	1	1	1	1
4	2	2	You Are the Sunshine of My Life (2:45) Stevie Wonder—Tamla	2	2	2	3
5	3	3	Daniel (3:52) Elton John—MCA	3	3	3	2
2	4	4	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	4	7	4	11
8	5	5	My Love (4:08) Paul McCartney—Apple	5	8	7	7
13	6	6	Pillow Talk (3:41) Sylvia—Vibration	7	4	8	6
3	7	7	Stuck in the Middle With You (3:24) Stealers Wheel—A&M	8	6	5	5
7	8	8	Drift Away (3:30) Dobie Gray—Decca	6	5	9	8
12	9	9	Cisco Kid (3:47) War—United Artists	9	12	10	10
6	10	10	Reeling in the Years (4:35) Steely Dan—ABC/Dunhill	11	10	12	9
14	11	11	Frankenstein (3:28) Edgar Winter Group—Columbia	18	16	6	4
11	12	12	Wildflower (4:08) Skylark—Capitol	12	9	15	13
10	13	13	Little Willy (3:13) The Sweet—Bell	15	17	11	14
9	14	14	The Twelfth of Never (2:40) Donny Osmond—Kolob/MGM	10	13	14	17
29 •	15	15	Playground in My Mind (2:55) Clint Holmes—Epic	14	11	16	19
17	16	16	Thinking of You (2:17) Loggins and Messina—Columbia	16	15	17	15
15	17	17	Sing (3:20) Carpenters—A&M	13	14	18	18
24	18	18	Hocus Pocus (3:18) Focus—Sire	24	20	13	12
16	19	19	Loving You is the Right Thing T Do (2:57) Carly Simon—Elektra	17	18	22	20
27	20	20	Will It Go Round in Circles? (3:42) Billy Preston—A&M	19	22	20	21
23	21	21	Right Place Wrong Time (2:50) Dr. John—Atco	25	23	19	16
32 •	22	22	Long Train Runnin' (3:25) Doobie Brothers—Warner Brothers	23	24	21	22
26	23	23	I'm Gonna Love You (3:58) Barry White—20th Century	20	21	23	24
19	24	24	Daisy a Day (2:48) Jud Strunk—MGM	21	19	27	25
25	25	25	I'm Doin' Fine Now (2:48) New York City—Chelsea	22	26	25	26
36 •	26	26	One of a Kind (Love Affair) (3:31) Spinners—Atlantic	27	25	24	27
47 •	27	27	Leaving Me (3:20) Independents—Wand	28	29	28	28
54 •	28	28	Shambala (3:27) Three Dog Night—Dunhill	30	28	31	23
21	29	29	Out of the Question (2:57) Gilbert O'Sullivan—Mam	26	30	30	32
22	30	30	It Sure Took a Long, Long Time (3:12) Lobo—Big Tree	29	27	29	33
44 •	31	31	Give Me Love (Give Me Peace on Earth) (3:32) George Harrison—Apple	31	32	26	29

Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
34	32		Streamroller Blues (3:07) Elvis Presley—RCA	32	31	32	36
42	33		Bad Bad Leroy Brown (3:02) Jim Croce—ABC/Dunhill	33	35	33	30
—	• 34		Kodachrome (3:24) Paul Simon—Columbia	37	37	36	31
45	• 35		Close Your Eyes (2:58) Edward Bear—Capitol	35	36	37	39
28	36		Drinking Wine (3:37) Jerry Lee Lewis—Mercury	39	33	39	34
31	37		Danny's Song (3:06) Anne Murray—Capitol	34	40	43	46
70	• 38		You'll Never Get to Heaven (3:38) Stylistics—Avco	42	34	41	44
33	39		Peaceful (2:50) Helen Reddy—Capitol	36	39	42	42
20	40		Neither One of Us (4:15) Gladys Knight & The Pips—Soul	40	41	38	43
55	• 41		Free Electric Band (3:15) Albert Hammond—Mums	44	38	44	38
52	• 42		Give It to Me (3:07) J. Geils Band—Atlantic	51	49	35	37
43	43		No More Mr. Nice Guy (3:05) Alice Cooper—Warner Brothers	58	50	34	35
18	44		Ain't No Woman (2:59) Four Tops—ABC/Dunhill	48	45	40	48
75	• 45		Boogie Woogie Bugle Boy (2:32) Bette Midler—Atlantic	41	44	46	51
58	• 46		With a Child's Heart (3:00) Michael Jackson—Motown	45	46	45	52
30	47		Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	43	48	49	58
56	48		And I Love You So (3:14) Perry Como—RCA	38	43	64	68
39	49		You Can't Always Get What You Want (5:00) Rolling Stones—London	52	52	48	41
50	50		Back When My Hair Was Short (2:39) Gunhill Road—Kama Sutra	50	47	54	45
57	51		Teddy Bear Song (2:57) Barbara Fairchild—Columbia	47	42	60	61
35	52		Stir It Up (3:09) Johnny Nash—Epic	46	54	52	57
40	53		Masterpiece (5:30) Temptations—Gordy	53	57	47	54
46	54		Let's Pretend (2:51) Raspberries—Capitol	55	51	56	55
41	55		Walk on the Wild Side (3:37) Lou Reed—RCA	60	64	55	40
—	• 56		Give Your Baby a Standing Ovation (3:52) Dells—Cadet	56	59	51	56
38	57		Cherry, Cherry (3:56) Neil Diamond—MCA	62	65	50	50
37	58		Armed and Extremely Dangerous (2:49) First Choice—Philly Groove	54	56	66	53
—	• 59		Music Everywhere (3:37) Tuffano-Giammarese—Ode	57	58	62	62
—	• 60		Fool (2:42) Elvis Presley—RCA	49	68	67	75
—	• 61		Swamp Witch (3:47) Jim Stafford—MGM	65	55	58	60
62	62		Hey You, Get Off My Mountain (3:29) Dramatics—Volt	59	60	57	65
—	• 63		Behind Closed Doors (2:55) Charlie Rich—Epic	61	53	68	71
—	• 64		Daddy Could Swear, I Declare (3:42) Gladys Knight & The Pips—Soul	64	62	61	59
—	• 65		I Been Watchin' You (3:00) Southside Movement—Wand	63	62	59	64
72	66		Money (3:59) Pink Floyd—Harvest	75	75	53	47
59	67		Hearts of Stone (2:10) Blue Ridge Rangers—Fantasy	66	61	65	63

Continued on page 52

Two Special Advertising Opportunities

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You belong in Broadcasting 

The Broadcasting Playlist continued from page 51

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
65	68	I Knew Jesus (2:50) Glen Campbell—Capitol	68	67	73	73
—	69	So Very Hard To Go (3:37) Tower of Power—Warner Brothers	69	69	71	66
—	70	Shambala (2:28) B. W. Stevenson—RCA	67	66	*	70
53	71	Funky Worm (2:41) Ohio Players—Westbound	*	*	63	48
—	72	California Saga (3:13) Beach Boys—Brother	*	*	69	69
—	73	Without You In My Life (3:14) Tyrone Davis—Dakar	72	72	75	*
71	74	You Don't Know What Love Is (2:51) Susan Jacks—London	72	74	72	*
—	75	I Like You (4:30) Donovan—Epic	*	70	*	67

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

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

Ain't No Woman (44), And I Love You So (48), Armed and Extremely Dangerous (58); Back when My Hair Was Short (50), Bad Bad Leroy Brown (33), Behind Closed Doors (63), Boogie Woogie Bugle Boy (45), California Saga (72), Cherry, Cherry (57), Cisco Kid (9), Close Your Eyes (35), Daddy Could Swear, I Declare (64), Daisy a Day (24), Daniel (3), Danny's Song (37), Drift Away (8), Drinking Wine (36), Fool (50), Frankenstein (11), Free Electric Band (41), Funky Worm (71), Give Me Love (31), Give It To Me (42), Give Your Baby a Standing Ovation (56), Hearts of Stone (67), Hey You, Get Off My Mountain (62), Hocus Pocus (18), I Been Watchin' You (65), I Knew Jesus (68), I Like You (75), I'm Doin' Fine Now (25), I'm Gonna Love You (23), It Sure Took a Long, Long Time (30), Killing Me Softly With His Song (47), Kodachrome (34), Leaving Me (27), Let's Pretend (54), Little Willy (13), Long Train Runnin' (22), Loving You Is the Right Thing To Do (19), Masterpiece (53), Money (66), Music Everywhere (59), My Love (5), Neither One of Us (40), Night The Lights Went Out in Georgia (4), No More Mr. Nice Guy (43), One of a Kind (26), Out of the Question (29), Peaceful (39), Pillow Talk (6), Playground in My Mind (15), Reeling in the Years (10), Right Place Wrong Time (21), Shambala (28), Shambala (70), Sing (17), So Very Hard To Go (69), Steamroller Blues (32), Stir It Up (52), Stuck in the Middle With You (7), Swamp Witch (61), Teddy Bear Song (51), Thinking of You (16), Tie a Yellow Ribbon (1), Twelfth of Never (14), Walk on the Wild Side (55), Wildflower (12), Will It Go Round in Circles? (20), With a Child's Heart (46), Without You In My Life (73), You Are the Sunshine of My Life (2), You Can't Always Get What You Want (49), You Don't Know What Love Is (74), You'll Never Get to Heaven (38).

Cablecasting

High court to hear cable's case against FCC annual fees

NCTA contends yearly payments constitute illegal tax; NAB, hoping for side-effect benefits to broadcasters, may enter case

The U.S. Supreme Court has agreed to review a case in which the National Cable Television Association is challenging the FCC's authority to levy annual fees on cable operators.

And with that announcement by the high court last week, the National Association of Broadcasters, which abandoned its own challenge after losing in the U.S. Court of Appeals for the Fifth Circuit, was considering an effort to get back into the case as a friend of the court.

The Supreme Court agreed to review the question of annual fees on the basis of two petitions for review—one by NCTA and the other by the Federal Power Commission. NCTA and the FPC are appealing apparently conflicting lower court opinions. The Fifth Circuit in July had rejected appeals of the NAB, NCTA, and several broadcasters protesting elements of a commission order issued in July 1970 imposing on them various fees and charges which were designed to recover 100% of the agency's costs. Since then, the commission has proposed a new schedule providing for higher fees and charges. (BROADCASTING, Dec. 18, 1972) And the U.S. Court of Appeals in Washington, in a suit brought by several gas companies, ruled in August that the Federal Power Commission lacked authority to levy annual fees.

The Supreme Court said it will hear arguments "in tandem" next fall.

The FCC's authority to impose filing fees is not in question. That was resolved in 1965, when the Supreme Court refused to review an appeals court decision upholding the commission's authority to impose such fees.

NCTA contended the annual fee charged cable operators is illegal since the legislation authorizing federal agencies to levy fees requires that they be related to the value to the recipient of the service performed by the agency. Since annual fees are not paid for the rendering of any particular service, NCTA argued, they constitute merely a tax aimed at enabling the commission to recover its cost. NCTA asked whether that is legal.

The annual fee cable operators pay amounts to 30 cents per subscriber. The proposed fee schedule would boost that to 40 cents. And these provide almost all of the money the commission receives from cable operators—\$1,561,000 out of \$1,616,000 in fiscal 1972. The remainder comes mainly from filing fees for cable certificate-of-compliance applications.

The NAB, in its appeal to the Fifth Circuit, had opposed the grant fee imposed on station sales as well as the

May, 1973

\$700,000

Texas Telecable, Inc.

Senior Secured Loan, due 1983

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Becker Communications Associates

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annual license fees. It said the first—2% of the sale price (2.6% under the proposed schedule) was arbitrary and, like the NCTA, said the annual fee charged licensees was unreasonable because it reflected only the concern with recovering all of commission's costs.

Annual license fees for radio stations are now 24 times the station's highest one-minute spot (32 times under the proposed schedule). For television stations, the charge is 12 times the station's highest 30-second spot (16 times under the proposed schedule). Annual fees produced \$3,993,000 of the \$9,688,000 broadcasters paid in fees and charges in fiscal 1972.

It was not clear last week whether the NAB would be permitted to re-enter the case as a friend of the court. However, John Summers, NAB general counsel said NAB's success in that regard might not be critical—that any Supreme Court ruling on the question of annual fees would probably apply to broadcasters as well as cable operators.

On the other hand, there were some communications lawyers who felt the suit might be an exercise in futility—that if annual fees were declared illegal, the commission might be able simply to collect the same amount of money through renewal-application fees, in the case of broadcasters, and certificate-of-compliance fees in the case of cable operators.

To wire or not to wire?

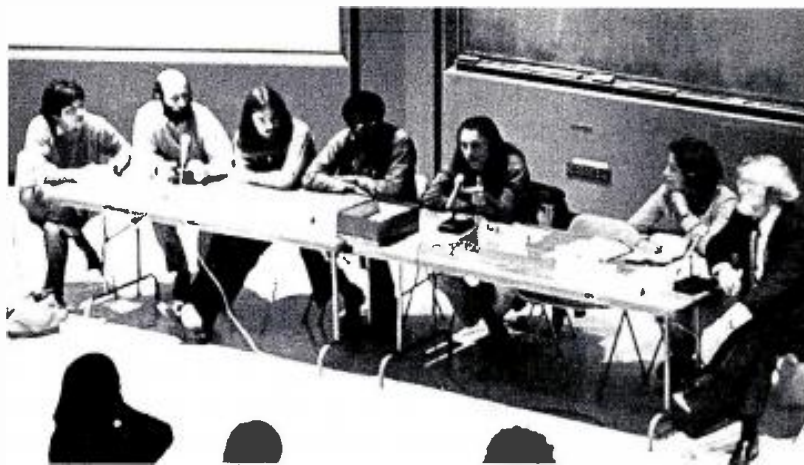
**In renewing cable firm's license
CRTC promises guidelines to settle
disputes involving apartments**

The Canadian Radio-Television Commission, in an action announced May 10, said it would seek "to evolve a policy position" that could be applied to conflicts involving the legal rights and obligations that exist among cable-television operators, landlords and tenants. The particular situation that CRTC will rule on was brought to the commission's attention during a license-renewal hearing for Calgary Cable TV Ltd., which serves part of Calgary, Alberta.

A tenant in an apartment building in Calgary Cable TV's service area complained to the commission that he was being deprived of cable-TV service. He noted that there are 15 suites in his apartment building and that Calgary Cable TV has a policy of wiring, on a bulk basis only, apartment buildings with 13 suites or more. But, the complainant pointed out, his building was not wired because of the unwillingness of his landlord to agree to a bulk-rate contract with Calgary Cable TV.

According to company policy, Calgary Cable TV testified at the hearing, it treats buildings of 13 suites or more as high-rise buildings and has decided that it is not feasible to wire such buildings on an individual basis. High-rise buildings, the cable-TV licensee insisted, have to be wired on a bulk basis.

The CRTC said it requires that cable-TV service be made available to all persons living within the area covered by a



Access minus one. Touchy subject of cable access is accented by the empty chair at a panel on community programming during the May 5 conference on CATV programing sponsored by the University of California-Berkeley's Center for Filmmaking Studies. Just before the picture was made, John Cardenas of Napa Valley Cablevision, Santa Rosa, Calif., stalked off the stage after a verbal exchange over minority programing and employment with Marcus Garvey Wilcher of Berkeley's Community Coalition for Media Change. Conference that drew 175 heard Sol Schildhouse, chief of the FCC's Cable Bureau, say that although he supported public access in principle, he was skeptical of it in practice. He called for institutionalized funding and content review. Others who participated included Rob Stengal, National Cable TV Association; Tom Wilson, Cable Television Information Center; Red Burns, New York University; Frank Norwood, Joint Council on Educational Telecommunications. Shown above (l to r): Danny Kwan and Anthony Kline, both San Francisco; Chris Pinney, National Film Board of Canada; Mr. Wilcher; Allen Fredericksen, San Jose, Calif.; Holly O'Konski, Lafayette, Calif., and George Conklin, United Church of Christ, San Francisco.

cable-TV license. Still, the commission said it recognizes that in apartment buildings the provision of service is contingent on whether wiring is on an individual or a bulk basis. The commission also said it recognizes that the agreement of the owner is necessary before a building can be wired on a bulk basis and that a tenant cannot compel his landlord to permit him to have cable-TV service unless his lease specifically provides for it.

Though announcing that it would seek a solution to the situation, CRTC still renewed Calgary Cable TV's license for a nearly five-year period, from Aug. 1, 1973, to March 31, 1978.

Cable Bureau staffers will come to sit a spell

**Total of 12 regional meetings set
with small-systems operators
who can't make the NCTA scene**

Staff members of the FCC's Cable Television Bureau will participate in 12 regional meetings with small CATV-system operators this summer to discuss problems associated with commission technical rules. Earlier, the Broadcast Bureau said that it will set up a number of meetings this fall to foster dialogue with broadcasters (BROADCASTING, May 7).

Cable bureau staffers will make four trips, each to include three meetings. The first is slated June 4-7 for cable operators in Arkansas, Mississippi and Texas. The bureau's Anthony Cavender is tentatively scheduled to make the first tour, with Jerold Jacobs probably handling the sec-

ond, which will include Ohio, Pennsylvania and New York. Last two assignments are open, but the fourth trip, covering the Northwest region, might be made by Allen Cordon, deputy chief of the cable bureau.

Mr. Cordon said the meetings will be purely of an informative nature and that it is doubtful that any bureau proposals for policy changes will result. He noted that the bureau has been able to reach larger system operators in the past through the regional meetings sponsored by the National Cable Television Association, but that small-system operators often have been unable to attend these gatherings due to time and financial limitations.

The arrangement was principally organized by Robert Cooper, president of CADCO Inc., Oklahoma City manufacturer of CATV equipment.

The meetings schedule: June 4, Little Rock, Ark.; June 6, Jackson, Miss.; June 8, Austin, Tex.; June 25, Cincinnati; June 27, Harrisburg, Pa.; June 29, Syracuse, N.Y.; July 9, Fargo, N.D.; July 11, Omaha; July 13, Oklahoma City; July 23, Boise, Idaho; July 25, Spokane, Wash.; July 27, Portland, Ore.

Theatrelevision gets patent

Laser Link Corp., Woodbury, N.Y., said last week a 27-claim patent would be issued May 29 to Theatrelevision Inc., New York-based pay-TV company, for an encoding/decoding device in use since last Dec. 1 in the pay-TV operation by Theatrelevision and Storer Broad-

BID PROPOSALS FOR C.A.T.V. FRANCHISE AWARD

The City of Canandaigua, New York is inviting sealed proposals for a non-exclusive franchise to provide cable antennae television services (C.A.T.V.) to the residents of the City of Canandaigua.

All proposals shall be submitted in writing to the Office of Administrative Assistant, City of Canandaigua, 2 North Main Street, Canandaigua, New York, 14424, no later than 2:00 P.M., July 13, 1973, when they will be publicly opened.

Six copies of each applicant's proposal shall be submitted in sealed envelopes with the caption on the outside: **CABLE COMMUNICATION PROPOSALS FOR THE CITY OF CANANDAIGUA.** All bid proposals shall be notarized.

All proposals shall be in compliance with the City of Canandaigua's Notice to Bidder proposal and Specifications entitled **Minimum Specifications for C.A.T.V. franchise in the City of Canandaigua**, dated March 1, 1973. Copies of the Notice to Bid and Minimum Specifications may be obtained from the Office of Administrative Assistant, City of Canandaigua, 2 North Main Street, Canandaigua, New York, 14424—telephone 315-394-2422. All requests for information shall be directed to the City Manager, 2 North Main Street, Canandaigua, New York, 14424—telephone 315-394-6230. All applications after being publicly opened will be available for public inspection at the Administrative Assistant's Office from 9:00 A.M. to 5:00 P.M., Monday through Friday.

It is the intention of the City of Canandaigua to award a non-exclusive C.A.T.V. franchise for a period not to exceed 15 years. Said C.A.T.V. system shall have a two-way capability with a minimum of 20 channels and include at least two distant channels. As far as possible, existing poles and facilities of the Rochester Telephone Corporation and Rochester Gas and Electric Corporation shall be used in the installation of said C.A.T.V. system. Said system shall provide channels for public use and provisions for local programming in accordance with Notice to Bidders and City specifications. Within two years from date of franchise agreement, the successful bidder shall transmit C.A.T.V. programs to at least 400 subscribers within the corporate limits of Canandaigua.

A certified check or bid bond in the amount of \$500 shall accompany all bids. No bids may be withdrawn within 180 days after bid opening.

The Common Council of the City of Canandaigua reserves the right to accept or reject any or all proposals or waive any informalities in bidding or modify said proposals in any manner that it deems necessary to serve the best interest of the City of Canandaigua.

casting Corp's cable-TV system in Sarasota, Fla. Ira Kamen, Dr. Joseph H. Vogelman and Will Baltin of Laser Link were credited as inventors of the device. Laser Link assigned the patent of Theatrevision, 90% of whose stock is divided equally between Laser Link and Chromalloy American Corp., while the remaining 10% is owned by Dore Schary, playwright, producer, director and president of Theatrevision.

ATC to take over rest of Time cable holdings

**Eight systems, three franchises
involved in \$11-million deal;
Sterling sale runs into snag**

Time Inc. took the final step last week toward divesting itself of cable-television operation. Time has agreed in principle to sell its interests in eight systems and three CATV franchises to American Television & Communications Corp., Denver.

The transaction would be accomplished through the acquisition of 260,000 ATC common shares and the assumption of certain debt by ATC. Time and ATC placed a value of about \$11 million on the deal.

A Time spokesman said that if the ATC and other proposed agreements are completed "it would mean that Time would be out of cable operation but in cable investing and cable programming." Less than two weeks ago Time Inc. said that Sterling Communications Inc., 70% owned by Time, had reached an agreement in principle to sell its Manhattan CATV system and other subsidiaries with franchises on Long Island to Warner Communications Inc. for \$20 million in cash (BROADCASTING, May 14).

The agreement with ATC would dispose of Time's remaining systems located in Rancho Bernardo and San Diego, both California; Terre Haute and Marion in Indiana; East Pittsburgh and Bucks county, Pennsylvania; Salem in New Jersey and Battle Creek in Michigan. The franchises are in Tulare/Visalia in California and High Point in North Carolina.

Kahn verdict stands. The U.S. Supreme Court has let stand the convictions of Teleprompter Corp. and its former chairman and co-founder, Irving B. Kahn, on charges growing out of the bribery of Johnstown, Pa., officials. The company and Mr. Kahn were convicted in federal court in New York of bribery and conspiracy in their efforts to retain a cable television franchise in Johnstown. Mr. Kahn was also convicted of perjury (BROADCASTING, Dec. 6, 1971). The company were fined \$10,000, and Mr. Kahn was sentenced to five years on each of five counts, with the sentences to run concurrently. The jury in the case found Mr. Kahn and the company guilty of having paid \$15,000 in 1966 to Johnstown's mayor and two city councilmen to assure their votes for the cable franchise.

The eight operating systems would add about 36,000 subscribers to ATC's total which now serves about 310,000 homes.

As a result of the transactions, Time Inc. would own about 9% of the outstanding stock of ATC.

"Our continuing role in cable communications is evolving from cable operator to cable investor and programmer," James R. Shepley, president of Time Inc. said. "We will continue to develop such promising enterprises as a pay-cable programming network, the nation's first, launched by our affiliate, Home Box Office Inc.; hotel pay television developed by our affiliate, Computer Television Inc., and video cassette programming produced by Time-Life Video."

The projected transaction with Warner, it was learned last week, has run into opposition. The 11-man board of Sterling Communications voted six to five to approve the sale, with five non-Time board members opposing the proposal. Some of the directors, who claimed support from shareholders, were said last week to be consulting an attorney to ascertain if there is a basis for a suit against Time Inc. to hold up the transaction with Warner.

Houston grant delayed

**Council gets extra week to study
proposed ordinance that would give
franchise to Kamin group**

The city council of Houston last Wednesday (May 16) postponed for a week the first reading of a proposed ordinance that would grant a cable-television franchise to Greater Houston CATV, a local organization. The delay was to allow council members more time to study the proposed ordinance. The city council previously had passed a motion directing the city attorney to draw up a franchise specifying the terms under which Greater Houston CATV would be permitted to operate a system in the city. But the cable-TV franchise cannot be awarded by motion. Instead the ordinance providing for it must be passed individually, after each of three public readings of the ordinance before the franchise is finally approved.

Greater Houston CATV is headed by Lester Kamin, a Houston investor, already a cable-TV operator in Texas. Included in the specially-formed organization are three major Houston law firms: Butler, Binion, Rice, Cook & Knapp; Fulbright, Crooker & Jaworski; and Vinson, Elkins, Searls, Connally & Smith. The last-named is the firm of former Texas governor and U.S. Treasury Secretary John Connally.

Stern says pay cable finances other service

The growth of cable television as a challenge to the TV networks' long-standing monopoly position" was espoused last week by Alfred Stern, chairman and president of Warner Cable Corp.

Mr. Stern told a meeting of the New

England chapter of the Public Relations Society of America in Boston that cable must protect itself from "unfounded assaults by critics of our industry." He centered his fire on a speech made recently by NBC President Julian Goodman, which Mr. Stern said was highly critical of cable television (BROADCASTING, May 7).

He said Mr. Goodman criticized cable TV's deflection of sports and movies from TV. Mr. Stern replied that cable systems are now offering motion pictures uncut with no commercials on a fee basis to finance other services such as at-home shopping, data transmission.

Dubbers get the bad rating

A couple of weeks ago, Theta Cable Television, serving almost 45,000 subscribers in Los Angeles, began cablecasting a series of contemporary films under the seductive title, *Movies for Swingers*. Some of the 42 English-dubbed motion pictures would receive an "R" rating if they played in theaters, it was noted, since the themes are predominantly "suspense drama with liberal emphasis on action and romance," according to the CATV system.

Theta Cable said it has had some—not a great many—complaints, but all have been about the dubbing, not the violence or the subject matter. "Some of our customers must be lip readers," Warren McKenna, the system's public relations director, said.

The films are changed weekly each Sunday and run nightly after 9 p.m. None has ever been shown on over-the-air TV in the Los Angeles area, it was noted. Some of the titles: "The Amorous Corporal," "Shalom," "Demarcation Line," "Who Stole the Body."

Cable Briefs

Shalom. Teleprompter Manhattan CATV system carried the opening ceremonies of Israel's 25th independence day celebration on May 6 via live satellite pickup from Jerusalem. WNEW-TV New York used portions of the 45-minute program on its newscasts. TPT Manhattan has carried satellite programs in the past (network feeds of President Nixon's visits to Russia and China) but Israel transmission marked the first time it presented coverage relayed directly to TPT.

Another cable study. Institute for Telecommunication Sciences, Boulder, Colo., has been working on "major" report on cable television since last fall and expects to release it some time in 1973. Report will be survey of broadband communications. Dr. William F. Utlaut, deputy director of institute, is project coordinator. Report will have number of authors and it's still not decided whether to release it as single volume of 600 pages or more or in series of half-dozen or more separate reports. Institute in Boulder is chief research and engineering wing of Office of Telecommunications of Department of Commerce.

Equipment & Engineering

Comsat's only lag is in its profits

Stockholders get glowing report on technical strides, plus briefing on plans to bolster financial side

A review of Communications Satellite Corp.'s accomplishments in the decade since the quasi-public corporation was founded was presented last week at the company's annual meeting in Washington by Joseph H. McConnell, chairman, and Joseph V. Charyk, president. Using 1965, the year Early Bird was launched as the world's first commercial communications satellite, as his base, Mr. Charyk cited the following statistics as measures of Comsat's progress: leasing 66 voice-grade half circuits on a full-time basis in 1965, today leasing 3,146 such circuits; total of 47 hours of TV transmission by satellite in 1965, increased, during 1972, to a total of 1,666 hours of TV transmit/receive time; one satellite pathway between the U.S. and Europe with capability to connect only two satellite earth stations at a time some eight years ago; today more than 260 satellite pathways connecting 80 antennas at 65 stations sites in 49 countries.

But one stockholder from among the some 100 who attended the meeting, a retired Army colonel, was not satisfied with the reports. "Comsat's growth and development has been great in a scientific and technical sense," he agreed, "but as business it's a complete failure."

Specifically, the shareholder complained about the company's low-dividend yield. Mr. McConnell answered that the Comsat board would consider raising the dividend from 14 cents to 17 cents in the third quarter of the current year. Mr. McConnell also said that a registration statement for a secondary offering of Comsat shares would be filed with the Securities & Exchange Commission in preparation for the sale by AT&T of its shares in Comsat. (The statement was filed on May 16 covering some 2.9 million AT&T shares.)

The shareholders elected three new directors to the board. They are John B. M. Place, chairman and chief executive officer, Anaconda Co., New York; John D. Harper, chairman and chief executive officer, Aluminum Co. of America, Pittsburgh; and Rudolph A. Peterson, administrator of the United Nations Development Program. Mr. Peterson also is a director and executive committee member of the Bank of America.

Reallocation proposal

UHF channels 14 and 15 in the New York metropolitan area and channel 18 in the Washington area would be reallocated to land-mobile radio interests under a proposal announced by the FCC last week.

The commission said the frequencies in question (470-476 mhz and 476-482

mhz in New York-Northeastern New Jersey, and 494-500 mhz in the urbanized Washington-Maryland-Virginia section) are within the band (channels 14-20) that the agency designated as to be shared between UHF and land-mobile interests in 1971. Its proposal stems from a significant increase in applications for frequency space from land-mobile users in these areas in recent years. In New York, it said, most of the available channel space has been taken; in Washington, nothing is left.


In the same action, the commission requested comments on the future use of Chicago ch. 15, Philadelphia ch. 20 and Washington ch. 17.

Comments are due June 28; replies by July 10.


Four hops bring stereo from Paris to S.F. FM

KKHI-FM San Francisco last week aired what it billed as the first live intercontinental stereo broadcast. The program, a presentation of a live concert from Paris by the touring San Francisco Symphony orchestra, was made possible through a sophisticated network of satellite and microwave communications developed by Lou Donato, currently manager of domestic-satellite sales at RCA Global Communications.

Mr. Donato said the transmission arrangement utilized a special domestic-microwave relay by AT&T which he be-



Tape Cartridges



All lengths and sizes stocked — fast service — highest quality

Series	Time at 7 1/2 ips	Unit Price
300	20 sec. (13')	\$ 2.00
300	40 sec. (25')	2.05
300	70 sec. (44')	2.10
300	100 sec. (63')	2.25
300	140 sec. (88')	2.35
300	3 1/2 min. (132')	2.50
300	5 1/2 min. (207')	2.90
300	8 1/2 min. (320')	3.70
300	10 1/2 min. (394')	3.90
300	empty cart.	1.60
600	16 min. (600')	6.25
600	empty cart.	2.80
1200	31 min. (1163')	10.45

Also: DL cartridges (for Spotmaster delay machines), bulk tape, tape-tags and other accessories.

ANY ASSORTMENT—NO MINIMUM ORDER

BROADCAST ELECTRONICS, INC.
A Filmways Company
8610 Brookville Rd., Silver Spring, Md. 20910

lieves is unprecedented in this country. The arrangement called for the Bell System to supply two frequency bands of 15 khz, enabling the aural signal to travel from New York to San Francisco on facilities ordinarily used for television.

Mr. Donato said RCA Globecom is viewing the project as an experiment for possible future domestic stereo transmissions utilizing its proposed domestic-communications satellite system.

The signal relay began at the Paris theater where the concert took place Tuesday (May 14) at 1 p.m. (San Francisco time). The French telephone company, using innovative system which, according to Mr. Donato, is not in use in this country, scrambled the stereo signal into one channel and delivered it to the Communication Satellite Corp.'s ground station at Ploumeur Bordou on the English Channel, where it was decoded to two-channel capacity and transmitted to Comsat's Intelsat communications satellite. The satellite relay was received at the Etan, W. Va., earth station, where it was sent via AT&T facilities to RCA's headquarters in New York. From there, it joined the special AT&T hookup for a transcontinental hop to the AT&T terminal point in San Francisco. The last leg of the journey to KKH-FM's studios was over facilities maintained by Pacific Telephone.

KKH-FM Manager Jim Hickey said the program, which was seven months in planning, was aired live at 1 p.m. and rebroadcast again at 8 p.m. Primary sponsorship for the program was by San Francisco's Hasting's department store.

Technical Briefs

Anik 2 lessee. American Satellite Corp., Germantown, Md., said last week that it has signed agreement with Telesat Canada to lease up to three full-time transponders and at least one part-time transponder on the latter's Anik 2 communications satellite. Arrangement, ASC said, would facilitate firm's initial endeavor in domestic-communications satellite field. It said service is expected to commence this fall. ASC, principally owned by Fairchild Industries, reports that 40% of its available space on the Canadian spacecraft has already been leased and that it expects remainder to be ordered in the near future.

Another big one. Gates division of Harris-Intertype Corp., Quincy, Ill., has been awarded its second million dollar-plus contract for broadcast equipment in last four months. Avco Broadcasting Corp., group station owner, based in Cincinnati, signed for delivery of three dual color TV transmitters, one FM transmitter and related equipment. Color-TV transmitters are to be installed in WLWT(TV) Cincinnati, WLWD(TV) Dayton and WLWC(TV) Columbus, all Ohio. FM transmitter, of 30 kw capability, goes to WWDC-FM Washington. Previously Gates received contract valued in excess of million dollars for color-TV transmitters and associated equipment for ABC-owned WLS-TV Chicago.

Finance

Even Wilma Soss came away happy from ABC's meeting

Goldenson, Rule spell out good news of financial turnaround, forecast even better things

Stockholders at the annual meeting of ABC Inc. in New York last week were heartened by the news from Board Chairman Leonard Goldenson that operating earnings in both the second quarter and in all of 1973 are expected to be higher than last year.

Mr. Goldenson painted a rosy picture of ABC's financial position in 1972 and predicted that gains would be consolidated in 1973. He said that long-term debt had been reduced, and working capital, cash and marketable securities had increased, "putting ABC in the best financial position in its history."

Elton H. Rule, president of ABC Inc., reported in detail on the performances



Messrs. Rule and Goldenson

of each of the divisions of the company. He said that broadcast operations showed comfortable advances in 1972, reflecting a turnaround from loss to substantial profit for the television network and, to a lesser extent, for the radio network.

Mr. Rule reported that the five-owned television stations and the seven-owned FM stations showed solid gains in revenue and earnings, though the seven-owned FM stations were not profitable in 1972. He attributed the loss to the "substantial investment" made when the FM stations were established as a separate division in 1971.

Mr. Rule said that television-network advertising commitments to date for the 1973-74 season amounted to about \$250 million, ahead of last year's record sales pace at this time.

The stockholders' questioning was mild, with one exception. Wilma Soss, a perennial annual meeting participant and head of a women's shareholders group, voiced her reservations over the nomination of Dr. Mamie Phipps Clark, a psychologist, to the ABC board (see page 59).

Mrs. Soss noted that in nominating Dr. Clark, ABC "has two in one," apparently referring to the fact that the psychologist is a woman and is black. But Mrs. Soss questioned Dr. Clark's knowledge of business and finance and of the contribution she could make to ABC as a director.

Mr. Goldenson replied that Dr. Clark

is "a humanist," and expressed the view that she could make a satisfactory contribution to the board, which is composed of many business and financial specialists. Mrs. Soss seemed mollified and said she had changed her mind and would vote for Dr. Clark.

To another stockholder's question, Mr. Goldenson said that 1972 was the first year "in four or five years" that ABC-TV had operated profitably.

Financial Briefs

MCA Inc., Los Angeles, reported highest quarterly net income in its history, 19% gain over comparable first quarter period last year. Revenues were up nearly 6% for first quarter, Lew R. Wasserman, MCA president, reported last week.

For three months ended March 31:

	1973	1972
Earned per share	\$ 0.76	\$ 0.65
Gross revenues	84,775,000	80,227,000
Net income	6,339,000	5,316,000

Grey Advertising, New York, reported gains in first-quarter 1973 figures over same period in preceding year. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.12	\$ 0.09
Billings	62,151,000	50,765,000
Net income	\$155,000	110,000

Clinton E. Frank Advertising, Chicago, reported drop in first-quarter income over 1972. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.30	\$ 0.51
Billings	19,387,000	23,005,000
Net income	213,000	370,000
Shares outstanding	717,025	721,150

McCaffrey & McCall, New York, showed strong increase in net income for first quarter of 1973 over same period in previous year. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.30	\$ 0.13
Billings	13,819,000	10,752,000
Net income	176,000	77,000

Needham, Harper & Steers, New York, reports record net income for first quarter of 1973, representing an increase of 6.4% over comparable 1972 period. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.42	\$ 0.40
Billings	\$48,157,000	\$40,646,000
Net income	383,000	380,000
Shares outstanding	915,838	910,861

Adams-Russell Co., Waltham, Mass., cable TV operator, group broadcaster and electronics manufacturer, reported that net earnings in first half of fiscal 1973 more than doubled, while sales for same period rose 59%. Increases in sales and earnings in second half of fiscal 1973 are also anticipated.

For six months ended April 1:

	1973	1972
Earned per share	\$ 0.18	\$ 0.08
Net sales	8,718,000	4,205,000
Net income	225,000	105,000
Shares outstanding	1,278,000	1,286,000

Note: Earnings per share include tax credit equal to one cent and two cents per share, respectively, in 1973 and 1972.

Liberty Corp., Greenville, S.C., plans to purchase 100,000 more shares of its approximately 6,670,000 shares of common stock outstanding.

Meredith Corp., Des Moines, Iowa, reported gains in earnings but slight dip in revenues for first nine months ended March 31:

	1973	1972
Earned per share	\$ 0.53	\$ 0.34
Revenues	43,498,000	43,567,000
Net Income	1,497,000	946,000

Ogilvy & Mather International, New York, said its first-quarter billings did not increase significantly this year, because of shift of advertising budgets to later in year and due to losses incurred by its

Brazilian subsidiary. For three months ended March 31:

	1973	1972
Earned per share	\$ 0.32	\$ 0.41
Billings	92,849,000	92,827,000
Net income	587,767	748,245

Columbia Pictures Industries reported net loss of \$199,000 for nine months ended March 31, compared with net loss of \$4,514,000 for 1972 comparable period ended April 1. Spokesman said that in quarter ended last March 31, company incurred loss of \$2,495,000, as against prof-

it of \$1,013,000 in 1972 quarter. He said third-quarter results were adversely affected by several motion pictures that proved "disappointing" at box office. He added that divisions of company that have had "excellent results" include Screen Gems, company's broadcasting stations and Bell Records. For nine months ended March 31:

	1973	1972
Earned (loss) per share	\$ (0.03)	\$ (0.71)
Revenues	192,560,000	173,387,000
Net income (loss)	(199,000)	(4,514,000)

Broadcasting Stock Index

Weekly market summary of 142 stocks allied with broadcasting

Stock symbol	Exch.	Closing Wed. May 16	Closing Wed. May 9	Net change in week	% change in week	High	Low	1973	1972	Approx. shares out (000)	Total market capitalization (000)
Broadcasting											
ABC	ABC	N 25 1/4	26 7/8	- 1 5/8	- 6.04	31 1/2	22 1/2	17,029		429,982	
ASI COMMUNICATIONS			1 1/4	1 1/4	.00	1 1/2	1	1,815		2,268	
CAPITAL CITIES COMM.	CCB	N 45	45 1/4	- 1/4	-.55	62 1/2	43	7,074		318,330	
CBS	N	36 1/2	39 3/8	- 2 7/8	- 7.30	52	35	28,315		1,033,497	
CONCERT NETWORK*	O	1/2	3/8	+ 1/8	+ 33.33	5/8	1/4	2,200		1,100	
COX	N	24 1/2	26	- 1 1/2	- 5.76	40 1/4	21 5/8	5,850		143,325	
FEDERATED MEDIA	O	3 1/4	3 1/4		.00	3 1/2	2 1/2	820		2,665	
GROSS TELECASTING	GGG	A 14 1/2	14 5/8	- 1/8	-.85	18 3/8	14 3/8	800		11,600	
LIN	N	7 7/8	9 1/8	- 1 1/4	- 13.69	14 3/4	7 7/8	2,325		18,309	
MOONEY	O	6	6 1/4	- 1/4	- 4.00	10 1/4	6	385		2,310	
PACIFIC & SOUTHERN	PSOU	O 8 3/4	11 1/4	- 2 1/2	- 22.22	13 3/4	8 3/4	2,010		17,587	
RAHALL	RAHL	O 5 3/4	7 1/4	- 1 1/2	- 20.68	12 1/4	5 3/4	1,296		7,452	
SCRIPPS-HOWARD*	SCRP	O			.00	21 1/4	19	2,589		49,838	
STARR	SBG	M 11		- 2 1/4	- 16.98	24 1/2	11	1,131		12,441	
STORER	SBK	N 20 1/8	20	+ 1/8	+.62	44	19	4,402		88,590	
TAFT	TFB	N 37	39 1/2	- 2 1/2	- 6.32	58 5/8	37	4,064		150,368	
WOODS COMM.*	O	1 1/8	1 1/8		.00	1 5/8	1 1/8	276		310	
									TOTAL	82,381	2,289,972
Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A 3 1/8	3 1/4	- 1/8	- 3.84	5 3/8	3 1/8	1,259		3,934	
AVCO	AV	N 10 1/4	11 5/8	- 1 3/8	- 11.82	16	10 1/4	11,478		117,649	
BARTELL MEDIA	BMC	A 1 3/4	2 3/8	- 5/8	- 26.31	3 1/2	1 1/2	2,257		3,949	
CHRIS-CRAFT	CCN	N 4 1/4	4 3/4	- 1/2	- 10.52	6 5/8	4 1/4	4,161		17,684	
COMBINED COMM.	CCA	A 20 1/2	26 1/8	- 5 5/8	- 21.53	44	18 1/2	3,220		66,010	
COWLES	CWL	N 6 1/2	6 7/8	- 3/8	- 5.45	9 5/8	6 1/2	3,969		25,798	
DUN & BRADSTREET	DNB	N 75 1/2	77 1/2	- 2	- 2.58	81 1/4	74	13,021		983,085	
FAIRCHILD INDUSTRIES	FEN	N 6 3/4	7	- 1/4	- 3.57	13 3/8	6 1/2	4,550		30,712	
FUQUA	FQA	N 10 3/4	12	- 1 1/4	- 10.41	20 3/8	10 3/4	9,741		104,715	
GABLE INDUSTRIES	GBI	N 17 1/8	17 1/2	- 3/8	- 2.14	25	15	2,605		44,610	
GENERAL TIRE	GY	N 19 1/4	20 7/8	- 1 5/8	- 7.78	28 3/4	18 3/4	20,652		397,551	
GLOBETROTTER	GLBTA	O 5 3/4	6 7/8	- 1 1/8	- 16.36	8 1/8	5 3/4	2,843		16,347	
GRAY COMMUNICATIONS	O	10 3/4	10 3/4		.00	12 7/8	9	475		5,106	
HARTE-HANKS	HHN	N 12 1/4	12 1/4		.00	29 1/4	10 3/8	4,335		53,103	
ISC INDUSTRIES	ISC	A 6 7/8	7 1/2	- 5/8	- 8.33	8	6 3/8	1,658		11,398	
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 5	5		.00	6 1/8	4 7/8	1,741		8,705	
KINGSTIP	KTP	A 8 3/8	8 3/4	- 3/8	- 4.28	14 1/4	8	1,155		9,673	
LAMB COMMUNICATIONS*	O	1 7/8	1 7/8		.00	2 5/8	1 3/4	475		890	
LEE ENTERPRISES	LNT	A 15	16 3/8	- 1 3/8	- 8.39	25	14 7/8	3,366		50,490	
LIBERTY	LC	N 17 1/2	17 1/2		.00	23 7/8	16 7/8	6,760		118,300	
MCGRAW-HILL	MHP	N 9 1/8	9 7/8	- 3/4	- 7.59	16 7/8	9 1/8	23,525		214,665	
MEDIA GENERAL	MEG	A 34 3/4	35 3/4	- 1	- 2.79	43 1/2	34 1/4	3,446		119,748	
MEREDITH	MDP	N 14 1/4	14 3/4	- 1/2	- 3.38	20 1/2	14 1/4	2,827		40,284	
METROMEDIA	MET	N 18 1/4	19 1/2	- 1 1/4	- 6.41	32 1/4	16 1/2	6,483		118,314	
MULTIMEDIA	O	22	23	- 1	- 4.34	30 1/4	22	4,388		96,536	
OUTLET CO.	DTU	N 12 1/2	12 3/4	- 1/4	- 1.96	17 5/8	12	1,336		16,700	
POST CORP.	POST	O 11	12	- 1	- 8.33	17	11	893		9,823	
PSA	PSA	N 13 3/4	14 5/8	- 7/8	- 5.98	21 7/8	13 1/8	3,779		51,961	
PUBLISHERS BCSTG.	PUB88	O 7/8	1	- 1/8	- 12.50	2	7/8	919		804	
REEVES TELECOM	RBT	A 1 5/8	2	- 3/8	- 18.75	3 1/4	1 5/8	2,294		3,727	
RIDDER PUBLICATIONS	RPI	N 18 7/8	18 1/2	+ 3/8	+ 2.02	29 7/8	18 1/2	8,312		156,889	
ROLLINS	ROL	N 17 1/4	18 3/4	- 1 1/2	- 8.00	36 1/2	16	13,372		230,667	
RUST CRAFT	RUS	A 16 3/4	18 3/8	- 1 5/8	- 8.84	33 3/4	16 3/4	2,350		39,362	
SAN JUAN RACING	SJR	N 18	19 3/8	- 1 3/8	- 7.09	23 3/4	14 1/4	2,153		38,754	
SCHERING-PLOUGH	SGP	N 150 1/2	156	- 5 1/2	- 3.52	157 3/4	130	26,295		3,957,397	
SONDERLING	SDB	A 9 3/4	11 1/2	- 1 3/4	- 15.21	16 3/8	9 3/4	1,006		9,808	
TECHNICAL OPERATIONS	TO	A 7 3/4	8 1/8	- 3/8	- 4.61	13 1/2	7	1,386		10,741	
TIMES MIRROR CO.	TMC	N 19 3/8	19 1/2	- 1/8	-.64	25 7/8	16 1/2	31,145		603,434	
TURNER COMM.*	O	4 3/4	4 3/4		.00	6	4 3/4	1,486		7,058	
WASHINGTON POST CO.	WPO	A 26 1/4	26 1/4		.00	37	22 1/2	4,818		126,472	
WHDH CORP.*	O	20	22	- 2	- 9.09	23	14	589		11,780	
WOMETCO	WOM	N 12 3/4	13 1/2	- 3/4	- 5.55	19 3/8	12 5/8	6,098		77,749	
									TOTAL	276,108	8,142,945
Cable											
AMECO	ACD	O			.00	3	7/8	1,200		1,050	
AMERICAN ELECT. LABS	AEL8A	O 2	2 1/8	- 1/8	- 5.88	3 5/8	2	1,726		3,452	
AMERICAN TV & COMM.	AMTV	O 28 1/4	30 1/4	- 2	- 6.61	39	28 1/4	2,859		80,766	
BURNUP & SIMS	BSIM	O 23	24 7/8	- 1 7/8	- 7.53	31 3/4	22 5/8	7,510		172,730	
CABLECOM-GENERAL	CCG	A 5 3/8	5 1/2	- 1/8	- 2.27	8 7/8	4 7/8	2,489		13,378	
CABLE FUNDING CORP.*	CFUN	O 7	6 1/2	+ 1/2	+ 7.69	8 1/8	5 3/4	1,233		8,631	

	Stock symbol	Exch.	Closing Wed. May 16	Closing Wed. May 9	Net change in week	% change in week	High 1973	Low	shares Approx. out (000)	Total market capitalization (000)
CABLE INFO. SYSTEMS*		O				.00	2 1/2	1 1/2	955	1,432
CITIZENS FINANCIAL	CPN	A	5 3/4	6 1/8	- 3/8	- 6.12	9 1/2	5 1/2	2,676	15,387
COMCAST		O	4 1/2	4 3/4	- 1/4	- 5.26	5 3/8	4 1/4	1,280	5,760
COMMUNICATIONS PROP.	COMU	O	4 3/4	5 1/2	- 3/4	- 13.63	9 3/4	4 3/4	4,435	21,066
COX CABLE	CXC	A	22	22 1/2	- 1/2	- 2.22	31 3/4	20 1/4	3,556	78,232
ENTRON	ENT	O				.00	9 1/4	2 1/2	1,358	3,395
GENERAL INSTRUMENT	GRL	N	16 7/8	18 1/4	- 1 3/8	- 7.53	29 1/2	16 1/4	6,633	111,931
GENERAL TELEVISION*		O	3 1/8	3 1/8		.00	4 1/2	3 1/8	1,000	3,125
HERITAGE COMM.		O	11	11		.00	17 1/2	7	345	3,795
LVO CABLE	LVOC	O	6 3/8	6 1/2	- 1/8	- 1.92	11 1/4	5 7/8	1,561	9,951
SCIENTIFIC-ATLANTA	SFA	A	9 1/2	9 3/4	- 1/4	- 2.56	15 3/8	9	917	8,711
STERLING	STER	O	1 3/8	3	- 1 5/8	- 54.16	4 1/4	1 3/8	2,162	2,972
TELE-COMMUNICATIONS	TCOM	O	9	9 1/8	- 1/8	- 1.36	21	9	3,866	34,794
TELEPROMPTER	TP	A	16	19 3/4	- 3 3/4	- 18.98	34 1/2	16	15,999	255,984
TIME INC.	TL	N	36 1/2	38	- 1 1/2	- 3.94	63 1/4	35 1/4	7,286	265,939
TOCOM	TOCM	O	8	7 3/4	+ 1/4	+ 3.22	12 1/8	6	596	4,768
UA-COLUMBIA CABLE	UACC	O	9 5/8	9 3/8	+ 1/4	+ 2.66	15	8 5/8	1,832	17,633
VIACOM	VIA	N	11 5/8	12 1/8	- 1/2	- 4.12	20	11	3,851	44,767
VIKOA	VIK	A	5 1/2	5 7/8	- 3/8	- 6.38	9 1/8	5	2,562	14,091
								TOTAL	79,887	1,183,740
Programming										
COLUMBIA PICTURES	CPS	N	5 1/8	5 5/8	- 1/2	- 8.88	9 7/8	4 3/4	6,335	32,466
DISNEY	DIS	N	93	95 5/8	- 2 5/8	- 2.74	123 7/8	87	28,552	2,655,336
FILMWAYS	FWY	A	3 3/8	3 5/8	- 1/4	- 6.89	5 3/8	3 1/8	1,877	6,334
GULF + WESTERN	GW	N	23 3/8	24 5/8	- 1 1/4	- 5.07	35 3/4	22 5/8	16,387	383,046
MCA	MCA	N	23	23 3/8	- 3/8	- 1.60	34 1/4	22 1/2	8,367	192,441
MGM	MGM	N	16 3/4	17 1/2	- 3/4	- 4.28	24	16 3/4	5,958	99,796
MUSIC MAKERS	MUSC	O				.00	2 5/8	1 5/8	534	1,401
TELE-TAPE*		O	1 1/8	1 1/8		.00	1 3/4	1 1/8	2,190	2,463
TELETRONICS INTL.*		O	6 3/4	7	- 1/4	- 3.57	10 1/2	6 3/4	724	4,887
TRANSAMERICA	TA	N	12	12 3/4	- 3/4	- 5.88	17 5/8	11 3/8	66,449	797,388
20TH CENTURY-FOX	TF	N	8 7/8	8 3/4	+ 1/8	+ 1.42	12 3/8	7 1/2	8,562	75,987
WALTER READE	WALT	D				.00	1 3/8	7/8	2,203	1,927
WARNER	WCI	N	17 3/4	21 3/8	- 3 5/8	- 16.95	39 1/8	17 3/4	18,864	334,836
WRATHER	WCO	A	8 3/4	10 3/8	- 1 5/8	- 15.66	16 5/8	8 3/4	2,229	19,503
								TOTAL	169,231	4,607,811
Service										
JOHN BLAIR	BJ	N	8 1/8	8 1/2	- 3/8	- 4.41	13	7 3/4	2,494	20,263
COMSAT	CQ	N	49 1/2	51 7/8	- 2 3/8	- 4.57	64 1/2	44 5/8	10,000	495,000
CREATIVE MANAGEMENT	CMA	A	7 5/8	7 3/4	- 1/8	- 1.61	9 1/2	6 5/8	1,056	8,052
DOYLE DANE BERNBACH	DOYL	O	14 3/4	14 3/4		.00	23 1/2	13 3/4	1,884	27,789
ELKINS INSTITUTE	ELKN	O	1 1/8	1	+ 1/8	+ 12.50	1 1/4	3/4	1,664	1,872
FOOTE CONE & BELDING	FCB	N	9 3/8	9 3/4	- 3/8	- 3.84	13 3/8	9	2,121	19,884
CLINTON E. FRANK*		O	8	9 1/4	- 1 1/4	- 13.51	11 1/2	8	720	5,760
GREY ADVERTISING	GREY	O	9 3/4	11	- 1 1/4	- 11.36	17 1/4	9 3/4	1,200	11,700
INTERPUBLIC GROUP	IPG	N	17 1/4	17 1/2	- 1/4	- 1.42	25 3/8	16 1/2	2,464	42,504
MARVIN JOSEPHSON	MRVN	O	12	12 1/2	- 1/2	- 4.00	18 1/2	12	825	9,900
MCCAFFREY & MCCALL*		O				.00	10 3/4	8 1/2	585	4,972
MCI COMMUNICATIONS	MCIC	O	6 1/8	5 3/4	+ 3/8	+ 6.52	8 3/4	4 5/8	11,810	72,336
MOVIELAB	MOV	A	1 1/4	1 1/4		.00	1 7/8	1 1/8	1,407	1,758
MPO VIDEOTRONICS	MPO	A	2 3/4	3 1/8	- 3/8	- 12.00	4 7/8	2 1/2	540	1,485
NEEDHAM, HARPER*	NDHMA	O	11 1/4	14	- 2 3/4	- 19.64	26 1/4	11 1/4	911	10,248
A. C. NIELSEN	NIELB	O	31 1/2	33 3/4	- 2 1/4	- 6.66	40 1/2	31 1/2	10,598	333,837
OGILVY & MATHER	OGIL	O	16	19 1/2	- 3 1/2	- 17.94	32 1/2	16	1,777	28,432
PKL CO.*	PKL	O	3/4	1 1/4	- 1/2	- 40.00	2 5/8	3/4	778	583
J. WALTER THOMPSON	JWT	N	15	14 3/4	+ 1/4	+ 1.69	24 3/4	14 1/4	2,659	39,885
UNIVERSAL COMM.*		O		4 1/2		.00	12 1/4	4 1/2	715	3,217
WELLS, RICH, GREENE	WRG	N	10	10 5/8	- 5/8	- 5.88	21 1/8	9 1/2	1,568	15,680
								TOTAL	57,776	1,155,157
Electronics										
ADMIRAL	AOL	N	10 1/4	11 1/4	- 1	- 8.88	18	9 5/8	5,813	59,583
AMPEX	APX	N	4 1/8	4 3/8	- 1/4	- 5.71	6 7/8	4	10,875	44,859
CARTRIDGE TELEVISION		O	1 3/4	3 3/8	- 1 5/8	- 48.14	16 1/2	1 3/4	2,083	3,645
CCA ELECTRONICS	CCAE	O	1 3/8	1 1/2	- 1/8	- 8.33	3	1 1/4	881	1,211
COLLINS RADIO	CRI	N	19 1/2	20 1/2	- 1	- 4.87	25 7/8	17 1/2	2,968	57,876
COMPUTER EQUIPMENT	CEC	A	2 1/2	2 3/4	- 1/4	- 9.09	2 7/8	2	2,366	5,915
CONRAC	CAX	N	17 1/2	18 3/4	- 1 1/4	- 6.66	31 7/8	17 1/8	1,261	22,067
GENERAL ELECTRIC	GE	N	59	61 7/8	- 2 7/8	- 4.64	75 7/8	57 3/4	182,348	10,758,532
HARRIS-INTERTYPE	HI	N	30	31 3/4	- 1 3/4	- 5.51	49 1/4	28	6,308	189,240
INTERNATIONAL VIDEO*	IVCP	O	7 3/4	9 1/4	- 1 1/2	- 16.21	14 3/4	7 3/4	2,745	21,273
MAGNAVOX	MAG	N	12 1/8	13	- 7/8	- 6.73	29 5/8	11 3/4	17,806	215,897
3M	MMM	N	81 3/8	84 1/4	- 2 7/8	- 3.41	88 7/8	76 1/4	113,051	9,199,525
MOTOROLA	MOT	N	97 5/8	105 1/2	- 7 7/8	- 7.46	138	95 3/4	13,785	1,345,760
OAK INDUSTRIES	OEN	N	13 3/8	14 5/8	- 1 1/4	- 8.54	20 1/2	12	1,639	21,921
RCA	RCA	N	26 7/8	29 1/2	- 2 5/8	- 8.89	39 1/8	25 1/2	74,525	2,002,859
RSC INDUSTRIES	RSC	A	1 5/8	1 5/8		.00	2 1/4	1 5/8	3,458	5,619
SONY CORP	SNE	N	44 7/8	47	- 2 1/8	- 4.52	57 1/4	40 5/8	66,250	2,972,968
TEKTRONIX	TEK	N	34 3/4	36 3/4	- 2	- 5.44	53 7/8	33 1/4	8,162	283,629
TELEVISION	TIMT	O	3 1/2	3 1/2		.00	4 3/4	3 1/2	1,050	3,675
TELEPRO INDUSTRIES		O	1 1/8	1 1/8		.00	2 1/2	1 1/8	1,717	1,931
WESTINGHOUSE	WX	N	32 3/8	34 3/4	- 2 3/8	- 6.83	47 3/8	31 1/8	88,595	2,868,263
ZENITH	ZE	N	36 1/2	40 1/4	- 3 3/4	- 9.31	56	36 1/8	19,043	695,069
								TOTAL	626,729	30,781,317
								GRAND TOTAL	1,292,112	48,160,942

Standard & Poor's Industrial Average

118.95

123.66

-4.71

A-American Stock Exchange
M-Midwest Stock Exchange
*Closing prices are for Tuesday

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

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

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

Fates & Fortunes®

Media



Mr. Meredith



Mr. Burnett

E. T. Meredith III, president and chief executive officer, Meredith Corp., Des Moines, Iowa, group broadcaster and publisher, named chairman and chief executive officer, new post, succeeding late **Fred Bohlen**, Meredith's previous chairman, who died last winter (BROADCASTING, Feb. 26). **Robert A. Burnett**, executive VP-operations, elected president and chief operating officer, also new post.

Beveridge J. Rockefeller, VP-market development, CBS publications division, named VP, planning and development, CBS/Education & Publishing Group.

Bruce G. Normandin, general manager, KINO(AM) Winslow, Ariz., joins KWWL-AM-FM Waterloo, Iowa, in similar post.



Dr. Clark

Dr. Mamie Phipps Clark, executive director of Northside Center for Child Development, New York, elected to board of directors of ABC Inc., marking first time woman was elected to company board (see page 55). She succeeds **Robert Hansberger**, who did not stand for re-election.

Al Auclair, owner of WKBK(AM) Keene, N.H., and WEMJ(AM) Laconia, N.H., joins WOWW(AM) Naugatuck, Conn. as VP and general manager.

Jeff Salgo, assistant program director and music director, KKDJ(FM) Los Angeles, appointed operations director.

Bob Brown, staff announcer, WFYR(FM) Chicago, appointed operations director. **Jeffrey Elkins**, with WHP-TV Harrisburg, Pa., joins WFYR as promotion manager.

Bob Chernet, head of news operations, noncommercial WVUM(FM) Coral Gables, Fla., appointed public relations and promotion director.

Stuart A. Lindman, staff announcer and member of news team, WTCN-TV Minneapolis, named public affairs director.

Joan Secrest, promotion assistant, WMAL-AM-FM Washington, appointed publicity coordinator, WMAL-TV there. **Tom Furr**, public affairs producer, KOMU-TV Colum-

bia, Mo., joins WMAL-TV as on-air promotion coordinator.

Dick Conrad, program and promotion director, WHK(AM) Cleveland, joins WGBS(AM) Miami as promotion director.

Thomas J. McManus, director of international sales for NBC and president of NBC International, named VP and general manager of NBC Enterprises, replacing **Gerald Adler**, who has resigned as president of NBC Enterprises ("Closed Circuit," May 14).

Stricken. **Grover C. Cobb**, senior executive vice president of the National Association of Broadcasters, suffered a heart attack at 1 o'clock Monday morning, May 14. He is in the coronary special care unit at Peninsula general hospital in Salisbury, Md., where he was taken by ambulance from Ocean City, some 35 miles away. Mr. Cobb was visiting in Ocean City with his wife and two of his seven children for the weekend.

As of midweek, Mr. Cobb's prognosis was listed as "good." It's expected that he will remain in the Salisbury hospital for about 10 days, returning to Washington if his condition permits.

For the present, NAB President **Vincent T. Wasilewski** will take over Mr. Cobb's responsibilities in government relations.

Regular Monday morning briefings will be held on government relations activities with Mr. Wasilewski; executive vice presidents **James H. Hulbert** and **Burns Nugent**; and government relations specialists **William Carlisle** and **Roy Elson** in attendance. Mr. Wasilewski will fill in for Mr. Cobb, keeping some of his pending Capitol Hill appointments.

Mr. Cobb, 51, was named senior vice president only recently—a new position at NAB, with specific responsibility to serve as chief operating officer when Mr. Wasilewski is absent from Washington (Broadcasting, March 12). He joined the NAB staff in 1971 and was appointed executive vice president for government relations last year.



Mr. Cobb addressing a meeting of presidents of state broadcasting associations in Washington May 2.

Broadcast Advertising



Mr. Wilson

Edward B. Wilson, executive VP/managing director, J. Walter Thompson, Chicago and Western offices, appointed chairman of executive committee and director of all advertising, headquartered in New York. **John A. P.**

Treasure, chairman of JWT, London, assumes additional responsibility of vice chairman of parent company and director of future planning. **E. Wyatt Hicks**, executive VP-managing director, JWT, New York and Eastern offices, named chairman of newly-formed U.S. management committee. **Don Johnston**, executive VP-international assumes additional post of chairman of management committee for international operations. **Wayne Fickinger**, member of Chicago management committee appointed managing director, JWT, Chicago. **Byron Hackett**, VP-legal counsel, JWT, New York, named director of consumer affairs.



Mr. Tennant



Mr. Frank

Don Tennant, chairman of Clinton E. Frank Inc., Chicago, resigned, effective last Friday (May 18). **Clinton E. Frank**, chairman of executive committee and chief executive officer, has assumed post of chairman. Earlier, **Tom Lowey**, president of Frank, resigned effective July 1 (BROADCASTING, May 14).

Peter Horst, senior VP-director of creative services, McCann-Erickson, Houston, joins SSC&B, New York, in similar position.

David Ofner, general manager, Foote, Cone & Belding, Chicago, named executive VP.

Howard M. Kamin, VP-director of media research, J. Walter Thompson, New York, joins **Richard K. Manoff**, New York, in similar position.

Donald Racer, media supervisor, N. W. Ayer & Son, Philadelphia, named media director.

James H. Knight, local sales manager, WJW-TV Cleveland, joins WUAB(TV) there as regional sales manager.

Frederick K. Oringel, with WGNO-TV New Orleans, appointed sales manager.

Charles W. Way, sales manager, WGHP-TV High Point, N.C., named general sales manager.

Raymond Junkin, with sales department, CTV, Toronto, named VP-general sales manager of Canadian commercial TV network.

Marcus G. Keown II, account executive, WDBJ-TV Roanoke, Va., appointed local sales manager.

Michael S. MacEwan, public relations director and account executive, Stimpson, King, Thomas & Capeloto Advertising, Seattle, joins KYAC-AM-FM Seattle as marketing director. **Enrique Rodriguez**, assistant sales manager, KYAC-AM-FM, appointed sales manager.

Jack Perk, account executive, KDON(AM) Salinas, Calif., appointed general sales manager.

Frances G. Smith, retail services director, KQV(AM), Pittsburgh, appointed director of retail services for all seven ABC-owned AM stations.

Harry Bottiger, with Arthur E. Meyerhoff Associates, joins KMPC(AM) Los Angeles as director of client service.

Bill Steffy, director of manpower planning for Canton, Ohio, rejoins WHBC-AM-FM Canton as sales manager. He had been assistant news director of station prior to 1970.

Camille Hanson, media operations supervisor, Chicago office, Clinton E. Frank, appointed operations group supervisor, Chicago, Dallas, New York and San Francisco offices.

Phyllis MacDonald, media assistant, Hofer, Dieterich & Brown, San Francisco agency, named media buyer.

Sandra Rahimi, senior buyer, Ogilvy & Mather, New York, joins Ketchum, MacLeod & Grove, Pittsburgh, as broadcast supervisor in media department. **David R. Drobis**, associate public relations director, KM&G, San Francisco, named VP and also assumes charge of Denver office. **Robert A. Clampett**, public relations manager, Los Angeles office, KM&G, named VP.

Carol Caldwell, with Liller Neal Battle & Lindsey Advertising, Atlanta, joins Cargill, Wilson & Acree there as broadcast producer.

Toni Worley, VP-director of publicity, Streisand, Zuch & Freedman, New York, named VP-account executive, Bozell & Jacobs, New York.

Charles J. Nemetz, account executive, Burton Sohigian, Detroit, and **Robert L. Beatty**, with W. B. Doner and Co., Detroit, join Grey Advertising there as account executives.

Programing

Robert B. Adams, central division sales manager, Group W Productions, Chicago, appointed Midwest division manager of syndication, Screen Gems, Chicago. **Bob Mitchell**, live action/animation director, joins EUE/Screen Gems, West Coast, as director.



New NBC affiliates board of delegates. It includes (standing, l to r): Fred Paxton, WPSD-TV Paducah, Ky., an incumbent; Irving Waugh, WSM-TV Nashville, newly elected; Wilson C. Wearn, WFBC-TV Greenville, S.C., incumbent; H. Ray McGuire, WALA-TV Mobile, Ala., incumbent and elected vice chairman; John T. Gelder Jr., WTWO-TV Terre Haute, Ind., newly elected; J. S. Sinclair, The Outlet Corp. (WJAR-TV) Providence, R.I., continuing on board and elected vice chairman; Donald Mercer, NBC VP-station relations. Seated (l to r) are: Willard Schroeder, WOTV(TV) Grand Rapids, Mich., newly elected; David C. Adams, chairman of the board, NBC; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., re-elected chairman, board of delegates; Julian Goodman, NBC president; Don Durgin, NBC network president, and Norman P. Bagwell, WKY-TV Oklahoma City, re-elected secretary-treasurer; George C. Hatch, KUTV(TV) Salt Lake City, incumbent on the board, and Glenn Flint, KCMT(TV) Alexandria, Minn., newly elected, are not pictured. Elections took place during the affiliates convention in Los Angeles (*Broadcasting*, May 14).



Mr. Cunningham

Ralph V. Cunningham, syndication manager, Group W Productions, Pittsburgh, named VP-distribution. He will maintain headquarters in Pittsburgh at company's videotape center.

Alan Sacks, VP-program development, Meitromedia Producers Corp., Los Angeles, named VP-television programing, Playboy Productions, Los Angeles, **Douglas Heyes**, writer-producer-director, has been signed by Playboy to develop series.

Arthur Weinthal, director of programing, CTV, Toronto, named to new post, director of entertainment programing, with responsibility for development, planning and production of all CTV entertainment series and specials. **Philip Wedge**, with CTV, succeeds Mr. Weinthal as VP-director of programing. **Tom Gould**, director of news, features and information programing, CTV, named VP-news, features and information programing and **Don Cameron**, with CTV, appointed director of news, features and information programing.

Charles Beck, attorney, Los Angeles public defender's office, joins 20th Century-Fox Television, Beverly Hills, Calif., as assistant to VP in charge of syndicated sales.

Charles H. Horich, executive producer, WTOP-TV Washington, named program manager. **Lynn J. McIntyre**, administrative assistant, programing department,

WTOP-TV, named director of program administration.

Mickey L. Hooten, assistant general manager, WIS-TV Columbia, S.C., joins WGHP-TV High Point, N.C., as program manager. He succeeds **Michael B. Styer**, appointed director of cultural affairs, Maryland Public Television.

Lee Rodgers, formerly with KSD(AM) St. Louis, joins WGBS(AM) Miami as program director.

Ben Thum, formerly with KFI(AM) and KMPC(AM) Los Angeles joins KRE-AM-FM Berkeley, Calif., as program director.

Bob Krahl, account executive, Ray Crowl Advertising, Canton, Ohio, rejoins WHBC-AM-FM Canton as program director. He had been with station for 18 years as announcer prior to 1968.

Mike Hyman, with noncommercial WVUM(FM) Coral Gables, Fla., appointed program director.

Chuck Snyder, producer/director, WABC-TV New York, joins KABC-TV Los Angeles as executive producer.

Peter Heller, writer and associate producer, ABC-TV News, New York, appointed sports producer, WABC-TV New York.

Broadcast Journalism

Harold Greene, producer/reporter, *Eye-witness News*, KABC-TV Los Angeles, joins KCST(TV) San Diego as news director.

Mark Landsman, Midwest producer, NBC *Nightly News*, Chicago, appointed director of news assignments, NBC News, New York.

Frank Laseter, news director, WQDR(FM)

Raleigh, N.C., assumes additional post, news director, sister station, WPTF(AM) also Raleigh.



Mr. Jungers

Richard E. Jungers, VP-corporate planning and development, WGN Continental Broadcasting Co., appointed chairman, editorial board, WGN Continental's WGN-AM-TV Chicago. Mr. Jungers succeeds the late James G. Hanlon, VP and manager of public relations and advertising, WGN Continental Broadcasting. **Elaine Thompson**, research and production aide in editorial department, WGN-AM-TV, named assistant editorial director.

Steve Geimann, with WAER(FM) Syracuse, N.Y., appointed news director. **Howard Richman**, reporter, WAER, appointed managing editor.

Jim Lummanick, assistant news editor, WCPO-TV Cincinnati, appointed to new post, night editor, and **Jim Delaney**, reporter, WCPO-TV, named assistant news editor. **Denis Gulino**, assistant news editor, WCPO-TV, joins UPI broadcast news office, Chicago.

Chris Antoniaci, news producer, WLOS-TV Asheville, N.C., appointed acting news director.

Bob Schwartz, WIMA-AM-FM Lima, Ohio, elected president, Ohio Associated Press Broadcasters Association; **Jim Burnett**, WHBC-AM-FM Canton, elected president-elect. Regional VP's include: **Ray Sherman**, WLEC-AM-FM Sandusky, northwest; **Norm Berger**, WKBN-AM-FM Youngstown, northeast; **Jerry Izor**, WCLT(AM) Newark, southeast; **Dick Bieser**, WHIO-AM-FM Dayton, southwest, and **Dave Marsett**, WBNS-AM-FM Columbus, central.

Bill Winchell, WQWQ-FM Muskegon, Mich., re-elected president, Michigan News Broadcasters Association, incorporated at group's last semi-annual meeting in Grand Rapids May 6. **Paul Weisenfeld**, WVIC(AM) East Lansing, re-elected VP, and **Michael Hale**, WYGR(AM) Wyoming, re-elected secretary treasurer.

Allan Stagg, news director, WCAR-AM-FM Detroit, joins WDEE(AM) there as newsmen. **Jane Shull**, with WAAA(AM) Winston-Salem, N.C., joins WDEE news staff.

Frances Carol Martin, staff writer and editor, *Detroit Free Press*, joins WMAL-TV Washington as news writer-producer.

John Schuch, desk assistant, WCBS(AM) New York, appointed news assistant for PLNX, CBS Radio's private-line news exchange, New York.

Cablecasting

William H. Lambert, manager, CATV systems division, Jerrold Corp., Horsham, Pa., named VP-division manager.

E. Thayer Bigelow, manager of accounting, Time Inc., New York, named VP, Sterling Communications Inc., New York, and Sterling Manhattan Cable Television.

Robert W. Breckner, founder and cable

consultant, Cinca Communications Corp., Los Angeles pay-cable TV company, elected president.

Dorothy Spencer, editorial specialist, League of Women Voters, Washington, joins Cable Television Information Center there as assistant to director of information.

Equipment & Engineering

Fredrick Shuh, president, General Instrument of Canada Ltd., Toronto, named to new post of corporate VP, General Instrument Corp., New York, with responsibility for General Instrument of Canada Ltd., General Instrument (U.K.) Ltd., General Instrument Europe, S.P.A. and General Instrument-Japan, which is being formed.

Paul D. Askos, sales office manager, Ameco Inc., Phoenix CATV equipment firm, named manager-national product sales.

Joseph L. Mahran, controller, Communications Satellite Corp., Washington, named assistant VP and controller.

Robert E. McIvane, VP-marketing, Anacoda Wirc and Cable Co., joins Anixter Bros. Inc., Skokie, Ill., as VP-sales. Anixter operates nationwide network of wire and cable outlets.

Eric King, with Telemet Co., joins Vital Industries Inc., Gainesville, Fla., as Northeastern sales manager. Vital is solid-state electronics manufacturer.

Gary Goldberg, with noncommercial WVUM(FM) Coral Gables, Fla., appointed chief engineer.

Allied Fields

Alan S. Ward, director, Federal Trade Commission's Bureau of Competition, resigns to return to private law practice with Washington office, Baker, Hostetler & Patterson, Cleveland law firm.

In addition to election of **Maurie Webster**, CBS Radio, to presidency, International Radio and Television Society (BROADCASTING, May 14), other officers elected include: **Jerome Feniger**, Horizons Communications Corp., first VP; **Roy Danish**, Television Information Office; **Sydney H. Eiges**, NBC, and **Alfred L. Plant**, Block Drug Co., VP's; **Jerome**

S. Boros, Fly, Shuebruk, Blume & Gaguine, secretary, and **Thomas B. Campbell**, H-R Television, treasurer.

A. G. Hiebert, president, Northern Television Inc., owner of KBYR(AM)-KNIK(FM), KTVA(TV) Anchorage, and KFRB(AM), KTVF(TV) Fairbanks, Alaska, conferred honorary doctorate of public service by University of Alaska at commencement services May 11.

Deaths

Walter B. Emery, 65, professor of speech communication, Ohio State University, Columbus, died May 9 in Amherst, Mass. of heart attack. Mr. Emery was attorney with FCC before entering teaching profession, and served as chief, Renewals and Revocation Division of the FCC from 1946 to 1952. He also authored several books and articles on broadcast regulation and international broadcasting. He is survived by his wife, Olive, and three children.

Abel Green, 72, editor of *Variety*, died May 10 of heart attack at his home in New York. He was *Variety's* second editor, having succeeded late Sime Silverman in 1933.

Cecil H. Hamilton Jr., VP and general manager, KCLN-AM-FM Clinton, Ohio, died April 28 of a heart attack while vacationing in Mexico. Mr. Hamilton joined station in 1960, and was named to managerial post in 1963.

Dave Maxwell, 50, national sales manager of KERO-TV Bakersfield, Calif., died May 10 of heart attack at home. Native of Indiana, Mr. Maxwell had been vice-president-general manager of what is now KJTV(TV) Bakersfield before joining KERO-TV six years ago. He had worked at other stations in California and New Mexico. He leaves wife, Jacqueline, and six children.

William Wells, former owner of WTAN-AM-FM Clearwater, Fla., died May 11 in Clearwater. Mr. Wells had also formerly owned radio stations in Waterbury, Conn., and Marietta, Ohio.

Glen C. Pfenning, commercial manager, KAWL-AM-FM York, Neb., died April 13. He is survived by his wife and two children.

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As compiled by BROADCASTING May 9 through May 15, 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

Applications

■ Lead, S.D.—Dakota Broadcasting Co. Seeks facilities of KDSJ-TV Lead on VHF ch. 5 (76-82 mhz); ERP 100 kw vis, 10 kw aur. HAAT 1,900 ft. P.O. address c/o Theodore M. Cormaney, 1116 Jackson Boulevard, Rapid City, S.D. 57701. Estimated construction cost \$351,300; first-year operating cost and revenue figures are not applicable. Will be satellite of ch. 7, Rapid City (see below). Geographic coordinates 44°19'40" north lat.; 103°50'05" west long. Type trans. RCA, TT-25FL. Type ant. RCA TF-6BM. Legal counsel Bilger & Blair, Washington; consulting engineer Cohen and Dippell, Washington. Principals: Theodore M. Cormaney, Gilbert D. Moyle and Sherwood L. Corner (each 33 1/3%). Mr. Cormaney is president of Rapid City advertising agency, Cormaney & Co. Mr. Moyle is president of Moyle Petroleum Co., gasoline distributing firm, and Moyle Investment, real estate firm, both in Rapid City, among other interests. Mr. Corner is general contractor in Rapid City. He also has real estate interests there. Ann. May 2.

■ Rapid City, S.D.—Seeks facilities of KRSD-TV Rapid City on VHF ch. 7 (174-180 mhz); ERP 196 kw vis, 19.6 kw aur. HAAT-744 ft. P.O. address c/o Theodore M. Cormaney, 1116 Jackson Boulevard, Rapid City, S.D. 57701. Estimated construction cost \$792,350; first-year operating cost \$356,500; revenue \$400,000. Geographic coordinates 44°04'06" north lat.; 103°15'03" west long. Type trans. RCA TT-25FH. Type ant. RCA TF-12BH. Legal counsel Bilger & Blair, Washington; consulting engineer Cohen and Dippell, Washington. Principals: see above. Ann. May 2.

Rulemaking action

■ East Lansing, Mich.—FCC proposed, in rulemaking notice, amendment of TV table of assignments by designation of ch. 23 at East Lansing as educational assignment. Action May 9.

Existing TV stations

Application

■ KBLL-TV Helena, Mont.—Seeks CP to change ERP vis. 251 kw, aur. 25.1 kw; transfer location to Hogback Mountain, approximately 22 miles northeast of Helena; type trans. to RCA TT-25FH; type ant. to RCA TW12A12-R; make changes in ant. structure; change HAAT to 2,250 ft. Ann. May 10.

Final actions

■ FCC denied request by Accuracy In Media Inc. asking for review of Jan. 19 ruling of Broadcast Bureau denying AIM's fairness doctrine complaint against program in NBC's *Chronolog* series. Action May 3.

■ FCC ruled that stations affiliated with ABC or NBC networks may carry to conclusion certain scheduled sports events in May and June 1973, without any runover beyond allotted time being counted against time allowed under prime-time-access rule. Action May 9.

■ WTCN-TV Minneapolis—Broadcast Bureau granted mod. of license covering change of studio location to 8721 Olson Memorial Highway, Golden Valley, Minn. Action May 8.

■ KORK-TV Las Vegas—FCC denied application by Western Communications Inc., licensee of KORK-TV, for review of review board action released Jan. 4, which denied request to add forfeiture issue, even though Western offered to waive one-year statute of limitations with respect to certain violations of rules. Action May 9.

■ WHA-TV Madison, Wis.—Broadcast Bureau granted CP to make changes in transmitting equipment of noncommercial station; granted authority to

operate trans. by remote control from 821 University Avenue, Madison. Action May 8.

Actions on motions

■ Chief, Office of Opinions and Review, in Washington (United Television Co. [WFAN-TV], et al.), TV and AM proceeding, granted petition by United Television and United Broadcasting Co., for further extension of time and ordered that date for filing exceptions to initial decision stated in commission's order if petition for remand be denied and will await issuance of supplementary initial decision if petition for remand be granted (Docs. 18559, 18561-63). Action May 9.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, scheduled further hearing for June 7 at location in New York to be specified by subsequent order (Docs. 19168-70). Action May 9.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Las Vegas (Western Communications Inc. [KORK-TV] and Las Vegas Valley Broadcasting Co.), TV proceeding, ordered that scope of existing financial issue in proceeding is limited to proposal contained in Valley's application (Docs. 19519, 19581). Action May 2.

Other actions

■ Review board in Boston, TV proceeding, granted petition by Community Broadcasting of Boston Inc. one of applicants in comparative proceeding for ch. 7, Boston, to add issues of failure to report all required information and failure to report changes within 30 days issues against RKO General Inc. (Docs. 18759-61). Community's request for cross-interest, concealment, and qualification issues against RKO, was denied. Action May 8.

■ FCC in High Point, N.C., TV proceeding, granted application by Southern Broadcasting Co. for review of Jan. 2 action of review board adding misrepresentation issue against Southern and deleted issue (Docs. 18906-7). Action May 9.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 2.05% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ KAIT-TV Jonesboro, Ark. (George T. Hernreich)—Amendment increases network rate to \$172, effective Sept. 1.

■ WJKS-TV Jacksonville, Fla. (Rust Craft Broadcasting Co.)—Agreement dated Feb. 27, effective April 2 through April 2, 1975, replacing earlier agreement dated June 8, 1972. First call right. Network rate \$367; compensation paid at 30% prime time.

■ WSIL-TV Harrisburg, Ill. (Turner-Farrar Association)—Agreement dated Feb. 8, effective April 2 through April 2, 1975, replacing earlier agreement dated July 8, 1971. First call right. Network rate

\$327; compensation paid at 30% prime time.

■ WBFF-TV Baltimore (Chesapeake Television Inc.)—Agreement dated April 9, effective April 1 through Sept. 1, 1975. Network rate \$140; compensation paid at 30% prime time.

■ KMSP-TV Minneapolis (United Television Inc.)—Amendment increases network rate to \$1,500, effective Sept. 1.

■ WWAY-TV Wilmington, N.C. (Clay Broadcasting Corp.)—Amendment increases network rate to \$307, effective Sept. 1.

■ WTPA-TV Harrisburg, Pa. (Newhouse Broadcasting Corp.)—Agreement dated Feb. 12, effective April 2 through April 2, 1975, replacing one dated July 8, 1971. First call right. Network rate \$561; compensation paid at 30% prime time.

■ WHTN-TV Huntington, W.Va. (Reeves Broadcasting Corp.)—Agreement dated Feb. 12, effective April 2 through April 2, 1975, replacing earlier agreement dated July 8, 1971. First call right. Network rate \$1,075; compensation paid at 30% prime time.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually 3.59% for ASCAP and BMI payments.

■ KREX-TV Grand Junction, Colo. (XYZ Television Inc.)—Amendment extends agreement to April 15, 1975.

New AM stations

Final actions

■ Bay St. Louis, Miss.—Initial decision released March 14 proposing grant of application of Bay Broadcasting Corp. for new AM in Bay St. Louis on 1190 khz, 5 kw, non-directional-D became effective May 3 (Doc. 17244). Ann. May 15.

■ Springfield, Mo.—Initial decision released March 12 proposing grant of application of Queen City Broadcasting Co. for new AM in Springfield became effective May 1 (Doc. 19480). Ann. May 15.

■ Clifton Forge, Va.—FCC, in response to request by Clifton Forge Radio, applicant for new AM at Clifton Forge, modified ruling by review board to allow reimbursement of \$2,402 to Clifton Forge. Action May 7.

Initial decisions

■ Administrative Law Judge Lenore G. Ehrig, in supplemental initial decision, concluded that Jacksonville Broadcasting Co. has not abused commission's processes (Doc. 18899). Case involves mutually exclusive applications of Jacksonville Broadcasting and University Broadcasting Co. for new AM at Jacksonville. Ann. May 10.

■ Cleveland, Tex.—Administrative Law Judge Forest L. McClenning proposed, in initial decision, grant

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Summary of broadcasting

Compiled by FCC, April 30, 1973

	Licensed	On air STA*	Not CP's	Total on air	on air CP's	Total authorized
Commercial AM	4,368	5	13	4,385	46	4,432
Commercial FM	2,396	2	40	2,438	112	2,550
Commercial TV-VHF	504	1	7	512	9	522
Commercial TV-UHF	186	0	6	192	40	243
Total commercial TV	690	1	13	704	49	765
Educational FM	563	0	19	582	93	675
Educational TV-VHF	87	0	5	92	0	92
Educational TV-UHF	122	0	10	132	10	143
Total educational TV	209	0	15	224	10	235

* Special temporary authorization.

of application of Jessie C. Howard for new AM in Cleveland on 1410 khz, 500 w-U, DA (deleted facilities of KVLB Cleveland). Competing application of Billy D. Pirtle would be denied. Post Office address Route 1, Box 431, Shepherd, Tex. 77371. Total construction cost \$14,676; first-year operating cost \$52,204; revenue \$62,000. Principal: Mr. Howard, formerly owner of KTXJ-AM-FM Jasper, Tex., owns boat and motor store in Shepherd. He also has real estate interests there (Doc. 19579). Ann. May 3.

Actions on motions

■ Administrative Law Judge Basil P. Cooper in Del Rio, Tex. (Don Renault tr/as Green Valley Radio), AM proceeding, applicant, having failed to appear at prehearing conference, either in person or by attorney, again reminded that while commission gives him opportunity to appear at public hearing and show why application for renewal of license should be granted, he must take prompt and affirmative steps which will demonstrate intent to appear and prosecute application (Doc. 19704). Action May 4.

■ Administrative Law Judge Chester F. Naumowicz Jr. in Vinita, Okla. (Northeast Oklahoma Broadcasting Inc. and P B L Broadcasting Co.), AM proceeding, reopened record; ordered hearing to be governed by procedures set forth on record of May 9 conference; scheduled hearing for July 17 (Docs. 19639-40). Action May 9.

■ Acting Chief Administrative Law Judge Herbert Sharfman in Clinton, Mass. (Radio Clinton Inc.), AM proceeding, designated Administrative Law Judge John H. Conlin to serve as presiding judge; scheduled prehearing conference for June 12 and hearing for July 30 (Doc. 19731). Action May 7.

Other actions

■ Golden, Colo.—FCC granted motion of Voice of Reason Inc., Golden, applicant for new AM using facilities of former KICM Golden, for acceptance of appeal of review board rulings (Doc. 18710). Action May 9.

■ Review board in Mount Dora, Fla., AM proceeding, granted motion by Golden Triangle Broadcasting Co., to extend through May 23 time to file response to petition to enlarge issues by Lake Radio Inc. Proceeding involves mutually exclusive applications of Triangle and Lake for CP's for new AM to operate former facilities of WYYD Mount Dora (Docs. 19701-2). Action May 10.

■ Review board in Springfield, Mo., AM proceeding, granted petition by Queen City Broadcasting Co. (Gary Acker, Billy Wolfe, Don Burrell, Charles Burton and Paul L. Bradshaw), applicant for new AM at Springfield, for leave to amend application to reflect changes in broadcast interests of Mr. Acker who has agreement to dispose of interests

in WTTN Millington, Tenn., and to acquire KEGG Dainerfield, Tex. (Doc. 19480). Action May 10.

Call letter action

■ Franklin Broadcasting Co., Russellville, Ala.—Granted WQRI.

Existing AM stations

Final actions

■ KACY Port Hueneme, Calif.—FCC denied request by KACY Inc. for waiver of previous AM freeze rules and returned application to increase nighttime power of KACY Port Hueneme from 1 kw to 5 kw. Action May 9.

■ KFOX Long Beach, Calif.—Broadcast Bureau granted CP to install new alt. main trans. Action May 8.

■ KSLV Monte Vista, Colo.—FCC denied petition by Radio Para La Raza, community organization of Chicano and other minority groups, for revocation of license of KSLV. Action May 9.

■ WDAE Tampa, Fla.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 101 North Tampa Street, Tampa. Action May 8.

■ WKRC Cincinnati—FCC granted request by Taft Broadcasting Co., licensee of WKRC, for waiver of prohibited overlap provisions of rules to permit acceptance and grant of application to change trans. site of WKRC, and to modify DA radiation patterns. Action May 9.

■ KERP El Paso—Broadcast Bureau granted CP to install new alt. main trans. Action May 8.

Other action

■ Lakewood, Wash.—FCC set aside FCC public notice released April 12 accepting two applications for frequency of former station KOOD Lakewood and setting cut-off date for other applications until it takes final action on renewal application of former licensee of KOOD. Action May 10.

Fine

■ WHJC Matewan, W. Va.—FCC denied petition by Three States Broadcasting Co., licensee of WHJC, for reconsideration of FCC action denying Three States' request for remission or mitigation of \$2,000 forfeiture. Action May 9.

Call letter actions

- KAOR Oroville, Calif.—Granted KORV.
- WKTQ South Paris, Me.—Granted WKTP.
- KODL The Dalles, Ore.—Granted KGLX.
- KBGO Waco, Tex.—Granted KRZI.

New FM stations

Applications

■ *Huntsville, Ala.—Board of Trustees of University of Alabama. Seeks 90.9 mhz, 6.98 kw, HAAT 974 ft. P.O. address 4701 University Drive, Huntsville 35805. Estimated construction cost \$63,933; first-year operating cost \$48,417; revenue none. Principals: Benjamin B. Graves, president, et al. Ann. May 3.

■ Lincoln, Me.—Radio Voice of Lincoln. Seeks 99.3 mhz, 1.53 kw, HAAT 402 ft. P.O. address 13 A School Street, Lincoln 04457. Estimated construction cost \$12,840; first-year operating cost \$900; revenue \$4,000. Principals: George Rahoche (66⅓%) and Frank Alvin Delle Jr. (33⅓%). Mr. Rahoche, formerly with American Cyanimid Co., Lindin, N.J., is retired. Mr. Delle is manager of WLKN(AM) Lincoln. He also has interests in WDME(AM) Dover-Foxcroft, Me., and in WFAD(AM) Middlebury, Vt. Ann. May 7.

■ Doniphan, Mo.—Jack G. Hunt. Seeks 97.7 mhz, 1 kw, HAAT 480 ft. P.O. address Hunt Building, Doniphan 63935. Estimated construction cost \$17,150; first-year operating cost and revenue not indicated. Principal: Mr. Hunt, optometrist in Doniphan, owns KDFN(AM) Doniphan and cable TV system there. Ann. May 2.

■ Havre, Mont.—North Montana Broadcasters Inc. Seeks 92.5 mhz, 100 kw, HAAT 1,789 ft. P.O. address 426½ First Street, Havre 59501. Estimated construction cost \$103,731; first-year operating cost \$49,592; revenue \$66,000. Principals: Carlyle D. Leeds Sr., president, Stanley G. Stephens and Lila L. Robinson (each 30%), et al. North Montana Broadcasters is licensee of KOJM(AM) Havre. Both Mr. Leeds and Mr. Stephens have cable TV interests in Montana. Ann. May 2.

■ *Marietta, Ohio—Marietta College. Seeks 88.3 mhz, 9.2 kw, HAAT 207 ft. P.O. address Andrews Hall, 211 Fifth Street, Marietta 45750. Estimated construction cost \$28,463; first-year operating cost \$6,460; revenue none. Principals: Frank E. Duddy Jr., president of college, et al.

■ Union City, Tenn.—Union City Broadcasting Co. Seeks 104.9 mhz, 3 kw, HAAT 137 ft. P.O. address Box 489, Jackson, Tenn. 38301. Estimated construction cost \$33,646; first-year operating cost \$14,280; revenue \$47,854. Principals: Evan Davis, director (70%), et al. Mr. Davis is officer of Commercial National Bank, Greenville, Miss. Ann. May 2.

Final actions

■ Paris, Ill.—FCC denied petition by PrairieLand Broadcasters, licensee of WDJ Decatur, Ill., for reconsideration of commission actions released Sept. 7, 1972, assigning FM ch. 25.3 to Paris, instead of Decatur (Docs. 19161, 19317). Action May 9.

■ *Rolla, Mo.—Curators of the University of Missouri, FCC granted 89.7 mhz, 303 w, HAAT 232 ft. P.O. address University Hall, Columbia, Mo. 65201. Estimated construction cost \$5,590; first-year operating cost \$23,522; revenue none. Principals: Dale O. Bowling, vice president for business management, et al. Action May 9.

Initial decision

■ Ellisville, Miss.—Administrative Law Judge Isadore A. Honig granted, in initial decision, applications of South Jones Broadcasters Inc. for new FM on 102.3 mhz, 3 kw, HAAT 298 ft. Competing applications of New Laurel Radio Station Inc. and Southland Inc. have been dismissed. Post office address Route 1, Ellisville 39437. Construction cost \$11,128; first-year operating cost \$32,088; revenue \$48,000. Principals: Glynn E. and Lorene Holland (40%), Herbert D. and Barbara L. Knotts (40%), et al. Mr. Holland is film editor and engineer with WDAM(TV) Hattiesburg, Miss. Mr. Knotts is program director of WNSL(AM) Laurel, Miss. Ann. April 24.

Actions on motions

■ Administrative Law Judge Frederick W. Denniston in Reno (B.B.C. Inc. and Kidd Communications Inc.), FM proceeding, canceled hearing now scheduled for May 8; by separate action, granted petition by B.B.C. Inc. to amend application to report certain changes in stock ownership and of officers (Docs. 19694-5). Actions May 7 and 8.

■ Chief Administrative Law Judge Arthur A. Gladstone in Peoria, Ill. (Peoria Community Broadcasters Inc.), FM proceeding, granted *nunc pro tunc* request by Peoria to amend application to show revised programming proposal and additional financial showing (Doc. 18583). Action May 9.

■ Chief Administrative Law Judge Arthur A. Gladstone in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, granted *nunc pro tunc* request by Brinsfield to amend application to show that sale of WHRN Herndon, Va. by Brinsfield has been consummated (Doc. 18529). Action May 4.

Other action

■ Review board in Leisure City and Goulds, both

REK-O-KUT
S-320 Tone Arm
The Standard
of Comparison



Want to know more about the industry's most popular tone arm?

YOUR BEST COMBINATION FOR TURNTABLE PERFORMANCE

Send this advertisement for more information

ORQ/REK-O-KUT
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- Originator of Instant Start Technique
- 25,000 Satisfied Users
- Unsurpassed Quality and Factory Service
- Immediate Availability; East and West Coast Plants
- Realistically Priced for 25 Years
- Instant Warranty Service

Florida, FM proceeding, in response to joint motion by Resort Broadcasting Co., Leisure City, and Fine Arts Broadcasting Co., Goulds, applicants for FM station, corrected transcript of oral argument held March 29 (Docs. 18956, 18958). Action May 4.

Rulemaking actions

■ Chief, Broadcast Bureau, on request of law firm of Sundlin, Tirana and Scher, extended through June 6, time to file responses in matter of amendment of FM table of assignments in Sanford and Orlando, both Florida. Action May 8.

■ Chief, Broadcast Bureau, on request of Tri-County Broadcasting Co., extended through May 21 time to file reply comments in matter of amendment of FM table of assignments in Park Rapids, Albany and Sauk Rapids-St. Cloud, all Minnesota; Jamestown, N.D. (Doc. 19708). Action May 9.

■ Florida—FCC proposed amendment of FM table of assignments to assign ch. 280A to Cape Coral, ch. 261A to either Punta Gorda or Port Charlotte, and ch. 296A to Key West, all Florida. Action May 9.

■ Lyons, Kan.—FCC proposed, in rulemaking notice, amendment of rules to substitute ch. 291 for ch. 288A at Lyons. Action May 9.

■ Oberlin, Kan.—FCC proposed amendment of FM table of assignments by adding ch. 266 to Oberlin. Action May 9.

■ Kentucky—FCC proposed in rulemaking notice changes in FM table of assignments to assign ch. 232A in place of ch. 276A at Jenkins and ch. 261A in place of ch. 296A at Neon. Ch. 276A would be assigned at Elkhorn City, and ch. 296A would be assigned to Hindman, all Kentucky. Action May 9.

■ Lebanon, Mo., Poteau, Okla., and Gulfport, Miss.—FCC proposed, in rulemaking notice, assignment of ch. 221A to Lebanon, ch. 250 substituted for ch. 252A at Poteau, and ch. 244A assigned to Gulfport. Action May 9.

■ Sandusky, Ohio—FCC amended FM table of assignments with assignment of ch. 249A to Sandusky (Doc. 19689). Action May 9.

■ Sioux Falls, S.D., and Windom, Minn.—FCC proposed amendment of FM table of assignments by adding ch. 284 as fifth FM assignment for Sioux Falls and substituting ch. 232A for ch. 285A at Windom. Action May 9.

Call letter applications

■ Minnesota Educational Radio Inc., Pipestone, Minn.—Seeks *KRSW-FM.

■ Half Hollow Hills Youth Development Corp., Dix Hills, N.Y.—Seeks *WYDC(FM).

■ Westchester Community College, Mt. Kisco, N.Y.—Seeks *WARY(FM).

Call letter actions

■ State of Oregon acting by and through State Board of Higher Education, LaGrande, Ore.—Granted *KQIR(FM).

■ Oyate Inc., Yankton, S.D.—Granted KQHU-FM.

■ Lee County Broadcasting Co., Pennington Gap, Va.—Granted WSWV-FM.

■ Obed S. Borgen, Wisconsin Dells, Wis.—Granted WQRH(FM).

Existing FM stations

Final actions

■ KHPE-FM Phoenix—Broadcast Bureau granted mod. of SCA to make changes in equipment and programming. Action May 8.

■ KNIX(FM) Phoenix—Broadcast Bureau granted mod. of SCA on sub-carrier frequency of 67 khz. Action May 8.

■ KLOS(FM) Los Angeles—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action May 8.

■ *KBBF(FM) Santa Rosa, Calif.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action May 8.

■ *KCSU-FM Fort Collins, Colo.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action May 8.

■ WBUS(FM) Miami Beach, Fla.—Broadcast Bureau granted license covering changes; ERP 38 kw; ant. height 175 ft. Action May 10.

■ WBUS(FM) Miami Beach, Fla.—Broadcast Bureau granted license covering changes; ERP 38 kw; ant. height 175 ft. Action May 10.

■ WYFE-FM Winnebago, Ill.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action May 9.

■ KQWC-FM Webster City, Iowa—Broadcast Bureau granted CP to change trans., studio and remote control location to 0.2 mile due east of Webster City on Highway 20; install new trans.; make change in ant. system; ERP 3 kw; ant. height 195 ft. Action May 10.

■ *WSC1(FM) Charleston, S.C.—Broadcast Bureau granted request for SCA on sub-carrier frequencies of 41 and 67 khz. Action May 8.

■ KNTO(FM) Wichita Falls, Tex.—Broadcast Bureau granted CP to change frequency to 103.3 mhz, ch. 277; install new trans. and ant.; ERP 100 kw; ant. height 440 ft. Action May 8.

Fine

■ WJWS-FM South Hill, Va.—FCC notified Old Belt Broadcasting Corp., licensee, that it has incurred apparent liability of \$750 for willful or repeated violation of terms of station authorization by operating by remote control without prior commission authorization and by having improperly licensed operator on duty for 10 days. Action May 9.

Call letter applications

■ WPSB(FM) Bridgeport, Conn.—Seeks WEZN(FM).

■ WBCM-FM Bay City, Mich.—Seeks WURQ(FM).

■ *WQHT(FM) Olive Hill, Tenn.—Seeks *WDNQ(FM).

Call letter actions

■ WCRT-FM Birmingham, Ala.—Granted WQEZ(FM).

■ *WTHS(FM) Miami—Granted *WLRN-FM.

■ WHO-FM Des Moines, Iowa—Granted KLYF-FM.

■ WJTN-FM Jamestown, N.Y.—Granted WWSE-FM.

■ WMDE(FM) Greensboro, N.C.—Granted WPET-FM.

■ WFIG-FM Sumter, S.C.—Granted WWDM(FM).

■ WRVB-FM Madison, Wis.—Granted WNWV-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses, including SCA when appropriate, for following stations: KMUS Muskogee, Okla.; WAVO Decatur, Ga.; WAVU(AM)-WQSB(FM) Albertville, Ala.; WBAI Augusta and WBL Dalton, both Georgia; WCR1 Scottsboro and WFHK Pell City, both Alabama; WGHC Clayton, Ga.; WINQ Tampa, Fla.; WIRB-AM-FM Enterprise, Ala.; WJEM Valdosta, WJIZ(FM) Albany and WJJC Commerce, all Georgia; WJMW(AM)-WJOF(FM) Athens, Ala.; WKLS(FM) Atlanta; WLFA Lafayette, WLOP(AM)-WIFO(AM) Jesuit, WMES Ashburn and WRCD Dalton, all Georgia; WRUF-AM-FM Gainesville, Fla.; WTIF Tifton and WTTA Thomson, both Georgia; WTWX(FM) Guntersville, Ala.; WUFE Baxley, WUFF Eastman and WVLV Valdosta, all Georgia; WZOB Fort Payne, Ala. Actions May 7.

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's where appropriate: WBSA Boaz, Ala.; WCHK-AM-FM Canton, Ga.; WGSV Guntersville, WKLN(FM) Cullman and WQVL Florence, all Alabama; WQXI-TV Atlanta; WRLD Lanett, Ala.-West Point, Ga.; WTRP LaGrange, WWCC Bremen and WXLI-AM-FM Dublin, all Georgia. Actions May 11.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's for extensions of time for following stations: KSVA(FM) Sierra Vista, Ariz., to Oct. 2; WQUH(FM) Defuniak Springs, Fla., to June 15; WCCM-FM Lawrence, Mass., to Aug. 1; WRBX Chapel Hill, N.C., to Oct. 16; *WBOE(FM) Cleveland, to Dec. 15; WCAD-FM San Juan, Puerto Rico, to Sept. 1; KLO Ogden, Utah, to Oct. 21; KCLK-FM Clarkston, Wash., to Nov. 28. Action May 10.

■ KGO-TV San Francisco—FCC granted application by ABC Inc. for mod. of CP to make changes in facilities. Changes covered installation of three main trans. Action May 9.

■ KGO-TV San Francisco—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 9. Action May 9.

■ WCJW Warsaw, N.Y.—Broadcast Bureau granted mod. of CP to specify MEOV's. Action May 8.

■ W63AC New Market, Va.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Nov. 3. Action May 3.

■ W41AA Wheeling, W. Va.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Nov. 3. Action May 3.

Translators

Actions

■ K131K Terry, Mont.—Broadcast Bureau granted

CP to change primary TV of VHF translator to KULR-TV Billings, Mont. via K06FE Miles City, Mont.; change trans. location to one mile north of Terry, Mont.; specify type of trans. and make changes in ant. system. Action May 7.

■ K13EH Ainsworth, Neb.—Broadcast Bureau granted mod. of license covering VHF translator to change primary TV station to KORN-TV Mitchell, S.D. Action May 1.

■ Devil's Lake, N.D.—FCC granted North American Communication Corp., licensee of KXJB-TV Valley, N.D., waiver of rules and authorized it to build new 5-w translator to servc Devil's Lake. Action May 9.

■ W65AA Canton, Pa.—Broadcast Bureau granted CP to make changes in ant. system of UHF translator. Action May 2.

Ownership changes

Applications

■ KNOT(AM) Prescott, Ariz.—Seeks transfer of control of Parkell Broadcasting Inc. from Myrle Parker (100% before, 20% after) to Boyd Browning (none before, 80% after). Consideration: \$80,000. Principal: Mr. Browning, former sales manager of KDAY(AM) Santa Monica, Calif., owns minority interest in air charter service in Van Nuys, Calif. Ann. May 8.

■ KERR(FM) Salinas, Calif.—Seeks assignment of license from Lloyd M. Marks to Jeco Inc. for \$30,000. Buyers: Jeco Inc. is licensee of KCTY-(AM) Salinas. Principals: James Coyle, president and general manager, et al. Ann. May 8.

■ WDAX(AM) McRae, Ga.—Seeks assignment of license from Entertainment Communications Inc. to McRae Broadcasting Co. for \$80,000. Sellers: Henry J. Akins, president, et al. Buyers: Ray Smith, John M. Latham and Ben Enoch's (each 33 1/3%). Mr. Smith owns Ray Smith Chevrolet, Camden, Tenn. Mr. Latham is sales manager of WHDM(AM) McKenzie, Tenn., and general manager of WBHT(AM) Brownsville, Tenn. Mr. Enoch's is manager and owns 14% of WDXL(AM) Lexington, Tenn. Ann. May 8.

Actions

■ WKYV-FM Vicksburg, Miss.—Broadcast Bureau granted transfer of control of Red Carpet City Broadcasting Corp. from Morris Currie (25% before, none after) to Allen U. Hollis (25% before, 50% after). Consideration: Mr. Currie is released from debt of \$27,700. Principal: Dr. Hollis is president of Red Carpet City Broadcasting. Action April 27.

■ KWON(AM) Bartlesville, Okla.—Broadcast Bureau granted assignment of license from Enterprise Broadcasting Group Inc. to KWON Radio Inc. for \$425,000. Sellers: David A. Rawley Jr., president, et al. Buyers: Hugh B. Garnett Jr. (35%), George Wilburn (20%), et al. Stockholders of KWON Radio Inc. own KWHW-AM-FM Altus, Okla. Mr. Garnett is professor at Southern Methodist University, Dallas. Mr. Wilburn is general manager of KWHW. Action May 8.

■ KRKT(AM) Albany, Ore.—Broadcast Bureau granted assignment of license from Interstate Broadcasting Co. to Linn-Benton Broadcasters Inc. for \$175,000. Seller: Peter J. Ryan 100%. Mr. Ryan owns 50% of KLOG(AM) Longview, Wash. Buyers: Robert A. and Marianne Esty (together 100%). Mr. Esty is general manager of KRKT. Action April 30.

■ WRPC(FM) San German, Puerto Rico—Broadcast Bureau granted assignment of license from San German Broadcasting Corp. to WRPA Inc. for \$68,000. Sellers: Luis J. Torres Oliver, president, et al. Buyers: Andres Canara, president (51%), et al. Mr. Canara is president and director of WPRA(AM) Mayaguez, Puerto Rico. Action April 30.

■ KMOO(AM) Mineola, Tex.—Broadcast Bureau granted transfer of control of A-C Corp. from Dean Angel (50% before, none after) to Sam Curry (50% before, 100% after). Consideration: \$11,750. Principal: Mr. Curry is president and general manager of KMOO. Action May 7.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced May 8 (station in parentheses are TV signals proposed for carriage):

■ Storer Cable Communications Inc., Prattville, Ala. (Add WSLA-TV Selma, Ala.).

■ Nation Wide Cablevision Inc., Nevada, Nevada county (unincorporated areas) and Grass Valley, all California (Add KMUV-TV Sacramento, Calif.; KFTY Santa Rosa, Calif.).

■ Leacom Inc., Keystone International Development, Colo. (KWGN-TV, KOA-TV, KRMA-TV, KMGH-TV and KBTV, all Denver; KTVS Sterling Colo.; KFBC-TV Cheyenne, Wyo.).

Continued on following page.

■ Teleprompter of Lakeland Inc., Polk county (unincorporated area contiguous to Lakeland), Fla. (Add WLTW Miami; WTCG Atlanta; WSWB-TV Orlando, Fla.).

■ Southern Illinois Cable TV Inc., Harrisburg and El Dorado, both Illinois (WSIL-TV Harrisburg and WSIU-TV Carbondale, both Illinois; KFVS-TV Cape Girardeau, Mo.; WPSD-TV and WDXR-TV, both Paducah, Ky.; KPLR-TV and KDNL-TV, both St. Louis, Mo.).

■ American Television & Communications Corp., Senath, Mo. (WKNO-TV, WREC-TV, WMC-TV and WHBQ-TV, all Memphis; WBBJ-TV Jackson, Tenn.; WPSD-TV Paducah, Ky.; KAIT-TV Jonesboro, Ark.; KFVS-TV Cape Girardeau, Mo.).

■ Teleprompter of Portales, Roosevelt county (unincorporated portions of) and Portales, both New Mexico (Add KOAT-TV Albuquerque, N.M.; KTXT-TV Lubbock, Tex.; KENW Portales, N.M.).

■ Complexicable Inc., Eastlake, Ohio (WKYC, WEWS, WJW and WVIZ, all Cleveland; CFPL London, Ont.; WAKR Akron, Ohio; WUAB Lorain, Ohio; WKBD Detroit).

■ Telerama Inc., Euclid, Beachwood and Maple Heights, all Ohio (WKYC-TV, WEWS, WJW-TV, WVIZ-TV, WKBF-TV and WCTF, all Cleveland; WAKR-TV and WCOT-TV, both Akron, Ohio; WUAB Lorain, Ohio; CKLW-TV Windsor, Ont.; WKBD-TV Detroit; WNEO-TV Alliance, Ohio).

■ Cablevision of Warr Acres Inc., Warr Acres,

Okla. (WKY-TV, KOCO-TV, KWTW-TV and KETA-TV, all Oklahoma City; KTVT-TV Fort Worth; KOTV-TV Dallas; KBMA-TV Kansas City, Mo.).

■ Erie County Community Antenna Television Co., Lawrence Park township, Pa. (WJET-TV, WOLN-TV, WSEE and WICU-TV, all Erie, Pa.; WEWS, WKYC-TV and WJW-TV, all Cleveland; WFMJ-TV Youngstown, Ohio; WBEN-TV, WGR-TV and WKBW-TV, all Buffalo, N.Y.; CHCH-TV Hamilton, Ontario; CKCO-TV Kitchener and CFPL-TV London, all Ontario).

■ Cypress Cable Corp., Newport, Pa. (Add WLYH-TV Lancaster, WTIET-TV State College and WSBA-TV York, all Pennsylvania; WTTG Washington).

■ Universal Television Cable System Inc., Swoyersville borough, Pa. (WNEP-TV, WDAU-TV and WVIA-TV, all Scranton and WBRE-TV Wilkes-Barre, both Pennsylvania; WOR-TV and WPXI-TV, both New York; WPHL-TV Philadelphia).

■ Cypress Cable Corp., Galax, Va. (Add WRET-TV Charlotte, N.C.).

■ Video Cable Systems Inc., Rocky Mount, Va. (WUNC-TV Chapel Hill, N.C.; WDBJ-TV, WSLV-TV, WRFT-TV and WBRA-TV, all Roanoke and WLVA-TV Lynchburg, both Virginia).

■ Wacco Inc., Lavalette, W. Va. (WSAZ-TV, WHTN-TV and WMUL-TV, all Huntington, W. Va.; WCHS-TV Charleston, W. Va.; WKAS-TV Ashland, Ky.).

■ Vacationland Cablevision Inc., West Baraboo

Village, Wis. (WHA-TV, WISC-TV, WKOW-TV and WMTV, all Madison, Wis.; WVTW and WMVS, both Milwaukee; WGN-TV Chicago).

Final actions

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: United Cablevision Inc., Loma Linda, Calif.; Barry Cable Corp., Hastings, Mich.; Theta Cable of California, Maywood, Inglewood, Baldwin Park and Bell Gardens, all California; Teleprompter of Florida Inc., Pasco county, Fla.; San Saba-Goldthwaite Cable-Vision Inc., Goldthwaite, Tex.; North Arundel CATV Inc., North Anne Arundel county, Md.; United CATV Inc., South Anne Arundel county, Md. Actions April 19, 20 and May 4.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Liberty TV Cable Inc., South Haven, Mich.; Cocoa TV Cable, unincorporated areas of Brevard county, Rockledge and Merritt Island, all Florida; Florida TV Cable, unincorporated areas of Brevard county, Melbourne Beach, Palm Beach, Melbourne Village, town of Palm Shores, Satellite Beach, Patrick Air Force Base, city of Indian Harbour, town of West Melbourne, Indianalantic and city of Melbourne, all Florida; Cablecom-General of Corpus Christi, Corpus Christi, Tex.; Cocoa TV Cable, Cocoa, Fla. Actions May 9 and 11.

■ Suisun City and Rockville, both California—FCC granted certificate of compliance to Storer Cable TV Inc. Action May 3.

Classified Advertising

Payable in advance. Check or money order only. (Billing charge: \$1.00)

Copy: Deadline is MONDAY for the following Monday's issue. Copy must be submitted by letter.

No telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

—Help Wanted, 40¢ per word—\$5.00 weekly minimum.

—Situations Wanted, 30¢ per word—\$5.00 weekly minimum.

—All other classifications, 50¢ per word—\$5.00 weekly minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

—Situations Wanted (Personal ads) \$25.00 per inch.

—All others \$40.00 per inch.

—More than 4" billed at run-of-book rate.

—Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

RADIO

Help Wanted Management

CCA Regional representatives. Expanding services, 20 year, community club awards, has created openings, East Coast, Midwest, West Coast. Full-time travel, some weekends. Substantial guarantee against commissions provides unlimited financial potential for independent, self starter; ability, direct own sales efforts; selling station management (AM/FM/TV); local, regional national advertisers for CCA concept of advertising/merchandising/public relations. Must have ability to address and enthrall 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 interviews required. CCA, Inc. Box 151, Westport, Conn. 06880.

Help Wanted Management Continued

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.

Sales Manager. \$1000 reward for apprehension and development of the right sales manager. Qualified subject may turn self in and collect reward. EOE. For details write Box E-154, BROADCASTING.

Texas medium market with excellent potential needs general manager who is strong in sales in competitive situations. Working knowledge of programming and FCC rules. Salary plus incentives. Send resume, photo, references. Box E-170, BROADCASTING.

Operations Manager/Special Programs Producer: Midwestern University public radio station. Masters preferred. Responsible for basic studio operations, production scheduling and staff, public service programming, Spanish language program, board shift, opera series, community liaison. Previous management experience necessary. One year employment guaranteed. Equal Opportunity Employer. Details to Box E-194, BROADCASTING.

Chicago FM Station needs experienced salesman ready for local sales management. \$25,000 base with opportunity for rapid financial advancement. Box E-214, BROADCASTING.

Sales Manager. Top rated MOR station in large Ohio market. \$32,000 salary, automobile, \$100,000 life insurance, plus percentage of sales increase. Send resume to Box E-215, BROADCASTING.

General Manager for group owned Michigan station. 1972 gross \$700,000.00. Minimum \$35,000. Submit resume to President, Box E-216, BROADCASTING.

23% ownership available in Midwest station. Highly profitable full time station in competitive market. Experienced general managers and sales managers please write Box E-217, BROADCASTING.

Manager-Salesman needed for small market college town daytime in Mid-Atlantic region. Phone manager at 301-876-1515.

Help Wanted Sales

Salesman. Are you ready to take the big step toward a major market sales manager job that can put in the \$50,000+ bracket with matching headaches and responsibilities? All you need is the opportunity? We're listening. Tell us why you think you're capable and ready. Send your "sell" to Box E-155, BROADCASTING.

Sales Manager and salesmen for major market FM. If you want to make money, this is your opportunity—salary plus commission. Duties will include street work, agency solicitation and work with our national representatives. Must have proven track record. Complete resume necessary. Box E-163, BROADCASTING.

Help Wanted Sales Continued

A small market Iowa station has an unusual opportunity for a mature salesman who is ready to work into a responsible position with possible stock options. He must be self starting with creative ideas, should have production or announcing background, neat appearing, with a professional, business-like attitude. Curbstone salesman need not apply. Credentials must stand closest scrutiny. A personal interview will be necessary, but first send resume, snapshot and present income. Box E-206, BROADCASTING.

Professional announcer-salesman for small market, fulltime Midwest station. Excellent account list. Future advancement possibilities outstanding. Send resume, tape and all to Box E-207, BROADCASTING.

Instant sales job. Generous opportunity. Small city, single station market. Local news, sports, MOR format. Manager needs sales help. Will offer active account list. Excellent area. Contact Manager, KORV, Oroville, Calif. 95965. 916-533-9161.

Ideal place for salesman to move up to bigger market or big city salesman to move his family to a beautiful vacationland where there are no big city problems. Contact Charlie Persons, Station KVBR, Brainerd, Minn. 56401.

Announcer-salesman with experience. \$175 per week. Stan Barton, WBMP, Elwood, Ind. 317-552-5043.

Small market big opportunity. Draw plus 20% to 25%. Send resume. WCSJ, Box 270, Morris, Ill.

Salary plus commission. Move up to sales manager. 60 miles NYC in heart of Sussex County Playboy Club/Great Gorge Ski recreation area. Full time "Town N Country" format. Jay Edwards, WSUS, Franklin, N.J.

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.

Salesman. Self starter for west central Wisconsin AM-FM. Good territory, management potential. Contact Steve Noetzel, Box 208, Durand, Wisc. 54736. 715-672-8989.

Immediate opening: central Kentucky small market. Needs combination salesman-newsman. Mature. Call 502-259-3165.

Sales Manager: Western Michigan's most powerful Lake Michigan shoreline radio station 50KW Stereo-Beautiful Music format. Immediate position open for aggressive salesman ready to assume sales management responsibilities. Must have demonstrated ability and be ready to produce results, Multi-Com, Inc., 1877 Peck St., Muskegon, Mich. 49441.

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.

Announcer with first in the fabulous Florida Keys. Experience preferred. Send photo and resume. Box E-6, 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.

Wanted intelligent third for night time talk show in Upstate New York. Salary and sales commission and fringes. Steady job for right person. Send resume and tape to Box E-113, BROADCASTING.

Maryland station looking for a first phone man. Must be willing to do announcing or engineering on any shift. Box E-126, BROADCASTING.

California coastal market. All new staff. Disciplined personalities who are topical but play much more music. Start \$530 month. Send tape, resume to Box E-133, BROADCASTING.

Funny-Talk radio needs you. Top rated controversial talker in top ten. Box E-148, BROADCASTING.

Immediate opening. 5KW central East Coast Contemporary/MOR needs experienced first phone morning announcer. 100,000 plus market. Professional sounding news and commercials mandatory. Send tape, resume, photograph and salary requirements to Box E-166, BROADCASTING.

Morning personality for major group operator. Current man being moved to another of our stations. We need a "pro", true personality, humor, topical and relevant. No "Drake type" time and temperature jocks need apply. We want a man who "sounds like himself," not Imus or Morgan. Only experienced, mature people wanted. Salary open. Send recent air check, complete background and recent photo to Box E-172, BROADCASTING.

DJ/newsman needed for upper Great Lakes 5,000 watt MOR daytimer. Send tape, resume, picture and salary requirements to Box E-186, BROADCASTING.

Upstate New York station, partially automated, looking for aggressive announcer/salesman. Salary \$125 plus ten percent commission. Existing base: \$50,000. Fringe benefits. Opportunity for advancement. Personal interview required. Box E-224, BROADCASTING.

Morning men, attention. Here is an unusual opportunity with one of the most progressive stations in Florida. We are bright, Up-tempo MOR pros with emphasis on personality and production. The man you will be replacing is being moved up in the company. We offer all usual large company benefits, plus superb working conditions. Experienced only need apply. An Equal Opportunity Employer. Box E-229, BROADCASTING.

Half time graduate assistantship for announcer/producer. Must know classical music. Send tape and resume to Station Manager, KOSU-FM, Stillwater, Okla. 74074. Oklahoma State Univ. is an Equal Opportunity Employer.

Experienced MOR creative air personality with 3rd endorsed or first needed by new FM Stereo 100KW. Send tape, resume, references, salary requirements to Bruce Krause, Gen. Mgr., KQHU, Box 412, Yankton, S.D. 57078. An Equal Opportunity Employer.

Announcer-salesman with experience. \$175 per week. Stan Barton, WBMP, Elwood, Ind. 317-552-5043.

WDVR-FM, Philadelphia has a fulltime opening on its announcing staff. If you have an excellent voice and can deliver a believable commercial and news-cast send tape and resume to Dan Wachs, WDVR-FM, 10 Presidential Blvd., Philadelphia, Pa. 19131.

Medium market Virginia station is seeking an experienced announcer for MOR format. We offer full benefits, good salary, stability and excellent working conditions. Send tape, resume and salary requirements to J. William Poole, Station Manager, WFLS, Box 597, Fredericksburg, Va. 22401.

New station, exclusive in booming resort area, needs experienced, mature, soft-sell morning man with personality, top-quality voice and management potential and aspirations. No beginners; must be pro. \$150 salary, plus substantial spot talent fees. Company-owned housing available. Rush tape, picture and resume to WHHR, Box 5683, Hilton Head Island, SC 29928. 803-671-2194.

Modern Progressive Country station looking for sharp dj. Afternoon position, sales a possibility. College town. Tape and resume required. WKEX, Blacksburg, Va. 24060.

Help Wanted Announcers Continued

Chicago area FM needs a mature, strong voice. \$150 to start. No prima donnas or personalities. We are a Golden Sound station and want someone who can follow an established format to the letter. Tapes and resume to: Ken Barnes, WKKD-FM, 1880 Plain Ave., Aurora, Ill. 60505.

Strong MOR afternoon radio personality who will also do commercial work for our television station. Send tapes and resume to Mike Parker, Program Director, WMBD-AM-FM Radio, 212 SW Jefferson, Peoria, Ill. 61602. If you are located within driving distance of Peoria contact Mr. Parker for personal interview at 309-676-0711.

Central Wisconsin's #1 Contemporary station needs summer fill man, 8 weeks, beginning June 1st. Could possibly work into full time position. Rush tape and resume to Howie Stieber, WRIG AM/FM, Wausau, Wisc. 54401.

Central Florida MOR looking for bright afternoon personality with strong production. Great staff. Well above average salary. Unlimited future! Contact Jerry Larsen, WSIR, Winter Haven, Fla. 813-294-2122.

Florida Gold Coast. Full time AM radio station needs announcer immediately. We are only AM station in county of 40,000. Fastest growing area in Florida. We want someone looking for broadcasting career not a stop over. Excellent pay and benefits. Contact Ron Beckey, station manager, WSTU Radio, P.O. Drawer 417, Stuart, Fla. Send tapes, no phone calls.

WTRY, Albany-Schenectady-Troy, has recently been ripped off by CKLW and KTLK. I need a 7-Midnight cooker to stay awhile. No floaters, no beginners. Good references a must. Send tape, resume and pic to John Kramer, WTRY, Troy, NY.

Immediate opening for mature morning man for Adult Top 40 in historic Williamsburg, Va. No beginners please. Tape and resume to Pat Collins, Box 180, Williamsburg, Va. 23185.

Milwaukee area. Please see our ad under Miscellaneous. Broadcast Performance Service. 463-1900.

Announcer for St. Petersburg, Fla. Good Music station. Smooth delivery. news and commercials. Must have 3rd class license endorsed for AM-FM operation. Some automation background helpful. Call Bill Dutcher, 813-527-2111 or 813-229-8650.

Help Wanted Technical

New Jersey AM-FM non-directional seeks first class engineer able to maintain all equipment. Some news gathering. No air work required. Salary commensurate with experience and ability. Box E-174, BROADCASTING.

Chief engineer, first ticket, maintenance and production experience. Northern New Jersey FM station. Equal Opportunity Employer. Box E-182, BROADCASTING.

WSRS, Worcester, Mass. Immediate opening, experienced chief engineer for pioneer in FM Stereo. New facilities now under construction. Send resume and salary requirements in first letter to Edward Juare, Director of Engineering, KQS Broadcast Services, Box 927, Fall River, Mass. 02722. 617-677-9477. An Equal Opportunity Employer.

First phone man to read meters at transmitter. Any age. Will train beginner. WAMD, Aberdeen, Md. 21001.

Engineer-announcer. First class man who can do some maintenance and is interested in doing an afternoon Country-Western show and assist with major newscasts. AM-FM operation. WJWL-WSEA, Georgetown, Del. Full health benefits and profit sharing plan. Phone Mr. Scott, 215-326-4003.

Immediate opening for engineer with 1st phone for 50 KW AM and Stereo FM operation. Send resume with experience, salary requirements and availability to: Chief Engineer, WRCP, 2043 Locust St., Philadelphia, Pa. 19103.

Help Wanted News

Heavy air work, street capability too. Top 5 market. Box E-192, BROADCASTING.

News director, some sports, TV and board work. Pleasant college community, present director goes to AP, June 1. KMCD Fairfield, Iowa 52556.

We are expanding our news operation which creates position for ambitious, aggressive, good voiced newsman. Tape, resume and salary requirements to Perry St. John, KSO, Des Moines, Iowa 50317. Equal Opportunity Employer.

Newsman to gather, write and deliver local news. Must have good diction and be able to type. Prefer experience, but will consider promising beginner. Send tape, picture, resume and salary requirements to Harley Drew, WB8Q, Box 1443, Augusta, Ga. 30903. Equal Opportunity Employer. Minority applications encouraged.

Help Wanted News Continued

Wanted: Second half of aggressive news team to do sign on shift at news conscious AM FM. Prefer broadcast school graduate. Strong voice a must. Tape, resume and salary requirements to: WKNE, Box 466, Keene, NH 03431.

Newsman who can satisfy the public's need to know . . . a challenging position in a stable, professional organization. If you have news sense, can smell, dig, research, write and present news for a contemporary operation send tape and resume to WSAR, Box 927, Fall River, Mass. 02722. An Equal Opportunity Employer.

Newsman: experienced newsman 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.

Help Wanted Programing, Production, Others

Women for position as continuity and production director. Will train qualified person. EOE. Send background details to Box E-156, BROADCASTING.

Program Director/Personality wanted by outstanding group broadcaster. Station is Progressive MOR. The man we are seeking is a "leader and thinker" an innovator and creator. This position calls for someone with MOR and Top 40 background. Station is personality, heavy in news and sports and audience research. Station is already top rated and respected. Salary is excellent with incentive "bonus plan" and company fringe benefits. Send complete background, photo and recent air check to Box E-173, BROADCASTING.

Position Open—Chairman, Dept. of Mass Communication. Areas covered: communication theory, journalism, photography, radio and television broadcasting and speech. Master's or equivalent; background in all areas with teaching experience in at least one area; experience in management. Salary range: \$11,300-\$18,000. Send applications to: Professional Personnel Records Clerk, Lane Community College, Eugene, Oregon 97405. Applications must be post-marked no later than May 25.

Situations Wanted Management

Would you believe that your station can be most listened to, most highly respected and still be most profitable? Yes, I do have something new! Box E-128, BROADCASTING.

I've managed stations and related businesses, gotten the most out of people and made money for owners. Eighteen years experience in all phases, fourteen in management. Now FM manager in top 45. Box E-188, BROADCASTING.

Small market consultant. Sold my stations. Best references. Work with owner. No full time offers please. Box E-193, BROADCASTING.

Looking for an aggressive business manager to control expenses and manage accounting functions? Equipped with 4 years experience with VHF independent in top 20 market. Box E-197, BROADCASTING.

Modern Country program available. Dynamic new format. Write for Xerox of my ratings. Majors only. Replies confidential. Box E-205, BROADCASTING.

Currently #2 man at chain station in 1/2 million market. Excellent ratings and profit. I'm ready for #1 position. Box E-221, BROADCASTING.

Sales or management. Nine years broadcasting sales experience. Former high school teacher and hotel man. Every qualification. Exceptional top producer. A true dynamic professional. Please write or call: Robert A. Narus, New Britain, Conn. 06051.

Situations Wanted Sales

Account Executive. Robert A. Narus, New Britain, Conn. 06051. One of the best in the USA. Write or call.

Situations Wanted Announcers

5 years experience—I can spark your station. Creative, dependable, 1st phone. Excellent references. Currently production mgr.-music director. Box E-185, BROADCASTING.

Top rated in SW medium market. Experienced all phases of programing. College and first phone. Top 40, Rock or MOR. Write for tape and resume now. Box E-223, BROADCASTING.

1st phone, Don Martin Graduate seeking first job. Tight board with a good Top 40 sound. Will relocate. For further info: Lander Smith, 1352 N. Las Palmas #6, Hollywood, Calif. 213-467-9703.

First phone Rock jock seeks Top 40 or Progressive gig in small or medium market. Contact B.S. Eliot, 213-372-9772.

Situations Wanted Announcers Continued

Award winning newsman with network experience who's also successful producer, director, TV newsman, engineer (first phone) want out of Fun City. Make me an offer I can't refuse. Jerry Emanuel, Box 1201, Flushing, NY. 11352.

Have experience plus, will travel. Announcer, writer, chief's Boy Friday. 1st phone, 2 years all phases radio (i.e. 2 way music/talk, production, copy, news, etc.) TV, pbp. Absent 1/2 completing college. Seeking growth oriented position with radio a/o TV operation desiring intelligence, versatility, personality, pro-pen, and 110% honest effort. Married, dependable. Available o/a June 1. Let's talk after 4. Joe 212-962-4955.

Experienced Rock personality, 1st phone. Imaginative, innovative and will accept a challenge. Will you accept mine? Announcer, 454 Park, Valparaiso, Ind. 46383.

Experienced 2nd phone. Willing to relocate C&W or Contemporary. Bill Morill, 714-487-4919.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Midwest Top 40 pro wants to move South, permanently. 3rd, financially secure. Box E-30, BROADCASTING.

Reliable third phone announcer looking for Progressive Rock format to settle in. Three years experience. Will relocate. Box E-187, BROADCASTING.

PD and/or announcer looking for move up to Contemporary, MOR, medium market. Major, medium, small market announcing experience. BS, 3rd, married, no children. 305-830-6184. Box E-175, BROADCASTING.

Experienced, reliable, good voice, radio-TV, dj/sports-caster/producer, looking for fulltime position, place to settle Southeast. Married, 27, veteran, 3rd endorsed, college broadcasting degree. Columbia Broadcasting School graduate. Hard worker, responsible. Tape, resume available. 904-378-6782, Hamp Elliott, 2224 SW 37th St., Gainesville, Fla. 32601.

Versatile and experienced. Currently employed in California as program director, music director, sports play-by-play and music director with Country Music station. Third class ticket. You must be heavy on local sports. Call 714-344-6385.

Young, ambitious man, 26, experienced on college FM station, third ticket seeks most any location. Peter, 516-LO 1-6669.

Spanish and English announcer. 22 years old, experienced third phone. Clean white teeth always have smile. Looking for better pay. George Alan Vargas, 331 Mill St., Southington, Conn. 06489. 203-621-0596 after 7 pm.

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.

Professional (Top 40) personality, four years, large medium or major only. References. Box D-135, BROADCASTING.

6 year personality pro seeking a mid-day or all-night gig in top 30 market. Two way radio experience with fantastic store of knowledge, especially sports, music and trivia. Box E-98, BROADCASTING.

Versatile announcer. Excellent commercial and news delivery. 20 years experience. Top references. Good appearance. Family. Presently major market. Prefer majors Indiana, Ohio, Kentucky, Tennessee. Call 414-461-7909 or E-159, BROADCASTING.

Experienced disc jockey, program director, newscaster, producer, seeks position with Contemporary station. Clean cut, excellent references. Box E-167, BROADCASTING.

37-24-36, beauty contest winner. That's my wife, she goes where I go and I'm looking up. Progressive MOR personality. BA, 25, 5 years experience. Box E-184, BROADCASTING.

Top 5 market pro. 2 years with national chain. 5 years experience. Seeks friendly staff, air shift, good pay, in that order. Personality Top 40/MOR. Good attitude. Great results. Box E-204, BROADCASTING.

Creative personality Rock jock. Number one in previous medium markets. Looking for strong competition so I can tear it apart. Box E-228, BROADCASTING.

Nice Jewish boy! 5 years experience, MSU grad, Top 40 or Progressive Rock, will relocate. Salary negotiable, tight board, some writing experience. Single, Don Cohen, 17247 Alta Vista, Southfield, Mich. 48075. 313-557-4912 or 313-566-4640.

One month's work free for chance to break into radio at age 41. Want chance to work on air. Harrison Vickers, 315 Chippewa St., Greenville, Ohio 45331. 513-548-6426.

Situations Wanted Announcers Continued

Florida dedicated radio man with 9 years experience seeking better challenge. Currently in small market 5 years with same station. But have worked in major market. Prefer southeast Florida but will consider all. Call Ernie Birch, 305-465-3561, 906 B. North Lake, Ft. Pierce, Fla.

Disc jockey, Contemporary MOR or Top 40, medium market or college town. Also sports. Experienced, college, 25, married. Max Hoelzl, 9724 W. Melvina, Milwaukee, Wisc. or 1-414-462-9536.

Experienced, married announcer/salesman. Personality biggest asset, then voice. City full of references. Seek permanency in any market with clean environment. Pete 603-444-2860.

Suffering from listener anemia? Occasional tune-ins do not impress sponsors. Wake up your apathetic audience with the infectious, ear grabbing show, "Rock's Greatest Hits" a blend of new and old gold, comedy, interviews, trivia and contests. Engrossed, involved, they stay tuned. We should know—together we've spent five years developing and researching our show. Peter Roberts and Mark Charger, Box 11265, Chicago.

Situations Wanted Technical

Attention owners and managers: Director of engineering, 10 years experience with AM, FM, TV all phases, operation, construction. 2 1/2 years experience in background music, sales, service, installation and commercial sound. Family man. Presently employed, will relocate. Box E-164, BROADCASTING.

Highly experienced chief engineer available immediately. References, family. Prefer small market. Call 918-663-7982.

Situations Wanted News

Newsman seeks relocation to medium or large Midwestern market. 8 years radio experience. BA Political Science. Excellent voice, delivery, writing ability. Married, stable. Box E-106, BROADCASTING.

News Director—13 years experience wants move West. Available June interviews. Box E-112, BROADCASTING.

I think, read, write, invent, organize and produce. Six years news experience in top 20 market. Dedicated to public affairs. Master's Degree. 26 and married. Minimum salary? \$12,000. Box E-129, BROADCASTING.

Wanted: an organization that takes pride in its sports coverage; not just any sports job requiring a voice, but a place that understands the value of preparation and dedication. If you're that organization, then I'm that man who will make your sports department something to be proud of. Box E-134, BROADCASTING.

Aggressive top market news and public affairs director desires change. 17 years experience plus knowledge of FCC and licenses. Major awards. Best references. Box E-151, BROADCASTING.

Young news director seeks position in medium to small market. Consistent coverage with close examination of controversial stories. Actualities where needed. Distinctive delivery and professional attitude available for realistic salary. Broad sports background. Family man who is community oriented. Box E-169, BROADCASTING.

Investigative and on-the-air awards. Now is Eastern medium market radio and TV. Box E-201, BROADCASTING.

Midwest. First phone, 4 years experience, all formats. Strong news, sports, production, copy. Top references. Box E-208, BROADCASTING.

R-TV grad (news major) seeks play-by-play position. Excellent references. Tape, resume available. Box E-218, BROADCASTING.

Newsman/sports-caster. Young but good. BA Broadcast-Journalism. R-TV experience. Resume, tape, VTR. Box E-225, BROADCASTING.

4 years experience. MA Degree. Ron Colp, 3460 Dawn Dr., N. Olmstead, Ohio 44070. 216-777-7612.

Female 3/73 U.C.B. graduate with major in Communications and Public Policy and on job training in radio news production seeks job on West Coast, in any area of communications. Lori Lerner, 3206 Wrightwood, Studio City, Calif. 91604. 464-1193 (messages).

Experienced all phases broadcast journalism, especially interviewing and production. 21, college graduate. Ralph Bernstein, 16364 Harden Circle, Southfield, Mich. 48075.

Situations Wanted News Continued

Medium market news reporter needs position. Previous inside-outside experience. Hard worker and college grad. Prefer Mich., Ill., Ind., or Ohio. Doug O'Brien, 1-313-534-0251.

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.

Creative, aggressive June grad. dedicated to responsible news. Will dig for it. Reliable, 3rd phone, can do production. Taps, resume available. Excellent references. Call 415-967-2865.

News, dj, MOR three years experience. Contact H. Taylor at 312-SU 7-4660 (Apt. 410) before 10:30 a.m. or after 9:00 p.m. Address: 162 E. Ohio, Chicago, Illinois 60611.

Reporter. All phases seeks relocation to top 50 markets. Will consider news director in smaller market. Degree, 5 years, married, no floater. Call Simpson, 316-265-2567.

Situations Wanted Programing, Production, Others

Program Director. Now top 100 market MOR. 12 year pro, all formats. Family man. Box E-109, BROADCASTING.

Young, experienced PD-SM wants major PD gig. Brought obscure FM to top of medium Midwest market. Know Progressive Top 40, MOR. Single, BA. Box E-142, BROADCASTING.

Washington Rep—Fort Fumble is no labyrinth for this Washington pro. Former agency vp, government executive and network correspondent will represent group or few stations. You can have your own Mr. Inside. Box E-149, BROADCASTING.

DJ wants to be PD-Program Director! Wants to work with new station or station changing owner(s). Send a description of the market and station. Generally describe what the station's programing should achieve; I'll know if I can do it! Box E-157, BROADCASTING.

Versatile, PD/Manager. PBP, 15 years radio, TV talk. College graduate, married, family, reliable. Box E-161, BROADCASTING.

Experienced music director/producer, currently producing show for the biggest name in NYC Rock radio. Excellent knowledge of music. Will relocate. Top 20 markets only. Box E-165, BROADCASTING.

Experience pd/dj/newsman with FCC first ticket. Currently employed at top New England station. Seeking pd/air shift position in medium market or small market with excellent opportunity. Will also consider (non-pd) air shift position if opportunity is there. Available immediately, can travel anywhere in USA. Please: only those with definite openings need answer. Prefer personal interview first. Contact Box E-181, BROADCASTING.

Currently in a major market. I'm looking for a station to share my programing concepts. Give me the opportunity to program your station and I'll give you nine years experience I've learned from the pros! Prefer SE or Midwest. Box E-191, BROADCASTING.

Need a PD? Small, medium and major experience. Five years. Can make your station number one. Box E-202, BROADCASTING.

Take charge type. Impressive background. Solid ratings and billing in markets up to 600,000. Box E-219, BROADCASTING.

Modern Country expert. Excellent background—bright future. I could be what you're looking for and vice versa. Box E-220, BROADCASTING.

Looking for Soul station in medium or large market. Strong on production. Aggressive, married and willing to relocate if price is right. 11 years in broadcasting. Willing to do air shift. Can put a sound together that is unbelievable. Box E-227, BROADCASTING.

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.

Eight year vet., experienced in all facets of radio, seeks production director, production and/or copywriting duties. Will relocate if opportunity is right. Down to earth family man with no gimmicks, who's interested only in writing and producing good commercials for you. Tapes and resumes available on request. Ken Gray, 122C Andover Rd., Heath, Ohio 43055. 614-522-2944.

TELEVISION

Help Wanted Management

Assistant to the president. Expanding communications company with television, radio, newspaper and cable TV interests is seeking candidates for this newly created position. Qualifications include college degree and media sales experience. Under minimum supervision, must have ability to formulate and execute corporate policy while maintaining good relationships with company executives. \$32,000 salary plus profit sharing and bonus. Mail confidential resume to President, Box E-95, BROADCASTING.

Operations Manager for top 30 market station located in Southeast. Must have track record that can be verified to prove your ambition, dedication and success as an Operation Manager. Send complete resume to: Box E-131, BROADCASTING. We are an Equal Opportunity Employer.

Help Wanted Sales

Successful VHF station in small Southwest market needs successful local TV salesman for sales manager position. This position considered proving ground for advancement into top management in expanding television group. Must have high performance background in sales and capabilities to manage small staff in continued growth. Excellent area, great climate, recreational opportunities for your family. Forward complete employment history and track record. Equal Opportunity Employer. Reply Box E-103, BROADCASTING.

Local Sales Manager. Profitable top 10 market independent. 5 man sales department. \$35,000 base plus 1/2% of all local billings. Box E-211, BROADCASTING.

Leading Florida network affiliate. Excellent list with advancement possibilities. Mail resume and salary requirements to Box E-212, BROADCASTING.

TV Salesman. Large Midwest market. 22K to 25K. Box E-213, BROADCASTING.

Retail salesman wanted by group owned VHF in Midwest. Salary plus commission, protected list, fringe benefits. Ample opportunity awaits experienced, self starter. Resume and photo to Box E-226, BROADCASTING.

Top station in California's capitol city has opening in retail advertising sales. Experience in TV or outstanding performance in related field desirable. Send concise resume and letter describing yourself to Roger Cooper, KCRA-TV, Box 33, Sacramento, Calif. 95801. No phone calls please.

Are you a salesman ready for sales management? Call Ron Curtis, Management Consultant, 312-693-6171 for details. (Only candidates from Midwest considered).

Help Wanted Announcers

TV announcer-producer. Commercial announcing, produce and host public affairs programs. Writing and photographic skills helpful. Send resume, no tapes. Midwest NBC affiliate medium market. Equal Opportunity Employer. Box E-203, BROADCASTING.

Strong MOR afternoon radio personality who will also do commercial work for our television station. Send tapes and resume to Mike Parker, Program Director, WMBD-AM-FM Radio, 212 SW Jefferson, Peoria, Ill. 61602. If you are located within driving distance of Peoria contact Mr. Parker for personal interview at 309-676-0711.

Help Wanted Technical

Electronic maintenance technicians. Major television network in Los Angeles is seeking experienced technicians with AA degree or equivalent. Please send resume including salary history to Box E-144, BROADCASTING.

Experienced engineer for AM-FM-TV operation. Studio and transmitter assignments, FM automation. First class license required. Equal Opportunity Employer. Box E-146, BROADCASTING.

Immediate opening for director of engineering for established chain of mountain time zone AM/TV station including microwave relay system. Must have heavy work experience in these areas plus management ability. Send resume and salary requirements to Box E-150. An Equal Opportunity Employer.

Qualified, reliable transmitter engineer for VHF. Texas resort city. Box E-178, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Box E-179, BROADCASTING.

Help Wanted Technical Continued

Transmitter supervisor for VHF network affiliate. Full responsibility for alternate main transmitter and microwave. If you're ready to move up, do it in Florida. Box E-230, BROADCASTING.

First class licensed engineer, Midwest, WGEN-AM-FM-TV, Quincy, Ill. 125 miles north of St. Louis. Require experienced TV studio operations, maintenance. Complete benefits. Contact Jim Martens, 217-222-6840.

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Position open immediately: maintenance technician for Ampex 1200 video tape machine, Phillips PC 70 telecine. Minimum 5 years experience. Responsible for installation, operation and maintenance of this equipment. Salary commensurate with experience. Please phone: Abram Staggs, Operations Manager, Editel Productions Inc., 1920 N. Lincoln Ave., Chicago, Ill. 312-649-9707.

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Profile

Two men, one mission: Making ABC News a contender in the early-evening sweepstakes

Three years ago CBS and NBC together were walking away with nearly two-thirds of the evening-news audience; ABC was barely able to muster half as many viewers as either of the other two. Today the ratings order remains the same—CBS, with the formidable Walter Cronkite as anchorman, is still on top, leading NBC, with John Chancellor, the one-man successor to the Huntley-Brinkley team, by a couple of rating points. And still third, but now a completely respectable and optimistic third, is ABC. Reasons why can be found in many corners. *Av Westin*, who until he was moved up two weeks ago to bolster ABC's documentary efforts, was executive producer of the show, is often credited with the rapid rise of *Evening News*; NBC's loss of Huntley-Brinkley is also cited frequently. But a more demonstrable reason are the two men some six million Americans are watching every night, the two CBS News expatriates now co-anchoring the ABC *Evening News*—Howard K. Smith and Harry Reasoner.

Before ABC revamped the format of its evening news program and brought on Messrs. Smith and Reasoner, the situation was described even by ABC as "abysmal." Audience share hovered around 15 and below and the affiliate line-up was a meager 124. The program was not carried in such major markets as Atlanta, Cincinnati, Cleveland and Kansas City.

But in the spring of 1969, the format of the program was altered to include the heavy emphasis on graphics still prominent today, and Howard K. Smith joined then-anchorman Frank Reynolds to co-anchor the show. Things picked up from there, but solid traceable movement in ratings and clearances began after Harry Reasoner joined Mr. Smith in December 1970. By the spring of 1971, clearances were up to 145; by the end of 1971 the figure stood at 181. Today, 188 stations clear the ABC *Evening News* and there are no major markets without the program. Season-to-date (September 1972-April 1973) Nielsens give ABC a share of 21, CBS 27 and NBC 25. Cumulative ratings for the same time are ABC 11.0, CBS 14.4 and NBC 13.5.

▪ Network-news anchormen, despite their up-front roles as personalities, don't arrive at their jobs by good looks and exquisite diction. They come trucking heavy backgrounds in journalism—particularly electronic news—and honors and achievements.

Among Howard K. (for Kingsbury) Smith's credits: a Rhodes scholarship; 20 years abroad, first as a student, then as a journalist briefly with UP and for 15



Howard Kingsbury Smith—co-anchorman, ABC *Evening News*; b. May 12, 1914, Ferriday, a.; BA, Tulane University, 1936; attended Heidelberg University and later Merton College at Oxford, England, as Rhodes scholar, and traveled throughout Europe and Russia, 1936-39; with UPI London bureau, 1939; UPI Copenhagen bureau 1939; UPI Berlin bureau, 1940-41; joined CBS News as Berlin correspondent, 1941; chief European correspondent for CBS News, 1943-57; CBS News Washington correspondent, 1957-61; named chief Washington correspondent and manager of CBS News Washington bureau, 1961; joined ABC News as news analyst and commentator, 1961; named anchorman of *Evening News*, May 1969; m. Benedicte Traberg, May 1942; children—Jack, Catherine.

years with CBS; nearly five years as a newsmen in Washington with CBS; since 1961 a reporter commentator, analyst and anchorman with ABC; author of "Last Train from Berlin," "The State of Europe" and "Washington, D.C."; twice the recipient of duPont awards for TV journalism; five times honored by the Overseas Press Club for TV interpretation of foreign affairs; winner of an Emmy award and the Paul White Memorial award. Mr. Smith was with the Ninth Army as it moved across Holland and Belgium and into Germany, and he covered the surrender of Germany to the Russians. After the war, he covered the Nuremberg war-crimes trials. He has anchored ABC's coverage of the 1964, 1968 and 1972 presidential primaries, conventions and elections, and he traveled to Russia on President Nixon's 1972 state visit there. He was also the first network newsmen—by alphabetical choice of network—to interview President Nixon live on radio and TV.

The round corners in Mr. Smith's voice come from the South. He was born in Ferriday, La., a tiny town near the Mississippi river. His BA comes from Tulane University in New Orleans. And his world view comes from the many

years he spent studying, traveling and working in Europe. He was briefly at the University of Heidelberg and subsequently at Oxford under the Rhodes scholarship. In 1939, he began work as a writer for UP, first at its London bureau, then in Copenhagen, then in Berlin, where he was hired away by CBS. He subsequently resisted offers from the *New York Times* and *Life* magazine, being talked away from the latter publication by the man Mr. Smith and many in news regard as the definitive electronic journalist, Ed Murrow, who offered Mr. Smith the opportunity to succeed him as CBS's chief European correspondent.

He did take up the Murrow offer; he was CBS's main man in Europe for almost 15 years, eventually with the title European director. He went to Washington in 1951 as a correspondent for CBS and has been there ever since, fascinated by the intense concentration of personal and political power there. He was named chief Washington correspondent in 1957 and in 1961, only several weeks before his departure for ABC, was named manager of the Washington bureau.

He's happy with ABC and has encountered none of the "policy conflicts" that led to his being fired from CBS over his reporting of racial incidents in Birmingham, Ala. ("Calling a lynch mob by its proper name, which later became acceptable, was not so to CBS at the time," he said recently [BROADCASTING, April 30].)

And he's happy with his role. Electronic journalism's immediacy has tremendous appeal for him. But he has some qualms when he walks into ABC's Connecticut Avenue studio in Washington, sits behind a green-felt-covered table and waits for the director's cue. "I'm a perfectionist, so I'm generally unsatisfied when the program starts that we've done the best we could do. I wish we had more time."

ABC's first feed of *Evening News* goes down the line at 6 o'clock, half an hour before CBS's or NBC's first show. "In Washington, that extra half-hour means a lot," Mr. Smith says.

He is also leary that Americans are counting more and more on television for most of their information. "I pray they don't get it entirely from us. When you consider that we have 30 minutes altogether—we have five commercials, we have a minute introduction with headlines and a minute and a half for commentary at the end—that leaves very little time for news," he says. "We're more vivid than print, we're more provocative, but we cannot give the whole story."

The commentary he mentions is part of the format revisions *Av Westin* instituted, along with the "headline" graphics. Both Mr. Smith and Mr. Reasoner do commentary, and that minute and a half consumes about four hours of Mr.

Smith's time each day. He writes his commentaries at home in the morning, brings one or two to his tiny office at the ABC News headquarters, and then reworks them to fit the news each day.

It's probably from those opinionated commentaries that Mr. Smith's "less-liberal" image has developed. Asked about that, he says "I don't believe that to be true. I have this reputation due to foreign affairs; I am a hawk in foreign affairs. I distrust dynamic dictatorships and therefore I feel we should be very firm toward them." Them, he says, is "presently the communist world; before it was the fascist world." That principle led him against what he feels is a "herd instinct," particularly among Washington journalists, to oppose U.S. involvement in Indochina. His support of the policies of the Kennedy, Johnson and Nixon administrations in foreign affairs, he feels, has unfairly pinned a conservative label on him. Regarding domestic affairs, "I don't think you'd find William Buckley, for example, would be hospitable to my point of view."

Hanging heavily on his mind today is Watergate—a story he "can't leave in the office." Could a network news operation break and sustain a Watergate story? In principle he feels the answer is yes. "We have no fear," he says. But in practice, he admits there just aren't enough reporters available for the digging required for that type of journalism. It's "a lack of investment capital," he says.

■ Harry Reasoner, lantern-jawed and with a residual midwestern tinge in his voice, also didn't arrive at his job by looks and diction. Behind him stand: a Peabody Award; the Honor Medal of the University of Missouri School of Journalism; an Emmy; the University of Southern California Journalism Alumni Association Distinguished Service Award; service as news director of KEYD-TV Minneapolis; almost 15 years with CBS as a reporter, analyst, commentator, White House correspondent and anchorman of the network's Sunday news show, and since 1970, co-anchorman of the *ABC Evening News*. He covered the 1964, 1966 and 1968 elections for CBS, was reporter on many CBS documentaries and was host of television essays for CBS on subjects from women to the English language. He traveled with President Nixon to China.

Mr. Reasoner was born in obscure Dakota City, Iowa, and raised in that area. His education is far from a Rhodes scholar's; he did get in a few years at Stanford and then the University of Minnesota, but by the time he was 20, he was a working reporter for the *Minneapolis Times*. Wartime Army service took him from the *Times* for three years, but he returned to the paper in 1946 as its drama critic. Two years later, he did a short stint in public relations for Northwest Airlines, and in 1950, he made the jump to broadcasting, joining WCCO(AM) Minneapolis as a news writer. A year later, he was in the Philippines, working as an editor for USIA. He returned to the U.S. in 1954 to become news director of KEYD-TV Minneapolis, and in 1956 signed

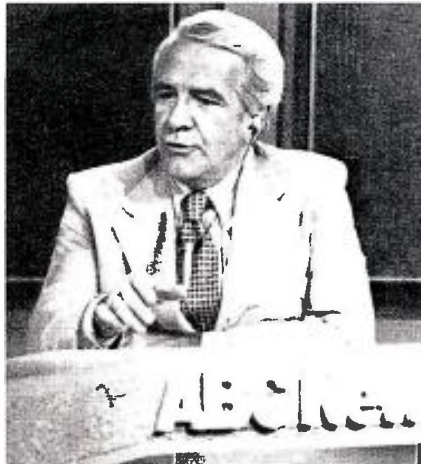
on for what was to become a 15-year association with CBS News.

That association ended in 1970 as he too jumped to ABC to co-anchor *Evening News*. His reason: "Because I wanted the job. Walter Cronkite was showing no inclination toward stepping in front of a speeding truck," he says.

In addition to his co-anchorman duties on the nightly news, Mr. Reasoner runs a half-hour, weekly public-affairs show, *The Reasoner Report*. On this magazine-formatted show, "I try to maintain my franchise as a reporter by doing most of the interviews myself," he says. One of the reasons that program hasn't yet made its presence felt is that a number of major-market ABC affiliates—particularly Houston, Baltimore, Seattle—have opted against taking it. Over-all, only 138 affiliates plug in to the show every week which factors out to a disappointing 78% of U.S. homes reached. ABC's not giving up, however, and sources at the network say the show will be given a different time slot in the fall.

He's more satisfied with the performance of *Evening News* than he is with *Reasoner Report*. He feels, however, that now is when the going gets tough. Ratings, he says, have plateaued now that all the ABC primary affiliates have fallen in line. "From now on, every little increment will be hard," he says.

Mr. Reasoner says that he occasionally misses the stimulation of tooling around



Harry Reasoner—co-anchorman, *ABC Evening News*; b. April 17, 1923, Dakota City, Iowa; attended Stanford University and University of Minnesota, 1939-1942; reporter, *Minneapolis Times*, 1942-43; Army service, 1943-46; drama critic, *Minneapolis Times*, 1946-48; assistant director of publicity, Northwest Airlines, 1948-50; news writer, WCCO(AM) Minneapolis, 1950-51; editor, regional production center, United States Information Agency, Manila, 1951-54; news director, KEYD-TV Minneapolis, 1954-56; joined CBS News, New York, 1956; anchorman, *CBS Sunday News*, 1963-70; co-host, *Sixty Minutes*, 1968-70; joined ABC News as co-anchorman of *Evening News*, December, 1970; m. Kathleen Ann Carroll, September, 1946; children—Stuart, Ann, Elizabeth, Jane, Mary, Ellen, Jonathan.

the country with a camera crew, hot on the heels of the big stories of the day, "but I like being an anchorman. As far as I'm concerned, street reporting is a young man's game." Besides, he says, network anchormen are so well known to the public that "if a Walter Cronkite showed up at the scene of a story, he'd end up being as much a focus of the news as the person he's covering."

And, like his Washington counterpart, he chafes at the 6 o'clock deadline, which he attributes to affiliate insistence on an earlier feed than the other networks'. "When you're up against a late-breaking story you're cutting it pretty close. But even more damaging is the fact that there are fewer people watching television at 6 than there are at 6:30 or 7."

But he is in some disagreement—as often on many subjects—with Mr. Smith on the function of network news. When 60% of the American people are reported to get most or all of their news from TV, it doesn't worry him. "On the contrary, it makes me proud," he says. "As a result of television news, we have a better informed mass citizenry than we have ever had."

He also would disagree with his former executive producer, Av Westin, who has called television news an "illustrated headline service." Mr. Reasoner says, "The nightly news is a headline service plus. TV news can really report every significant 'new' news story and every important change in an established story in the first five minutes of the program." The ideal, he feels, is that the rest of the half-hour should be devoted to fleshing out the key stories.

Howard K. Smith and Harry Reasoner are a balanced team. Mr. Smith, the Rhodes scholar, provides the depth and plays the heavy. Mr. Reasoner, on the other hand, is famous for his wry, piercing wit. He became a familiar face on American television for what were invariably called "lighthearted" television essays when he was with CBS. Of his humor, Mr. Reasoner says: "I'm often accused of being cynical about politicians, but I prefer to call my attitude realistic. I can often predict their behavior because I have been observing them long enough to predict their motives."

Despite his reputation as one of the quicker wits in the business, he has his reservations about "happy talk" news formats. "I have no objection to informality in a newscast, even an occasional joke now and then," he says. "But I'm afraid there's a somewhat thin line between informal good taste and out-and-out clowning. The news operation in New York [WABC-TV] is okay even with all the horsing around, because they do a solid reporting job on the news that has to be covered."

"Howard and I have even been known to recognize each other's existence on the air although the happy-talk format would never make it on network news because you don't have a separate sports guy or a separate weather guy."

Editorials

Passing fancy

It will be interesting to see what the new National News Council does with the complaint of the American Medical Association against NBC News ("Closed Circuit," May 14). If it agrees to look into the matter, it will be duplicating the work of a more established agency, the FCC, to which the AMA has also applied for succor.

Here, at the very inception of the council, is an illustration of the meddling it will be incessantly implored to conduct and of the double jeopardy that broadcast journalists will face in the coexistence of private monitoring and public regulation. The FCC and its fairness doctrine have been suppressive enough. The addition of surveillance and judgment by a board of moralists could be debilitating.

It is predicted here, however, that the council will fade away once its novelty has disappeared. As its publicity declines, so will its members' interest, and the underwriters will look for a newer cause. That process ought to be encouraged.

One-sided

A few of the many injustices in the FCC's system of fee collection will be reviewed by the Supreme Court, in response to an appeal pursued by the National Cable Television Association. A decision favorable to cable operators would be equally favorable to the commission's broadcast licensees, and the National Association of Broadcasters, which gave up on the case after losing in a lower court, will seek to re-enter it.

At issue are the annual fees that the FCC charges cable operators and broadcasters, not the various filing fees that have withstood earlier appeals. It is the NCTA's position that annual fees are a form of special taxation unrelated to services the FCC performs for those being taxed.

The point, it seems to us, could be expanded into a general attack on the fundamental theory that the FCC must produce enough revenue from fees to equal its appropriations. That theory is based upon the assumption that the applicant or licensee paying the fee is receiving a service in return. It would be a sounder theory if it were indiscriminately applied to all applicants and petitioners, but it is not.

Take an applicant for license renewal who is challenged by, say, a citizen group that files a petition to deny renewal. The licensee pays a fee; the challenger does not. Yet the FCC is performing a considerably larger service for the challenger than for the licensee. In a challenge that goes to hearing, the service to the challenger can be immense, with the FCC staff in a sense acting as the challenger's lawyer.

With more and more public participation in FCC proceedings, at zero contribution of fees, the FCC's workload increases, its budgets rise, and its fees are elevated to conform to the mandate of paying its own way. In a very real way licensees are underwriting a magnification of their own troubles.

That inequity is of course compounded by the huge legal expense challenged licensees must bear in defending themselves against challengers who are represented by the government or by foundation-funded lawyers. The system is now rigged to encourage harassment of all businesses the FCC regulates.

The Supreme Court could make a start toward a return to equity by throwing out the annual fees. The Congress could make the return complete by restoring the FCC to tax-supported status, on the reasonable grounds that the agency is performing a public, not a private, service.

Reform, yes; discrimination, no

It is a little early to appraise President Nixon's electoral-reform recommendations to a new election commission. But at first glance, at least one proposal looks good; another is repugnant to free-enterprise concepts and competitive practices.

Broadcasters, we feel, would accept with alacrity the suggestion that the term of members of the House be extended from two to four years, and that the Presidency itself might go from two four-year terms to a single term of six years. These suggestions are analogous to the drive to extend the broadcasters' license term from three to five or more years, as part of urgent legislation that would reduce the racket and shakedown opportunities in license-renewal attacks.

House members now must seek their "renewals" every two years—hardly enough time to fulfill initial campaign promises before they make new ones. But congressional candidates are not wholly dependent upon their own "risk capital"; they are allowed to accept contributions within limits, along with the net return from testimonials in their behalf. The same, of course, in king-size portions, goes for presidential candidates, but in light of the sickening disclosures involving the Committee to Re-Elect the President, and the associated Watergate scandals, no elaboration is needed.

The essence is that while broadcasters risk their own capital, candidates for public office, no matter how affluent, customarily do not. Moreover, in the majority of renewal contests, the funds of the attacking applicants and the fees of their lawyers more often than not are derived from tax-exempt foundations.

The Nixon suggestion that should be jettisoned, but probably won't be at the outset because of its appeal to the baser instincts of the political animal, is the obvious grab for free time for candidates. Neither in law nor in equity is there justification for this manifest discrimination against broadcast media. Moreover, it would violate competitive-enterprise precepts. Political exposure given by the media is discretionary. It cannot be made mandatory without colliding squarely with the First Amendment anticensorship guarantees.



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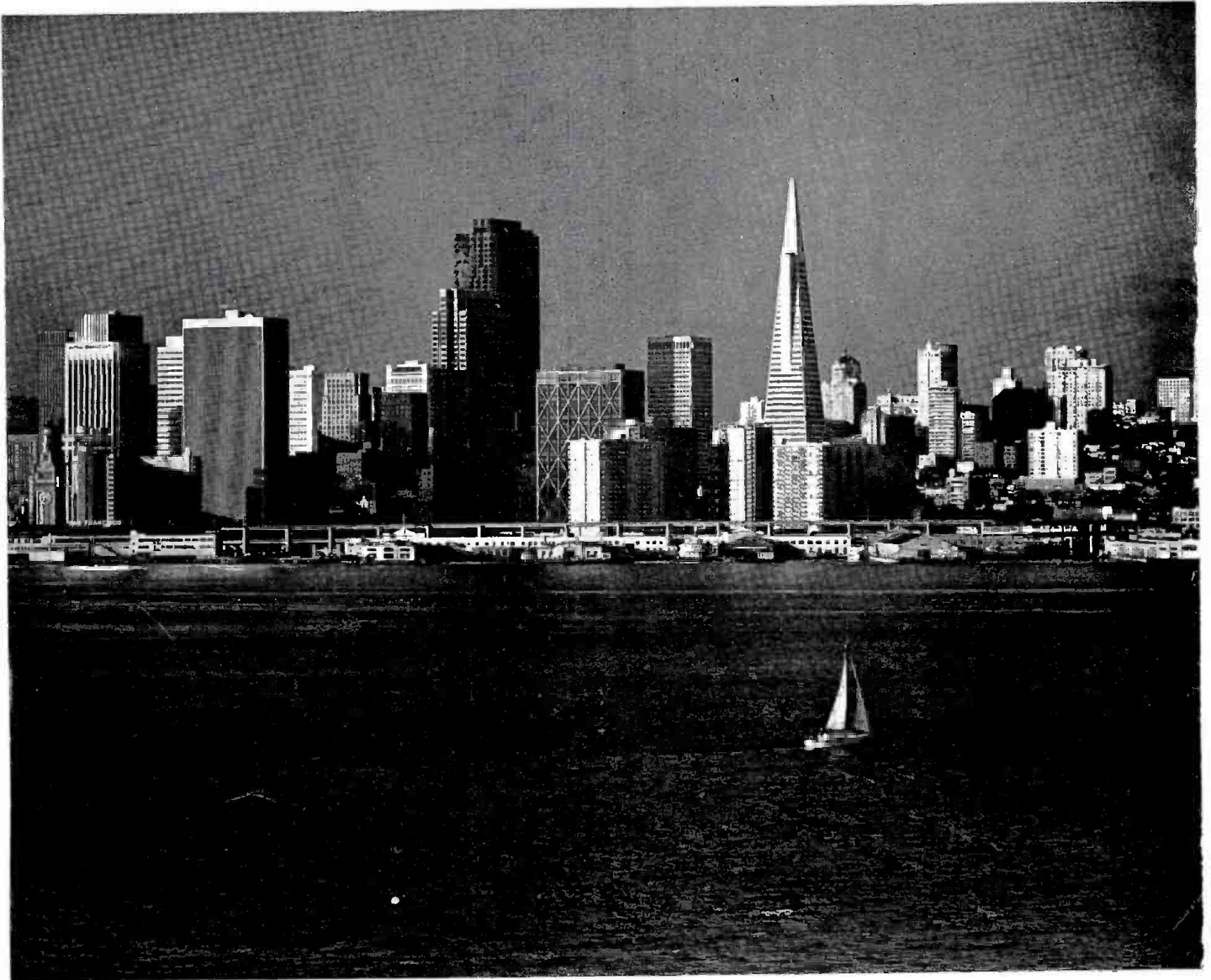
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