

Admen talk tough in Washington conference
OTP examines network economics, finds them faulty

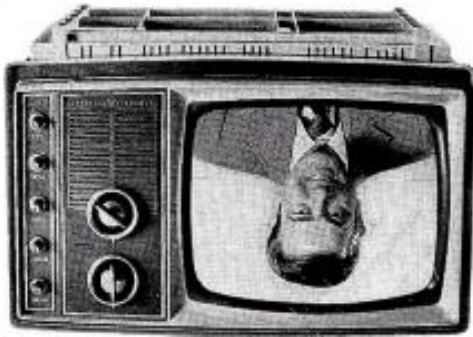
Broadcasting Feb 5

The newswEEKly of broadcasting and allied arts

Our 42nd Year 1973

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Our 6 o'clock news could upset your picture of the 6 o'clock news.



What's your picture of the 6 o'clock news? 30 minutes of local news, weather and sports; then 30 minutes of rehashed national news.

If so, we'd like to switch you to Channel 2 in Houston.

Starting at 6 o'clock, Monday through Thursday, KPRC TV originates 60 minutes of local, state, regional and national news.

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Larry Rasco, our anchorman for 15 years, reports local news.

Bill Enis, another pro, covers the field of sports.

Susan Wright reports to Houston consumers on everything from borrowing money to TV repair costs.

Doug Johnson is happy to report the weather rain or shine.

Mickey Herskowitz' witty social comments add a light side to the news.

Joel Smith, Houston's only full time TV correspondent in Austin, reports political news from the State Capitol.

And Bill Worrell reports national news.

In addition, we have more people (field reporters, photographers, cameramen, etc.) putting together our news than any other Houston station.

How good is our 6 o'clock news?

Ask Houston viewers. Or our reps.

Or better still, check our ratings.

But be prepared to upset your picture of the 6 o'clock news.



Back row,
left to right:

Larry Rasco,
Doug Johnson,

Bill Enis,

Front row,

left to right:

Joel Smith,

Bill Worrell,

Susan Wright,

Mickey Herskowitz,

KPRC TV HOUSTON

Edward Petry & Co., National Representatives/NBC Affiliate

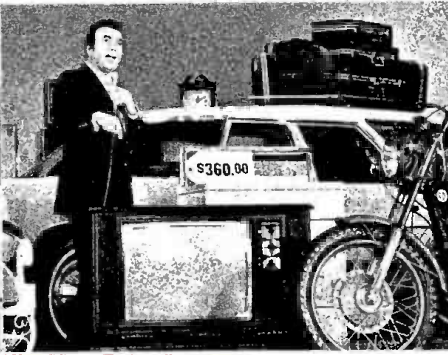


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What's My Line?



The Andy Griffith Show



Hogan's Heroes



Wild Wild West



Petticoat Junction



Twilight Zone



The Dick Van Dyke Show



The Amazing World of Kreskin



I Love Lucy



Terrytoons

Know any of these people?

They're some of the regulars who appear on the more than sixty hours of local programming we produce each month.

Their faces don't mean much in New York or Chicago or Washington. But in Middle Georgia, they're well known.

Strong local programming — the ingredient that makes the difference — the reason why we hold a four-to-one lead* over our closest competitor.



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WMAZ AM-FM-TV, Macon, Ga.
WXII-TV, Winston-Salem, N. C.
WWNC, Asheville, N. C.

WMAZ
TV13
MACON.
GEORGIA

*Source: Macon ARB, November 1972. ADI ratings average quarter-hour estimates Sun-Sat sign-on/off. Subject to source limitations.

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"War and Peace"...

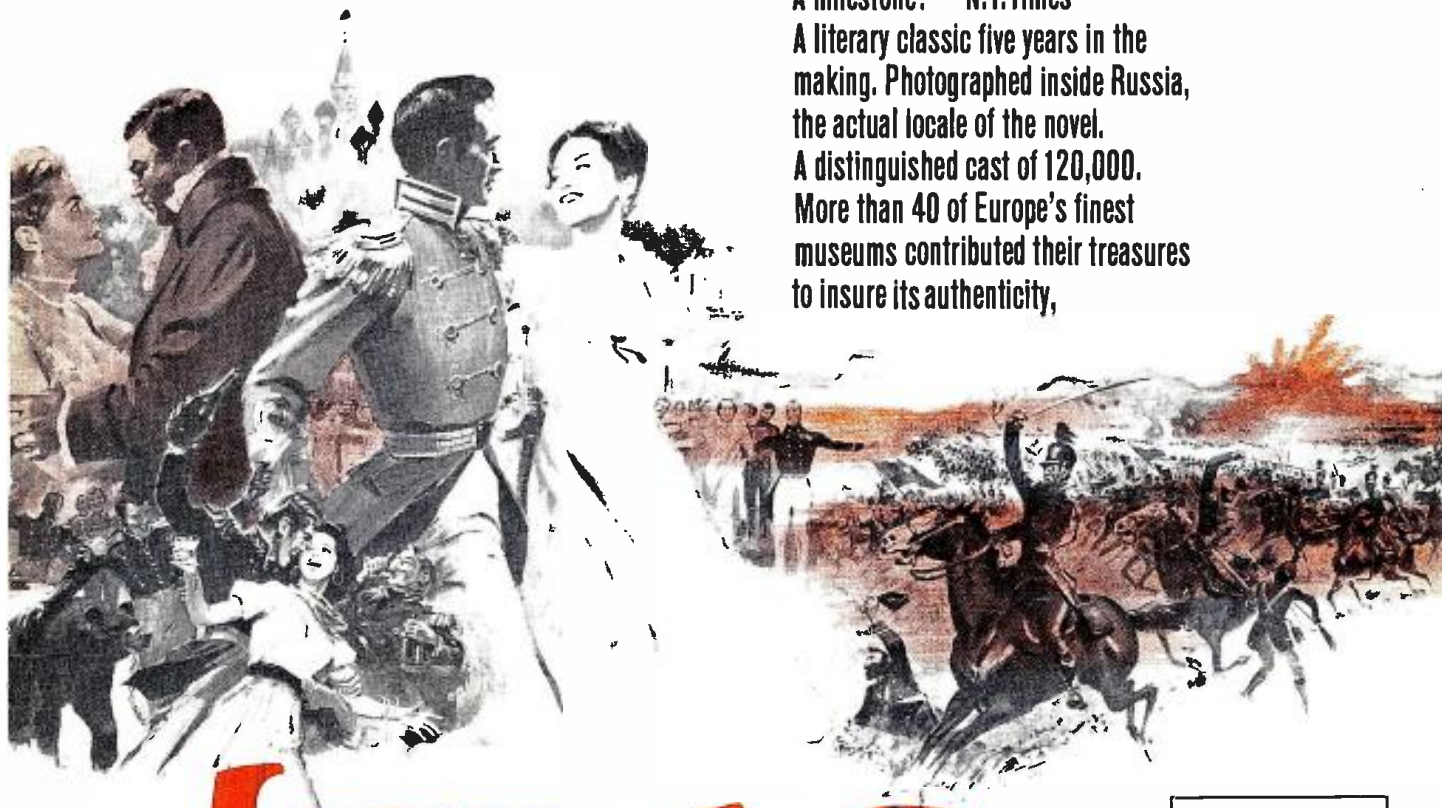
Now available in your market for fall '73 programming following the successful, unprecedented network presentation on ABC. The \$100 million production received the greatest acclaim ever bestowed on a film by the critics. "The biggest movie production on earth!"—Newsweek

"A milestone!"—N.Y. Times

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A distinguished cast of 120,000.

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KRNT RADIO

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STATION

Estimates from Oct/Nov 1971 ARB Metro Area

Estimates from Oct/Nov. 1972 ARB Metro Area

Closed Circuit®

Some other day

Direct-to-home broadcasting from satellites has been written off as near-future threat to standard broadcasting by none other than Clay T. Whitehead, director of Office of Telecommunications Policy. Speaking informally to management of station group, Mr. Whitehead said government now feels satellite-communication development no longer requires federal support and is pulling funding, thus practically foreclosing direct-to-home satellite service in "foreseeable future." He added, however, it could become viable by end of century.

Littles on his mind

Senator Howard Baker Jr. (R-Tenn.) is expected to offer joint resolution this week calling on FCC to conduct experiment in de-regulation for small-market broadcasters. Under proposed pilot project, commission would devise short renewal form, modeled after 1040A tax form; reduce ascertainment-of-community-needs requirements: reformulate and simplify fairness doctrine so small broadcasters can better understand their responsibilities, and update broadcast regulations with view toward reducing regulatory burden on all broadcasters.

Senator Baker, ranking minority member of Communications Subcommittee, is also exploring feasibility of lowering technical standards for UHF, thus enabling stations to use cheaper gear and, hopefully, promoting growth of U's in smaller markets and rural areas. Toward same end, he's looking into prospects of permitting local originations on translators.

How's business?

Why have broadcast-oriented stocks kept tumbling when business is good and almost certain to be better with TV and radio presumably headed for their best year? Businessmen not privy to sensitivities of market have been popping that question for several weeks.

Market analysts, who attributed drops mainly to thrust against over-the-counter drug advertising (amounting to about \$300 million), attacks on renewals (i.e., applications for Washington Post-Newsweek TV outlets in Jacksonville, Fla., and Miami), drive to exclude commercials from children's programming and other crusades are encouraged by rejection by House Crime Committee of drug-ad ban proposed by Chairman Claude Pepper (see page 26). It eliminates immediate threat of business loss.

Busy, busy

Citizens Communications Center of Washington will sign on lawyer out of FCC's general counsel's office—Charles Firestone, now in litigation division—in

May. Mr. Firestone will provide "public-interest" law firm, which Albert Kramer started as one-man operation in 1969, with fifth lawyer—at least for time. Robert Stein, who is second in seniority only to Mr. Kramer, is expected to leave firm in next several months. Mr. Firestone is not only lawyer leaving FCC's litigation division: Charles Zielinski goes to New York Public Utilities Commission as assistant to chairman soon.

Looking for trouble

Although present era of "permissiveness" is regarded as including broadcasting—note growing number of topless-radio formats and increased frankness on television—FCC is not factor broadcasters should ignore. To members of public who complain about what they consider obscene, profane or indecent broadcast matter—and they can be counted in hundreds every month—commission staff sends form letter expressing commission's "vital" concern with problem and stating that complaints are being scrutinized for one that would be "most appropriate" for court test of commission's regulatory authority over such programming.

Commission's hopes for test case were dashed in May 1970, when noncommercial WUHY-FM Philadelphia paid \$100 fine for airing "indecent" language, avoiding fight in court. Commission received bumper crop of complaints about obscene, profane or indecent programming in January—869. Most—769—concerned television; 84 AM and 18 FM. In December, there were total of 636 complaints—541 television, 80 AM, 15 FM.

Death wish?

Does Corporation for Public Broadcasting, in fact, want real-time network? That's one of two key questions Public Broadcasting Service staff people are urging be answered. Other question is: What does CPB specifically propose as alternatives to various PBS programs it has criticized and is canceling? PBS asks but doesn't really expect to get explicit answers because staffers infer that entire thrust of CPB is to eradicate public broadcasting as national public-affairs voice.

Titillating title

Peter Goldmark, inventor and long-time head of CBS Laboratories, now head of Goldmark Communications Corp., has written autobiography, associates say, and its working title may provoke special interest among—or perhaps just provoke—former associates. He is reportedly calling it "My War with CBS." Mr. Goldmark, whose inventions include long-playing record, which has made millions, and electronic video recording (EVR),

which had cost CBS estimated \$25 million to \$30 million by the time CBS dropped it, also has chapter called "The EVR Debacle." But friends familiar with manuscript insist it's neither sour grapes nor acrimonious. It's due for publication by Saturday Review Press next summer.

Big in Boston

District changes in network prime-time viewing patterns in Boston—not necessarily along predicted lines—followed last year's realignment of affiliations there. They are shown in currently circulating analysis of American Research Bureau and Nielsen Station Index (NSI) reports from November 1971/72 sweeps. Study shows that in prime-time homes delivered, ABC-TV moved into clear first-place position after it had picked up—virtually by default—affiliation of WCVB-TV, new station that took over channel 5 from WHDH-TV in celebrated license fight. In November 1971, with WNAC-TV as its Boston outlet, ABC had been in first-place tie in NSI but third in ARB.

CBS, which for years was affiliated with WHDH-TV but moved to WNAC-TV in preference for experienced broadcaster when WHDH-TV went dark, also made substantial prime-time gains in NSI following change, rising from third place to second, but dropped from second to third in ARB. Analysis was made by Harrington, Righter & Parsons, WCVB-TV's national rep.

Waiting game

Best current estimates are that TV networks' new fall schedules, which used to be announced in late February, probably won't become fully known till mid-March or later this year. When up-front buyers abounded—and cigarette advertisers were among most avid of that breed—it was usually to network's advantage to be first on street with new schedule. Now most important effect of being first is to tip off other networks.

Who's boss?

What well could be test case that decides whether local governments can control pay TV distribution by cable is shaping up in Jefferson City, Mo., where Missouri Broadcasters Association has challenged action of International Tele-meter Corp. in asking its subscribers to pay \$2.50 for each of 12 telecasts of St. Louis Blues hockey games (BROADCASTING, Jan. 8). Cable lawyers argue that since games were previously not on free TV, FCC rules permit cable outfit to charge box-office fee for them. Cable people say FCC has pre-empted jurisdiction. Broadcasters say Jefferson City ordinance granting cable franchise expressly prohibits pay cable service.

The logo for KISN, featuring the call letters in a bold, red, sans-serif font. A stylized red starburst or compass rose is positioned above the letter 'S'.

Portland, Oregon

The logo for KOIL, featuring the call letters in a bold, red, sans-serif font. A stylized red starburst or compass rose is positioned above the letter 'I'.

Omaha, Nebraska

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by

The logo for Buckley Radio Sales. It features a stylized graphic on the left consisting of a red shape with a white arrow pointing upwards and to the right, and a black shape below it. To the right of this graphic, the words "Buckley", "Radio", and "Sales" are stacked vertically in a bold, black, sans-serif font.

Tailoring the tradition to today...and tomorrow.

At Deadline

In Brief

Ad wins at NARB. National Advertising Review Board has rejected complaint by Consumer Federation of America involving "keeps you drier" ad claim of Bristol-Myers Ultra Ban 500 and Ban roll-on antiperspirants. NARB also turned down federation's request for additional information that Bristol-Myers considered confidential. ■ **Big one.** Advertisers last year invested \$1.8 million in network television, gain of 12.7% over 1971, according to Television Bureau of Advertising report today (Feb. 5) based on Broadcast Advertisers Reports data. In December alone, network-TV billings were up 23.2% above December 1971 for total of \$182 million. ■ **Buy back.** Major rep John Blair & Co. said Friday (Feb. 2) that it will buy up to 200,000 shares of its common stock for use in its employe stock option plan. ■ **Birds multiply.** Governing body of International Telecommunications Satellite Consortium approved new high capacity communications satellite system, with plans for commercial system to begin in mid-1975. Designated Intelsat IV-A, new satellites are said to promise nearly two-fold increase in communications capability. Final approval of new satellite program is expected at first meeting of board of governors of Intelsat, scheduled for March 14. ■ **Paying more dues.** Screen Actors Guild is asking first dues increase in 12 years, claiming it spends more on members than they put in. One of things adding to costs, guild said in pleas to members, is monitoring on-air commercials. ■ **Obit.** John Banner, 63, actor who played Sergeant Schultz on *Hogan's Heroes*, former network series now in syndication, died late last month in Vienna of abdominal hemorrhage. He is survived by his wife, Christine. ■ **Plugging away.** FCC General Counsel John Pettit told Federal Communications Bar Association last Friday (Feb. 2) that broadcasting industry "is by all odds the most over-regulated in the United States." But, he said, commission is moving fast to deal with situation. He cited re-regulation project and noted that FCC will soon turn to possible revisions of ascertainment requirements for small-market stations, coupled with greatly simplified renewal forms. ■ **Turnabout.** Joint Media Committee, group of news organizations including Radio Television News Directors Association has come out in favor of blanket newsman's-privilege bill, altering previous committee position. Committee originally recommended qualified protection, but said in light of recent jailings of newsmen it would seek strongest possible legislation.

Charles Colson predicts death of TV networks

Presidential assistant Charles Colson foresees government moving to foster technological revolution in communications he believes will cause "break up" of networks in "next four or five years." Mr. Colson, who appeared on public broadcasting's *Thirty Minutes With . . .* last Thursday (Feb. 1), restated thesis he had voiced in earlier appearance on public broadcasting—that technology holds answer to what administration regards as networks' concentration of power (BROADCASTING, Jan. 22).

He referred specifically to cable television and video cassettes, which he said would offer viewing public "wide range of choices." Viewers, he said, will "not be confined to three networks, and that will be a very healthy thing when it happens."

Asked if government "might help that process along, of breaking up the networks," Mr. Colson said, "Government has to in a regulatory sense, because there have been restrictions on the growth of cable television. . . ." He said networks have attempted to maintain regulatory restrictions on cable television, "to stifle" its growth.

Mr. Colson, who has been involved in mapping White House activities regarding media, suggested two approaches—apart from fostering technological revolution in communications—for dealing with what administration regards as biased reporting on networks.

One is enactment of administration's proposed license-renewal bill, whose existence was disclosed by OTP director Clay T. Whitehead. He said bill "sets more definitive standard for broadcast licensees to be fair and balanced in their presentations," although he noted law now requires broadcasters to discuss controversial issues fairly.

Alternative is suggestion of economist Milton Friedman, that government "auction off" broadcast licenses. Purchasers would retain licenses in perpetuity and present any views they pleased. Mr. Colson said antitrust laws would prevent undue concentration of ownership.

FCC ideas go to OMB

FCC Commissioner Nicholas Johnson dissented and Commissioner Benjamin L. Hooks dissented in part and concurred in part as commission on Friday (Feb. 2) submitted its views on administration's proposed license-renewal bill to Office of Management and Budget.

Commission's position was that language in bill raised number of questions which commission would want resolved before it commented on merits. It is said

to have suggested some clarifying changes in language.

Commissioner Johnson, in written dissent accompanying letter, is said to have restated view he expressed in speech two weeks ago, in which he said bill was being offered as part of deal—it would provide broadcasters longer license term and protection against challenge at renewal time, but broadcasters would be expected to keep material unfavorable to administration off air (BROADCASTING, Jan. 29).

Commissioner Hooks reportedly is concerned about provision in proposed bill affording protection against challenges at renewal time; he is said to feel challengers' right to full hearing should not be weakened.

Pay-cable system unveiled

Teleprompter Corp. and Magnavox Co. late last week demonstrated pay-cable system that has asserted advantage of simplifying program selection and payment by subscribers.

Spokesmen for companies said "premium television" system, developed by Magnavox, permits subscriber to preview program before making selection. After brief period of free viewing, subscriber may select program by pressing acceptance button on special home terminal, activating control unit outside home that unscrambles video signal and at same time records program purchase for processing of subscriber's bill. Data read-out of home charges are collected periodically from control unit.

Magnavox expects to deliver in spring first complete system to Teleprompter, which will then begin field tests, with subscriber outlets initially equipped with two channels of available pay programming. Magnavox said that after commercial production of system begins, it intends to make it available to entire CATV industry.

Woodruffs regain control of Columbus Broadcasting

FCC has waived its one-to-market rules and has permitted transfer of majority control of WRBL-AM-FM-TV Columbus, Ga. Consideration includes payment of \$2,224,003.64 plus transfer to J. W. Woodruff Jr. and brother J. Barnett Woodruff, surviving stockholders in deal, of 2,480 shares of stock in Telecommunications Inc., CATV firm, held by seller R. W. Page. TCI stock closed at \$15.50 per share Friday (Feb. 2), which would give stock to be transferred value of \$38,440 and transaction total value of \$2,262,443.64.

Deal involves transfer of 51% of stock of Columbus Broadcasting Co., licensee of WRBL stations. J. W. Woodruff (who

is general manager of WRBL-TV) previously owned 39.8% and J. Barnett Woodruff owned 9.2%. After transaction, Woodruffs will own 100% of stock—J. W. controlling 81.22% and J. Barnett, 18.78%. Transaction marks return of Woodruff family to control of Columbus Broadcasting. It previously owned 100% of WRBL-AM-FM before firm was merged with Page interests when WRBL-TV came into being in 1950's.

In waiving one-to-market rule, which prohibits common acquisitions of radio and VHF-TV facilities in same market, commission noted that J. W. Woodruff has controlled day-to-day operations of company for some time, and that Mr. Page's departure would break up broadcast-print combination in Columbus market. (Mr. Page owns Columbus's only two newspapers, *Morning Ledger* and *Evening Express*.)

WRBL-TV (ch. 3), CBS-TV affiliate, operates with 100 kw visual, 20 kw aural and antenna 1,780 feet above average terrain. AM is full time on 1420 khz with 5 kw; FM is on 102.9 mhz with 100 kw and antenna height of 1,521 feet.

FCC OK's Heftel move into Pittsburgh

FCC has approved Cecil Heftel's \$1.8-million purchase of NBC's Pittsburgh radio outlets, WJAS-AM-FM.

Commission action brings to eight number of stations acquired by Mr. Heftel and wife, Joyce, within past several months. They have also received FCC approval for takeover of KGMB-AM-FM-TV Honolulu and KPUA-AM-TV Hilo, Hawaii, and are awaiting approval of their purchases of KDNA(AM) St. Louis, WMJR(FM) Fort Lauderdale, Fla., and WROR(FM) Boston.

WJAS-AM-FM is second AM-FM combination NBC has sold in past year. FCC has already granted NBC's sale of WKYC-AM-FM Cleveland to Nick Miletto and C. F. Kettering Inc. Network, which had been hinting desire to sell off its radio inventory, has recently indicated it may keep remaining properties ("Closed Circuit" Jan. 22).

FCC action on WJAS stations followed agreement between Mr. Heftel and two Pittsburgh groups, Black Policy Board and local chapter of National Organization for Women, setting up listener panel to advise on programing decisions. Under Heftel ownership, WJAS stations, which were talk-formatted, will switch to rock.

Legal wedge

NBC newsman Carl L. Stern has brought suit against Attorney General Richard Kleindienst in attempt to procure information from Justice Department relating to FBI-administered program known as "Cointelpro—New Left." Newly established Press Information Center, joint effort of National Press Club and Ralph Nader's Center for Law and Social Policy, last week filed complaint on Mr. Stern's behalf with U.S. District Court in Washington. Brief says Justice should be

compelled under Freedom of Information Act to disclose information on program, which is said to involve domestic intelligence efforts. Mr. Stern had tried, unsuccessfully, for over year to get Justice to divulge who authorized program, its purpose and scope, and whether it is still in operation.

Headliners



Mr. Shakespeare

Frank J. Shakespeare Jr., director of United States Information Agency from 1969 until last Friday (Feb. 2), will join Westinghouse Electric Corp., New York, as executive vice president and general executive for broadcasting, learning and leisure time. Announcement will be made Tuesday (Feb. 6) by Donald H. McGannon, chairman and president of that corporate group, to whom Mr. Shakespeare will report. He will be involved in all operational phases of division's activities, which include major radio-television station group and independent production-distribution company. Before taking over USIA at beginning of Nixon administration, Mr. Shakespeare had been with CBS in number of high executive posts at both network and station levels, and was in last job president of CBS Television Services Division, which then included CATV and film syndication activities. He was one of principal media advisers in Mr. Nixon's 1968 election campaign.



Mr. Gietz



Mr. Kitchin

William A. Gietz, president, WFMY-TV Greensboro, N.C., since 1969, named president, newly created broadcasting division of Landmark Communications Inc. Landmark Broadcasting division, comprising WFMY-TV and WTAR-TV Norfolk, Va., was created as part of management reorganization of Landmark Communications. Lee Kitchin, president, WTAR-AM-FM-TV, becomes president, Times-World Corp., Roanoke, Va. subsidiary of Landmark. M. W. Armistead III, president and publisher, Times-World Corp., named executive VP and chief operating officer, Landmark, and J. William Diederich, VP and treasurer, Landmark, named executive VP-finance, Landmark. Charles A. Whitehurst, news director, WFMY-TV, named VP and general manager there.

Still fighting spending bill

Networks last week continued to oppose provisions of campaign-spending law they contend discriminate against broadcasters.

In answer to request for comments from Philip S. Hughes, director of Office of Federal Elections of General Accounting Office, CBS President Arthur Taylor late last week limited his suggestions to technical changes. CBS still opposes law's discrimination against broadcast media, he said, but thinks it more appropriate to deal with these broad policy issues in congressional hearings.

Principal points made in letters from Benjamin Raub, NBC vice president and assistant general attorney, and Everett Ehrlich, ABC senior vice president and counsel, were the lowest-unit-rate provision should apply to all media and that there should be one over-all media spending limitation.

Similar comments were submitted last month by National Association of Broadcasters (BROADCASTING, Jan. 8).

EEO questionnaires hit Florida stations

FCC has queried 59 stations in Florida on their employment practices, as part of commission's ongoing effort to implement rules barring discrimination in employment.

Stations, whose licenses expired Feb. 1, have more than 10 employes but reported no women on staff or decline in their number, or, if in area with minority population of at least 5%, employed no full-time minority-group members or decline in that category.

Commission used same criteria in reviewing equal-employment-opportunity program of licensees in Pennsylvania, Delaware, Maryland, West Virginia, Virginia, North Carolina and South Carolina.

Stations contacted last week:

WARN-AM-FM and WIRA(AM)-WQV(FM) Fort Pierce; WAVS(AM) and WFTL-AM-FM Fort Lauderdale; WAZE(AM) and WTAN-AM-FM Clearwater; WBSR(AM), WCOA-AM-FM and WEAR-TV Pensacola; WEZY-AM-FM Cocoa; WGLF(FM), WONS(AM)-WBG(M)(FM), WFNT(AM)-WOMA(FM) and WFSU-TV (noncommercial) Tallahassee; WGMA(AM) Hollywood; WHOO-AM-FM and WKIS(AM) Orlando; WORL(AM)-WORJ(FM) Orlando-Mt. Dora; WINK-AM-FM, WMYR(AM)-WHEW(FM) and WBBH-TV Fort Myers; WIRK-AM-FM West Palm Beach; WJNO-AM-FM Palm Beach; WLCY-AM-FM, WSUN(AM) and WWBA-AM-FM St. Petersburg; WPOM(AM) Riviera Beach; WQIK-AM-FM and WVOJ(AM) Jacksonville; WTMC(AM) Ocala; WTRL(AM) Bradenton; WVCG(AM)-WYOR(FM) Coral Gables; WJHG-TV Panama City and WXLTV-TV Sarasota.

Senate Commerce line-up

Senate Commerce Committee has announced make-up of its Communications Subcommittee. There are no changes in composition of unit, except for addition of Senator Daniel Inouye to majority side. Subcommittee now has eight Democrats and six Republicans. Senator John O. Pastore (D-R.I.) remains subcommittee chairman.

WPIX'S

Miskit Airth, producer of New York Closeup, wins an Emmy for
"New York Health and Hospitals' Corporation Scandal."

WPIX'S

newsman Paul Bloom wins an Emmy for his writing of
"New York Health and Hospitals' Corporation Scandal."

WPIX'S

Miskit Airth, producer of New York Closeup, wins an Emmy for
"Exceptional People—Hide Them or Help Them?"

WPIX'S

newsman Ross Yockey wins an Emmy for his writing of
"Exceptional People—Hide Them or Help Them?"

WPIX'S

news cameramen Bob Sarro, Nat Buchman, and Danny Van Sand won Emmys for their work on
"Exceptional People—Hide Them or Help Them?"

WPIX'S

President Fred Thrower won a Governor's Citation of Merit for his efforts which resulted in the showing of
"Martin Luther King—a Filmed Record, Montgomery to Memphis."

You add up the Emmys.

You just added up more Emmys and major awards by the National Academy of Television Arts and Sciences in 1972 to WPIX people than *any other station in New York.*

And, if you're surprised that an independent station could realize such an achievement, you just don't know what's going on at WPIX.



Everyone at WPIX thanks the Academy for the great honor it has bestowed on us.

WPIX NEW YORK





JUST HOW WELL IS THE YOUNG DOCTOR DOING?

Very.

According to the latest available rating figures,* in the top ten markets Young Dr. Kildare outranks all new syndicated dramatic shows.

According to those same figures, Kildare outranks every new syndicated comedy show.

And to top it off, Kildare also outranks all new syndicated variety shows.

In fact, the only category that he doesn't beat is the game show. And you can't win them all, now, can you?

But those are over-all rating figures. Let's take a closer look at the people who really count for most advertisers—the housewives who buy most of their products.

Here are several examples** that demonstrate Kildare's strength with this all-important demographic group.

Example 1

New York: Kildare delivered more women 18-34 than any other WCBS 7:30 prime-time access half-hour. And against the stiffest competition.

Example 2

Chicago: Kildare delivered more women 18-34 and more women 18-49, than any of WBBM-TV's prime-time access half-hours.

Example 3

Los Angeles: Rated highest among KNXT's prime-time access half-hours, Kildare leads in households, total women, women 18-34, women 18-49, and total housewives.

Example 4

Philadelphia: Kildare delivered more total women than

any other prime-time access show on KYW-TV.

Example 5

Boston: With a 39 share, Kildare trounced the competition and won in every important demographic category.

Example 6

Kildare vs. Prime-Time Access Average: All across the country, Kildare consistently showed great appeal to the key women 18-49 category. Here are the figures comparing Kildare to the station's own prime-time access average:

	<u>Kildare</u>	<u>Average</u>
Boston	180,000	102,000
Chicago	113,000	80,000
Detroit	142,000	84,000
Los Angeles	197,000	150,000
New York	199,000	190,000
San Francisco	40,000	35,000

Now, all the examples we've given have been from the top ten. And we frequently hear stations say that they don't care what happens in places like New York and Los Angeles, that what they're really looking for is something that will appeal to their own area.

The fact is, however, that the fiercely competitive top markets are where a program—any program—receives its true test. If the show can deliver there, it can do the job anywhere.

So find the weak spot in your prime-time access schedule. Then call your MGM-TV representative.

YOUNG DOCTOR KILDARE



MGM-TV

MGM TELEVISION, 1350 AVENUE OF THE AMERICAS, NEW YORK 10019

*Source: ARB November 1972 **Sources: (1) NSI November 1972; (2) ARB November 1972; (3) ARB November 1972; (4) ARB November 1972; (5) NSI November 1972; (6) NSI November 1972. All figures are audience estimates subject to qualifications upon request.

Open Mike®

Unitarian

EDITOR: May I compliment you on your recent editorial [BROADCASTING, Jan. 22] entitled "Unity movement." You have hit the nail on the head. For too long broadcasters have continued to go in opposite directions rather than unite as never before behind the revitalized National Association of Broadcasters. [In the same issue there is an] example of what I am talking about. You show a picture of the people involved with the National Association of FM Broadcasters and their radio re-regulation day, Feb. 22. What I can't understand is where these people have been for almost the entire past year. Why at this late date do they take off in another direction, and try to compound some of the problems that we have been working on for many months?—Richard W. Chapin, chairman, NAB, Washington.

(The NAFMB announced a series of meetings to be held in central cities of various states to encourage participation in FCC re-regulation efforts. Mr. Chapin issued an official NAB statement characterizing the NAFMB as having "apparently awakened from a deep sleep" and said that while NAB welcomes assistance, "advice from people who want to reinvent the wheel is not particularly helpful.")

Truth is stranger than Hix

EDITOR: Regarding this cartoon [see below] from the Jan. 1 issue of BROADCASTING, you might be interested to know that the first "Toilet Bowl" was played in 1951 at Los Angeles City College. I can't remember the score, but Gamma Delta Upsilon, national honorary journalism society, beat the advertising fraternity at the school. The score was posted on the bowl. I participated in that game—with great distinction, naturally.—Dick Barrett, WWCN-AM-FM Brazil, Ind.



"There are Rose Bowls, Orange Bowls, Cotton Bowls, Sugar Bowls, so it seems to me . . ."

Sorry, wrong call

EDITOR: Noting article in Jan. 8 issue relative to the FCC Review Board's denial of the common-tower application by the four VHF stations in Charleston, S.C., may we correct call-letter identification of our station. The article refers twice to our ABC affiliate as WUSN. Our company acquired the station and began

operating on Sept. 1, 1971—changing the call letters to WCBD-TV. The old call letters have been extinct since that time. W. Frank Harden, president, State Telecasting Co.

(BROADCASTING was following an erroneous designation by the FCC.)

More, more

EDITOR: Your new BROADCASTING "Playlist" is a wonderful thing. Now I would very much like to see it expanded to include the greatest music form in this and other countries, namely country music. The "top 10" would suffice for starters.—Al Roberts, Franco-American Productions, Lincoln, R.I.

(In a statement accompanying the first "Playlist" Jan. 15, the editors conceded their anticipation of further expansion into other areas of radio programming. Mr. Roberts's suggestion would fall within those possibilities.)

105 minutes faster

EDITOR: Just for the record, the CBS Radio Network kicked off its special coverage of Lyndon Johnson's death with a 76-minute broadcast that began at 6:42 p.m. Jan. 22, not 8:27 p.m. as reported in your Jan. 29 issue.—George J. Arkedis, vice president-general manager, CBS Radio Network, New York.

Datebook®

■ Indicates new or revised listing.

This week

Feb. 5-6—National League of Cities and U.S. Conference of Mayors program featuring discussion of municipal franchising of cable television and tours of local cable facilities. Plaza hotel, New York.

Feb. 5, 7-9—Hearing on newsmen's-privilege legislation by Subcommittee No. 3 of House Judiciary Committee. 10 a.m., Room 2226, Rayburn House Office building, Washington.

Feb. 5-9—Annual engineering-management seminar sponsored by National Association of Broadcasters. Limited to 20. Contact: George W. Bartlett, VP for engineering, NAB, Washington. Purdue University, West Lafayette, Ind.

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

■ Feb. 6-7—Hearing by Subcommittee on Government Regulation of Senate Select Committee on Small Business to examine effect of paperwork required by FCC on small broadcasters. Washington.

Feb. 7—Extended deadline for entries in annual Edwin H. Armstrong Awards for best FM programs broadcast in 1972. Awards will be presented at National Association of FM Broadcasters convention, March 22-25 in Washington. Entry forms may be obtained from Kenneth K. Goldstein, room 510, Mudd building, Columbia University, New York.

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

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

■ Feb. 7-8—National Cable Television Association board of directors meeting. Hotel Roosevelt, New Orleans.

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

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

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



* Reg. U.S. Patent Office.
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Feb. 8-9—1973 *Radio Advertising Bureau* conference. Burlingame Hyatt house, San Francisco.

Feb. 8-9—Semiannual convention, *Arkansas Broadcasters Association*. Ramada Inn, North Little Rock.

Feb. 8-10—*National Educational Radio* mid-winter meeting. Kona Kal club, Shelter Island, San Diego.

■ **Feb. 9**—Extended deadline for filing comments in matter of FCC petition for rulemaking to require broadcast licensee to maintain certain program records (Doc. 19667, RM-1475).

■ **Feb. 9-11**—High Fidelity Music Show, sponsored by *Audio Engineering Society*. Hotel Washington, Washington.

Feb. 9-11—Annual convention of *New Mexico Broadcasters Association*. La Fonda, Santa Fe.

Feb. 10—*New Mexico Associated Press Broadcasting Association* annual meeting. La Fonda, Santa Fe.

Feb. 10-23—*National Academy of Television Arts and Sciences* overseas tour to four African countries visiting television installations and cultural sites. Contact: Orbitair International Ltd., 20 East 46th Street, New York 10017.

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

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

Also in February

■ **Feb. 12**—*Institute of Electrical and Electronics Engineers* February section meeting on cable television. Speaker: Cort Wilson, assistant director of engineering, NCTA. Bish Thompson's restaurant, Bethesda, Md.

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

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

Feb. 13—*Connecticut Broadcasters Association* legislative reception and cocktail party. Hotel Hilton, Hartford, Conn.

Feb. 13—Meeting, board of directors, *Independent Television Stations Inc.* Royal Sonesta hotel, New Orleans.

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

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

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

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

■ **Feb. 13-16**—1973 seminar, *International Radio and Television Society*. Featured speakers: Walter A. Schwartz, president, ABC-TV; Clay T. Whitehead, director, White House Office of Telecommunications Policy, and FCC Commissioner Richard E. Wiley. Tarrytown conference center, Tarrytown, N.Y.

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

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

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

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

■ **Feb. 15**—Deadline for entries in 39th annual *Headliner Awards* competition, sponsored by *National Headliners Club*. Awards presented in reporting, writing, photography, TV and radio broadcasting categories. Contact: Elaine Frayne, National Headliners Club, 2300 Pacific Avenue, Atlantic City, N.J. 08401.

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

Feb. 16—*Colorado Associated Press Broadcasting Association* meeting. Stouffer's Denver Inn, Denver.

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

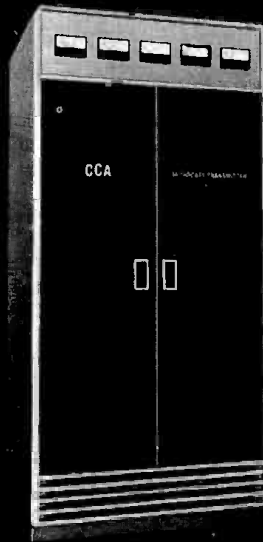
Feb. 20—*Senate Constitutional Rights Subcommittee* hearing on newsmen's-privilege legislation. 10 a.m., room 1202, Dirksen (New Senate) Office building, Washington.

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

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

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

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reas. Suffolk University Law School, Boston.

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

■ **Feb. 23**—Extended date for filing reply comments in FCC matter of petition for rulemaking to require broadcast licensees to maintain certain program records (Doc. 19667, RM-1475).

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

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

■ **Feb. 26**—Extended deadline for filing reply comments on proposed changes in prime time access rule (Doc. 19622).

Feb. 27—Thirteenth annual Broadcast Pioneers Mike Award dinner, honoring KCBS(AM) San Francisco. Hotel Pierre, New York.

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

■ **Feb. 28**—Extended deadline for filing comments on proposed FCC fee schedule increases (Doc. 19658).

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

March

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

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

March 6—Annual meeting, New York State Broadcasters Association featuring reception for Governor and Mrs. Nelson A. Rockefeller and members of New York State Legislature. Featured speaker at luncheon will be FCC Commissioner Benjamin L. Hooks. Albany Hyatt house, Albany.

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

March 8—Arkansas Associated Press Broadcasting Association meeting. Holiday Inn, North Little Rock.

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

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

March 13-14—Second annual national sales training conference, sponsored by New York University. Barbizon-Plaza hotel, New York.

March 14—Seminar on National Association of Broadcasters Code, sponsored by New England Broadcasting Association. Featured speaker: Stockton Helfrich, director of Code Authority, NAB. Suffolk University Law School, Boston.

■ **March 15**—Extended deadline for filing reply comments on proposed FCC fee schedule increases (Doc. 19658).

March 15—Deadline for entries in 29th annual Public Relations Society of America Silver Anvil awards. Awards presented in eight categories for outstanding public relations programs. Contact: Public Relations Society of America, 845 Third Avenue, New York 10022.

March 15—Thirty-third anniversary banquet, International Television and Radio Society. Waldorf-Astoria hotel, New York.

March 15—Deadline for entries in Gavel Awards competition of American Bar Association. Awards presented for articles, books, films, radio and TV programs that contribute to public understanding of American system of law and justice. Contact: Committee on Gavel Awards, American Bar Association, 1155 East 60th Street, Chicago 60637.

■ **March 16-17**—Conference, Sigma Delta Chi Region 10. Shelton, Wash.

March 17—Oklahoma Associated Press Broadcasting Association meeting. Hilton Inn Northwest, Oklahoma City.

March 20—Hollywood Radio and Television Society's IBA awards. Los Angeles room, Century Plaza hotel, Los Angeles.

March 21—Annual stockholders' meeting, Cox Broadcasting Corp. Company headquarters, Atlanta.

March 22-24—American Forces radio and television workshop. The Pentagon, Washington.

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

March 24—Special meeting, board of directors, Association of Maximum Service Telecasters. Shoreham hotel, Washington.

March 25—Annual membership meeting, Association of Maximum Service Telecasters. Shoreham hotel, Washington.

March 25-28—Annual convention, National Association of Broadcasters. Sheraton Park and Shoreham hotels, Washington. (1974 convention will be March 17-20, Civic Center, Houston; 1975, April 6-9, Convention Center, Las Vegas, and 1976, March 28-31, Superdome, New Orleans.)

■ **March 28**—Association of Independent Television Stations board of directors breakfast meeting in conjunction with NAB convention. Shoreham hotel, Washington.

■ **March 27**—Association of Independent Television Stations general membership meeting and reception. Shoreham hotel, Washington.

March 27—Academy of Motion Picture Arts & Sciences Oscar awards. Music Center, Los Angeles.

March 28-30—Spring meeting, Florida Cable Television Association. Daytona Beach.

■ **March 31**—Deadline for entries, journalism competition awards, sponsored by Deadline Club of Sigma Delta Chi. Contact: R. Leigh Smith Jr., Gulf and Western Industries, 1 Gulf and Western plaza, New York 10023.

March 31—Region 1 meeting, Women in Communications Inc. Seattle-Tacoma airport, Washington.

March 31—Cable TV conference, under auspices of Hollywood chapter, National Academy of Television Arts & Sciences, Beverly Hilton hotel, Beverly Hills, Calif.

March 31-April 3—Convention, Southern Cable Television Association. Featured speakers: Dean Burch, chairman, FCC, and David Foster, president, NCTA. Convention center, Mobile, Ala.

April

April 1-3—Annual meeting, Southern Cable Television Association. Mobile municipal auditorium, Mobile, Ala.

April 6-7—Conference, Sigma Delta Chi Region 5. Champaign, Ill.

April 6-8—Conference, Sigma Delta Chi Region 8. Houston.

April 7—Region 6 meeting, Women in Communications Inc. Kodak Marketing Education center, Rochester, N.Y.

April 7-8—Region 2 meeting, Women in Communications Inc. Carrousel Inn, Cincinnati.

■ **April 8-10**—Seminar, "Lighting for Television," sponsored by Educational Broadcasting Institute, National Association of Educational Broadcasters. Seminar features William M. Klages, TV lighting consultant with Imero Fiorentino Associates. Georgia Educational Television Center, Atlanta. Contact: NAEB at (202) 785-1100.

April 8-11—Annual Broadcast Industry conference, California State University, San Francisco.

April 8-13—Semiannual technical conference, Society of Motion Picture & Television Engineers. Hyatt Regency O'Hare hotel, Chicago.

April 13—Spring conference, Minnesota Broadcasters Association. Minneapolis.

April 13-14—Conference, Sigma Delta Chi Region 3. Columbia, S.C.

April 13-14—Conference, Sigma Delta Chi Region 4. Pittsburgh.

April 13-15—Conference, Sigma Delta Chi Region 11. Flagstaff, Ariz.

April 14—Region 4 meeting, Women in Communications Inc. Downtown Marriott hotel, Dallas.

April 16-17—Meeting, North Central CATV Association. Holiday Inn, Sioux Falls, S.D.

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

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

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

April 27-28—Conference, Sigma Delta Chi Region 2. Baltimore, Md.

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

May

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

■ **May 4-5**—Region 3 meeting, Women in Communi-

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- May 4-5—Conference, *Sigma Delta Chi* Regions 6 and 7.
- May 4-6—First annual meeting, *Michigan News Broadcasters Association*. Hospitality inn, Grand Rapids, Mich.
- May 5—Annual *Sigma Delta Chi* Distinguished Service Awards Banquet. Omaha.
- May 9-11—Spring meeting, *Washington State Association of Broadcasters*. Rosario resort, Orcas Island, near Bellingham.
- May 10-27—26th *International Film Festival*. Cannes, France.
- May 11-12—Conference, *Sigma Delta Chi* Region 9. Park City, Utah.
- May 13-16—*American Advertising Federation* annual convention. Fairmont Roosevelt hotel, New Orleans.
- May 14-15—Annual spring conference, *Oregon As-*

sociation of Broadcasters. Thunderbird Motor inn, Jantzen Beach, Portland.

- May 16-19—Annual meeting, *American Association of Advertising Agencies*. The Greenbrier, White Sulphur Springs, W.Va.
- May 16-20—22d annual national convention, *American Women in Radio and Television*. Americana Bal Harbour, Miami Beach.
- May 18-19—Spring convention, *Kentucky Broadcasters Association*. Gall House, Louisville.
- May 20—*Academy of Television Arts & Sciences* Emmy awards. Shubert Theater, Los Angeles.
- May 23—Annual awards dinner, *Sigma Delta Chi*, New York city professional chapter. Deadline Club, Americana hotel, New York.
- May 24-26—Annual spring convention, *Iowa Broadcasters Association*. Fort Des Moines hotel, Des Moines, Iowa.

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

June

- June 7-10—Spring meeting, *Missouri Broadcasters Association*. Lodge of the Four Seasons, Lake of the Ozarks.
- June 10-13—Seventh annual *Consumer Electronics* show. McCormick place, Chicago.
- June 15-16—Annual convention, *South Dakota Broadcasters Association*. Howard Johnson motel, Rapid City.
- June 17-20—Annual convention, *National Association of Educational Broadcasters*. Marriott hotel, New Orleans.
- June 28-30—Meeting, *Oklahoma Broadcasters Association*. Western Hills State lodge, Tahlequah.

Monday Memo

A broadcast advertising commentary from Norman Goluskin, executive vice president, Smith/Greenland, New York

One-to-one television for Black Label beer

I don't know whether you have noticed recently, but man has a new best friend.

Move over, Fido. Make room for a 21-inch, chroma-super-module-auto-scopic "friend." If a friend is someone you trust, believe in, take advice from and will leave alone with your wife, then man's new best friend is his television set.

These days a man gets his political advice from his TV set. His TV set tells him the kind of things about his breath, his body odor and his dandruff that no personal friend ever would.

According to a 1959 survey by the Roper Organization, 49% of the people interviewed felt newspapers were most believable and 29% supported television. By 1971, however, 49% of the people felt television was most believable while the number believing in newspapers shrank to only 20%.

As a man watches a ball game, why should he take the umpire's word, when the television instant replay can show him five different shots of the play proving the umpire wrong?

So, the TV set has become the family friend, family doctor (*Marcus Welby*), family lawyer (*Owen Marshall*). It even takes your kids aside and gives them the kind of facts about venereal disease you couldn't or wouldn't give them yourself.

That is exactly what we did when we got the Carling Black Label beer account. Black Label had a declining sales curve and a startling lack of image, considering its long history and past performance. People didn't dislike Black Label beer; they just had no real picture or feeling about it one way or the other. We had to create a picture of Black Label in their minds.

First, we started to construct our ideal customer out of pieces of demographics and psychographics. We were looking for the man who drinks a lot of beer, the famous "heavy user" of research mythology.

In this case, he really does exist. When we had him built we discovered that he is not only a heavy beer drinker; he is also a heavy watcher of television. That goes



Norman Goluskin went to Smith/Greenland by way of eight years at Ogilvy & Mather and Ted Bates. At Bates, he was vice president and account director. In addition, he was executive vice president and director of Fala Mailmen Marketing Corp., a wholly owned, direct-marketing subsidiary of Ted Bates. As executive vice president of Smith/Greenland, he is responsible for directing the agency's staff of marketing and account managers. In addition, he is a member of the agency's management committee. Mr. Goluskin's background is mainly packaged goods and drugs, including Bristol-Myers, Lever Bros., General Foods, Warner-Lambert and Upjohn.

along with other facts about him: He is a middle-income, blue-collar worker, between 25 and 49 years old, and married with at least one child.

And, he is part of the 20% of the beer-drinking public that consumes about 80% of the beer drunk in the U.S.

Beer is part of his way of life and so is his television set. He comes home, pours a beer and relaxes—usually in front of the TV, his friend. In fact, his relation-

ship to the TV set is so real that in many cases he actually communicates with it. How often have you seen—or been—a man who uses a TV set as an innocent victim at which to vent his frustrations?

We decided that this relationship could be used for Carling Black Label in two ways.

First, in terms of a theme or position: Black Label as the "TV beer," a superior beer brewed to keep tasting great through a whole evening of watching television. It fits perfectly with our target male, for whom TV is a drinking companion as well as a friend. When we tested the concept among heavy beer drinkers, they liked it.

Our next job was to make this concept work in ways that would be dramatic. We needed immediate communication and impact. And naturally the heaviest media weight would be in television, with special emphasis on the sports programs that male TV watchers are addicted to.

We had a concept and a powerful media plan. But how could we introduce the "TV beer" to the TV watcher in a way that would hit him right between the eyes? We went back to the communication between the beer drinker and his television set.

If the TV set is his friend, if he trusts his TV set, if he talks to his TV set, why not let his TV set do our talking to him. That was the birth of our "talking TV" commercial. We gave the TV set a voice to talk with and control over its own picture to make its point. As you watch, your TV set changes from an electronic nonentity to a live personality, delivering a testimonial for Black Label. Just like a friend. It is all summed up in the line with which the TV set ends its speech about the "TV beer": "I thought you'd like to hear about it first from me."

That was our introductory commercial. How good a job of introducing is it doing? Well, in just four weeks "talking TV" developed exceptionally high awareness in establishing Black Label as the "TV beer."

All of which demonstrates that when you want to sell something to a man, use his best friend. It is the old principle of "word of mouth" carried to a logical conclusion.

WCBS/FM has the largest audience of any FM station in America. In fact, only six AM stations in the country have larger average audiences.

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Six months ago, without much fanfare, WCBS/FM adopted a "Solid Gold" musical format featuring million-seller record hits from 1955 to the top hits of today.

That was six months ago. Today we're letting you know that WCBS/FM now reaches a weekly audience of 2,331,000 people age 12 and over, making us the number one FM station in the country.

In New York, WCBS/FM is also the number one station among adults between 18 and 34, during the average quarter-hour Monday-Friday from 3pm till Midnight and weekends from 6 am till Midnight.

If you're an advertiser interested in reaching the largest audience in FM history, pick up the phone and give our sales force a call.

2,331,000 people are at the other end of the line.





Meet your candidates.

Allowing air time for political candidates is something the Fetzer radio station in Kalamazoo has done every national election year since Herbert Hoover was in office.

This year their program called "Meet Your Candidates" gave sixty-one official hopefuls a chance to air their political views and included an explanation of various state proposals and local issues.

Helping listeners to be well informed about voting is all part of Fetzer total community involvement.



The Fetzer Stations

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

Ad world gets its back up in Washington

In reversal of submissive role, AAF conference counterattacks; some find commercial virtues emerging from government controls

The American Advertising Federation's 15th annual public-affairs conference, conducted in Washington last week, came on with the advertising industry manning the ramparts—the bells of consumer and governmental retribution tolling.

"First of all, and whether we like it or not, government and its jurisdiction are here to stay," AAF President Howard H. Bell made clear in the opening "How to Communicate with Government" session of the four-day meeting (Jan. 28-31). "We may not like it," Mr. Bell said, seemingly sounding the tone for what was going to be a mostly defensive exercise, "but we must accept it." Then in the presentation made by the AAF executive vice president, Jonah Gitlitz, at the same session the message appeared to be: Get to know your local legislator before that legislator wipes you out.

But a funny thing happened on the way to the gallows: The advertising industry (and some enlisted aides) fought back. Mr. Bell, in his opening remarks, gave a hint of what was to come. "Having suggested that we should come reason together," he said, "there comes a time when we must be capable of mustering all of the resources at our command—all the power that exists within this unique federation structure and the industry as a whole to resist encroachments on the basic freedom of advertising."

And from that point on—for most of the time—advertising's considerable resources for resistance, indeed for counter-attack, were very much on display. Some of the more interesting examples (several of which offered surprising switches on widely held concepts):

Dr. Ari Kiev, a psychiatrist with the Cornell Medical Center program in social psychiatry of New York hospital, stated that it is his general view, based on work with hard-core drug patients over several years, that it is a misconception to believe that the taking of a cold tablet, or any proprietary pill, has any relationship to taking heroin or LSD. Elaborating, Dr. Kiev pointed out that "the kind of bravado that people see in a John Wayne's behavior—the risk-taking and that kind of thing—may actually have

more influence in getting people to take dangerous drugs."

Moreover, Dr. Kiev not only gave evidence that somewhat blunts the criticism of TV advertising of over-the-counter drugs, but turned the attack around in the other direction. He submitted that it is "an oversimplification of the problem" to suggest that television is a cause of drug abuse and that following this tack "may blind many to the harmfulness of sanctioned anti-drug-abuse commercials which create an aura of excitement about the use of drugs."

Reinforcing his argument, Dr. Kiev said that in terms of television content, "it's quite clear that most people make the distinction between pills you take for specific symptom relief and pills you take for specific effects such as getting high or having kicks or turning on."

Contrarily, he contended, when the advertising focuses on the dangers of hard drugs "it creates a real sense that this is really taboo behavior and you better not do it," which, in turn, generates great enthusiasm among rebellious and alienated people. He showed video tapes of sessions with a number of patients, one of whom told of a friend who had the urge to turn on to hard drugs after becoming excited by the setting and atmos-

phere in which drugs were being taken as part of an antidrug television spot.

Dr. Kiev was followed by Philip Nelson, professor of economics at the State University of New York in Binghamton, who set out to prove his thesis that "consumers are not completely helpless pawns in the hands of greedy businessmen," by using among his many arguments the novel contention that "without government intervention there would be virtually no deceptive advertising" and that the only important source of deceptive advertising is the law. "Whenever a law on advertising practices is moderately enforced," the professor claimed, "deceptive advertising is sure to occur."

He cited as an example the law prohibiting the mislabeling of the fabric content of clothing. "If that law is sufficiently enforced," Professor Nelson said, "consumers will believe that a clothing label is usually correct. This will provide an incentive for some manufacturer to mislabel," he suggested. Without government intervention and a labeling law, he pointed out, "no one could trust any clothing label that it was not in the self-interest of the producer to correctly specify. Hence," he added, "these clothing labels, though incorrect, could not deceive."

Closer to reality, J. E. Lonning, presi-



Countering with commercials. This "No Breakfast Droop" spot is one of two 60-second commercials Kellogg, through Leo Burnett, has produced to show children why it's important to eat a good breakfast. "After you've been sleeping, your body's just creeping without breakfast in your act," a voice-over says as the camera cues in on a boy and his mother and a shot of a table with display of different breakfast foods. "Yes—your energy pool," the announcer continues, "needs that morning fuel. So eat breakfast, don't pass it up." The closing credit line on the spot reads: "Presented in the interest of good nutrition by Kellogg's." It's the only mention of Kellogg in the spot.

dent and chief executive officer of Kellogg Co., Battle Creek, Mich., told how his company is trying to constructively and beneficially meet its advertising responsibilities at a time when advertising "is in danger" because of the "deep mistrust" of it that has "exploded" in the country. He confirmed that Kellogg, through Leo Burnett Co., Chicago, will sponsor a noncommercial campaign on network television this spring aimed at teaching children the virtues of a nutritionally sound breakfast (BROADCASTING, Jan. 29).

Mr. Lonning said that 60-second messages, funded with money normally assigned to Kellogg brand advertising, will be shown with a frequency that would bring them to "virtually every child in this country at least once over the course of the year, and most will see them several times." The sponsor he pointed out, will be identified only in a tag line at the end of the TV spot reading: "Presented in the interest of good nutrition by Kellogg's."

Mr. Lonning explained that "children are special people and deserve special treatment" and emphasized that Kellogg's advertising to children "must consciously reflect" such a commitment. But he also fought back against the viewpoint that all advertising to children is bad and should be prohibited. He said this viewpoint was based on a number of "strange assumptions," one of which "ignores the grim realities of the marketplace."

Explained Mr. Lonning: "To contend that one need only make some extravagant promise to a child in order to make him a slave to one's product can only seem ludicrous to anyone who has experienced the futility of trying to justify advertising support of products that do not enjoy consumer acceptance."

In another twist presentation that showed how the increasingly inclement regulatory climate is being turned into sunshine for at least one advertiser. James L. Badgett, president, Schick Electric Inc., Lancaster, Pa., credited the Federal Trade Commission's ad-substantiation guidelines with helping his company to more than double its sales of men's shavers in 1972. According to Mr. Badgett, Schick Electric sold 400,000 shavers in 1971 and last year, with the FTC "fostering a climate for fresh, realistic advertising," the company sold a million.

Mr. Badgett told how Schick took quick advantage of the FTC's endorsement of advertisers naming competitors when claiming product superiority if such claims could be substantiated. Despite becoming embroiled in controversy and in repeated substantiation tests because it claimed the Schick Flexamatic shaves closer than Norelco or Remington shavers (BROADCASTING, Jan. 22). Schick Electric Inc., said Mr. Badgett, thrived because of the rigorous self-examination the company was forced to undergo. "It's obvious to us," he said, "that our extensive testing led us to a more effective and aggressive marketing strategy than we might otherwise have utilized."

Yet long before such testimony was heard, Barton A. Cummings, chairman of the executive committee of Compton Advertising Inc., New York, in delivering



irate. Senator John Tunney (D-Calif.) went after little-cigar advertising in a luncheon speech at the American Advertising Federation's annual public-affairs conference.

the keynote address of the public affairs conference, came out firing away at advertising's adversaries, particularly at what he termed the "creeping socialism" of consumerists "demanding that the business community be controlled through government regulation and legislation." As a remedy, Mr. Cummings, who also is AAF's chairman, called upon the business community to form a new organization "with the single purpose of explaining and selling the free-enterprise system to all the American people." He suggested that such an organization would be engaged in a "vital crusade" and recommended that it be well funded and well organized and led by "the cream of American business, labor, education, government and the church."

Yet for all the aggressiveness of Mr. Cummings's retaliatory statements, it was former FCC Commissioner Lee Loevinger, now a partner in the Washington law firm of Hogan & Hartson, who presented the most telling case on behalf of greater freedom for advertising and who undoubtedly stole the show at the AAF meetings. Appearing on a panel discussing "Advertising and the Law," Mr. Loevinger delivered the following ripostes:

"Corrective advertising really is essentially a punitive measure. It is saying to an advertiser, 'You have erred in the past. You have done wrong. Therefore we're going to shift the consumer away from your brand. We're going to make you do something—to say in effect to the consumer—you can keep on smoking, eating bread, wearing shoes, or whatever, but buy some other brands.' And this is contrary to the whole basic theory of the Federal Trade Commission Act, what countless decisions have said, what Congress, what everybody said over the years. This is not remedial. This is basically a punitive measure. And I believe it is so intended."

"Counteradvertising has nothing to do with the advertiser. It throws open the

door—whether it's wide or narrow doesn't matter—and it says, 'OK, all you people walking by on the sidewalk, if any of you feel like coming in and having a word about this at our expense, come on in.' Who are these people who are coming in? Do you see masses of the public coming in saying, 'Look, we're 10 million people who represent all the consumers of Lavoris.' Hell, no. You got a kid by the name of John Banzhaf who started in New York and came down here and got a job at GW (George Washington University) and he started teaching a law class. And you know how he teaches a law class? He gets all the kids in. He divides them up into little groups and he says, 'Now each of you kids pair off and start a law suit. Go on over to the FTC or the FCC and file a complaint against somebody and see how far you can get.' Now you know in medical school the kids got to learn anatomy and physiology and what do they do? They give them a cadaver to carve up. But in law school we're now saying, 'Go out and find yourself a good live business to carve up.' Forget this nonsense about consumers as though they were some abstraction out there represented by a white knight on a white steed that comes charging in to the FCC and the FTC whenever their interests are being threatened. These are law students who are looking for a cheap thrill and a way to practice because they didn't make lawyers."

Though Mr. Loevinger's voice generated considerable laughter and applause, it didn't necessarily overwhelm some dissenting viewpoints. Michael Pertschuk, chief counsel of the Senate Commerce Committee, and Gerald Thain, assistant director for national advertising in the FTC's Bureau of Consumer Protection, both serving on the same panel with Mr. Loevinger, disagreed that corrective advertising is punitive. And at least at one point, Mr. Pertschuk took to the attack himself, noting that the R. J. Reynolds advertising for Winchester little cigars "is close to a fraud" because it "does not smoke like a cigar, it smokes like a cigarette."

Mr. Pertschuk went further, saying that the Winchester campaign on television "really gives the tobacco industry, the national advertising, a black eye. I think it's a problem for everyone, not just for R. J. Reynolds."

Addressing a luncheon speech, in part, to the same question, Senator John Tunney (D-Calif.), angrily charged that the TV promotion of little cigars has been a "fabrication" and said it amounted to "an affront to Congress and the public, a textbook case of corporate irresponsibility." He cautioned that "this callous disregard of the public by a national advertiser will bring shame and ill will upon the whole advertising community" and indicated that unless the industry took care of the problem by itself—unless the product is withdrawn—he would support efforts to amend the cigarette advertising law.

Among the other government figures who participated in the public affairs conference were Secretary of the Interior Rogers C. B. Morton, FCC Commis-

sioner Richard E. Wiley, FTC Commissioner David S. Dennison Jr. and Maryland State Senator Edward T. Conroy. Industry executives taking part included Washington attorney Kenneth Cox, Stockton Helffrich of the National Association of Broadcasters Code Authority, Neal O'Connor of N. W. Ayer & Son, William Tankersley of the Council of Better Business Bureaus, Charles W. Yost of the National Advertising Review Board, William Sharp of Coca-Cola Co., Tom Dunkerton of Compton Advertising Inc., Dr. Seymour Banks of Leo Burnett Co., attorney William Rogal and Robert Tallman of Young & Rubicam International.

The attendance at the conference was estimated at about 300, including representatives of 180 ad clubs.

Advertising rallies on other fronts

In Elkhart, Ind., New York, Chicago, agencies and their clients mount counteroffensive against attacks on children's-television commercials

The AAF public-affairs conference in Washington was not the only place where the advertising community showed definite signs of marshalling efforts to combat attacks against TV advertising. Particularly in the volatile area of children's programming the advertising industry last week began taking countermeasures.

Miles Laboratories, Elkhart, Ind., which voluntarily withdrew its commercials from children's programming last July (BROADCASTING, July 24, 1972), has produced a series of five 60-second and five three-and-a-half-minute public-service spots about nutrition.

Created by Vivian Auerbach Associates, New York, the spots feature a Mr. Nutrition who discusses proteins, carbohydrates, fats, minerals and vitamins—and offers examples of the foods that have them.

The commercials are designed for inclusion in network and local weekend morning and weekday afternoon children's programs. At the end of the announcements a little boy spills a wagon load of letters that spell out "Miles." The tag, "The People Who Care About Nutrition," is added on.

Last Wednesday (Jan. 31) Irving

Sachs and James Neal Harvey, both presidents of their own New York advertising agencies, appeared on CBS-TV's *The Morning News With John Hart* to debate whether advertising should be allowed on children's programs. Mr. Sachs argued against advertising, saying: "I think it's very simple. There is no one to defend children's minds against what I call the 'insidious' infiltration of materialistic twisted sense of values produced by the commercials. Parents certainly aren't capable, to a large degree, of deciding to what degree the infiltration is taking place. . . . The only thing that can help is to have a complete regulation against all children's commercials—that is, for toys, foods, any particular product that compels the child to say, 'I want it,' unequivocally."

Mr. Harvey countered with a study by Dr. Scott Ward of Harvard which, he said, "found that children right down to the preschool ages are able to discern what a product is, what a commercial is, whether they're appealed to or being reasonably offered their product and whether it, in turn, has value that's meaningful to them." He also said that "there is no possibility . . . for a manufacturer to be irresponsible today in producing television commercials for children. They're very tightly regulated. . . . We already have the regulations that enforce a kind of quality insurance insofar as the commercials themselves are concerned."

Arthur W. Schultz, chairman of the board, Foote, Cone & Belding Communications, touched on the subject Jan. 26 when he addressed the Law Club in Chicago. Under the theme, "Advertising and Freedom of Speech," he cited the Action for Children's Television petition to the FCC to forbid advertising on children's programs. He said that "this recommendation is based on the conclusion—totally unproved—that children are somehow injured or wrongly manipulated by the advertising that appears on the programs. To the contrary, it can be argued that advertising of food products, such as breakfast foods, to children is a very positive step. The cereal companies—among the largest users of advertising on children's programs—encourage the breakfast habit in children—and they recommend fully nutritional breakfasts as well. In fact, advertising is the greatest source of nutritional information to consumers."

Safety group wants GM to buy recall ads

That's pitch now after failure of attempt to get free time

The Center for Auto Safety, a Washington-based group that is a Ralph Nader spin-off, last spring initiated an effort to persuade the nation's television networks and individual stations to carry spots promoting General Motors' campaign to recall late-model Chevrolets for repairs (BROADCASTING, May 1, 1972). With its campaign faltering, the center has turned to GM with a request that it undertake its own massive advertising campaign to remedy the "serious inherent weaknesses" in the "present recall procedures."

The center last week asked GM to purchase "a reasonable amount of radio and television advertising time," to buy space in national publications and to post notices in all Chevrolet dealerships, all with a view to notifying owners of 1965-1969 Chevrolets that their cars have defective engine mounts that could cause serious accidents and that Chevrolet dealers will make the necessary repairs at no cost.

The request was made by Tracy Westen, of the Stern Community Law Firm, counsel for the center, in a letter to Richard C. Gerstenberg, chairman of GM's board of directors.

GM's recall procedure has been to send registered letters to every traceable owner of a vehicle in need of an engine mount. However, Mr. Westen said this procedure is inadequate, particularly when measured against the techniques used to induce purchase of the automobiles.

The center, in disclosing its own plans for a campaign to promote the recall effort, unveiled two radio and television spots and a number of print ads produced for it by the Stern Concern, a Stern law firm affiliate that prepares public-interest advertising.

The center was turned down by the three networks when it asked them to carry the spots, and it now has a fairness-doctrine complaint pending against them at the FCC as a result. The center had success with some radio and television stations in Los Angeles and San Francisco, but other stations in those markets and in Washington—the only markets where efforts were made to place the spots on local stations—rejected them.

It's Lando/Bishopric

Lando, Pittsburgh-based advertising agency, has merged with Bishopric & Fielden, Miami agency, to form Lando/Bishopric. Robert N. Lando, founder and president of Lando, will serve as president and chief executive officer of the new agency, and Karl Bishopric, founder and chairman of the Miami agency, will be chairman of the board.

L/B has capitalized billings in excess of \$20 million, about 45% of that in broadcast media. Lando has had a regional office in Miami for the past 18 months. That office has moved to Bishopric quarters at 3361 S.W. Third Avenue. Lando will maintain its Pittsburgh offices at 725 Liberty Avenue.



For and against. James Harvey (l) and Irving Sachs, presidents of their own New York advertising agencies, last week discussed the pros and cons of advertising on children's TV programs on CBS's *Morning News with John Hart*.



GF meets MPC. Current plans for Media Payment Corp., New York, clearinghouse for broadcast advertising, were explained last week by its president, Kenneth P. Donnellon (c), in a meeting with General Foods officials Paul C. Cregan (l), advertising auditor, and Paul J. Harvey, manager of advertising controls in GF's corporate marketing services department. The discussion was one of several formal meetings in which MPC is explaining its functions in the buying and selling (as well as accounting and paying) of spot broadcast to major advertisers and advertising agencies.

Another little-cigar maker tries to avoid associations with Winchester uproar

Consolidated Cigar wants guidelines for clearly defining true cigar products

The Consolidated Cigar Corp., charging that it has become an innocent victim "in the controversy and confusion surrounding and set off by a product made by the Reynolds Tobacco Co. [Winchester little cigars]," has sent in a letter to the Federal Trade Commission and Senate Consumer Subcommittee Chairman Frank E. Moss (D-Utah) a proposed set of guidelines for marketing little cigars. Winchester, as currently made, would not meet Consolidated's guidelines.

Consolidated is currently test-marketing its own little cigar, Dutch Treats by Dutch Masters, in six markets: Albany-Schenectady-Troy, N.Y.; Dayton, Ohio; Des Moines, Iowa; Columbus, Ohio; Grand Rapids-Kalamazoo, Mich., and Sioux City, Iowa. The test is being augmented by a campaign of 30-second TV commercials created by David, Oksner & Mitchneck, New York.

E. W. Kelley, chairman of Consolidated, took issue with the FTC report to Congress (BROADCASTING, Jan. 29) that advocated placing little cigars under the law banning broadcast advertising of cigarettes. "The public interest would be best served," Mr. Kelley stated, "not by equating two different kinds of smoking products but by clearly defining their differences. Little cigars made by the guidelines we propose are cigars, not cigarettes, and will be smoked more like cigars than cigarettes." He said that, under Consolidated's guidelines, smoke from little cigars must have an acid-alkalinity balance of pH 6.16 or above (similar to large cigars) at which point, Mr. Kelley said,

"inhalation is unnecessary to obtain the nicotine effect." Cigarette smoke is generally below that point. The guidelines also call for clear definition of the product as little cigars on packaging and in advertising.

No Pepper bill now on drug-ad restrictions

His committee rejects staff report that wanted television blacked out

Representative Claude Pepper's (D-Fla.) House Select Committee on Crime last week rejected a staff report containing a recommendation to ban drug advertising on television between 8 a.m. and 9 p.m.

The committee met in executive session last Wednesday (Jan. 31) and, according to a spokesman, decided that there was insufficient justification for certain of the staff's recommendations—including the proposal for restrictions on TV drug advertising ("Closed Circuit," Jan. 29).

The spokesman said the staff has been instructed to revise the report—most of which deals with the drug problem in schools—and to resubmit it to the committee. The report was based on drug hearings the committee held last year.

Another House source said that the committee felt that those hearings did not have sufficient input from broadcasters, advertisers and others concerned to justify a flat ban on TV drug advertising. But, he said, the committee is still concerned with televised drug ads and has instructed the staff to include in the revised report a statement that TV drug ads might be a problem, that they deserve continued attention and that self-regulation would be sought.

Power company spots bring on fairness fight

FCC is asked to interpret issues as controversial and give opponents air time on WQXI-TV and WJBF-TV

The FCC has been asked to rule that two Georgia TV stations—WQXI-TV Atlanta and WJBF-TV Augusta—violated the fairness doctrine by carrying Georgia Power Co. spots. The complaint was filed in behalf of the Georgia Power Project, originally organized to oppose a rate increase by the power company; the Atlanta chapter of the National Welfare Rights Organization, and the Georgia Tenants Association.

The complaint alleges that the spots, which the stations have aired regularly since June, are designed to convince the public that the power company "is a responsible entity seeking to deal responsibly" with a number of "closely inter-related controversial issues of public importance." As listed in the complaint, they are the company's need to expand its generating capacity, the need for a rate increase and the soundness of the company's "regressive rate structure," "the impact of rapidly expanding generation of electricity upon the nation's limited sources of energy," "the environmental dangers caused by Georgia Power's generation of electricity," and whether promotional advertising by a state-regulated monopoly "is a desirable practice."

The complainants asked the commission to direct the two stations to provide them "or other informed persons" with regular spot-advertising time, comparable to that sold to Georgia Power, to present contrasting views on those issues, and to use program time "to redress the past imbalance" the ads were said to have created.

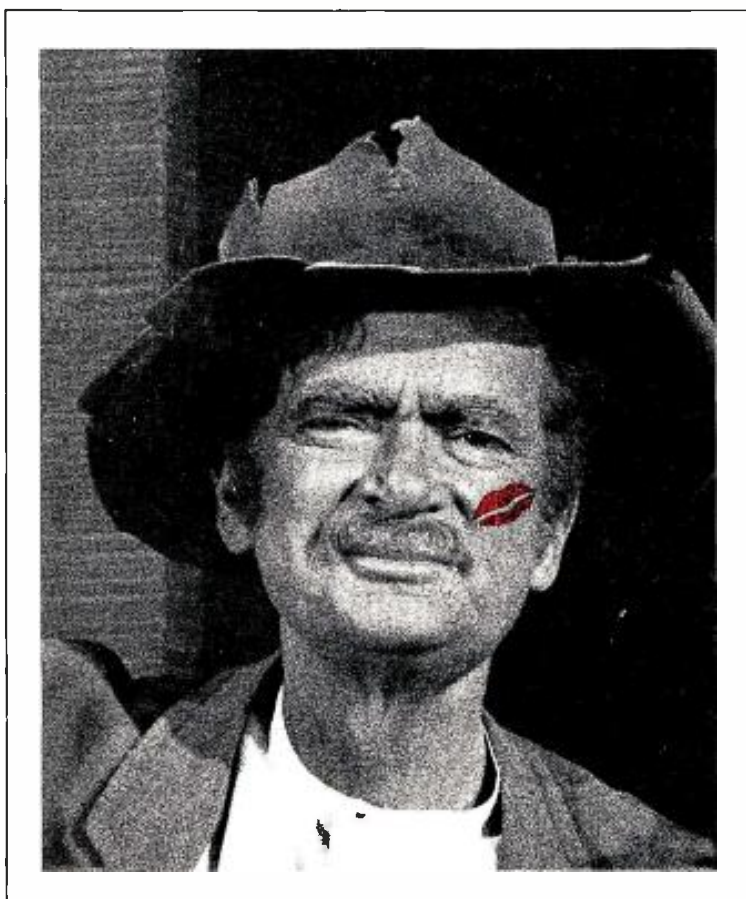
Originally, the complainants had notified 11 stations in the state that were carrying the power company's spots that fairness complaints might be filed against them if they did not make free time available for the airing of responses (BROADCASTING, Oct. 30, 1972).

Only one of the other stations—WRDW-TV Augusta—has indicated it would air spots produced by the complainants, according to their petition to the commission. However, the complainants' attorney, Mark Asher, of the Media Access Project, said the other stations, with the exceptions of WQXI-TV and WJBF-TV, have exhibited adequate responsiveness.

WQXI-TV said it felt that only the rate increase raised a controversial issue, and presented contrasting views on that question. WJBF-TV said it does not believe that carrying the company's commercials raises any fairness-doctrine issues.

Engman can't say he wasn't warned

Senator John Tunney (D-Calif.), junior member of the Consumer Subcommittee, last week put Lewis Engman on notice that his nomination to be chairman of the Federal Trade Commission "will be sub-



Prize Catch.

“The Beverly Hillbillies” have caught a prize audience. Eight out of every ten women viewers are 18-49 years old. A station and its advertisers couldn't ask for more.

Viacom

Source: ARB, Nov. 1972. Audience estimates are subject to qualifications available on request.

ject to intense scrutiny" at a Senate Commerce Committee hearing to be held today (Feb. 5).

Speaking last week to the American Advertising Federation public affairs conference in Washington, Senator Tunney, who also is the junior member of the Commerce Committee, noted Mr. Engman's appointment out of the White House staff (where he has been assistant director of the domestic council) and said this makes for "natural and recurring concerns." The White House "nesting place," said the senator from California, "tokens poorly for that statutory spirit of independence which the Trade Commission must have to be an honest and effective policeman."

Still, Mr. Tunney was willing to acknowledge that Mr. Engman's past performance in government promises that he will be as responsive to public concern about advertising abuses, while pressing for remedial action and maintaining the independence of the FTC, as were his predecessors, Casper Weinberger and Miles Kirkpatrick.

Having offered the White House nomination this small concession, Senator Tunney went back on the offense, giving

added evidence that Mr. Engman may be in for a difficult time. "Fortunately, for the Commerce Committee, if not for Mr. Engman," Senator Tunney said, "he cannot take refuge—as so many recent administration nominees have—in ignorance." The senator explained that since Mr. Engman is not new to Washington and has been involved in questions of consumer policy, the Commerce Committee "will expect hard answers to straight questions."

Small-agency group ties with Vitt Media

Vitt Media International, a media-buying service in New York, will provide services for the National Advertising Agency Network (NAAN), a group of 29 regional and local agencies.

Under the agreement, VMI will buy spot and network TV and radio for the agencies, which collectively bill about \$100 million with about \$25 million in broadcast. Most of the activity, however, will be in spot TV.

VMI also will provide counseling to the

agencies on media affairs and assist them in media planning and in the solicitation of new accounts.

The arrangement will be flexible but permit any of the NAAN group to make use of services for such functions as estimating, billing, paying charges, resolving discrepancies and offering post-buy analyses. Both Sam Vitt, VMI's president, and Fred Mitchell, NAAN's president, stressed the savings smaller agencies can realize through such a buying mode and the access NAAN members now will have to expertise normally associated with larger billing agencies.

Among NAAN members are HENDERSON Advertising Agency, Greenville, S.C., and its Atlanta and Chicago offices; Lavidge & Associates of Knoxville and its Atlanta, Greensboro, N.C., and Chattanooga offices; the Ullman Organization in Philadelphia; The Adams Group in Washington; Carr Liggett Advertising, Cleveland, and its Chicago office.

Inside honors

The Art Directors Club and the Copy Club of New York have joined forces to produce *The One Show*—which they say will be "bigger than the both of us." The event merges two prestigious awards—the Art Directors Gold Medal Award competition (52 years old) and the Copywriters Gold Key Awards (given for more than a decade). Deadline for the first expanded competition is March 15. The awards ceremony will take place in June and the show will be on exhibit that month in New York. Radio and TV advertising are included in the competition as well as print.

Business Briefs

Oscar sponsors. Annual Oscar awards to be telecast live on NBC Tuesday, March 27 (10 p.m. to conclusion, NYT), will be sponsored by Chevrolet Motor division, General Motors Corp.; Detroit, through Campbell-Ewald, Detroit; Cluett, Peabody & Co., New York, through Young & Rubicam, New York; Shell Oil Co., Houston, and Merrill Lynch, Pierce, Fenner & Smith, New York, through Ogilvy & Mather, New York; Campbell Soup Co., Camden, N.J., through BBDO, New York, and General Motors Corp., Detroit, through D'Arcy, MacManus-Masius, Detroit.

Rep appointments. WGTU-TV Traverse City, Mich.: H-R Television, New York ■ WETE(AM) Knoxville, Tenn.; WCWA(AM) and WIOT(FM) Toledo, Ohio; Buckley Radio Sales, New York ■ WLOL-AM-FM Minneapolis-St. Paul, McGavren-Guild, New York ■ WWDJ(AM) New York: Bolton/Burnside International Ltd., New York.

With eye to TV. Mitsubishi International Corp., New York, has appointed The Philadelphia Agency, Philadelphia, to handle advertising for its line of imported motorized leisure-time vehicles, including motorcycles. Agency plans TV campaign.

BAR reports television-network sales as of Jan. 7

CBS \$14,494,500 (35.2%), NBC \$15,186,300 (36.9%), ABC \$11,452,900 (27.9%)

Day parts	Total minutes week ended Jan. 7	Total dollars week ended Jan. 7	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday					
Sign-on-10 a.m.	56	\$ 387,400	56	\$ 387,400	\$ 292,800
Monday-Friday					
10 a.m.-6 p.m.	903	10,424,100	903	10,424,100	5,434,000
Saturday-Sunday					
Sign-on-6 p.m.	235	3,901,800	235	3,901,800	12,173,900
Monday-Saturday					
6 p.m.-7:30 p.m.	84	2,698,800	84	2,698,800	2,766,500
Sunday					
6 p.m.-7:30 p.m.	12	199,200	12	199,200	1,062,700
Monday-Sunday					
7:30 p.m.-11 p.m.	389	21,810,400	389	21,810,400	23,728,200
Monday-Sunday					
11 p.m.-Sign-off	109	1,712,000	109	1,712,000	867,100
Total	1,788	\$41,133,700	1,788	\$41,133,700	\$46,325,200

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

BAR reports television-network sales as of Jan. 14

CBS \$26,522,300 (33.0%), NBC \$30,648,600 (38.2%), ABC \$23,153,300 (28.8%)*

Day parts	Total minutes week ended Jan. 14	Total dollars week ended Jan. 14	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday					
Sign-on-10 a.m.	62	\$ 407,700	118	\$ 795,100	\$ 606,600
Monday-Friday					
10 a.m.-6 p.m.	881	7,301,000	1,786	17,725,100	11,638,700
Saturday-Sunday					
Sign-on-6 p.m.	221	5,994,900	457	9,896,700	18,246,600
Monday-Saturday					
6 p.m.-7:30 p.m.	82	1,812,800	166	4,511,600	4,591,900
Sunday					
6 p.m.-7:30 p.m.	12	930,400	24	1,129,600	1,771,400
Monday-Sunday					
7:30 p.m.-11 p.m.	392	20,991,700	781	42,802,100	41,771,200
Monday-Sunday					
11 p.m.-Sign-off	114	1,752,000	223	3,464,000	1,925,800
Total	1,764	\$39,190,500	3,555	\$80,324,200	\$80,552,200

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

THE RADIO AND TELEVISION COMMISSION OF THE SOUTHERN BAPTIST CONVENTION

PRESENTS THE
**DISTINGUISHED
COMMUNICATIONS MEDAL**
TO



JULIAN GOODMAN

President, National Broadcasting Company

With Admiration and Respect: For the courageous manner in which he bears great responsibility at a time when such courage is not popular; For the intensity of his loyalty and devotion to his craft at a time when it faces great travail; For the integrity of his position as an independent leader in the broadcast industry when it would be infinitely easier to be a follower; And for his ability to stay in touch with the people as he discharges his responsibility to them, we cite Mr. Goodman as the Distinguished Communicator of 1973.



From the powerful hand of the Almighty, life and strength flow to the still tender hand of the mortal Adam and through his inert limbs. Although the media of electronic communication are products of the 19th and 20th centuries, the art of communication began when man uttered his first words—perhaps as a reply to the voice of God. Thus, the beginning of communication is properly depicted in Michelangelo's Creation scene, where God's finger touches Adam, giving life to man.



ROBERT SARNOFF
1964



BILL D. MOYERS
1966



WALT DISNEY
1967



ELMER W. LOWER
1972

DISTINGUISHED COMMUNICATIONS MEDAL

PRESENTED ON THE OCCASION OF THE FOURTH NATIONAL ABE LINCOLN AWARDS / FEBRUARY 8, 1973
Paul M. Stevens, President of Southern Baptist Radio-Television Commission / 6350 West Freeway / Fort Worth, Texas 76116

Whitehead: Try the renewal bill, you'll like it

OTP director again attempts to divert attention from SDX speech to facts in proposed legislation—with which the FCC is having some technical difficulties

Clay T. Whitehead, director of the Office of Telecommunications Policy, made another effort last week to disentangle the administration's proposed license-renewal bill from the rhetoric of the Indianapolis Sigma Delta Chi speech in which the bill's existence was disclosed. As he explained it, the bottom line reads "freedom and responsibility."

Mr. Whitehead offered his explanation in a letter to Mark Evans, of Metromedia Inc., who as head of the National Association of Broadcasters task force on license-renewal legislation, had asked for a clarification of the speech as it related to the proposed legislation ("Closed Circuit," Jan. 8).

Mr. Whitehead described the proposed bill as possibly only a "first step" in reversing the trend toward "more detailed regulation" of broadcasting. And, noting that broadcasters will have an opportunity "in the next few months" to help Congress chart the future direction of broadcast regulation, he appealed for broadcasters support of the administration proposal.

"I hope you can realistically come to grips with the problems involved in broadcasting regulation, and help reverse" the present trend of broadcast regulation, Mr. Whitehead wrote, adding, "We hope that broadcasters will support us."

Mr. Evans said he was "very pleased" by the letter, and that it contained no surprises. "There was some deliberate distortions of the proposal" in the press, he said. And although he said he could not speak for the NAB, he felt broadcasters generally "could live happily" with the proposed bill. "I haven't met anyone [in broadcasting] who doesn't like it."

But it appeared that the primary obstacle to passage of the proposed bill, as drafted, is not political or ideological but technical. The FCC last week is said to have written the Office of Management and Budget, which is soliciting comments within the government before sending the proposal to Congress, that the measure raises a number of serious questions, and might cause results apparently unintended by the drafters. The commission, however, did not take a position on the merits of the proposal.

One key aspect of the proposed bill particularly troublesome to the FCC is the ban on the commission's use of predetermined programming-performance criteria for renewal applicants. How is the commission to determine performance without standards? officials asked. The commission is considering such standards

for use in judging the performance of an incumbent whose renewal is challenged. Officials believe the ban would also extend to questions concerning the amount of news, public affairs and other programming applicants are proposing.

Some officials also said that the proposed bill could lead to more rather than fewer competing applications. The draft is aimed at protecting renewal applicants against such applications by denying hearings to challengers unless they can demonstrate that there is a material question as to whether the incumbent warrants renewal. "The danger is that what are now filed as petitions to deny renewal applications might be elevated to the level of a competing application," one official said. "If you succeed in getting a hearing, you have a leg up."

And would such a hearing be limited to the incumbent and the original challenger? Or would the commission be obliged to invite other applicants to file—and to take advantage of the work done by the original challenger? That was another question the commission posed.

The controversy surrounding the proposed bill does not involve such questions. It was created by Mr. Whitehead in his speech on Dec. 18, in which he announced that the administration was planning to offer the license-renewal bill and then went on to score the networks for alleged news bias and network affiliates for passing the buck of responsibility to the networks.

To many, including some in Congress, this added up to a warning that the administration was proposing to subject affiliates to the danger of losing their licenses if they did not curb what Mr. Whitehead had referred to as "elitist gossip" on the networks.

Nothing could be further from fact, according to Mr. Whitehead. He said the proposed bill would add nothing to broadcasters' present obligations to be

responsible for what they broadcast. Neither OTP nor the White House has or wants the power to affect the grant or denial of any broadcast license, he added. Nor would there be any change in the commission's "commendable practice" of refraining from interfering in questions of news bias, slanting or accuracy absent extrinsic evidence of intentional wrongdoing on the part of the licensee.

As for the speech, Mr. Whitehead said, "it was intended to remind licensees of their responsibilities to correct faults in the broadcasting system that are not (and should not) be reachable by the regulatory process of government." This does not mean that managers of network affiliates must monitor network feeds and erase "ideological plugola" or "elitist gossip." Rather, he said, management should be aware of what the station is broadcasting and reach its own conclusions as to what mixture of conflicting views on public issues are necessary to inform the public on public issues in an orderly manner.

"The relationship between the proposed bill and my speech," he said, "is no more than the relationship between freedom and responsibility that we find everywhere in our society." And in that regard, there was no retreat from the thrust of the Indianapolis speech's call to individual licensees to counterbalance the power of the networks—although he did not in the letter restate his criticism of of network news.

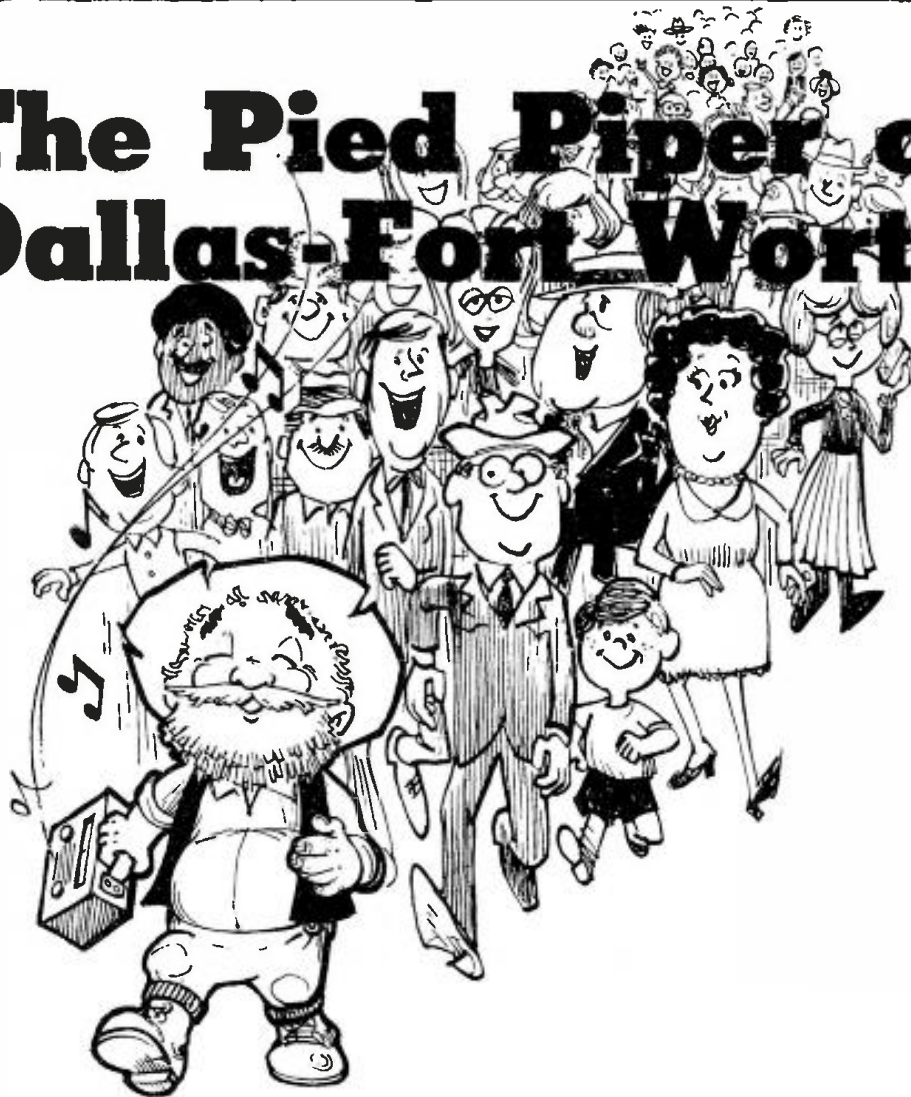
He said OTP has consistently promoted the cause of less rather than more regulation of broadcasting. And the proposed bill, he feels, is consistent with that approach. Besides providing protection at renewal time and barring the commission from prescribing programming criteria, it would extend the license period from three to five years. The only stated criteria are not new—they would require broadcasters to establish that they have

Bill boxscore. Six more license-renewal bills have been introduced in the House, making a total of 48 introduced thus far in both Houses. The measures are: H.R. 2657 by Harold Collier (R-Ill.), H.R. 2814 by James Collins (R-Tex.) and 21 co-sponsors, H.R. 2856 by Carl Perkins (D-Ky.), H.R. 2903 by Richard Shoup (R-Mont.), H.R. 2986 by John Duncan (R-Tenn.) and H.R. 2988 by Edwin Edwards (D-La.).

In the area of newsmen's privilege, the following additional bills have been offered: H.R. 2651 by Edward Boland (D-Mass.), H.R. 3181 by Charles Whalen Jr. (R-Ohio) and nine co-sponsors and H.R. 3369 by Lawrence Coughlin (R-Pa.) and 11 co-sponsors.

Other broadcast-related legislation introduced in the Senate and House: H.R. 2675 by Barry Goldwater Jr. (R-Calif.), Alphonzo Bell (R-Calif.) and James Corman (D-Calif.), to establish a Federal Audiovisual Coordination Board to regulate production by federal agencies of TV, radio and other audio-visual material; H.R. 2724 by Jerry Pettis (R-Calif.), to prohibit sports blackouts when home games are sold out 48 hours in advance; H.R. 2730 by Philip Ruppe (R-Mich.) and S. 544 by Philip Hart (D-Mich.) and Robert Griffin (R-Mich.) to permit broadcasting of information concerning state-run lotteries; H.R. 2742 by Robert Tiernan (D-R.I.), which establishes a formula for permanent financing for the Corporation for Public Broadcasting (predicated on amounts received from nonfederal sources); H.R. 2744 by Mr. Tiernan to establish a National Institute for Advertising, Marketing and Society to study the effects of advertising; H.R. 2745 by Mr. Tiernan to provide presidential and vice-presidential candidates with blocks of broadcast time prior to the general election (to be paid for by the government at the lowest unit rate); S. 480 by Mike Mansfield (D-Mont.) and Lee Metcalf (D-Mont.) to allow TV translators to carry local advertising and be fed by microwave; H.R. 2821 by Samuel Devine (R-Ohio), to provide for regulation of the TV networks by the FCC; S. 551 by William Scott (R-Va.), to make it unlawful for broadcasters to attempt to deceive the public in news and public-affairs programming (including editing and rearranging material without disclosure); H.R. 3128 by Joseph Gaydos (D-Pa.), to establish a White House Office of Consumer Affairs and a Consumer Protection Agency to represent consumers before federal agencies.

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been attuned to and have made a good-faith effort to meet the needs of the community, and have afforded a reasonable opportunity for the discussion of controversial issues of public importance.

But, Mr. Whitehead said, the public and Congress would not consider increasing broadcasters' freedom without at the same time expecting "some indication that voluntary exercise of responsibility by broadcasters can operate as an effective substitute for such controls."

He said the broadcaster, not government, should take the lead in fostering a healthy debate on important issues. But he said that "does not mean allowing three companies to control the flow of national TV news to the public, accountable to no one but themselves. The public has little recourse to correct deficiencies in the system, except urging more detailed government regulation."

He stressed, as he has in interviews on television and in the press since Indianapolis, and in a speech in New York last month, that while the administration's approach means greater freedom for broadcasters, those who are accusing him of leading the assault on free expression are in reality the advocates of the government tools that make censorship possible:

"Some, who now profess to fight for broadcasters' freedom, would rely on regulatory remedies such as licensing the networks, burdening the broadcaster and the audience with the clutter of counter-advertising, banning ads in children's programs, ill-defined restrictions on violence and the like."

Evangelical aid is sought on side of broadcasters

Religious conference is briefed on fight against repressive laws and for license-renewal relief

Religious broadcasters have a vital stake in the issues that are of current concern to commercial broadcasters and cablecasters. That was the reminder voiced at a National Religious Broadcasters' annual convention in Washington last week in speeches by Clay T. Whitehead, director of the Office of Telecommunications Policy; Vincent Wasilewski, president of the National Association of Broadcasters; David Foster, president of the National Cable Television Association, and FCC Commissioner Benjamin Hooks.

Mr. Whitehead outlined the administration's proposed license-renewal bill, stressing the importance of relying on individual stations to decide the kind of programming that best fits the needs of their communities (see also page 30). Broadcasters, including religious broadcasters, must assume this responsibility, he said.

"If we . . . have to trust government, there really isn't much future for the kind of society we want."

Mr. Wasilewski urged the NRB to sup-

port the NAB's license-renewal bill. Contrary to charges against the legislation, he said, the measure would not preclude petitions to deny or competing applications and would not free the broadcaster from FCC regulations.

Mr. Wasilewski also warned the NRB of threats to ban proprietary drug advertising from TV and radio. "This pressure is being exerted by the same cabal of people who were behind the legislation that removed cigarette advertising from radio and television," he said. Just as the cigarette-advertising law failed to decrease cigarette consumption, he said, a prohibition of broadcast drug advertising is a "phony solution" that capitalizes on the public's concern with the drug problem. Unless a causal relationship is established between drug advertising and the drug problem in this country, he said, "we must continue to fight such discriminatory legislation."

The principal point made by Mr. Foster was that the expansion of cable television holds great promise for religious broadcasters. He pointed out that religious programming on CATV origination or public-access channels can achieve substantial "economies of scale" over broadcast television. At the same time, he said, religious broadcasters can aid the CATV industry with their production expertise.

The message from Commissioner Hooks was that religious broadcasters have an obligation to proclaim their evangelical message and shrug off the "gloom and doom and pessimism and defeatism" that he said seems to permeate the broadcasting industry. The NRB, he said, should use its power "to change the conditions that exist and make this a better world."

Changing Hands

Announced

■ **WDTV(TV)** (ch. 5) Weston, W. Va.: Sold by Broadcast Industries of West Virginia Inc. to W. Russell Withers Jr. and others for \$600,000. Mr. Withers has a 90% ownership interest in **KGMO-AM-FM** Cape Girardeau, Mo., and is vice president and director of James K. Withers Inc., a Cape Girardeau real-estate firm. WDTV is a CBS-TV affiliate and operates with 100 kw visual, 20 kw aural and an antenna 880 feet above average terrain.

■ **WESM(FM)** Prince Frederick, Md.: Sold by George E. Gautney and Carl T. Jones to Melvin Golleb for \$110,000. The sellers are Washington consulting engineers. Mr. Golleb, a Philadelphia businessman, is also purchasing **KOME(FM)** San Jose, Calif. He has no other broadcast interests. WESM operates on 92.7 mhz with 2.4 kw and an antenna 465 feet above average terrain. Broker: Blackburn & Co.

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■ **KWJJ(AM)** Portland, Ore.: Sold by Rodney F. Johnson and others to Roy H. Park Broadcasting for \$2.5 million (see page 42).

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73-9

Nixon decides FCC asked \$5.6 million too much for '74

But \$36,860,000 budget is still \$2.7 million more than current year; only Cable Bureau gets sizable hike; FTC and CPB feel pruning shears

President Nixon's proposed budget for fiscal 1974 will permit the FCC to appreciably expand its activities in only one area—cable television.

The fact that the commission is the only federal agency that seeks to recover all of its expenditures from those it regulates apparently did not impress the President's aides who put together the \$268.7-billion budget, which reflects cuts in, if not the elimination of, a number of federal programs.

The budget makers included \$36,860,000 for the FCC (BROADCASTING, Jan. 22), some \$2.7 million more than it was authorized to spend in fiscal 1973, but some \$5.6 million less than the commission had sought.

Total outlays would actually be less in the new fiscal year, which begins July 1. The commission this year is spending \$37,017,000, which includes money authorized—for the AT&T rate investigation and for land-mobile monitoring stations—but not spent or obligated in 1972. Total outlays for 1974 are estimated at \$36,375,000.

A breakdown of the proposed authorization for the FCC shows that the commission, with the administration's concurrence, feels the need to strengthen the Cable Television Bureau to handle the increase in duties required by the agency's growing responsibilities in connection with the new industry.

The bureau, the newest one in the commission's table of organization, would be given \$1,805,000 to do its job next year, almost \$700,000 more than was earmarked for the bureau in fiscal 1973. The increase would provide for a doubling of the bureau's present staff of 47, to about 100. (Total employment at the FCC could increase by 98 jobs to 1,899 permanent positions.)

The new staffers—who would include lawyers and economists—would be used to whittle down a backlog in cable systems' applications for certificates of compliance (there are some 1,900 applications pending); to research cable television's impact on and interaction with other communications technologies, including broadcasting and communications satellites, and to help implement the new rules requiring major-market systems to afford exclusivity protection to syndicated programming.

In addition, the bureau plans to hire what Bureau Chief Sol Schildhouse calls "media people"—individuals who are familiar with broadcast rating services and with the buying and selling of time. He says the commission now lacks expertise in that area.

As for the other bureaus, most would

receive relatively modest increases under the proposed budget. The Broadcast Bureau, which is operating on \$6,676,000 this year, would be allocated \$6,970,000, while the Common Carrier Bureau, for which \$4,580,000 was set aside in 1973, would receive \$4,867,000 next year. The Field Engineering Bureau would be cut back, from \$8,614,000 to \$8,452,000.

The budget also appears to indicate a reduction in funds for research and planning—from \$4,655,000 to \$4,566,000. However, the 1973 figure includes some substantial nonrecurring expenses, including \$600,000 for a new laboratory. As a result, the new budget actually provides for an increase in funds for research and planning, some of the new money will be used for the commission's increasing activity in regional spectrum management.

The President's budget, while a disappointment to the commission, will probably mean a reduction in the fee increases the agency proposed in December for those it regulates. The proposed fee schedule, which would result in a 30% increase in the revenues paid in for most broadcast services and a 33⅓% increase in the annual subscriber fee paid by cable-television systems, was based on a proposed appropriation of \$42.5 million, which the commission was then seeking (BROADCASTING, Dec. 18, 1972).

However, commission officials last week said there are difficulties in attempting to estimate how much of a reduction in fees might be required. They

noted that government pay raises, which became effective Jan. 7, are not reflected in either the 1973 or proposed 1974 budgets; the new pay schedules will require congressional amendments increasing the outlays for both years. In addition, some fees are phased in, and will not produce the full amount in the first year. Officials also pointed out that the commission, beginning in 1975, will be required by law to pay rent on its quarters to the General Services Administration. This would be another cost the fees would be expected to cover.

Authorized funds for another regulatory agency of interest to broadcasters—the Federal Trade Commission—would be reduced in fiscal 1974. The President is proposing an authorization of \$30,090,000, down slightly from \$30,430,000 for the preceding year, although the actual amounts expected to be spent are about the same—\$30,040,000 in the new year, \$29,445,000 in the current one. However, the budget notes that \$1.5 million will be transferred from FTC funds to the new Consumer Product Safety Commission.

And the budget reveals plans to reduce spending for "consumer protection," which involves the investigation of deceptive acts and practices, including false and misleading advertising. Funds for this activity would be reduced more than \$1 million—from \$14,865,000 to \$13,838,000. However, the budget proposes a continuation and expansion, "as warranted," of the program requiring

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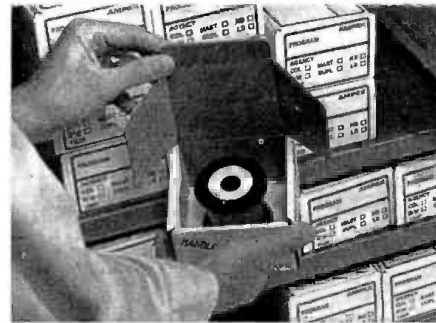
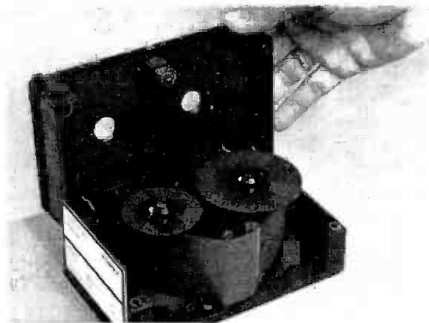
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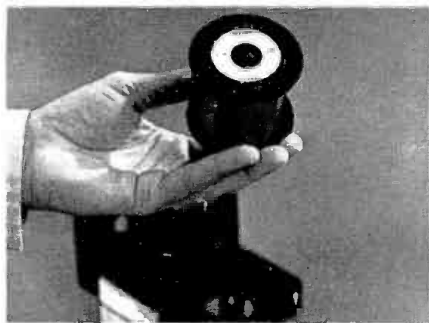
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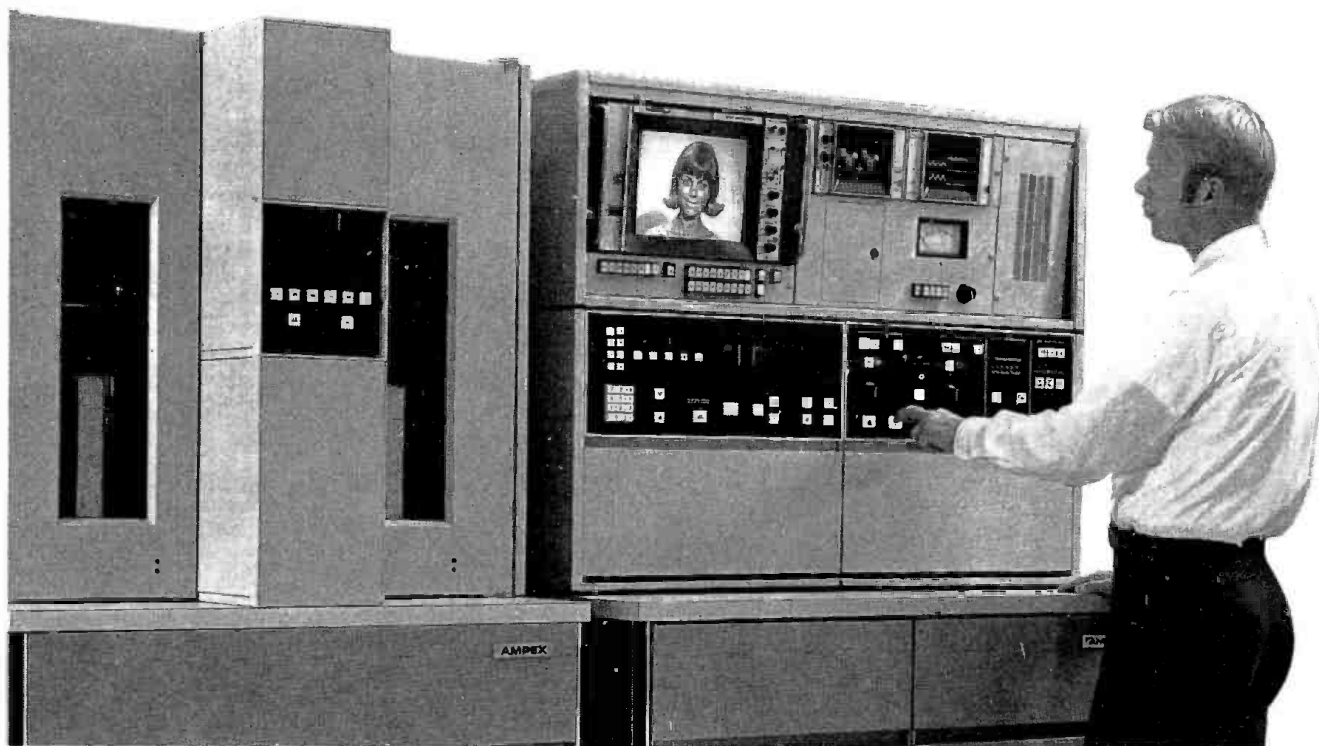
The ACR-25 is much more than a spot player

Certainly the ACR-25 solves the problems of multiple spotting. But it does it quicker and with more flexibility, selectability and automation than any other unit made. It provides continuous play of :30's, 1D's and hitchhikers—with no black air. It doesn't just do things better. It does things no other machine can do—and never will be able to without basic design changes.



The ACR-25 is a production tool unmatched anywhere

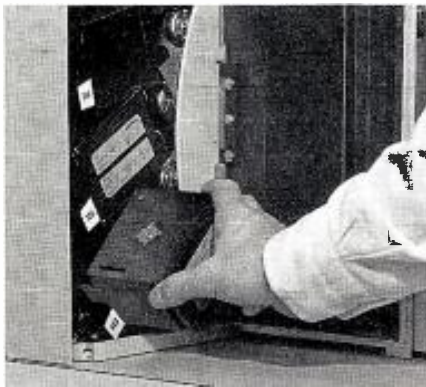
It does more than solve today's problems, it will meet new requirements years in the future. But paramount is the challenge its capabilities present to imaginative producers. They'll be able to create things quicker, simpler and better than ever before—or perhaps things they have never been able to do before. Here's why:



The ACR-25 cassette

The rugged cassette is high impact, molded plastic to take care of all the rough handling you can give it. It's absolutely unique. The following features are exclusive . . . no cartridge or other cassette has them:

There are no bearings in the cassette itself. Why subject them to accidental misalignment or damage? Precision bearings are in the ACR-25 where they belong.



The cassette holds and protects the tape, that's all. Once in the transport, it has no function. The machine's bearings support the spools and the tape is lifted away from the cassette with gentle vacuum columns.

A cassette can be reloaded by the operator in seconds. It opens with three thumb-twist screws and closes just as easily.

Spools lift out to be stored or shipped in small, spool-size boxes . . . not heavy cartridges. This relieves storage space, cuts shipping costs and eliminates expensive cartridge inventory, a substantial saving in both investment and operating costs.

Each cassette can hold up to 6 minutes of tape at 15 ips. In the interest of interchangeability, the standard spool holds 3 minutes of tape plus sufficient leader for threading up a reel-to-reel VTR.

The carrousel—random access or sequential

The ACR-25, and only the ACR-25, offers fast, shuffle-free random-access. Load and program the machine for sequential play if you like, but you also have the option of true random-access programming. Saturation spot schedules, schedule changes, and make-goods are all accomplished by simply punching up a new program. No duplicate cassettes or manual reloading of the carrousel are necessary.

For removal, any cassette can be reached, right side up with the label in reading position in one second!

The transports

There are two of them, so one segment can follow another immediately, with no black air.

A minute spot finished on one transport can be stopped, rewound, unthreaded, returned to the carrousel and the next spot loaded, threaded and cued in less time than it takes to play a :10 ID on the other transport. A full six minute cassette takes only 20 seconds!

Control

Although manual and semi-automatic control are available at any time, automatic control is standard on every ACR-25. It may even be directly controlled by an external computer with the proper interface, but the standard ACR-25 programmer is always there to back it up.

The ACR-25 can program up to 40 events, divided into as many sequences as desired—several hours worth, depending on the programming.

Think how simple that could make what is now a five VTR station break! Or an hour newscast, complete with your on-the-scene production, network dubs, sports, weather, multiple spots and cuts to the anchorman.

The ACR-25 as a recorder

Translate all the above broadcast features into recording capabilities—from multiple sources—and you can see what a versatile production tool the ACR-25 can be; for example, you can dub both A and B rolls, plus cassette or cartridge audio, onto an ACR-25 cassette, pre-set it with a button for any spot in the programming and play it—all without taking the cassette out of the machine! The possibilities for the inventive producer are almost limitless!

Segments of all sizes from all sources can be gathered quickly and simply into one smooth, continuous program to be broadcast automatically. No splicing, no winding and rewinding reels, no frantic switching and reloading of VTR's.

ACR-25, the most valuable equipment in your studio

Here is, without a doubt, the most versatile production/broadcast unit ever available—the closest thing to a complete studio you'll find.

It saves money, manpower and mistakes in so many ways. It can release as many as 3 to 5 VTR's for other duties—or retirement.

Both Management, who pays for it, and Production, who gets to work with it, will agree it's the best investment since the first VTR.

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substantiation for advertising claims made for major consumer products.

And the FTC's "economic activities," for which the budget would be increased from \$3,425,000 to \$3,671,000, would involve "major new projects" in 1974, according to the budget, including "a study of advertising, information and competition."

In another budgetary matter affecting the consumer, the President eliminated the White House Office of Consumer Affairs, transferring its functions to the Department of Health, Education and Welfare, but retained its director, Virginia Knauer, as an adviser on consumer affairs. Elimination of the office is in line with a restructuring of presidential assistance that would result in a 60% reduction in Executive Office personnel in 1974.

Another White House office of even greater interest to broadcasters—the Office of Telecommunications Policy—would get a slight increase in funds next year, but it would still be obliged to reduce personnel 20%, from 65 to 52.

The President is seeking \$3,270,000 for OTP in 1974, some \$300,000 more than was authorized for it in 1973. But in terms of money expected to be spent, the money available would be less—\$3,250,000 in fiscal 1974 as against \$3,425,000, which includes carryover money from 1972, in the current year.

For noncommercial broadcasting, President Nixon is seeking a one-year authorization of \$45 million for the Corporation for Public Broadcasting in 1974—and a reduction of \$10 million in the \$45-million authorization voted for CPB for the current year.

The requested cut would reduce the authorization voted last year to the actual amount thus far appropriated in fiscal 1973; the full appropriation has been hung up in legislation for HEW and the Labor Department, which the President has vetoed, and CPB has been operating under a continuing resolution providing funds at the 1972 level.

And the request for a one-year, \$45-million authorization for CPB for fiscal 1974 (\$5 million would have to be matched by nonfederal funds) is in line with the President's statement last year, in vetoing a two-year bill providing \$65 million for 1973 and \$90 million for 1974, indicating the administration would oppose long-term financing until "serious questions" concerning public broadcasting are resolved. At the time, the administration's concern focused on what the White House regarded as CPB's undue control over public-broadcast stations (BROADCASTING, July 3, 1972).

In another item bearing on broadcasting, the proposed budget includes \$196,737,000 for the U.S. Information Agency, some \$10 million more than was authorized in 1973. Of this, the amount being sought for broadcast services is \$48,684,000, about the same amount made available in 1973. The USIA request also includes \$16 million to move Voice of America relay stations from Okinawa, which the U.S. is transferring back to Japan.

EEOC upholds charges against WRC stations

NBC-owned outlets are said to downgrade women, blacks

The Equal Employment Opportunity Commission has found NBC's WRC-AM-FM-TV Washington guilty of discriminating against women and blacks in hiring and promotion practices.

The finding, issued last week some two years after the complaint was filed by 27 WRC employees, is believed to be the first the EEOC ever returned against a broadcaster.

It could be a factor in the FCC's consideration of WRC-TV's renewal application. Action on the application has been deferred because of petitions to deny—one by 10 Washington area women's groups who accused the station of discriminating against women in employment and in its programming. (BROADCASTING, Sept. 4, 1972).

In addition, the NBC radio and television stations were cited in two petitions each aimed at a number of outlets in Washington. One was filed by a group claiming the stations discriminated in employment on racial grounds, the other by a group of suburbanites charging the station with failure to serve their areas.

However, the Civil Rights Act provides for conciliation of disputes such as that involving NBC and the women employees, once a finding has been issued. If an agreement is reached and approved by the EEOC, that will end the matter. Otherwise, the complainants or EEOC could sue to bring the stations into compliance with the law.

In view of procedural steps yet to be taken, a commission official last week said it was too early to speculate on what the commission might do as a result of the EEOC's finding.

Still pending are complaints the WRC women filed with the FCC and with the Office of Federal Contract Compliance at the same time they filed with EEOC.

An NBC spokesman characterized the EEOC's finding as "strained and unjustified," and said the statement could not be termed a "decision." He noted that hearings were not held, and witnesses did not testify. "The EEOC conclusions have no legal effect. There must be a full hearing in court before a decision can be reached."

The EEOC supported six of the 10 charges the WRC women filed, most based on statistical evidence; but rejected four others as without merit.

It concluded that since women represent 20% of the workforce but only .05% of bargaining unit positions—correspondent, reporter, editor, and the like—"a pattern or practice of discrimination" can be inferred.

The EEOC also found reasonable cause in connection with charges that the stations discriminated against women in recruitment policies and in providing job-training opportunities, by denying women access to higher paying jobs and by refusing to allow pregnant women to use

their accrued sick leave for maternity purposes and by imposing an involuntary four-month maternity leave.

The EEOC upheld the charge that the stations discriminate against blacks because of evidence that only one black employe has a supervisory title—and that he "supervises no one and receives the lowest rate of pay of all the other supervisors."

The charges dismissed involved allegations of specific acts. One was that the stations retaliated against women employes who had participated in a women's rights committee. The others dealt with the filling of various jobs.

In his statement, the NBC spokesman said the network's record in employment "is one of local, industry and national leadership." He said that NBC employs a larger percentage of women at WRC-TV than 89% of comparable stations in the country and that the percentage of women in professional and administrative categories at the station exceeds that at 94% of comparable outlets.

He also said that WRC-TV has more black employes than any other television station in the country and that the percentage of black employes in all four top EEOC categories at the station—officials and managers, professional and administrative, technicians, and sales persons—exceeds that at 82% of comparable stations.

The spokesman added that NBC's affirmative action plan, which deals with recruitment, hiring, promotions and training for women and minorities, has been approved by the District of Columbia's Office of Human Rights, and is being implemented.

SAG members ratify commercials contract

Next it's up to AFTRA members, who must vote on network deal too

The national membership of the Screen Actors Guild, responding via a mail referendum, has overwhelmingly approved a new three-year television-commercials contract negotiated with the American Association of Advertising Agencies and the Association of National Advertisers late last year (BROADCASTING, Dec. 18, 1972). A majority of 98.6% of the total 9,429 votes cast in the guild referendum, or 9,246 votes, approved the contract, with only 132 disapproving (51 ballots were declared invalid).

The contract was negotiated jointly by SAG with the American Federation of Television and Radio Artists, which is scheduled to submit ratification to its membership on Feb. 8. AFTRA also is due, on Feb. 8, to submit for ratification, a separately negotiated contract with ABC and CBS that previously was approved by the eastern, midwestern and western sections of the federation's executive board (BROADCASTING, Jan. 22). Negotiations are continuing between AFTRA and NBC, which balked at the agreement reached with ABC and CBS. Separate talks will be held with MBS.

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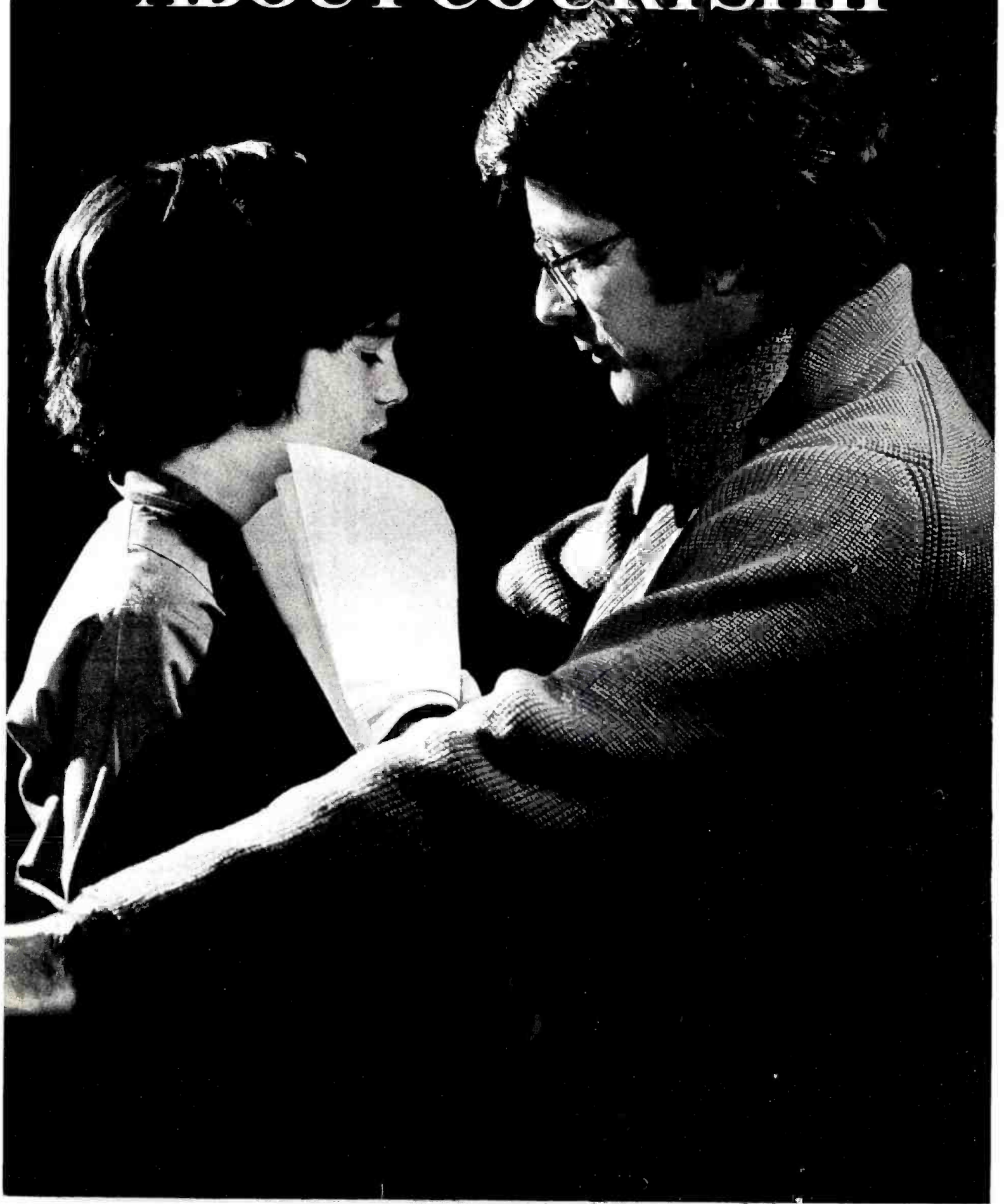
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SOME STRAIGHT FACTS ABOUT COURTSHIP



One

The Courtship of Eddie's Father continues to display the same exceptional strength with women (18-49) that it had in its three years on the ABC Television Network.

In virtually every market where it's playing, Courtship is reaching more of these key advertising targets than the show the station was programming a year ago. (In most cases, substantially more.)

Here are some representative figures Nov.'72 vs. Nov.'71:

MARKET	COURTSHIP INCREASE
Atlanta	90%
Kansas City	100%
Los Angeles	130%
Portland, Oregon	36%
Seattle—Tacoma	69%
Washington, D.C.	150%

Two

Further proof of Courtship's appeal to young women is found in the November "Q-scores," which measure how many of the people who watch a program really like it.

Among women 18-34, Courtship led all other off-network situation comedies. The leaders were:

PROGRAMS	Q SCORE
Courtship of Eddie's Father	18
I Dream of Jeannie	17
The Flintstones	16
Dick Van Dyke	13
Hogan's Heroes	12
I Love Lucy	12

Three

Courtship is a show that keeps building its audience as it goes along. Here are some examples from major markets, showing the gain in audience share in just one month, October to November 1972:

MARKET	INCREASE
New York	15%
Los Angeles	60%
Detroit	10%
Washington, D.C.	17%

Four


January figures* are available for New York where Courtship is shown on WPIX-TV. They are quite impressive.

Courtship not only leads all the independents, but actually tops one of the three networks, registering a 17 share.**

What are the straight facts about the shows on your schedule? Compare them to Courtship's. Then call your MGM-TV representative.

The Courtship of Eddie's Father

73 Half Hours in Color



MGM Television

Sources: (1) ARB November 1972; (2) TV-Q November 1972; (3) ARB November 1972; (4) NYIA January 1973. *Excluding dates of irregular competition. **Through Jan. 19th, last complete week. All figures are audience estimates subject to qualification upon request.

No service spared in Parker judgments

Now he charges noncommercial with discrimination against blacks

Public-television stations were accused last week by the Office of Communication, United Church of Christ, of having "an even worse record" than commercial TV outlets in the employment of racial minorities.

But public television is "somewhat better" in employment of women than commercial television, according to the results of the second in a two-part study of the employment practices of TV stations made by the church agency.

The first part, issued last November, concluded that commercial television has compiled a "dismal" record in the employment of racial minorities and women (BROADCASTING, Nov. 27, 1972). Both portions of the study were based on reports filed with the FCC by stations.

The Office of Communication said the public-TV analysis showed that during 1972, 44 (or 35.2%) of the 125 TV stations reporting employed no minority group members on a full-time basis. In the three upper-level job categories (officials and managers, professionals, technicians), 52 (41.6%) of public-TV licensees employed no minority group members, according to the church agency. (In the Office of Communication's analysis of commercial TV, it reported that 22% of 609 stations employed no minorities on a full-time basis.)

The Office of Communication said that discrimination against women at public-TV stations is "not as widespread but was still apparent." Its report showed that 23 (18.4%) public-TV stations had no women in the top-three job classifications and women "filled only 15% of the jobs in the three top categories."

The study also claimed that the governing boards of public-TV stations are "almost exclusively composed of white males."

The Rev. Dr. Everett C. Parker, director of the Office of Communication, said "there seems to be a direct relationship between the make-up of the boards of directors of public-television stations and the fact that these stations have such a poor record in the employment of minorities and in the elevation of women to positions of authority."

Black-hiring procedures accelerated by CPB

The Corporation for Public Broadcasting, in what it claimed was an action totally unmotivated by the United Church of Christ study, announced a program to speed the increased hiring of minority employes by public radio and television stations. Plans call for the initial hiring of a minimum of 10 and a maximum of 15 persons to work at various stations across the country, with CPB chipping in as much as half the salaries of each of these new minority employes for two years.

Dr. Gloria L. Anderson, chairman of the chemistry department of Morris

Brown College, Atlanta, and the only black member of the board of directors of CPB, will review job applicants and select those who will receive grants.

According to CPB President Henry Loomis, the objective of the new minority hiring program is to encourage the flow of new people into management or creative professional positions, as well as to provide an incentive to promote minority staff members already working at public radio or television stations.

Where was this Henry during FCC term?

A tough regulator when FCC chairman talks now of First Amendment parity and loosening of government controls

Oklahoma broadcasters attending their state association's meeting in Oklahoma City last week heard from E. William Henry, a former Democratic chairman of the FCC cut in the liberal mold of his predecessor, Newton N. Minow, and from FCC Commissioner Richard E. Wiley, an acknowledged conservative and loyal Republican. Anyone coming in late might have had trouble figuring out which one was which.

Commissioner Wiley hewed to the line he has taken before in expressing hostility, if not outright opposition, to counteradvertising and making the case for a license-renewal policy that would provide "some reasonable assurance of renewal" while at the same time insuring "continued public service."

In his turn before the broadcasters, Mr. Henry did not seem the old New Frontiersman who had struck fear into some hearts by conducting FCC hearings on local programming and in general

Radio board elections. Total of 13 members have been elected to serve new two-year terms on the 29-member radio board of directors of the National Association of Broadcasters. New to the radio board, never having served before, are: James Wesley, WIOD(AM)-WAIA(FM) Miami; George L. Brooks, KCUE-AM-FM Red Wing, Minn.; Stan Wilson, KFJZ(AM)-KWXI(FM) Fort Worth; Wally Nelskog, KIXI-AM-FM Seattle, and Bill McKibben, WEBR-AM-FM Buffalo, N.Y. Returning to the board, having served previously, are: Donald A. Thurston, WMNB-AM-FM North Adams, Mass.; Victor C. Diehm, WAZL(AM)-WVCD(FM) Hazelton, Pa. and Edward D. Allen Jr., WDOR-AM-FM Sturgeon Bay, Wis. Reelected are: Allan H. Land, WHIZ-AM-FM Zanesville, Ohio; Richard D. Dudley, WSAU(AM)-WIFC(FM) Wausau, Wis.; William D. Shaw, KSFO(AM) San Francisco; Daniel W. Kops, WAVZ(AM) New Haven, Conn., and Charles R. Dickoff, WEAQ(AM)-WIAL(FM) Eau Claire, Wis. Mr. Dudley previously served twice as chairman of the radio board. Mr. Kops currently is a candidate for that position.

hewing to the tight regulator's line. He left the FCC in 1966.

Now, he was questioning assumptions underlying fundamental questions of regulatory policy, like the basic one that the airwaves are "owned by the public," an assumption he said diverts policy makers "in mischievous ways." But the assumptions troubling him most are those supporting distinctions between the First Amendment protection given the printed press and those given broadcast journalism.

None, including those involving the "scarcity" of the spectrum and the "unique impact" of broadcasting appeared valid to Mr. Henry. And he proposed a test of "a drastically reoriented" fairness doctrine.

According to his proposal, the doctrine would apply only to ballot-box issues—to appearances by candidates that are exempt from the equal-time law (newscasts, for instance) to political editorials and discussions of political issues during political campaigns.

Nebraska delegation gets fast action

The Nebraska Broadcasters Association, with concerns over license renewal as the primary motivation, last week sent a seven-man task force to Washington to "exchange ideas" with congressional representatives among other governmental movers and shakers. The two-day trip (Jan. 31-Feb. 1) paid instantaneous dividends. The task force had breakfast on Jan. 31 with Senator Carl T. Curtis and later that same day the Republican from Nebraska introduced S. 613, a bill that would extend broadcast licenses from three to five years. "It was a complete surprise to us," said Frank Scott, general manager of KING(AM) Omaha and president of the association. "The senator made no mention of the bill at breakfast."

In addition to Senator Curtis, the busy delegation met with Clay T. Whitehead, Brian Lamb and Henry Goldberg of the Office of Telecommunications Policy; with Richard Wiley, Dean Burch, Rex Lee and Jack Torbet of the FCC; with Vincent Wasilewski, Grover Cobb, John Summers, William Carlisle and Hollis Seavey of the National Association of Broadcasters and with most of the Nebraska congressional delegation as well as with congressional staffs.

Other Nebraska broadcasters attending in addition to Mr. Scott were Frank P. Fogarty, executive vice president of the association; Kenneth James, KETV(TV) Omaha; Howard L. Stalaker, wow-TV Omaha; James Johnson, KHOL-TV Kearney; Robert Schnuelle, KGIN-TV Grand Island, and Harry C. Snyder, KHUB(AM) Fremont.

AWRT in May

"Total Communications" and "Total Programming" are the themes for the 22d annual convention of American Women in Radio and Television, to be held May 16-20 in Miami Beach, Fla. FCC Com-

missioner Charlotte Reid will be the opening speaker; NBC President Julian Goodman will keynote the convention. Over 600 registrants are expected for three days of meetings at the Americana hotel.

Hooks on 'Black Journal'

FCC commissioner blames Congress for PTV's money crisis and accuses networks of being unconcerned

FCC Commissioner Benjamin L. Hooks blames the Congress, not President Nixon, for the financing crisis that public television is facing and criticizes the broadcasting industry for being afraid of Nixon administration critics of television and radio.

These views were offered by Commissioner Hooks in a segment recorded for the *Black Journal* program presented on public television stations Jan. 30. In an interview with Tony Brown that ranged over a wide area of media subjects, the FCC's first black commissioner asserted he will continue to press for employment of more blacks in television, for the depiction of black Americans in a more realistic way on TV and for a black program on a commercial network that would be helpful for black understanding about whites and vice versa.

Mr. Hooks said he has been invited to appear on only one network TV show (NBC-TV's *Today*) since he joined the commission. He made the point that although black entertainers and athletes are exposed on TV, the black professionals (lawyers, doctors, judges) are ignored almost universally. "I accuse the networks of simply not being concerned either because they don't know or because they don't care," Commissioner Hooks declared.

The commissioner amplified these remarks in a later appearance in New York at an International Radio and Television Society luncheon Feb. 1. He said that individual stations have made more advances than networks in attention to minorities. "Local programming has drastically and dramatically improved," he said.

In a news conference following his speech, Mr. Hooks agreed that FCC would act soon on the prime-time-access rule and indicated that he would probably favor any modification that reasserted the necessity that stations devote a portion of their prime time to programming on local community problems.

Hearing on red tape set

The effect of an FCC-imposed paperwork burden on small broadcasters will be explored in Senate hearings this week. The Feb. 6 and 7 hearings by Senator Thomas J. McIntyre's (D-N.H.) Subcommittee on Government Regulation of the Select Committee on Small Business, are part of an investigation that began in 1968 into the effect of government red tape on all small businesses. Testimony will be given by the National Association of Broadcasters, Nevada Broadcasters Association President Lorraine Levine and FCC Chairman Dean Burch.

XETV questions record of its San Diego rival

Tijuana station goes back to FCC in fight to keep ABC affiliation

XETV(TV) Tijuana, Mexico, last week stepped up its battle to overturn an FCC decision that denied ABC-TV authority to renew its affiliation with the station. XETV asked the commission to request a remand of the case from the U.S. Court of Appeals in Washington, claiming that the reasoning behind the FCC's action—the greater desirability of a domestic ABC affiliation in the nearby San Diego market—has been offset by a disclosure that the San Diego station mentioned for

the affiliation presents little or no news and public-affairs programming.

XETV in its latest brief said the FCC had ruled against it on the ground that the local programming efforts of KCST(TV) (ch. 39) San Diego were superior. However, XETV said, it has learned that "there is substantial reason to believe that KCST does not broadcast any significant news or public-affairs programming, no longer maintains a news staff and, as a consequence, is not meeting the public need which it, itself, has determined to exist for local news and public-affairs programming." XETV cited a Jan. 17 article in the *San Diego Evening Tribune* stating that at present, KCST does not have a news staff. It also supplied copies of KCST's program listings which, it asserted,

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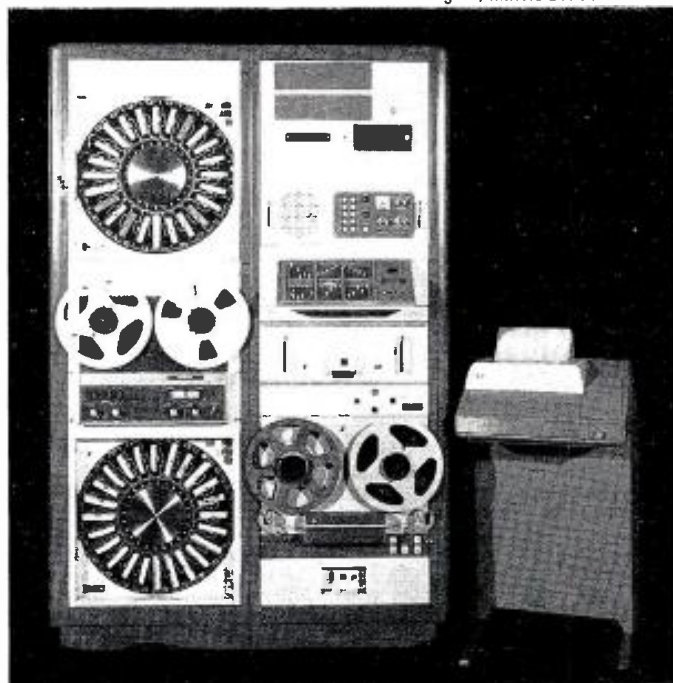
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attest to the fact that KCST's news efforts are of the "rip-and-read" headline variety. Those listings also show, it said, that KCST is not currently presenting any local public-affairs programming.

Remand of the case from the Washington court would be necessary in order for the FCC to take any action because the court, which affirmed the commission's decision last month (BROADCASTING, Jan. 8), has maintained jurisdiction over the matter. XETV had previously asked the Washington court to rehear the case. That request was denied on Jan. 24.

Park officially in Northwest

Group owner Roy H. Park's \$2.5-million purchase of KWJJ(AM) Portland, Ore., has been approved by the FCC.

The outlet, which Mr. Park's wholly owned Park Broadcasting is acquiring from Rodney Johnson, will become the 11th radio station in the firm's broadcast portfolio. Other Park properties include WNCT-AM-FM-TV Greenville, N.C.; WTVR-AM-FM-TV Richmond, Va.; WDEF-AM-FM-TV Chattanooga and WJHL-TV Johnson City, both Tennessee; WUTR-TV Utica, N.Y.; WEBC(AM) Duluth and KRSI-AM-FM St. Louis Park, both Minnesota, and WNAX(AM) Yankton, S.D.

KWJJ is full time on 1080 khz with 50 kw day and 10 kw night.

Gold medal winner. J. Leonard Reinsch, president of Cox Broadcasting, was announced last week as the recipient of the 14th gold-medal award to be presented March 15 by the International Radio and Television Society in New York at its annual anniversary banquet ("Closed Circuit," Dec. 11, 1972). The award, IRTS's highest, recognizes "achievement in or contribution to broadcasting." A former gold-medal winner, Robert W. Sarnoff, board chairman and chief executive officer, RCA, will receive a special citation voted by the IRTS board of governors recognizing his career in electronic communications and in civic life and awarded on only two other occasions, to the Apollo 11 astronauts in 1970 and to Dr. Frank Stanton, CBS vice chairman, last year.

Programing

OTP study blames network rivalry for excessive reruns

Draft claims competition has pushed program costs up sharply; no recommendation made, but there is support for unions' contentions

The Office of Telecommunications Policy's study of network reruns has led to the conclusion that reruns are a function of the "great economic power" the three networks possess, "collectively and individually."

"The result of this power, or 'three-ness,'" OTP feels, "is that there exists a cycle of rivalry behavior, which has the effect of driving down the quantity of original programming and [maintaining] high profits."

The comments are contained in a draft of a "Preliminary Analysis of the Causes and Effects of Rerun Programing and Related Issues in Prime Time Network Television." The final report, due to be released by OTP this week, is expected to follow the draft.

And while the draft does not contain any recommendations as to action, its tone regarding the networks is generally critical. After attributing the growth of reruns to network rivalry, it says: "There are some circumstances, of which this may conceivably be one example, in which rivalry among a few oligopolists may be even less desirable than outright monopoly. A similar degree of economic power is present, but it is exercised more wastefully."

The attitude could be significant in view of the inability, thus far, of the networks and OTP to reach a voluntary resolution of the rerun issue. The issue, originally of interest primarily to Hollywood's craft unions complaining of lost work, was elevated to national eminence when President Nixon, in September, directed OTP Director Clay T. Whitehead to look into the matter (BROADCASTING, Sept. 18, 1972). In that directive the President said that if a voluntary solution is not found, "we will explore what-

ever regulatory recommendations are in order."

The draft analysis, based on material supplied by the networks, the Screen Actors Guild, the FCC, the Association of Motion Picture and Television Producers, among other sources, has been circulated among unions, producers and the networks for their comments. In addition, Mr. Whitehead conferred in Hollywood two weeks ago with the producers and union representatives.

The draft substantiates the assertion made by the networks—in defense of reruns—that program costs have increased sharply. It notes that network expenditures for programing in prime time increased by 80% in the last decade.

But it also says that expenditures for original nonmovie programing dropped by 15%. And it presents a chart indicating that, in the last 10 years, network revenues far outstripped network expenditures on original programing while the number of hours devoted to such programing declined.

The use of reruns has increased over the past decade to the point where they account for a decline of 343 hours (out of 3,750 hours) each year of original programing in prime time on all three networks, and where, on NBC, for instance, the average series contains 24 new episodes—eight fewer than in the 1962-63 season.

However, the draft also indicated that theatrical films which, for the purpose of the study were not considered original programing, may also be a major factor in the decline of such programing. CBS, the only network to provide the data, said that, over the same 10-year period, theatrical films were responsible for a 39% decline of its original programing. Reruns accounted for a 38% decline and the prime time access rule, 33%.

That rule, which bars major-market affiliates from taking more than three hours of network programing during prime time was another major factor in the over-all drop in original-program production. Because of the rule, there were 319 fewer hours of new programing last year, according to the draft.

(The analysis made of the rerun problem is expected to be used by OTP in formulating its official position on the rule, which is now being reviewed by the commission. An OTP source noted that the rule was designed to deal with the same problem causing reruns—"network power as it affects program production.")

In attributing the increased use of reruns to the rivalry among the three networks, the draft points out that labor costs over which the networks had little control—wages of craft workers—did not rise inordinately. They increased about 42% from 1962 to 1971, compared to a 33% increase in the consumer price level. Furthermore, the draft says, the evidence available indicates that there has not been a substantial increase in the number of man-hours per series episode.

But, the draft adds, above-the-line costs—those involving salaries for actors, writers, producers and directors—have risen sharply, as the networks have com-

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peted for talent. It notes that above-the-line costs rose more than 4.5 times faster than Screen Actors Guild minimum scale, even though the networks presumably have greater discretion in deciding whether to increase costs in those categories. (According to the draft, NBC's *Bonanza* was costing 174% more per episode in above-the-line costs in 1971-72 than it did in 1962-63, while the below-the-line costs per episode rose 53%. The total cost per episode was up 94%.)

The draft also cites the use of movies in prime time as a sign of rivalry for audiences. If a higher-cost program delivers a larger audience, it says, a \$4-million movie will deliver a larger audience than the combined shorter episodes costing about \$400,000 that it replaces—yet the network rents the movies for two or more showings at far less than the original cost. The draft says that prime-time movies which occupied four hours of prime time weekly in 1962, now fill 12 hours.

The financial figures supplied by the networks do not indicate an ever-brightening profits picture. Profits on networking plus the income from the networks' owned stations varied from \$87 million in 1961 to \$226.1 million in 1969 to \$144.9 million in 1971. But the draft reflects skepticism about data on profits from networking alone "because of the arbitrary transfer prices to owned-and-operated stations—e.g., both costs and revenues are shared by the two operations."

The draft also indicates disagreement with the public-interest argument the networks have made in defense of reruns—that reruns offer the vast majority of viewers who miss a program the first time it is shown a second chance to see it.

The draft says that since each network averages 31% of the tuned-in homes, rerun season means that 93% of the original viewers must either watch a program they have already seen or "take their second choice." It adds that "reruns cause a majority of viewers to be less satisfied than they would be with more original episodes of the same programs."

The draft also discusses the situation that sparked the controversy over reruns—the depressed state of the film industry in Hollywood. Its conclusion is that Hollywood's fate is indeed "firmly tied to television and, in particular, to network television."

In getting there, the draft notes that below-the-line workers are working fewer hours and earning less money today than a few years ago. Average craft union incomes dropped from \$7,530 in 1969 to \$7,405 in 1971 despite an increase from \$4.92 to \$5.17 per hour. Earnings for SAG members are said to show a similar pattern; although total SAG earnings were \$114.2 million in 1971, an increase of \$16 million over 1965 (with most of the money from television, particularly commercials), 75% of SAG members earned less than \$3,500 of that money each in 1971.

The draft attributed the decrease in Hollywood employment not only to reruns but to longer programs (in 1972, 52% of prime-time hours were devoted

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to 60-minute programs, 31% to longer programs), the increase in theatrical motion pictures shown on television, and the prime-time-access rule, as well as "run-away production"—the desertion of motion-picture producers to foreign shores.

And the increasing use of movies and reruns, the draft concludes, "is most plausibly the result of network rivalry and market power. Consequently it is that market power which caused the rerun and movie-related unemployment increased movies and reruns were just the mechanism. The decline in employment from decreased original production due to the prime-time access rule is the result of regulatory action designed to deal with network power."

'Burnett' gains in rescheduling

CBS staple picks up heavy ratings after shift from Thursday to Saturday

CBS-TV's veteran *Carol Burnett Show* has emerged as the only success so far in the flurry of midseason time-slot shifts and January debuts on all three TV networks.

Since moving from Wednesday at 8 to Saturday at 10 last Dec. 16, *Carol Burnett* has been accumulating shares in the mid-30's (the latest Nielsen nationals, covering the Jan. 15-21 period, gives it a 20.9 rating and 36 share). This turnaround in *Carol Burnett's* fortunes could spell trouble for ABC's rotating series of melodramas *The Men*, which also was moved to Saturday at 10 (from its previous Thursday-at-9 time slot) but in the last few Nielsen books has been pre-empted by specials.

ABC has revamped its whole Saturday night line-up, bringing in two new situation comedies, *Here We Go Again* and *A Touch of Grace*, at 8 and 8:30 respectively and installing *The Julie Andrews Show* at 9. But if the latest Nielsen nationals are any indication, all three shows are candidates for cancellation at the end of this season. *Here We Go Again* had an 11.7 rating and a 17 share, *A Touch of Grace* had a 14.6 rating and 23 share, and *Julie Andrews* 12.7 and 20.

Another CBS show that has markedly increased its share of audience after shifting to another night is *The Sonny and Cher Comedy Hour* (from Friday at 8 to Wednesday at 8). If its ABC competition, *The Paul Lynde Show*, continues its downward trend, *Sonny and Cher* could consolidate its strong early numbers and cinch its chances for renewal in the fall. The other Wednesday-night shift is ABC's moving of the *Owen Marshall* courtroom dramas to 10, opposite CBS's highly rated private-eye series, *Cannon*. The current Niensens give *Owen Marshall* a 16.7 rating and 29 share, which is just about what it was doing when it was being shown on Thursday at 10.

Both *The Dick Van Dyke Show* and *Mannix* have improved their ratings somewhat since each show was moved up an hour on CBS's Sunday-night line-up.

The latest Niensens give Dick Van Dyke an 18.6 rating and 28 share and *Mannix* a 20.2 rating and 29 share. CBS's new Buddy Ebsen private-eye series, *Barnaby Jones*, 9:30-10:30 on Sunday, got under way a week ago yesterday (Jan. 28), and CBS-commissioned national Arbitrons show *Barnaby* with a substantial 38 share, giving it a strong first-place finish over the ABC movie, *Lawrence of Arabia*, and the "Hec Ramsey" episode of the *NBC Sunday Mystery Movie*. The Los Angeles Nielsen overnights back up the Arbitrons, whereas the New York Nielsen overnights put *Barnaby* a distant second behind *Lawrence of Arabia*.

CBS's one other time-slot shift, the long-running *Mission: Impossible* from Saturday at 10 to Friday at 8—has resulted in zero improvement, and the show is an almost certain bet for end-of-season cancellation, according to industry sources. The latest Nielsen nationals give *Mission* a 12.5 rating and 20 share.

ABC is crowing about the recent improvement in its Thursday-night ratings, which has resulted from the shifting of the offbeat western, *Kung Fu*, from its once-a-month, Saturday-night-at-8 slot to weekly duty Thursdays at 9, and the moving of the police series, *Streets of San Francisco*, from Saturday at 9 to Thursday at 10. *Kung Fu* logged an 18.2 national Nielsen rating and 26 share in its first week in the new time slot (Jan. 18), beating out the *CBS Thursday Movie* (a rerun of Alfred Hitchcock's 1958 "Vertigo") although losing to a celebrity-studded Jack Benny special on NBC (with its 32.6 rating and 47 share). *Streets of San Francisco's* first outing on Thursday was an equally impressive 18.1 national Nielsen rating and 31 share, which wasn't good enough to beat NBC's *Dean Martin Show* (21.1 rating and 36 share) but which kept the Hitchcock movie on CBS in third place.

The first Nielsen nationals on NBC's new variety hour, *The Bobby Darin Show* (which was the summer replacement for *Dean Martin*), on Friday at 10 are not encouraging. With a 12.6 rating and 22 share, Darin finished a dismal third behind ABC's long-running comedy show

Love American Style and the rerun of a 1956 Alfred Hitchcock movie, "The Man Who Knew Too Much" on CBS.

Tuesday Night at the Movies, from 8 to 10, NBC's replacement show for the canceled *Bonanza* and *The Bold Ones* premiered last week (Jan. 30) with a made-for-TV movie "Baffled." Both the New York and Los Angeles Nielsen overnights showed it in third place. NBC has one other new series—*Escape*, a Jack Webb production—slated as the midseason substitute for the ousted *Night Gallery* on Sundays, 10-10:30, but the show hasn't made its debut yet because the network has been running expanded two-hour versions of its 90-minute *Sunday Mystery Movie*.

The season-to-date Nielsen averages show NBC and CBS in a tie or virtual tie for first place, with CBS logging 19.7 rating and NBC either a 19.7 or a 19.6 depending on whose calculations are used.

Feb. 6-7 session with CPB to be key to PTV's future

Schenkkan-Breitenfield report says all-out effort to negotiate compromise will be sought

The nation's public-television station managers last week were given a 20-minute "bare-bones" account in a closed-circuit telecast of what is being planned for their survival from a virtual takeover by the Corporation for Public Broadcasting. Robert F. Schenkan, board chairman of the Public Broadcasting Service, and Dr. Frederick Breitenfield Jr., vice chairman of the Educational Television Stations board, said that a governing council group consisting of eight public-TV representatives will meet with the CPB board in Washington Feb. 6 and 7, followed by a special meeting of the joint membership of PBS and the Educational Television Stations Division of the National Association of Educational Broadcasters to be held in Chicago, Feb. 15. The governing council group will include two public members of the PBS board and one public member of the NAEB board.

The closed-circuit announcements, coming in the wake of three days of PBS and ETS deliberations in San Diego (BROADCASTING, Jan. 29), went into little detail in the interest of avoiding prejudicial statements and by so doing jeopardizing the PBS-ETS case with CPB. Yet the public-broadcasting system in the country was said to be at "a crisis point" and it seemed implicit in the Schenkan-Breitenfield report to the station managers that the Feb. 6-7 meeting is to be a last-ditch effort to exhaust all conventional means of negotiating a compromise with CPB in its announced plan to take over jurisdiction in programming from PBS (BROADCASTING, Jan. 15). It also seemed evident from the closed-circuit report that the special Feb. 15 meeting of their membership, called by the boards of PBS and



The Carol Burnett Show



What to do. Robert F. Schenkkan (l) chairman of the Public Broadcasting Service, and Frederick Breitenfeld Jr., vice chairman of the Educational Television Stations division of the National Association of Educational Broadcasters, deliver a closed-circuit report to public television station managers on future action to be taken by licensees in response to the Corporation for Public Broadcasting's plan to assume control of PTV's national program service.

ETS, is likely to be the key session—the one where the ultimate decision of whether to dissolve PBS or test alternative ways to continue operation (meaning alternatives to government funding) will be determined.

With the crucial nature of the Chicago meeting in mind, Mr. Schenkkan asked station managers for what amounts to proxies, written statements of endorsement, to be presented to the CPB board at the Feb. 6-7 meetings. Essentially, what

the representatives of public-television licensees are being asked to endorse is the concept that not only the ultimate responsibility for national program priorities rests with both the CPB board and stations but so, too, does the ultimate responsibility for the operation of a public national interconnection.

More specifically, the ETS board, in the San Diego meetings, adopted a resolution that, while assuring cooperation to the CPB staff toward uninterrupted public broadcasting service, still affirmed that "proper control of national public-television decisions must be exercised by those in local communities—the licensees themselves and their publics." The resolution also declares that "whatever action is necessary" will be taken to achieve local control of national public-television decisions.

Charged with convincing the CPB board that there must be a resolving of the fundamental differences that exist between stations and CPB is Ralph D. Rogers, chairman, KERA-TV Dallas, who heads the chairmen group of the governing boards of public television licensees. Mr. Rogers will lead what is now the committee of eight that will meet with the CPB board on Feb. 6-7. This committee will take with it the knowledge—revealed by Mr. Schenkkan in his closed-circuit report—that in response to a PBS questionnaire 73 public-television stations have indicated that they are in favor of exploring alternative means of funding, while one station was against taking such a course and 10 other stations, among the total 84 polled, fell in neither category.

The San Diego meetings (Jan. 24-26) included separate confrontations between the PBS directors and Thomas Curtis, board chairman of CPB, and PBS and Henry Loomis, the CPB president. "In each instance," notes PBS, "there was a useful exchange of views and information between the CPB leadership and the PBS board members."

The Schenkkan-Breitenfeld report to station managers was taped on Jan. 26 at KPBS-TV San Diego, immediately after a joint meeting of the PBS board and the ETS board. It was presented as a closed-circuit telecast on Jan. 29.

'Adam-12' being sold for '75 syndication

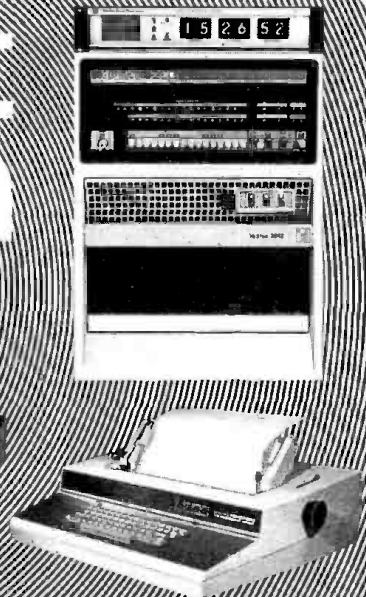
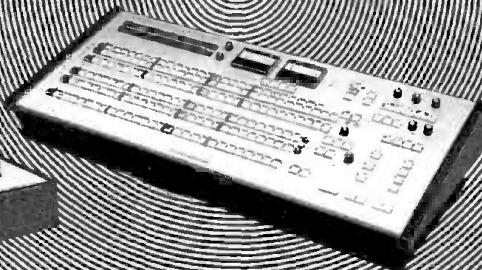
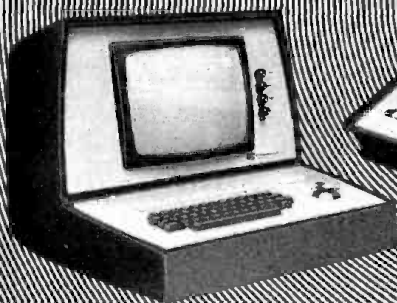
MCA TV hopes it can score again with long-range approach that has chalked up \$30 million for 'Ironside'

Continuing the technique it applied to *Ironside*, MCA TV announced last week it has placed *Adam-12* into syndication for presentation in the fall season of 1975.

Keith Godfrey, vice president and director of sales, said MCA TV already has lined up 43 stations to carry *Adam-12* in 1975 and is aiming to complete sales in 175 markets by the target date.

He noted that *Ironside* was offered for station sale during the National Association of Broadcasters convention in 1972 and said it has been sold in 117 markets to date. MCA TV reportedly has

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grossed more than \$30 million thus far on *Ironsides* sales, a record amount by far in syndication, and expects to increase the figure by a substantial margin by the time it begins on stations in the fall of 1974.

A spokesman said MCA TV expects to have about 175 half-hour episodes of *Adam-12* available by fall 1975. The series has been on NBC-TV since 1968.

"Our estimates are that there is and there will continue to be a shortage of major off-network series on tap for stations," Mr. Godfrey said. "That is why we went this route initially with *Ironsides* and now with *Adam-12*. Some stations are talking of scheduling these series back to back."

MCA TV last week also placed into syndication 96 half-hours of *Night Gallery* and 100 half-hour segments of *The Bold Ones*, both off NBC-TV, for a start on stations next fall.

NATPE expects turnout in New Orleans to be big

Five-day agenda to examine key programming topics; Van Deerlin, Sheen to speak

Approximately 700 station and syndication executives are expected to attend the 10th annual conference of The National Association of Television Program Executives in New Orleans Feb. 12-16.

This record number of conference participants compares with about 500 executives at last year's meeting in San Fran-

cisco. And considered especially significant is the attendance of a larger number of general manager of stations and of TV-program syndicators. The 1972 conference attracted 38 distributors, and advance registration indicates that at least 55 program purveyors will journey to New Orleans.

The conference committee has arranged six seminars and workshops covering such issues as women in television, the prime-time access rule, campaign and election coverage, an examination of television criticism, minorities and programming, and the talk show.

Among the featured speakers will be Archbishop Fulton J. Sheen, Representative Lionel Van Deerlin (D-Calif.) and Mayor Moon Landrieu of New Orleans.

Seminar panelists include FCC Commissioner Benjamin Hooks, producers David Susskind and Roger Ailes and personalities Hugh Downs, Dr. Joyce Brothers and Phil Donahue.

Program Briefs

New from Allied. Allied Artists Television, New York, has placed into syndication new series, *The Unknown*, which covers areas of psychic happenings, ESP, reincarnation and faith healing. Regis Philbin is host, interviewing authorities in world of occult.

Fremantle's latest. Fremantle International Inc., New York, which has introduced *Galloping Gourmet* and *Black Beauty* to U.S. TV audiences, has an-

nounced it is developing series of four half-hour TV shows for worldwide distribution. Paul Talbot, Fremantle president, said series will be co-produced in Europe and Canada and will include children's program, documentary show stressing nostalgia, occult and science-fiction presentation. He also said *Black Beauty* is being presented in prime-access time in 37 of 40 markets where it has been placed on behalf of Johnson & Johnson.

Distribution change. Children's television series, *The New Zoo Revue*, going into second season of 50 episodes, will be distributed by Trans-American Video Inc., independent supplier of mobile color video-tape facilities. Program is produced by FunCo Corp., Hollywood, in affiliation with Trans-American Video. In addition, Trans-American Video is retained to handle all facilities on program.

In new location. UCC Films Inc., New York, TV distributor of feature films, has moved to new headquarters: 888 Seventh Avenue, New York 10019. (212) 582-7232.

Sports offerings. North American Cable, in conjunction with John Jay, official U.S. Winter Olympics photographer, is producing *John Jay's World of Skiing*, 13 half-hour segments that will be available this month. NAC is also videotaping in color University of Michigan basketball, hockey and gymnastic events for delayed distribution. Box 522, Ann Arbor, Mich. 48107. (313) 769-0546.

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Broadcast council proposed as shield for First Amendment rights of radio-TV

However, Taft's Rogers opposes idea at Santa Barbara seminar; Salant says Communications Act should be revamped to keep rein on FCC

Suggestions for moves to save broadcasting from losing its First Amendment rights came from a number of panelists attending a seminar last week at The Center For The Study of Democratic Institutions at Santa Barbara, Calif.

The two-day meeting on broadcasting and the First Amendment was attended principally by academicians, but there was a good showing of broadcasters there.

No conclusions were reached but a consensus was apparent: Form a broadcast council to handle complaints. And make sure it is composed of laymen as well as broadcasters.

Many of those pressing this view had been members of the task force of the Twentieth Century Fund that proposed just such a move last year. In fact, the center's chairman, Dr. Robert Maynard Hutchins, former University of Chicago president and one-time Yale Law School

dean, himself had chaired a commission on a free and responsible press in 1946 which had made a similar proposal. The press council idea had failed to get off the ground then because of virtually unanimous rejection by the press. Dr. Hutchins participated in last week's seminar.

The only opposition voiced to the broadcast-council idea was by Lawrence H. Rogers II, president of Taft Broadcasting Co. Mr. Rogers objected mainly because it would dilute the responsibility of licensees for what goes out over their facilities and also because of a potential for mischief—the FCC, in license-renewal cases, might consider any adverse ruling against a station. He noted that several years ago the FCC had attempted to adopt as a regulation the commercial time standards in the code of the National Association of Broadcasters.

The only way he would consider agreeing to the council idea, he said, was if there were a quid-pro-quo for broadcasters, "like licenses in perpetuity."

Mr. Rogers was much more emphatic about another suggestion: that broadcasters donate a segment of the broadcast day (20% was mentioned) as public-access time.

This was proposed by Rick J. Carlson, a research lawyer associated with the Institute for Interdisciplinary Studies in Minneapolis. "Not on your life," Mr. Rogers retorted, noting that this would still put the licensee in the middle of umpiring such use, as well as saddling

him with additional legal obligations.

Richard Salant, president of CBS News, who was a member of the Twentieth Century Fund's task force, suggested that the Communications Act be amended to prohibit the FCC from considering the content of news broadcasts when it studies license renewals. He also emphasized that he had never been approached except once by a White House figure; that single instance was an invitation to lunch by John Ehrlichman, one of President Nixon's assistants, who had suggested that Dan Rather, CBS White House correspondent be replaced. That, Mr. Salant said, only meant that Dan Rather could have that job as long as he wished.

Mr. Salant's reference to the Nixon administration's antipathy to TV networks, as well as to some newspapers, was in response to several expressions of alarm at this trend, including the administration's evident aim to de-emphasize public broadcasting public-affairs programming.

Mr. Salant also discussed ideas he had put forward previously, including proposals he had made a year or more ago that the Communications Act be amended to include a broadcasters' "Bill of Rights."

At one point during the discussions, Paul A. Porter, Washington lawyer and a former FCC chairman, stressed that the administration's license-renewal bill changes nothing in the present situation except to give broadcasters a longer li-



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cense term (five years). Lloyd Cutler, also a Washington lawyer who numbers CBS among his other clients, warned that the speech by Clay T. Whitehead, director of Office of Telecommunications Policy, in Indianapolis last December, was threatening in its implications, but that the license-renewal bill indeed is not bad.

Opposition to the broadcast-council idea was termed "institutional paranoia" by Harry Ashmore, president of the center. Mr. Ashmore is a former editor-in-chief of the Encyclopedia Britannica and a Pulitzer prize-winning journalist. Lord Ritchie-Calder, a noted science writer, presented the history of the British Press Council and explained how early opposition, including his own, finally changed to support.

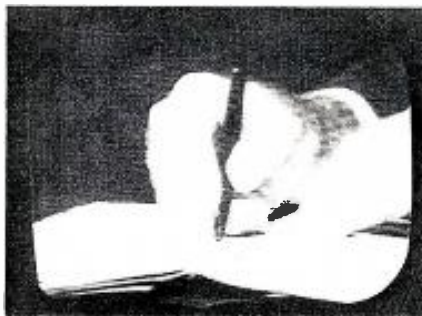
A number of participants strongly urged broadcasters along this road, stressing the need for public support in order to overcome government, as well as public, antipathy to broadcasting.

Among others of the 35 participants were Eric Sevareid, CBS commentator, who at one point complained that he was the only working newsman there; Newton Minow, Chicago lawyer and former FCC chairman, who also was a member of the Twentieth Century Fund's task force; Reuven Frank, former president of NBC News; Thomas H. Wolf, ABC News vice president for TV documentaries, and retired California Supreme Court Chief Justice Roger Traynor, who is chairman of the Twentieth Century Fund group that is forming a broadcast council.

Capping a wild week

The three television networks devoted six hours and 12 minutes to special coverage of the Vietnam cease-fire agreements and related reports on Jan. 27, winding up one of their busiest news weeks in recent memory (BROADCASTING, Jan. 29).

With the first of two agreements to be signed in the Paris ceremonies scheduled at about 4:30 a.m. EST, the networks elected to cover only the second one live, incorporating in that coverage taped segments of the first signing. ABC-TV was on 9:30-10:30 a.m., CBS-TV 9:30-10:12 and NBC-TV 9-10:30. All three sched-



CBS News photo

uled specials on Vietnam and peace that evening: ABC at 10-11 p.m., bringing its special coverage for the day to two hours; CBS at 7-7:30, making its total one hour and 12 minutes, and NBC at 7-8:30, lifting its day's total to three hours.

Radio networks meanwhile covered not only the second signing live but also the first, and in addition scheduled follow-ups, reaction pieces and other special coverage throughout the day and evening.

Macy: Let's get administration off journalism's back

Former CPB president sharply criticizes 'architectural firm of Agnew, Buchanan and Whitehead'

Public television has been thwarted in its efforts to establish "freedom of expression, with balance and responsibility," but should seek financing outside of the government to continue its pursuit of that journalistic goal, John W. Macy Jr., former president of the Corporation for Public Broadcasting, said last week.

In a speech sharply critical of the Nixon administration's role, he said both commercial and noncommercial "video journalism"—his preferred term for what others call "public-affairs" coverage—has been "inhibited by commercial imperatives or by ambiguous threats from public officials."

Commercial networks, he said, continue to spend large sums on news but tend to provide only "cryptic and fleet-

ing" commentary and "less frequent and less daring" investigative reports, and get commercially unattractive ratings on those they do undertake.

Public TV's role, Mr. Macy said, "is only different in an important way: Its existing level of journalistic programing is dependent upon federal funds. That dependency with the accompanying restrictions, I regretfully conclude, is too high a price for the American people to pay."

But, he continued, the cause should not be abandoned. "Those who believe in the potential of video journalism to serve the citizen must seek new or expanded sources, outside of government, to advance the cause."

Mr. Macy, CPB's first president, who resigned last summer in disagreement with administration policies on public broadcasting (BROADCASTING, Aug. 14, 1972), was principal speaker at the presentation of the fourth annual Alfred I. du Pont-Columbia University awards in broadcast journalism (BROADCASTING, Jan. 22), held Tuesday night (Jan. 30) on the Columbia campus in New York.

Mr. Macy in his speech took sharp issue with the administration's position that public television should not use federal funds for public-affairs programing. "Public broadcasting," he said, "would fail in its public mission if it turned its cameras away from the stormy landscape of national controversy over vital issues."

He described the creation of the Public Broadcasting Service by CPB and the stations as part of "a delicate balance of responsibilities" in which CPB would serve as a "heat shield" against "political fire" set off by programing. And he said Clay T. Whitehead, director of the White House Office of Telecommunications Policy, "misrepresented" the relationships among the various elements in his October 1971 speech condemning the growth of national noncommercial programing as excessive centralization.

"The principal cause of this attack centered in the journalism undertaking that displeased executive leadership," Mr. Macy said. "Well aware of the potency of television, that leadership was unwilling to accept free video journalism supported by federal funds."

When President Nixon subsequently vetoed a two-year CPB funding bill, he did so "with a message which was a delayed rerun of the Whitehead attack nine months earlier," Mr. Macy asserted.

Of more recent events, he said: "Under the impact of the veto and the new Nixon appointees, the CPB board has recently questioned much of the journalistic program schedule previously supported and has withdrawn from PBS its programing responsibility on behalf of the stations. Personalities who have probed vigorously or offered unfavorable assessments of administration actions will not receive continued funding. Commentaries following presidential statements are to be eliminated. There is even serious questioning of the necessity for the interconnection without which topical journalism would be frustrated."

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Behind that FCC vote on cable crossownership

FCC Chairman Dean Burch came within one vote—Commissioner Benjamin L. Hooks's—of losing on the policy the commission was to adopt concerning crossownership of television stations and cable television systems in the same markets.

The commission, by a 4-to-3 vote three weeks ago, denied petitions for reconsideration of the rule requiring a breakup of such co-located properties, but invited affected licensees to seek waivers of the rule, and moved the divestiture deadline back two years, to Aug. 10, 1975 (BROADCASTING, Jan. 22). That was the policy favored by Chairman Burch.

Last week, the concurring and dissenting statements were issued. And they showed that two of those who voted with the chairman—Commissioners Charlotte Reid and Richard E. Wiley—would have preferred grandfathering existing crossownerships. Commissioner Robert E. Lee, who dissented, did so because he also favored grandfathering.

Commissioner Hooks, who also dissented, made it clear he did not favor the rule: he indicated he would have voted against it if he had been a member when it was adopted, in 1970. However, he opposed both a waiver policy and grandfathering of existing situations. Both, he feels, are unfair to those who divested in the belief the rule would be implemented; he also feels that if a majority of the commission supported the rule, it should be given a chance to operate.

Both Mrs. Reid and Commissioner Wiley said they voted with the chairman only because they could not muster four votes for grandfathering.

The third dissenter was Commissioner Nicholas Johnson. He said he supports the crossownership ban as it stands, and opposed encouraging waivers.

NCTA's negative stance on city-owned CATV's

The National Cable Television Association last week, in a filing with the FCC, came out in strong opposition to the concept of municipal ownership of cable-television systems.

In a statement in response to a petition for special relief to the FCC, originally filed by Consolidated TV Cable Service Inc., Frankfort, Ky., NCTA cites what it considers to be the dangers of municipal ownership, particularly the potential for abuse of governmental power. NCTA emphasizes that such a potential "is particularly disturbing when it involves a medium of mass communications."

NCTA's statement stems from the Dec. 29, 1972, request filed with the FCC by Consolidated TV Cable, a private operator, asking to be put on equal competitive footing with Community Service Inc., a

municipally owned cable system also serving Frankfort. NCTA claims that certain injustices have taken place that have put the private cable operator in imminent danger of losing its system. "Unless the commission acts, or the city government of Frankfort has a sudden change of heart, Frankfort will soon have only one CATV system, one that is owned by the city," NCTA said, while noting that because the city has no TV station, the cable TV system is the only local outlet for video access.

"What would be the attitude if the city owned the only newspaper in town, or the only radio station, or the only television station?" NCTA asked in its FCC filing. "It seems particularly important to us that any medium of mass communications should not fall into the hands of government," the statement concluded. "The potential for abuse is self-evident."

TVC starts up pay cable

Feature films for a fee will begin this week on four of firm's systems

Television Communications Corp., New York, will begin pay cable-TV test operations on Thursday (Feb. 3) with delivery of feature films to TVC systems in Olean, N.Y.; Pottsville and Clearfield, both Pennsylvania, and Reston, Va.

Warner Communications Inc., parent of TVC, said last week the "Star Channel" service will supply cable subscribers in these communities with eight films per month for a monthly charge ranging from \$5 to \$6 (in addition to the regular monthly fee). Two films will be shown each week.

All features will be made available after initial theatrical exhibition. WCI said films have been obtained from major studios and initial offerings include "The French Connection," "Nicholas and Alexandra," "Sunday, Bloody Sunday," "Last of the Red Hot Lovers," "Klute," "The Candidate," "Summer of '42," "What's Up Doc?," "Silent Running," and "The Cowboy."

WCI Chairman Steven J. Ross said that about 25% of the solicited homes had subscribed to the service in three weeks of selling. The four systems have a total of about 27,000 subscribers.

Another WCI subsidiary, Goldmark Communications Corp., Stamford, Conn., has developed a completely automatic cable-TV program origination system which will be used in the pay tests (BROADCASTING, Jan. 29).

Theme for Anaheim. The National Cable Television Association, apparently disregarding the drug-culture connotation of the term, has chosen "Cable—The American Connection" as the theme for its 22d annual convention. Logic behind NCTA's selection: Aim of the convention is to provide an open forum for those interested in cable and how it will affect their future. The convention is scheduled for June 17-20 at the Anaheim Convention Center, Anaheim, Calif.

Moss for all-radio receivers

Senator Frank Moss (D-Utah) last week introduced legislation to require all radio sets, except those retailing for less than \$15, to be capable of receiving both AM and FM broadcasts.

In introducing the bill (S. 585) last Monday (Jan. 29), Senator Moss noted that it "would not only provide greater programming service . . . but it would also have the effect of improving the programming content of all radio broadcasting due to increased competition between stations."

Senator Moss, who introduced identical legislation in the 91st and 92d Congresses, also pointed out that the all-channel radio bill is necessary to "insure a significant expansion of the number of listeners able to receive and benefit from public radio programming."

Mass production of AM-FM sets, he added, "would inevitably bring significantly lower costs per unit."

Technical Briefs

New video titler. Datavision Inc., Rockville, Md., has available video titler and message generator for use with live video or video-tape presentation. Titler, model D-1032, generates characters one and a half-inches high on standard 23-inch mon-

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January 5, 1973

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itor and operates with all half-inch and one-inch video-tape recorders to allow for addition of titles to new or existing tapes. Features of model D-1032 include push-button-operated automatic title insert, two-page memory, instant keyboard entry, single or multiline presentation capability and picture/title mixer. Unit sells for under \$2,000.

Automated product. Techno Products Co., North Hollywood, has introduced automated video programmers specifically for cable-TV operators as well as for master antenna, motel and hotel applications. AVP-1000, as new unit is designated, uses three-quarter inch video-cassette players and permits programming of as much as 15 hours of video material. Preset, so-called "instantaneous call-up" feature, allows programs and commercials to be stored and then transitioned from one machine to another without detection.

Navy gear. By June, 30 ships of U.S. Navy will be outfitted with Shipboard Information, Training and Entertainment (SITE), closed-circuit color systems costing \$55,000 each. Cable systems will be affiliated with American Forces Radio and Television Service and receive 55 hours of network programs weekly plus other services from shipboard studios. First installation was completed Jan. 23 aboard guided missile destroyer U.S.S. Josephus Daniels at Norfolk, Va. SITE will not be installed on aircraft carriers and other large ships that already have adequate closed-circuit systems.



Done. A two-year contract under which Ampex Corp. may provide up to \$3.5 million in equipment to ABC was signed last week by Julius Barnathan (l), ABC vice president in charge of broadcast operations and engineering, and Arthur Hausman, Ampex president. The contract covers AVR-1 third-generation color video-tape recorders and ACR-25 cassette-video systems. Three of the recorders have been delivered to ABC-TV in Hollywood. The first three ACR-25 video systems are scheduled for delivery in April, two to ABC in Hollywood and one to ABC-owned KGO-TV San Francisco. Ampex said the contract had a "potential value" of \$3.5 million but declined to say how many additional units might be involved. Base price of the AVR-1 recorder was reported to be between \$110,000 and \$117,000 but could be much higher depending on optional elements ordered. Base price of the ACR-25 was said to range between \$128,500 and \$163,000.

The Broadcasting Playlist

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

• Bullet indicates upward movement of 10 or more chart positions over previous week.

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	You're So Vain (4:07) Carly Simon—Elektra	1	1	1	1
2	2	Crocodile Rock (3:56) Elton John—MCA	2	2	2	2
3	3	Superstition (3:57) Stevie Wonder—Tamla	3	3	3	3
4	4	Your Mama Don't Dance (2:47) Loggins and Messina—Columbia	4	4	5	4
6	5	Oh Babe, What Would You Say? (3:22) Hurricane Smith—Capitol	6	5	4	6
5	6	Why Can't We Live Together? (3:11) Timmy Thomas—Glades	5	7	7	8
8	7	Could It Be I'm Falling in Love (4:13) Spinners—Atlantic	8	6	9	5
14	8	Don't Expect Me To Be Your Friend (3:38) Lobo—Big Tree	7	8	6	7
12	9	Trouble Man (3:50) Marvin Gaye—Motown	9	9	10	10
16	10	Rocky Mountain High (4:39) John Denver—RCA	11	11	8	9
15	11	Dancing in the Moonlight (2:57) King Harvest—Perception	10	14	14	15
17	12	Love Train (2:59) O'Jays—Philadelphia Intl.	13	10	16	14
9	13	Me & Mrs. Jones (4:34) Billy Paul—Philadelphia Intl.	14	12	13	16
13	14	Do It Again (4:03) Steely Dan—ABC	15	13	15	11
18	15	The World Is a Ghetto (3:59) War—United Artists	16	15	11	13
10	16	Clair (3:00) Gilbert O'Sullivan—NAM	12	16	12	20
19	17	Hi Hi Hi (3:10) Paul McCartney & Wings—Apple	22	19	17	12
11	18	Super Fly (3:03) Curtis Mayfield—Curtom	17	18	18	17
25	19	Last Song (3:15) Edward Bear—Capitol	20	17	21	19
20	20	Jambalaya (3:06) Blue Ridge Rangers—Fantasy	18	21	20	18
7	21	Rockin' Pneumonia (3:16) Johnny Rivers—United Artists	19	24	22	23
26	22	Funny Face (2:42) Donna Fargo—Dot	21	20	24	24
21	23	Do You Wanna Dance? (2:44) Bette Midler—Atlantic	24	23	19	21
38	• 24	Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	23	25	23	25
24	25	Daddy's Home (2:59) Jermaine Jackson—Motown	29	22	25	22
22	26	Don't Let Me Be Lonely (2:31) James Taylor—Warner Brothers	26	26	28	26
39	• 27	Dueling Banjos (2:10) "Deliverance" soundtrack—Warner Brothers	28	27	26	28
29	28	Living in the Past (3:13) Jethro Tull—Chrysalis	32	30	27	27
30	29	It Never Rains in Southern California (2:53) Albert Hammond—Mums	27	34	29	32
31	30	I Am Woman (3:03) Helen Reddy—Capitol	25	36	32	33
23	31	Separate Ways (2:36) Elvis Presley—RCA	31	28	30	38

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
51	• 32	Papa Was a Rollin' Stone (4:00) Temptations—Motown	30	33	33	29
28	33	Love Jones (3:19) Brighter Side of Darkness—20th Century	33	32	35	29
34	34	Smoke Gets In Your Eyes (3:15) Blue Haze—A&M	35	29	36	37
33	35	Dreidel (3:45) Don McLean—United Artists	39	31	31	31
32	36	You Turn Me On, I'm a Radio (2:40) Joni Mitchell—Asylum	38	37	34	34
37	37	Pieces of April (4:00) Three Dog Night—Dunhill	37	35	38	35
74	• 38	You Ought To Be With Me (3:09) Al Green—London	34	39	37	40
35	39	I Wanna Be With You (2:53) Raspberries—Capitol	40	38	39	39
27	40	Keeper of the Castle (2:44) Four Tops—Dunhill	36	41	41	42
40	41	Cover of Rolling Stone (2:53) Dr. Hook—Columbia	41	43	40	36
50	42	Hummingbird (3:30) Seals & Crofts—Warner Brothers	43	42	42	44
73	• 43	Also Sprach Zarathustra (5:06) Deodato—CTI	44	40	45	41
42	44	Jesus Is Just Alright (3:50) Doobie Brothers—Warner Brothers	42	44	46	43
41	45	Peaceful Easy Feeling (4:15) Eagles—Asylum	51	46	43	45
43	46	Harry Hippie (3:50) Bobbie Womack & Peace—United Artists	46	48	44	47
46	47	Big City Miss Ruth Ann (2:34) Gallery—Sussex	48	45	47	48
56	48	Aubrey (3:38) Bread—Elektra	45	47	50	51
—	• 49	If You Don't Know Me by Now (3:16) Harold Melvin & the Blue Notes—Philadelphia Intl.	47	53	53	50
57	50	Neither One of Us (4:15) Gladys Knight & the Pips—Soul	50	50	49	52
61	• 51	Don't Cross the River (2:22) America—Warner Brothers	52	49	56	49
53	52	Control of Me (3:28) Les Emmerson—Lion	49	55	48	54
47	53	Danny's Song (3:06) Anne Murray—Capitol	55	52	51	55
45	54	I'm Never Gonna Be Alone Anymore (2:37) Cornelius Brothers & Sister Rose—United Artists	53	51	55	56
64	55	I'm Just a Singer (4:16) Moody Blues—Threshold	56	57	52	53
44	56	Daytime Nighttime (3:07) Keith Hampshire—A&M	54	54	57	57
66	57	Space Oddity (5:05) David Bowie—RCA	63	59	54	46
58	58	Little Willy (3:13) The Sweet—Bell	57	66	58	60
69	• 59	Good Morning Heartache (2:20) Diana Ross—Motown	62	58	60	63
—	• 60	Love Is What You Make It (2:50) Grass Roots—Dunhill	58	68	61	66
52	61	Reelin' & Rockin' (4:16) Chuck Berry—Chess	66	*	59	58
60	62	Dead Skunk (3:08) Loudon Wainwright III—Columbia	64	66	62	59
—	• 63	One Less Set of Footsteps (2:46) Jim Croce—Dunhill	59	67	63	68
54	64	Walk on Water (4:42) Neil Diamond—UNI	60	63	66	64
—	• 65	The Night the Lights Went Out in Georgia (3:36) Vicki Lawrence—Bell	68	62	71	69
49	66	Looking Through the Eyes of Love (3:03) Partridge Family—Bell	69	60	68	72
—	67	Boogie Woogie Man (2:18) Paul Davis—Bang	65	71	69	65

Continued on page 52

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Over-all rank	Last week	This week	Title (length) Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
—	68	68	Kissing My Love (3:50) Bill Withers—Sussex	72	64	72	67
—	69	69	Something's Wrong With Me (3:04) Austin Roberts—Chelsea	60	*	65	*
59	70	70	Lucky Man (4:36) Emerson-Lake-Palmer—Cotillion	73	69	74	61
72	71	71	Love Music (3:42) Raiders—Columbia	*	78	64	62
68	72	72	Rosalie (3:16) Sam Neely—Capitol	71	72	70	73
—	73	73	Give Me Your Love (2:59) Barbara Mason—Buddah	*	61	73	74
—	74	74	Boo, Boo, Don't 'Cha Be Blue (3:32) Austin Roberts—Chelsea	70	*	*	*
—	75	75	Keep On Singing (3:40) Tommy James—Roulette	67	*	67	*

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

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

Also Sprach Zarathustra (43), Aubrey (48), Big City Miss Ruth Ann (47), Boogie Woogie Man (67), Boo, Boo, Don't 'Cha Be Blue (74), Clair (16), Control of Me (52), Could It Be I'm Falling in Love (7), Cover of Rolling Stone (41), Crocodile Rock (2), Daddy's Home (25), Dancing in the Moonlight (11), Danny's Song (53), Daytime Nighttime (56), Dead Skunk (62), Do It Again (14), Do You Wanna Dance? (23), Don't Cross the River (51), Don't Expect Me To Be Your Friend (8), Don't Let Me Be Lonely (26), Dreidel (35), Dueling Banjos (27), Funny Face (22), Give Me Your Love (73), Good Morning Heartache (59), Harry Hipple (46), Hi Hi Hi (17), Hummingbird (42), I Am Woman (30), I Wanna Be With You (39), I'm Just a Singer (55), I'm Never Gonna Be Alone Anymore (54), If You Don't Know Me By Now (49), It Never Rains in Southern California (29), Jambalaya (20), Jesus Is Just Alright (44), Keep on Singing (75), Keeper of the Castle (40), Killing Me Softly With His Song (24), Kissing My Love (68), Last Song (19), Little Willy (58), Living in the Past (28), Looking Through the Eyes of Love (66), Love Is What You Make It (60), Love Jones (33), Love Music (71), Love Train (12), Lucky Man (70), Me & Mrs. Jones (13), Neither One of Us (50), The Night the Lights Went Out in Georgia (65), Oh Babe, What Would You Say? (5), One Less Set of Footsteps (63), Papa Was a Rollin' Stone (32), Peaceful Easy Feeling (45), Pieces of April (37), Reelin' & Rockin' (61), Rockin' Pneumonia (21), Rocky Mountain High (10), Rosalie (72), Separate Ways (31), Smoke Gets in Your Eyes (34), Somethings Wrong With Me (69), Space Oddity (57), Super Fly (18), Superstition (3), Trouble Man (9), Walk on Water (64), Why Can't We Live Together (6), The World Is a Ghetto (15), You Ought To Be With Me (38), You Turn Me On, I'm a Radio (36), You're So Vain (1), Your Mama Don't Dance (4).

Why WHN is going country in the city

Sex-talk show and heavy sports will be kept in schedule when pop-music format is dropped

The programming change to country music announced last month by WHN-(AM) New York is not so much a change in format as a change in music policy. "We're not putting a steam roller at the door to mow down everything that exists here now," says Allan Hotlen, program director. The parts of its format believed to be strongest—a two-way talk show, *Feminine Forum*, and an around-the-calendar sports schedule—will remain intact, as have the programming and air staffs. Country music is intended to give the station the identity it has been unable to create with pop music.

The decision to change WHN to country was made by John V. B. Sullivan, the general manager. Early in December, competing with several well-heeled MOR's in New York—WNEW(AM) to the right on the format scale and WNBC(AM) to the left—Mr. Sullivan realized that "the middle of the road designation used to be this big," he said, spreading his arms wide. "But in reality it's only this big," and he narrowed his reach until his hands were almost touching. "We'd like to believe what we were doing before was right and that our problem was that we were playing the same music as everybody else."

Will a country identity be served by a sex-oriented two-way talk show and what amounts to nightly play-by-play sports coverage? (WHN carried the New York Mets, New York Islanders and New York Nets.) Few country stations have ever attempted to mix these elements. But, WHN says, research has shown to its satisfaction that there is a correlation among *Feminine Forum*, sports and country music.

Storer Broadcasting, owner of WHN, has brought in its former national program director, now general manager of WJW(AM) Cleveland, Chuck Renwick, to consult with Mr. Hotlen on the switch. Mr. Renwick put Storer's WDEE(AM) Detroit on a country format three years ago. (Pending FCC approval, WDEE has been sold to Globetrotter Communications.) He switched Storer's FM operation in Cleveland, formerly WCJW(FM) and since sold, to country as well.

The programming concept of the country-music policy—which will begin in mid-February—will utilize a large amount of standard country product to begin. Country hits with proved track records are expected to offer the greatest opportunity for pleasing an audience that is not all that familiar with country sounds.

Heavy emphasis will be placed on modern country hits ("with all respect to Hank Snow and Tex Ritter," Jack Sullivan said quickly) by younger, more contemporary artists. Kris Kristofferson,

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Tom T. Hall and Waylon Jennings were among the artists mentioned. There will also be country-oriented pip material such as Mac Davis and Rick Nelson. New material will be added gradually, they say.

"We're not going to sit on a new Charley Pride record and wait for it to prove itself in Indianapolis. We'll get on the obvious things, and on the new records we believe in," Chuck Renwick stated.

It has been more than three years since WJRZ(AM) Hackensack, N.J., the last country station with significant reach in metropolitan New York, gave up, was sold and became a rocker. And country radio people have been theorizing about the reasons for its failure ever since. Can country music ever be successful in perhaps the most sophisticated city in America?

"It's a gut feeling," Allan Hotlen says, "but I think the timing on this country switch is almost perfect. The atmosphere is right."

"Do you want to know the bottom line on this question?" Chuck Renwick asked. "Show me a major-market country station with a good, strong signal, that's failed."

Rolling radio

A syndicated radio program produced by the San Francisco-based music publication, *Rolling Stone*, will air for the first time on about 50 FM stations on Feb. 18. The one-hour show, which originally had been expected to begin last summer, will be called *The King Biscuit Flower Hour*. The first program will feature performances by Blood, Sweat and Tears, Mahavishnu Orchestra and Bruce Springsteen. *Rolling Stone* is providing the program to stations free of charge. National advertisers retain six minutes of commercial time with two minutes provided for use by each local station. All stations will air the program on Sunday nights.

Broken-record record broken?

Conjuring up memories of the "locked-in-the-transmitter" promotions used by rock-and-roll stations during the fifties, KSFJ(FM) San Francisco played the same record for eight-and-a-half hours on Jan. 20. The record was a new release by Dobie Gray, "Drift Away." Everyone seemed pleased at the results of the spoof. A promotion man for Decca Records, Mr. Gray's label, in an understated manner, said, "We got a lot of exposure for the record. It made people take a second listen." George Yarhaes, general manager of KSFJ, said simply, "It was a Saturday, and we were looking for something to do."

Breaking In

"Kissing My Love"—Bill Withers (*Sussex*)
 ■ Bill Withers came from nowhere to quickly become a hit-record artist. He had never made a record before his year-ago monster, "Ain't No Sunshine."

His identity and distinctiveness as a

singer and songwriter have been made through unobscured, infectious rhythm schemes. The middle, a capella section of his hit of last fall, "Lean on Me," was responsible for that song climbing the charts because of the strong beat it carried. In "Kissing My Love," the addition of a wah-wah guitar line accentuates his insistent rhythm scheme. Bill Withers's emphasis on rhythm might not make him an FM favorite, but it is well regarded by AM programmers.

Stations reported on "Kissing My Love" last week included: KLIF(AM) Dallas, KJR(AM) Seattle, WHHY(AM) Montgomery, Ala., WRRR(AM) Rockford, Ill., and KEYN(AM) Wichita, Kan.

"Master of Eyes"—*Aretha Franklin (Atlantic)* ■ This Aretha Franklin love song is the first record not produced by Jerry Wexler since Ms. Franklin left Columbia for Atlantic in the mid-sixties. She shares production credit on "Master of Eyes" with arranger Quincy Jones. Although Mr. Wexler has been given much of the credit for helping her to the stardom she enjoys now, her new single is the Aretha Franklin of years past. It also seems Ms. Franklin learned from Arif Mardin, who first put horns and strings behind her. This new production has heavy instrumental backing.

The record is quite new, released only two weeks ago, and reports on audience reaction are sparse. But the tally on an Aretha Franklin single can be expected quickly. Stations reported on "Master of Eyes" include: WPOP(AM) Hartford, Conn., and KOL(AM) Seattle.

Finance

Big stockholders in CBS are told to hang in there

Taylor gung-ho on profits, future; Stanton says government threats of suppressive action will abate

A bullish report on CBS's business prospects was offered last week by CBS President Arthur R. Taylor, along with a not entirely bearish appraisal of broadcasting's regulatory outlook by Vice Chairman Frank Stanton.

They offered their views at a meeting of institutional shareholders Tuesday night (Jan. 30), after CBS announced estimated 1972 operating earnings of \$2.88 a share, up 29% from 1971's \$2.23 and 25 cents higher than the previous record of \$2.63, set in 1966. CBS Chairman William S. Paley is expected to announce 1972 net sales and net income figures within two weeks.

Dr. Stanton, who introduced Mr. Taylor, first undertook "to put our government problems in some sort of perspective." He said demands for counteradvertising, for elimination of advertising in children's programs, for restrictions on reruns and for restriction or elimination of nonprescription-drug advertising "have gained some degree of public and congressional attention." But he wanted to

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Financial Briefs

emphasize, he said, that "these ideas are a long way from becoming law, and I am confident that cooler heads will prevail."

On the plus side he thought the climate for license renewals will be improved and that there's a good chance the FCC's administration of the fairness doctrine "will be clarified and less tortured," and he was hopeful CBS's copyright suit against Teleprompter Corp. would be won on appeal, establishing cable copyright liability on program importations.

Dr. Stanton said the Justice Department's antitrust suit against the three networks is without merit, "legally or otherwise," but that even if the Justice Department won, the economic impact on CBS would probably be "minimal." As for "dark rumors that the White House is unhappy with network news coverage of the administration and thus there are plans afoot for reprisals, principally in terms of driving a wedge between the networks and their affiliates," he said, "such rumors make for interesting speculation, but I would urge you to take them with a large grain of salt."

Mr. Taylor, reporting on performance and prospects of CBS's major profit centers, said the CBS/Broadcast Group had "a remarkable year" in 1972 with sales and earnings moving substantially ahead of 1971's—and well ahead of industry gains—to set new records.

He also sought to put to rest Wall Street speculation, arising out of CBS's diversification program, that the company has "lost faith in broadcasting" and wants out. "Nothing could be further from the truth," he said. "Broadcasting has been, and, if I have anything to say about it, will continue to be the backbone of CBS. It produces a return on investment superior to that in almost any other business. It is a business in which, with all due modesty, we are the best in the world. We would be foolish to do anything but attempt to expand our base in broadcasting as much as we are permitted. Our existing base of activities, of course, has tremendous growth potential."

Mr. Taylor said he had been struck, however, by the discovery that "the nature of the broadcasting business is such that it requires comparatively little capital to generate very large returns. It produces cash faster than it can utilize it through investment." He assured the shareholders "we will not acquire for the sake of growth alone" but will "continue to search for businesses which complement our existing activities and to which we feel CBS can make a contribution."

Mr. Taylor, reporting on "what I have been doing in the six months since I

joined CBS," said that "the responsibility I weigh most heavily has been to build a management team which will carry us through the 70's and beyond." Those he specifically mentioned were John Phillips and John Backe, newly designated presidents of the CBS/Columbia Group and the CBS/Education and Publishing Group, respectively, and three existing presidents: John A. Schneider, broadcast group; Clive Davis, records, and Ralph O. Briscoe, Comtec Group.

He did see one cloud on the CBS-TV network's horizon: daytime programming, "where increased competition has cut into our once-overwhelming daytime ratings lead." (Recent ratings reports have put CBS-TV in third place in daytime.) But he said: "It is a small [cloud] which we hope soon to disperse" through changes already initiated. Moreover, he said, "the demand for advertising time is so great that the pressure here is not having a serious effect on our prospects for continued growth in sales and earnings."

New group owner fares well

Technical Operations Inc., Burlington, Mass., told shareholders at its annual meeting that despite start-up costs in the firm's broadcasting division, all the company's operating units were profitable in the first quarter. Operating results for quarter ended Dec. 30, 1972, showed Technical Operations posting net income of \$240,000 or 17 cents per share on revenues of \$18.8 million. This compares with last year's first quarter net income of \$141,000 or 10 cents on a gross of \$16.9 million.

Technical Operations, new in the broadcasting business with acquisition of Boston-based McCormick Communications Inc. (WLKW-AM-FM Providence, R.I., and WBNY[FM] Buffalo, N.Y.), said FCC approval of its purchase of WEZE (AM) Boston for \$2.55 million is expected by June.

Shareholders were told that Technical Operations also will provide financing for another year of commercial development of the ABTO Inc. process that converts video material photographed on black-and-white film to projection in color. Technical Operations and American Broadcasting Companies Inc. each own 40% of ABTO but it was indicated to the shareholders that ABC will transfer its shares to Technical Operations, which would reimburse the network company out of any profits accruing from the successful commercial application of the ABTO process.

Rahall Communications Corp., St. Petersburg, Fla., reported gains in sales and earnings for the six months ended Dec. 31:

	1972	1971
Earned per share	\$ 0.67	\$ 0.54
Revenues	4,764,000	2,800,000
Net income	873,000	705,000

Walt Disney Productions, Burbank, Calif., reported increased revenues but a slight earnings decline for first quarter of its fiscal year ended last Dec. 31:

	1972	1971
Earned per share	\$ 0.18	\$ 0.19
Revenues	68,916,000	58,433,000
Net income	5,024,000	5,353,000
Shares outstanding	28,604,000	28,512,000

American Television & Communications Corp., Denver-based cable-TV firm whose merger with Cox Cable Communications Inc. is pending, reported record profits and revenues for second quarter and first half of fiscal year. For first six months ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 0.29	\$ 0.14
Revenues	9,608,387	6,804,540
Net income	1,011,214	547,435
Shares outstanding	2,762,642	2,279,272

LVO Cable Inc., Tulsa, Okla., announced 22% increase in revenues and 44% rise in net income after taxes for second quarter of its current fiscal year. Firm also reported approximate increase of subscribers to its cable-TV systems of 18% during period of Nov. 30, 1971 through Nov. 30, 1972. For six months ended Nov. 30:

	1972	1971
Earned per share	\$ 0.16	\$ 0.11
Revenues	3,687,000	3,013,000
Net income	231,000	160,000
Shares outstanding	1,465,800	1,465,800

Warner readies for expansion

Warner Communications Inc. said last week it had completed two loan agreements totaling \$200 million for the construction and development of its cable-television business. Of the total, a \$125-million line of credit has been extended by a group of nine banks, headed by the First National Bank of Boston. Three additional banks, headed by the Chase Manhattan Bank, have agreed to supply \$75 million.

Also, the firm's executive committee has approved purchase on the open market of up to one million shares of its common stock, subject to approval by the Securities & Exchange Commission.

Broadcasting Stock Index

Weekly market summary of 139 stocks allied with broadcasting

Broadcasting	Stock symbol	Exch.	Closing Jan. 31	Closing Jan. 24	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitalization (000)
							High	Low		
ABC	ABC	N	67 1/2	64 1/2	+ 3	+ 4.65	81 1/2	51 1/4	8,418	568,215
ASI COMMUNICATIONS	ASIC	D				.00	5	1	1,815	1,815
CAPITAL CITIES	CCB	N	55 1/2	58	- 2 1/2	- 4.31	64 1/4	48	6,991	388,000
CBS	CBS	N	48 1/4	47	+ 1 1/4	+ 2.65	63	44 1/2	28,096	1,355,632
CDX	COX	N	35 7/8	36 1/8	- 1/4	- .69	51	32 5/8	5,838	209,438
FEDERATED MEDIA		D	2 1/2	2 3/4	- 1/4	- 9.09	4 1/8	2	820	2,050
GROSS TELECASTING	GGG	A	15	15 3/4	- 3/4	- 4.76	23 7/8	12 1/4	800	12,000
LIN	LINB	D	13 7/8	13 1/4	+ 5/8	+ 4.71	22 3/8	10 3/4	2,341	32,481

	Stock symbol	Exch.	Closing Jan. 31	Closing Jan. 24	Net change in week	% change in week	1972-73 High	1972-73 Low	Approx. shares out (000)	Total market capitalization (000)
MOONEY	MOON	O	10 1/8	10 1/4	- 1/8	- 1.21	11 5/8	4	250	2,531
PACIFIC & SOUTHERN	PSDU	O	13 3/4	12 1/2	+ 1 1/4	+ 10.00	18 1/4	6 1/2	2,010	27,637
RAHALL COMMUNICATIONS	RAHL	O	10 1/2	10 3/4	- 1/4	- 2.32	29	8	1,297	13,618
SCRIPPS-HOWARD*	SCRP	O	20 3/4	20 3/4	-	- .00	27	18	2,589	53,721
STARR*	SGC	M	22 5/8	23	- 3/8	- 1.63	30 1/2	15 1/2	1,042	23,575
STORER	SBK	N	33 1/4	32 7/8	+ 3/8	+ 1.14	49 3/8	31	4,402	146,366
TAFT	TFB	N	50 1/2	49 3/4	+ 3/4	+ 1.50	59 1/4	41 3/4	4,064	205,232
Broadcasting with other major interests								TOTAL	70,773	3,042,311
ADAMS-RUSSELL	AAR	A	4 7/8	5 1/8	- 1/4	- 4.87	8 3/4	4 1/2	1,259	6,137
AVCO	AV	N	13 5/8	13	+ 5/8	+ 4.80	20 7/8	12 7/8	11,497	156,646
BARTELL MEDIA	BMC	A	2 5/8	2 7/8	- 1/4	- 8.69	7 1/8	2 1/2	2,257	5,924
CHRIS-CRAFT	CCN	N	5 3/8	5 1/2	- 1/8	- 2.27	8 3/4	4 5/8	4,008	21,543
COMBINED COMMUNICATIONS	CCA	A	39 1/2	40 1/2	- 1	- 2.46	44 3/8	28 1/2	3,405	134,497
COWLES COMMUNICATIONS	CWL	N	9 1/8	8 3/4	+ 3/8	+ 4.28	13 1/8	8 5/8	3,969	36,217
DUN & BRADSTREET	DNB	N	78 3/4	78 1/2	+ 1/4	+ .31	81 3/8	63	12,998	1,023,592
FAIRCHILD INDUSTRIES INC.	FEN	N	10 7/8	11 1/4	- 3/8	- 3.33	14 1/4	9	4,562	49,611
FUQUA	FOA	N	17	17 1/4	- 1/4	- 1.44	27 7/8	16 3/8	9,587	162,979
GABLE INDUSTRIES	G81	N	23	24 1/8	- 1 1/8	- 4.66	32 1/4	22 5/8	2,551	58,673
GENERAL TIRE & RUBBER	GY	N	25 1/4	25 3/4	- 1/2	- 1.94	32 5/8	24 5/8	20,195	509,923
GLOBETROTTER COMMUNICATION INC	GL8TA	D	7 5/8	7	+ 5/8	+ 8.92	20 1/2	7	2,843	21,677
GRAY COMMUNICATIONS	D	12 1/4	12 7/8	- 5/8	- 4.85	14	6 1/2	475	5,818	
HARTE-HANKS NEWSPAPERS INC.	HHNK	O	25 1/2	25 1/2	-	- .00	33 1/4	21	4,321	110,185
ISC INDUSTRIES	ISC	A	7 3/4	6 5/8	+ 1 1/8	+ 16.98	9 1/8	6	1,655	12,826
KAISER INDUSTRIES	K1	A	5 3/8	5 1/2	- 1/8	- 2.27	9 5/8	5 3/8	26,948	144,845
KANSAS STATE NETWORK	KSN	O	6 1/8	5 7/8	+ 1/4	+ 4.25	7 7/8	5 5/8	1,621	9,928
KINGSTIP INC.	KTP	A	11 1/2	12 1/2	- 1	- 8.00	17 3/4	10 7/8	1,155	13,282
LAMB COMMUNICATIONS*	D	2 1/2	2 5/8	- 1/8	- 4.76	4 7/8	2	475	1,187	
LEE ENTERPRISES	LNT	A	22 1/8	22 1/2	- 3/8	- 1.66	30	17 1/2	3,340	73,897
LIBERTY CORP.	LC	N	19 7/8	20 3/4	- 7/8	- 4.21	25 1/2	17 1/2	6,753	134,215
MCGRAW HILL	MHP	N	13 1/2	14 1/4	- 3/4	- 5.26	20 7/8	13 1/4	23,327	314,914
MEDIA GENERAL INC.	MEG	A	36 3/8	34 5/8	+ 1 3/4	+ 5.05	49 3/8	27 7/8	3,434	124,911
MEREDITH CORP.	MDP	N	17 3/4	17 3/4	-	- .00	30 3/4	17 1/2	2,820	50,055
METROMEDIA	MET	N	29 5/8	30	- 3/8	- 1.25	39	27 1/4	5,959	176,535
MULTIMEDIA INC.	D	26 3/4	28	- 1 1/4	- 4.46	45	14	3,612	96,621	
OUTLET CO.	DTU	N	15 3/8	15 1/2	- 1/8	- .80	19 3/8	13	1,336	20,541
PACIFIC SOUTHWEST AIRLINES	PSA	N	18 1/4	19 1/8	- 7/8	- 4.57	37 1/2	18 1/4	3,771	68,820
POST CORP.	POST	O	15	15 3/4	- 3/4	- 4.76	30	9	942	14,130
PUBLISHERS BROADCASTING CORP.	PUB8	D	1 5/8	1 3/4	- 1/8	- 7.14	4 7/8	1 5/8	919	17,493
REEVES TELECOM	R8T	A	3 3/8	3 1/8	+ 1/4	+ 8.00	4 1/4	2 1/8	2,294	7,742
RIDDER PUBLICATIONS	RP1	N	28	28	-	- .00	34 1/2	21 7/8	8,327	233,156
ROLLINS	RDL	N	33 1/4	34 3/4	- 1 1/2	- 4.31	43 1/4	33	12,146	403,854
RUST CRAFT	RUS	A	27 1/4	28 7/8	- 1 5/8	- 5.62	39 3/8	24	2,350	64,037
SAN JUAN RACING	SJR	N	20 3/8	20 5/8	- 1/4	- 1.21	34 3/4	18 3/4	2,153	43,867
SCHERING-PLOUGH	SGP	N	142	139 1/2	+ 2 1/2	+ 1.79	142 3/4	82 5/8	25,471	3,616,882
SONDERLING	SDB	A	12 3/4	13 5/8	- 7/8	- 6.42	30 3/4	11	1,005	12,813
TECHNICAL OPERATIONS, INC.	TO	A	11 5/8	12 1/2	- 7/8	- 7.00	17 7/8	9	1,386	16,112
TIMES MIRROR CO.	TMC	N	22 1/4	22	+ 1/4	+ 1.13	27 7/8	20 1/8	31,080	691,530
TURNER COMMUNICATIONS*	D	5 3/4	5 3/4	-	- .00	7	2	1,486	8,544	
WASHINGTON POST CO.	WPD	A	31	30 1/8	+ 7/8	+ 2.90	38	23 1/2	4,818	149,358
WHOH CORP.*	D	14	14 1/2	- 1/2	- 3.44	30	11	589	8,246	
WOMETCO	WOM	N	16 3/8	17 1/2	- 1 1/8	- 6.42	25 7/8	16 3/8	6,001	98,266
Cable								TOTAL	271,100	8,916,029
AMECO	ACO	O	2	2 7/8	- 7/8	- 30.43	12 3/4	1 1/2	1,200	2,400
AMERICAN ELECTRONIC LABS	AELBA	O	3	3 1/4	- 1/4	- 7.69	9 3/4	3	1,726	5,178
AMERICAN TV & COMMUNICATIONS	AMTV	O	34	33	+ 1	+ 3.03	47 1/4	17 1/4	2,670	90,780
BURNUP & SIMS	BSIM	O	30 1/2	31 5/8	- 1 1/8	- 3.55	31 3/4	6 3/4	7,510	229,055
CABLECOM-GENERAL	CCG	A	6 5/8	7 1/4	- 5/8	- 8.62	18 1/4	6 1/2	2,472	16,377
CABLE FUNDING CORP.*	CFUN	O	6 5/8	7 1/4	- 5/8	- 8.62	15 1/4	6 5/8	1,233	8,168
CABLE INFORMATION SYSTEMS*	D	2 1/2	2 1/2	-	- .00	4 3/4	1 3/4	955	2,387	
CITIZENS FINANCIAL CORP.	CPN	A	8 1/4	8 5/8	- 3/8	- 4.34	15 1/4	7 1/2	2,416	19,932
COLUMBIA CABLE	CCAB	O	12	14	- 2	- 14.28	21 3/4	12	900	10,800
COMCAST CORP.	D	4 5/8	4 3/4	- 1/8	- 2.63	7	4 1/8	1,280	5,920	
COMMUNICATIONS PROPERTIES	CDMU	O	8 3/4	8 7/8	- 1/8	- 1.40	27 3/8	8 3/8	1,917	16,773
COX CABLE COMMUNICATIONS	CXC	A	27	26 1/2	+ 1/2	+ 1.88	41 3/4	23 1/4	3,556	96,012
CYPRESS COMMUNICATIONS*	CYPR	O	15 1/8	15 5/8	- 1/2	- 3.20	23	7	2,732	41,321
ENTRON	ENT	A	2 1/2	2 7/8	- 3/8	- 13.04	9 1/4	2 1/2	1,358	3,395
GENERAL INSTRUMENT CORP.	GRL	N	25 7/8	27 1/4	- 1 3/8	- 5.04	32 7/8	20 3/4	6,503	168,265
LVO CABLE INC.	LVOG	O	9 1/8	9 1/2	- 3/8	- 3.94	16 1/2	6 3/4	1,466	13,377
SCIENTIFIC-ATLANTA INC.	SFA	A	12 3/4	13	- 1/4	- 1.92	15 3/4	8 1/8	914	11,653
STERLING COMMUNICATIONS	STER	O	3 1/2	3 5/8	- 1/8	- 3.44	7 3/4	3 1/2	2,162	7,567
TELE-COMMUNICATIONS	TCOM	O	15 1/2	18 1/2	- 3	- 16.21	35 1/4	15 1/2	3,866	59,923
TELEPROMPTER	TP	A	27 1/2	29 1/4	- 1 3/4	- 5.98	44 1/2	27 1/8	16,381	450,477
TIME INC.	TL	N	51	56	- 5	- 8.92	64 3/4	44 5/8	7,284	371,484
TOCOM	TOCM	O	11	11 7/8	- 7/8	- 7.36	12 1/8	7	596	6,556
UA CABLEVISION INC.	UACV	O				- .00	24	13	750	11,250
VIACOM	VIA	N	16	15 1/2	+ 1/2	+ 3.22	28 1/2	15	3,931	62,896
VIKOA	VIK	A	7 7/8	8 1/4	- 3/8	- 4.54	19 3/4	7 1/2	2,333	18,372
Programming								TOTAL	78,111	1,730,318
COLUMBIA PICTURES	CPS	N	7 7/8	8	- 1/8	- 1.56	14 7/8	7 7/8	6,335	49,888
DISNEY	OIS	N	106 5/8	105 1/4	+ 1 3/8	+ 1.30	123 7/8	103 1/2	27,836	2,968,013
FILMWAYS	FWY	A	4 1/8	4 1/8	-	- .00	8	3 5/8	1,807	7,453
GULF & WESTERN	GW	N	30 3/8	32 7/8	- 2 1/2	- 7.60	44 3/4	28	16,387	497,755
MCA	MCA	N	27 1/2	28 1/2	- 1	- 3.50	35 7/8	23 1/8	8,243	226,682
MGM	MGM	N	22 1/4	22 1/4	-	- .00	27 1/2	16 3/4	5,905	131,386
MUSIC MAKERS	MUSC	O	1 5/8	1 3/4	- 1/8	- 7.14	3 3/4	1 1/8	534	867
TELE-TAPE PRODUCTIONS*	D	1 1/2	1 1/2	-	- .00	2 7/8	1	2,190	3,285	
TELETRONICS INTERNATIONAL*	D	10 1/4	9 3/4	+ 1/2	+ 5.12	18 1/2	6 1/4	724	7,421	
TRANSAMERICA	TA	N	16 1/8	16	+ 1/8	+ .78	23 1/2	15 3/8	67,413	1,087,034

	Stock symbol	Exch.	Closing Jan. 31	Closing Jan. 24	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitalization (000)	
							High	Low			
20TH CENTURY-FDX	TF	N	9 7/8	10 5/8	- 3/4	- 7.05	17	8 5/8	8,562	84,549	
WALTER READE ORGANIZATION	WALT	O	1	1 1/8	- 1/8	- 11.11	4 1/8	1	2,203	2,203	
WARNER COMMUNICATIONS INC.	WCI	N	31 3/8	32 1/4	- 7/8	- 2.71	50 1/4	31	18,883	592,454	
WRATHER CORP.	WCO	A	15 3/8	15 1/4	+ 1/8	+ .81	17 7/8	7 1/8	2,164	33,271	
Service									TOTAL	169,186	5,692,261
JOHN BLAIR	BJ	N	11 1/8	9 1/2	+ 1 5/8	+ 17.10	22 3/8	9 1/2	2,606	28,991	
COMSAT	CQ	N	56	53 7/8	+ 2 1/8	+ 3.94	75 3/8	52	10,000	560,000	
CREATIVE MANAGEMENT	CMA	A	8 1/8	9 1/4	- 1 1/8	- 12.16	15 1/2	7	975	7,921	
DOYLE DANE BERNBACH	DOYL	O	21 1/2	22	- 1/2	- 2.27	34 3/4	21 1/2	1,945	41,817	
ELKINS INSTITUTE	ELKN	O				.00	16 3/8	1 1/4	1,664	2,080	
FOOTE, CONE & BELDING	FCB	N	11 1/8	11 1/2	- 3/8	- 3.26	14	10 5/8	2,152	23,941	
CLINTON E. FRANK INC.*	O		11			.00	20	10 3/4	720	7,920	
GREY ADVERTISING	GREY	O	16 1/4	16 1/4		.00	18 1/8	9 1/4	1,200	19,500	
INTERPUBLIC GROUP	IPG	N	21 3/4	21 1/2	+ 1/4	+ 1.16	36 1/8	20 7/8	2,130	46,327	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	18 1/4	18 1/2	- 1/4	- 1.35	18 1/2	5 7/8	825	15,056	
MCCAFFREY & MCCALL*	O		10 1/4	9 3/4	+ 1/2	+ 5.12	16 1/2	7	585	5,996	
MCI COMMUNICATIONS	MCIC	O	7 1/2	7	+ 1/2	+ 7.14	12 3/4	6 5/8	11,810	88,575	
MOVIELAB	MOV	A	1 3/4	1 7/8	- 1/8	- 6.66	3 1/8	1 3/8	1,407	2,462	
MPD VIDEOTRONICS	MPO	A	3 3/8	3 3/8		.00	7 1/8	3 1/8	547	1,846	
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O	23	24 1/4	- 1 1/4	- 5.15	34 1/8	21 1/2	911	20,953	
A. C. NIELSEN	NIELB	O	74	78 1/8	- 4 1/8	- 5.28	78 1/8	37 5/8	5,299	392,126	
OGILVY & MATHER	OGIL	O	28 3/4	29 1/2	- 3/4	- 2.54	48 1/2	16	1,716	49,335	
PKL CO.*	PKL	O	2 3/8	2 1/2	- 1/8	- 5.00	9 1/2	3/4	778	1,847	
J. WALTER THOMPSON	JWT	N	22 7/8	22 3/8	+ 1/2	+ 2.23	49 1/4	21 3/4	2,694	61,625	
UNIVERSAL COMMUNICATIONS INC.*	O		11	11		.00	17	8	715	7,865	
WELLS, RICH, GREENE	WRG	N	16 7/8	17 7/8	- 1	- 5.59	27 7/8	16 3/4	1,635	27,590	
Electronics									TOTAL	52,314	1,413,773
ADMIRAL	ADL	N	14 5/8	14 5/8		.00	27	13 5/8	5,813	85,015	
AMPEX	APX	N	6 5/8	5 3/4	+ 7/8	+ 15.21	15 1/8	5	10,875	72,046	
CARTRIDGE TELEVISION INC.	O		12 1/2	12 1/4	+ 1/4	+ 2.04	43 1/2	12 1/4	2,083	26,307	
CCA ELECTRONICS	CCAE	O	2 3/8	2 1/2	- 1/8	- 5.00	6 1/4	2 1/4	881	2,092	
COLLINS RADIO	CRI	N	23 5/8	21 3/4	+ 1 7/8	+ 8.62	27 1/4	13 1/4	2,968	70,119	
COMPUTER EQUIPMENT	CEC	A	2 5/8	2 1/2	+ 1/8	+ 5.00	4 5/8	2 1/8	2,421	6,355	
CONRAC	CAX	N	26	27 1/2	- 1 1/2	- 5.45	39 3/8	24	1,261	32,786	
GENERAL ELECTRIC	GE	N	70	68 1/2	+ 1 1/2	+ 2.18	75 7/8	58 1/4	182,123	12,748,610	
HARRIS-INTERTYPE	HI	N	48 1/4	48	+ 1/4	+ .52	59	44 3/4	6,358	306,773	
INTERNATIONAL VIDEO CORP.*	IVCP	O	13	14	- 1	- 7.14	15	12 1/2	2,735	35,555	
MAGNAVDX	MAG	N	23 7/8	24 3/4	- 7/8	- 3.53	52 1/4	23	17,685	422,229	
3M	MMM	N	84 1/4	86 3/4	- 2 1/2	- 2.88	88 7/8	74 1/4	112,986	9,519,070	
MOTOROLA	MDT	N	128 3/4	128 3/8	+ 3/8	+ .29	138	80	13,609	1,752,158	
OAK INDUSTRIES	OEN	N	17 1/4	17 5/8	- 3/8	- 2.12	21 3/4	9 5/8	1,638	28,255	
RCA	RCA	N	33 1/8	32 5/8	+ 1/2	+ 1.53	45	32	74,432	2,465,560	
RSC INDUSTRIES	RSC	A	1 7/8	2 1/8	- 1/4	- 11.76	4 3/8	1 5/8	3,458	6,483	
SONY CORP	SNE	N	48 7/8	51 5/8	- 2 3/4	- 5.32	57 1/4	40 1/2	66,250	3,237,968	
TEKTRONIX	TEK	N	51	51 5/8	- 5/8	- 1.21	65 1/2	32 3/4	8,162	416,262	
TELEVISION	TIMT	O	4 1/2	4 1/4	+ 1/4	+ 5.88	13 3/4	3 1/2	1,050	4,725	
WESTINGHOUSE	WX	N	40 1/4	41 1/4	- 1	- 2.42	54 7/8	38 3/8	88,235	3,551,458	
ZENITH	ZE	N	46 3/4	46 3/4		.00	56 5/8	39 3/4	19,040	890,120	
									TOTAL	624,063	35,679,676
									GRAND TOTAL	1,265,547	56,474,368

Standard & Poor's Industrial Average 130.00 132.55 -2.55

A-American Stock Exchange N-New York Stock Exchange A blank in closing price columns Over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.
M-Midwest Stock Exchange O-Over the counter (bid price shown) indicates no trading in stock.

Fates & Fortunes®

Broadcast Advertising

Stuart Shryer, executive VP, Earle Ludgin & Co., Chicago agency, elected president.

Charles McMellon, account executive, Foote, Cone & Belding, New York, appointed account supervisor.

Barbara M. Johannesen, media buyer, Griswold-Eshleman, Chicago, appointed media director.

Ivan P. Kaiman, director of marketing research, Ligett & Myers, New York, joins Warren, Muller & Dolobowsky, New York, in newly created post, director of marketing, research and corporate planning.



Mr. Werts Mr. Ziegler

Robert C. Werts and William H. Ziegler, VP's, account management, McCaffrey & McCall, New York, named senior VP's.

Lawrence Maloney, national sales manager, WNEW-TV New York, named VP.

Jack T. West, with WKBD-TV Detroit, named sales manager, KWGN-TV Denver.

Jerry Marcus, with KTTV(TV) Los Angeles, appointed local sales manager.

Rick Devlin, local sales manager, WWDJ-(AM) Hackensack, N.J. (New York), appointed general sales manager.

Ray Shouse, national sales manager, WLCY-TV Largo, Fla., appointed general sales manager.

Hal Atkins, sales manager, KCEN-TV Waco, Tex., joins KRIS-TV Corpus Christi, Tex., in similar capacity. **E. J. Schuster**,

Independents Day – March 5

It wasn't many years ago that a television station without a network service was a television station without hope. Up against affiliates plugged into the best of Hollywood, New York and indeed the world, the independent scrambled for the leavings. It was make-do with reruns of

the *Cisco Kid* and pitches for Honest John's used cars.

Not any more.

Innovative scheduling, aggressive selling, imaginative counter-programing are paying off. In many of the major markets the independents are now a major

force. In some time periods they're clobbering affiliates. It's still the hard way to make money in television, but now the money's coming in.

In its March 5 issue * BROADCASTING will present a special study of the independents, how they got where they

are, where they may be going in a future that promises upheavals for affiliates and independents alike.

It's the kind of issue that is read with exceptional intensity and saved for future reference. It's the kind that offers special advertising values. It's your kind.

You belong in Broadcasting Mar 5

* Which will be seen by the more than 120,000 influentials who read *Broadcasting* regularly. For more details and advertising opportunities available, call your nearest *Broadcasting* representative. Closing date: Feb. 26.

Washington, D.C.

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

New York, N.Y.

Larry Kingen, Stan Soifer
7 West 51st Street, 10019
212-757-3260

Hollywood

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

Broadcasting

freelance actor and announcer, joins KRIS-TV as sales creative director.

Jack Smith, director of research and sales development, KHJ-TV Los Angeles, joins KNXT(TV) there as director, sales research.

Basil Storrs Jr., with sales staff, WSTM(FM) St. Matthews, Ky., joins WKRX(FM) Louisville, Ky., as national sales manager.

Harold Stromwall, with WLOL(AM) Minneapolis, appointed local sales manager.

Guy Fracasso, local sales manager, WBNS-TV Columbus, Ohio, appointed general sales manager, WBNS-AM-FM.

James L. Frohlick, regional manager, Letraset Canada, joins CKEY(AM) Toronto as general sales manager.

John Hokin, Midwest sales manager, RKO Radio Representatives, Chicago, named VP.

Steven P. Mathis, sales manager, WXYZ-TV Detroit, named Midwest sales manager, ABC Television Spot Sales, Chicago.



Mr. Carey

Carl Carey, retail sales manager, KNXT-TV Los Angeles, appointed director, Midwest sales, CBS Television Stations National Sales, Chicago.

Robert B. Pates, with Blair Radio, Chicago, named manager, Chicago office.

Daniel S. Follis, co-owner and manager, WMAX(AM) Grand Rapids, Mich., named manager, Blair Radio, Detroit office.

Natalie Ketcham, media buyer, BBDO, New York, joins CBS/FM Sales there as manager, research and promotion.



Ms. Haggerty



Mr. Shaver

Ann Haggerty, creative group head, Dancer-Fitzgerald-Sample, New York, named senior VP and creative director.

George J. Shaver, Jr., senior VP and copywriter, DFS, appointed creative director. **Edward J. O'Halloran**, account executive, Needham, Harper & Steers, New York, and **Robert J. Cooney**, account supervisor, Hicks & Greist, New York, join DFS as account executives.

Robert Gros, assistant account executive, Young & Rubicam, New York, joins D-F-S in similar capacity. **Miles E. Kempf Jr.**, account executive, Clyne-Maxon, New York, joins D-F-S in similar position.

William H. Backer, executive VP, McCann-Erickson, New York, has been named to newly created position of crea-

tive director. He also becomes member of board.

Douglas McClatchy, associate creative director, Ketchum, MacLeod & Grove, Pittsburgh, named senior VP and creative director.

Barry G. Olson, with J. Walter Thompson Co., Detroit, named to newly created post, VP-creative director. **John J. Keenan** and **Charles E. Keonig**, with Detroit office, J. Walter Thompson, appointed associate creative directors.

Agi Salomon Clark, art supervisor, N. W. Ayer, New York, appointed group creative director. **Elizabeth L. Daniell**, copywriter, N. W. Ayer, New York, appointed copy supervisor.

Jerome B. Gray, founder and chairman, Gray & Rogers Inc., Philadelphia, joins T. Gray Associates there as chairman, creative committee.

Julian Cohen, co-founder and president, No Soap Radio, New York-based commercial-production firm, joins Geer, DuBois & Co., New York agency, as creative associate.

Susan Smyth, assistant account executive, Rothenberg, Feldman & Moore, Chicago agency, appointed account executive. **Harold Grossman**, senior art director, Kenyon & Eckhardt, Chicago, joins RFM as executive art director. **Rick Felt**, account executive, Gold/Wilson, Chicago-based PR firm, appointed account executive, RFM.

George O. West, owner and president, George West & Associates, agency, joins Sperry-Boom, Chicago agency, as account executive. **Bud A. McMurray**, art director, Sperry-Boom, appointed executive art director. **James A. Lundergan**, with Midas-International Corp., joins Sperry-Boom as executive copy director.

Parish Wood, account executive, Leo Burnett, Chicago, joins Needham, Harper & Steers, there, in similar capacity.

A. Richard Marks, with *Philadelphia Evening Bulletin*, joins Kalish & Rice, Philadelphia advertising, marketing and PR agency, as assistant account executive.

Mal Ochs, director, marketing services, *Life Magazine*, New York, joins Needham, Harper & Steers, New York, as manager, corporate planning.

Media

Robert F. Schenkkan, president and general manager, noncommercial KLRN(TV) San Antonio, Tex., and member, board of directors, Public Broadcasting Service, elected chairman of board, PBS. **Lance Webster**, administrator of advertising and promotion, WRC-TV Washington, joins PBS, Washington, as information specialist.

Robert D. Wood, president, CBS-TV, received an honorary doctor of laws degree from the University of Southern California, Los Angeles, last Thursday (Feb. 1). Mr. Wood was graduated from the university in 1949 with a BS degree.



Mr. James

Kenneth H. James, VP and general manager, KETV(TV) Omaha, elected president and chief operating officer succeeding **Benjamin H. Cowdery**, named chairman and chief executive officer.

T. Frank Smith Jr., sales manager, KRIS-TV Corpus Christi, Tex., named president, Gulf Coast Broadcasting Co., station licensee. **Tom Weiser**, news director, KRIS-TV, named executive assistant to president, with responsibilities for station management, and development and production of special news projects.

A. Victor Ludington, VP and general manager, KTAP(AM)-KHFI-FM and KTVV-TV Austin, Tex., elected executive VP.

Jerry R. Lyman, general manager, WGMS-AM-FM Washington, named VP.

Albert Makkay, general manager, WLKW-AM-FM Providence, R.I., named VP.



Mr. Cooney

C. E. Cooney, station manager, KRON-TV San Francisco, named general manager.

Phil Sheridan, with Nationwide Communications Inc., appointed general manager, FM division, NCI, which includes WNCI-FM Columbus, Ohio, and WNCR-FM Cleveland.



Mr. Kale

Richard P. Kale, general sales manager, KEX(AM) Portland, Ore., appointed general manager.

Albert Rubin, director of revenue and business analysis, business and financial development department, ABC-TV, appointed director, business analysis and financial planning. **P. Thomas Van Schaick**, manager, revenue analysis, appointed assistant director, revenue and schedule analysis. **Barry Lefkowitz**, supervisor, revenue analysis, succeeds Mr. Van Schaick.

Robert M. McDaniel, manager, WSPA-AM-FM Spartanburg, S.C., joins WPSB(FM) Bridgeport, Conn., as general manager.

James O. G. Drake, chairman, Hartec Corp., management-consulting company, New York, appointed VP, Children's Television Workshop there. **W. Stuart Awbrey**, editorial director, CTW, appointed director of information. His duties will include post of account executive, Carl Byoir & Associates, public-relations counsel to CTW, New York.

Tom Cole, president, F. K. Rockett Productions Inc., film producer, named executive VP, Ralph Andrews Productions, Los Angeles, which has purchased controlling interest in Pacific Media Corp.,

licensee, KPLM-TV Palm Springs, Calif. (pending FCC approval).

Royce W. Nation, business manager/assistant secretary, KOA-AM-FM-TV Denver, joins Lakewood Broadcasting Service Inc., licensee, KLAQ-AM-FM Lakewood, Colo., and Broadcasting Inc., licensee, KAYQ(AM) Kansas City, Mo., as assistant to president and secretary-treasurer for both firms.

William F. Hatchett, manager of special employment programs and industrial relations, RCA, New York, joins New Jersey Public Broadcasting Authority as commissioner.

Kenneth B. Skinner, senior financial officer, companies owned by Roy H. Park, retires. He is succeeded by **John L. Russell**, VP-finance, Park Broadcasting. Mr. Park is owner of, among others, Park Broadcasting Inc., which includes six TV and 10 radio stations in North Carolina, Tennessee, Virginia, South Dakota, Minnesota and New York.

Walton S. Reid, president, Signal Investment Co., and director, Golden West Broadcasters, assumes additional post, manager of financial relations, Signal Companies, Beverly Hills, Calif. **John W. Bold**, with Garrett Corp., Los Angeles subsidiary, Signal Cos., appointed manager of public relations, Signal Cos. Signal Cos. is part owner of Golden West Broadcasters.

Manuel Fingerhut, controller, WFLD-TV Chicago, elected treasurer, Field Communications Corp., station licensee.

Rupert Sterling, administrator, research projects, NBC television stations division, New York, appointed manager, research.

J. Brian Robinson, sales promotion manager, WBBM-TV Chicago, joins WLS-TV there as advertising manager.

William M. Moss, administrator of advertising and promotion, WKYC-TV Cleveland, joins Avco Broadcasting Corp. in similar capacity, with headquarters in Cincinnati.

Jane Badgers, publicity director, Sack Theaters, Boston, joins WBZ-TV there as press relations coordinator. **Louis A. Zacheo**, audience promotion manager, WBZ-TV, appointed manager of creative services, WJZ-TV Baltimore. Both are Group W stations.

Programing



Mr. McCarthy

Dean McCarthy, VP in charge of programs, ABC owned television stations, New York, named VP in charge of program development, Allied Artists Television, New York.

Tim Powell, music director, KLOS(FM) Los Angeles, named director of program development, ABC-owned FM stations.

Joseph Bluth, VP, Republic Communications, Hollywood, division, Republic Inc., assumes additional post, VP-videotape

operation, Consolidated Film Industries, subsidiary of Republic Inc.



Mr. Fantress

representative, WDAI(FM) Chicago, joins WLS-TV Chicago as associate producer.

Herb Victor, program director, KGO-TV San Francisco, joins KABC-TV Hollywood, in similar capacity. He succeeds **Lawrence Einsorn**, appointed executive producer with additional responsibilities for developing special programming for station. **Tom Rose**, assistant program director, KGO-TV, succeeds Mr. Victor as program director.

Albert Walker, manager, MGM, Peru, appointed managing director, Brazil operation.

Gerald Gogol, sales trainee, Screen Gems syndication, New York, appointed Eastern sales representative.

Bill Moore, with WSFA-TV Montgomery, Ala., joins KCRA-TV Sacramento, Calif., as program and promotion manager.

Dave McKinsey, broadcast consultant and formerly with KABL-AM-FM San Francisco, rejoins station as program director.

Richard E. Reep, with KSOP-AM-FM Salt Lake City, joins Star Broadcasting System there as president. Star Broadcasting operates tape radio service and a recording company.

Broadcast Journalism

Tony De Haro, news manager, WNBC-AM-FM New York, joins KRIS-TV Corpus Christi, Tex., as news director.

Earl W. Bugaile, CBS reporter, joins WKEG(AM) Washington, Pa., as news director.

Jose Valdez, with KALI(AM) San Gabriel, Calif., appointed news director.

David C. Rollins, with WRKT(AM) Cocoa Beach, Fla., joins WBUY(AM)-WLXN(FM) Lexington, N.C., as news director.

Thomas B. Crockett Jr., with WPIK(AM) Alexandria, Va., joins WFRC(AM) Reidsville, N.C., as news director.

William Swing, Washington bureau chief, Chris Craft stations, joins KATU(TV) Portland, Ore., as assignment editor.

Jeff Fisher, news director, WERE(AM) Cincinnati, joins WJW(AM) there as business news editor.

Rosemarie Gulley, with WLS-TV Chicago, appointed to *Eyewitness News* staff as on-air reporter.

J. Donald Braun, with WSLI-AM-FM Jackson, Miss., joins KPHX(AM) Phoenix, as afternoon drive-time feature editor. **Don DeFesi**, with KFRC(AM) San Francisco, joins KPHX as morning drive-time co-

anchorman and reporter. KPHX is all-news station.

Andrew Fisher, reporter, KWTW(TV) Oklahoma City, joins WQXI-TV Atlanta, as special correspondent.

Michael Heid, with WTOP(AM) Washington; **Dan Hackel**, network correspondent, ABC News; **Robert Edwards**, with WTOP(AM), and **James Limback**, senior editor, WAVA-AM-FM Washington, join Mutual Radio network news as reporters.

Dave DeJong, with KALL-AM-FM Salt Lake City, joins WICS(TV) Springfield, Ill., as reporter.

Jim Hocker, news anchorman, KTSB(TV) Topeka, Kan., joins KWWL-TV Waterloo, Iowa, in similar capacity.

Les Leland, civilian coordinator and program producer, American Forces Radio Service, Verona, Italy, joins WGBS(AM) Miami as reporter and news announcer.

Cable

Daniel Robinson, research manager, Viacom International, New York, named to new post, director of research, Viacom Enterprises, New York, TV programming subsidiary of Viacom International.



Mr. Button

Robert E. Button, director, governmental and foundation relations, Communications Satellite Corp., Washington, joins Teleprompter Corp., New York, as director, newly-created office of satellite development (BROADCASTING, Jan. 1). **John W. Harvey**, assistant system manager, Teleprompter's Hillsborough county, Fla., CATV system, appointed manager, Plant City, Fla., system. **Vern L. Coolidge**, manager, southeast Florida district, Teleprompter Corp., Singer Island, Fla., appointed manager, northeast region, with headquarters in Hartsdale, N. Y.

Charles E. Hively, VP-controller, government electronics division, Magnavox Co., appointed executive VP, CATV division, with headquarters in Manlius, N. Y.

John D. Sanfratello, director of programming, Sterling Manhattan Cable TV, New York, named VP, Videomation Inc., New York, CATV production company.

Ken Silverman, with GSF Inc., joins Gridtronics Inc., subsidiary, Television Communications Corp., New York, as director of programming. Gridtronics is developing hardware-software system for delivery of motion pictures and special program material to CATV subscribers.

John R. Costa, district manager, Tele-Communications Inc., joins Poughkeepsie Cablevision Inc., Poughkeepsie, N. Y., subsidiary, FCB Cablevision, as general manager.

Equipment & Engineering

John J. Kope Jr., president, Cimron division, Lear-Siegler Inc., San Diego, joins

Telemation Inc., Salt Lake City, as VP-marketing.



Mr. Edelmaier

Lee Edelmaier, with KOA-AM-FM-TV Denver, appointed chief engineer for stations.

William R. Yordy, director of engineering, KTAP(AM)-KHFI-FM and KTVV(TV) Austin, Tex., named VP-engineering.

Eugene Doren, with RCA Broadcast field service, joins KFMB-TV San Diego as assistant manager, engineering.

Grant Ellis, with Ampex Corp., Redwood City, Calif., joins International Video Corp., Sunnyvale, Calif., as sales promotion supervisor.

Allied Fields

Donn Harman, manager, station/agency accounting, Katz Agency, New York, named VP in charge of operations, Media

Payment Corp. there, which provides billing, collection, credit and payment services for broadcast stations.

Wornall F. Farr, with Columbia Records, appointed VP, marketing, Polygram Corp., New York. Polygram is umbrella company for MGM, Polydor and Phonogram record concerns, all owned by North American Phillips.

Ralph E. Swope, sales manager, Cox Broadcasting Data Systems, Atlanta, joins Data Communications Corp., Memphis, as sales manager, broadcast industry automation system division.

Deaths

Peter Robinson, 45, VP, program development, West Coast, NBC-TV, died Jan. 29 at his home in Roseda, Calif., of heart attack. He was responsible for development of entertainment shows originating in California, including selection of story concepts, scripts, writers and producers. Before he joined NBC in 1969, he headed his own production company and previously had been with CBS, Warner Bros.

and KABC-TV Los Angeles. He is survived by three daughters and two sons.

Edward G. Robinson, 79, actor, died Jan. 26 at Mt. Sinai hospital, Hollywood. Mr. Robinson, who gained greatest attention for his tough-guy movie role in "Little Caesar" in 1930's, was first in radio on CBS's *California Melody* in 1933. From 1937-39 he starred in CBS's dramatic *Big Town*. His last TV appearance was in December 1971 as guest star on Rod Serling's *Night Gallery*. One son survives.

Haddox Paul Myers, 76, founder, *Haven of Rest* religious program that began in 1934 and is still heard over 165 radio stations in the U.S. and Canada, died Jan. 29 at Tustin, Calif., Community hospital of pneumonia.

J. Carol Naish, 73, radio-TV and screen actor, died Jan. 24 in La Jolla, Calif. Mr. Naish starred in the 1948-53 radio series, *Life with Luigi*, later adapted as a television series and also appeared in *The New Adventures of Charlie Chan*. He is survived by his wife, Gladys and one daughter.

For the Record®

As compiled by BROADCASTING Jan. 24 through Jan. 30, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—Antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

New TV stations

Application

■ Jacksonville, Fla.—Edward L. Baker, Winthrop Bancroft and George D. Aucter III, dba St. Johns Broadcasting Co. Seeks VHF ch. 4 (66-72 mhz); ERP 100 kw vis, 20 kw aur. HAAT 930 ft.; ant. height above ground 993 ft. Mutually exclusive

with license-renewal application of WJXT(TV) Jacksonville. P.O. address c/o Edward L. Baker, Box 4667, Jacksonville 32201. Estimated construction cost \$2,949,800; first-year operating cost \$2,584,000; revenue \$3,386,000. Geographic coordinates 30°18'47" north lat.; 81°39'00" west long. Type trans. RCA IT-30FL. Type ant. RCA TF-6BM. Legal counsel Welch & Morgan, Washington; consulting engineer Gautney & Jones, Falls Church, Va. Principals: Edward L. Baker, Winthrop Bancroft and George D. Aucter III (each 33 1/3%). Mr. Baker has majority interests in Baker-Murphree Investors, Jacksonville real estate firm. He has minority interests in Overland Hauling Co. and is director of Barnett National Bank, both Jacksonville. Mr. Bancroft has minority interest in and is director of Koger Properties Inc., Jacksonville real estate firm. Mr. Aucter owns 10% of The Aucter Co., general contracting firm, Jacksonville. Ann. Jan. 9.

Existing TV stations

Final actions

■ Los Angeles—Chief, complaints and compliance division, notified George G. Traflet Jr., that he had failed to show that KHJ-TV Los Angeles had not afforded reasonable opportunities for presentation of contrasting views on wildlife conservation. Ann. Jan. 23.

■ KWGN-TV Denver—Broadcast Bureau granted authority to operate trans. by remote control from 550 Lincoln Street, Denver. Action Jan. 19.

■ Champaign, Ill.—Chief, complaints and compliance division, notified Anthony R. Martin-Trigona that no further action appeared to be warranted on complaint of harassment by WCIA-TV Champaign. Mr. Martin-Trigona charged inaccurate and misleading news coverage, refusal to give him time or sell it to him at discount, disruption of news conference and attempts to discredit him. Ann. Jan. 23.

■ WXIX-TV Newport, Ky.—Broadcast Bureau granted authority for remote control operation of trans. from 10490 Taconic Terrace, Cincinnati. Action Jan. 19.

■ Boston—Chief, complaints and compliance division, informed Randy Engel, of U.S. Coalition for Life, Export, Pa., that no further action appeared to be warranted on complaint against WBZ-TV Boston, for failing to respond to request for opportunity to answer program on population control. Ann. Jan. 23.

■ Boston—Chief, complaints and compliance division, informed Quechee Lakes Corp. of Boston that actions by WNAC-TV Boston in program series on New England land development "appear to have been reasonable." Ann. Jan. 23.

■ KSHO-TV Las Vegas—FCC denied request by Channel 13 of Las Vegas Inc., licensee, for mitigation or remission of \$10,000 forfeiture for network clipping. Action Jan. 23.

■ New York—Chief, complaints and compliance division, informed David I. Caplan that it did not appear that WNBC-TV and WCBS or WQXR, all New York, had failed to afford reasonable opportunity for presentation of contrasting views on subject of gun control. Ann. Jan. 23.

■ Spartanburg, S.C.—Chief, complaints and compliance division, informed Mrs. H. B. Van Velzer that WSPA-TV Spartanburg was properly exercising discretion in refusing to make time available for presentation of contrasting views on subject of evolution. Ann. Jan. 23.

Actions on motions

■ Administrative Law Judge Byron E. Harrison in Largo, Fla. (WLCY-TV Inc. [WLCY-TV]), TV proceeding, granted petition by WLCY-TV to amend application to include supplemental ownership information concerning applicant's parent company, Rahall Communications Corp., as reflected in interim ownership report (Doc. 19627). Action Jan. 18.


■ Administrative Law Judge Ernest Nash in matter of revocation of license of United Television Co. of New Hampshire's WMUR(TV) Manchester,

EDWIN TORNBERG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
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New York—60 East 42nd St., New York, N.Y. 10017. 212-687-4242
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924. 408-375-3164
East Coast—1000 Chesapeake Drive, Havre de Grace, Md. 301-939-5555



N.H., scheduled hearing for March 15 (Docs. 19336-38). Action Jan. 18.

Other action

■ Review board in Largo, Fla., TV proceeding, granted motion by WLCY-TV Inc. [WLCY-TV] for extension through Feb. 2 to file responsive pleadings to motion to enlarge issues filed by Hubbard Broadcasting Inc. Proceeding involves application of WLCY-TV for CP to increase ant. height from 500 ft. to 1493 ft. and to directionalize ant. system towards Sarasota, Fla. (Doc. 19627). Action Jan. 24.

Call letter action

■ KHFI-TV Austin, Tex.—Granted KTVV(TV).

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.

■ WBOC-TV Salisbury, Md. (WBOC Inc.)—Agreement dated Dec. 1, 1972, replacing one dated Jan. 7, 1972, effective Jan. 1 through Jan. 1, 1975. Network rate \$292; compensation paid at 30% prime time.

■ KCPX-TV Salt Lake City (Screen Gems Stations Inc.)—Amendment extends agreement to Jan. 2, 1975.

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 the multiplication—minus, usually 3.59% for ASCAP and BMI payments.

■ KSBW-TV Salinas, Calif. (Central California Communications Corp.)—Amendment changes network to \$900, effective Dec. 1, 1972.

■ WFLA-TV Tampa, Fla. (WFLA Inc.)—Amendment changes network rate to \$1,309, effective Jan. 1.

■ KNOE-TV Monroe, La. (Noe Enterprises Inc.)—Agreement dated Nov. 20, 1972, replacing one dated Oct. 12, 1972, effective Dec. 1, 1972, through Dec. 1, 1974. Network rate \$800; compensation paid at 30% prime time.

■ WPHL-TV Philadelphia (WPHL-TV Inc.)—Amendment extends agreement to Dec. 31, 1973.

New AM stations

Final action

■ Lexington and China Grove, both North Carolina—FCC denied applications by Harry D. Stephenson and Robert E. Stephenson and China Grove Broadcasting Co., for review of decision of review board denying their applications for new AM at Lexington and China Grove respectively (Docs. 18385-6). Commission also denied Stephensons' petition for leave to amend application to include new suburban showing. Action Jan. 23.

Action on motion

■ Administrative Law Judge Forest L. McClenning in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM proceeding, set certain procedural dates and scheduled hearing for March 19 (Docs. 19445-7). Action Jan. 17.

Other actions

■ Review board in Fergus Falls, Minn., AM proceeding, made effective initial decision released Nov. 1, 1972, proposing denial of application by Harvest Radio Corp. for CP for new AM in Fergus Falls (Doc. 18852). Action Jan. 26.

■ Review board in Eupora and Tupelo, both Mississippi, AM proceeding, scheduled oral argument before panel of FCC review board for Feb. 20 on exceptions and briefs to initial decision released Nov. 12, 1971, which proposed grant of Tri-County Broadcasting Co.'s application for new AM on 710 khz, at Eupora, and denial of application of Radio Tupelo for frequency at Tupelo. Action Jan. 22.

Call letter application

■ Clayton Broadcasting Co., Clayton, N.C.—Seeks WHPY.

Call letter actions

■ Circleville Broadcasting Co., Circleville, Ohio—Granted WNRE.

■ Alleghany-Highlands Radio Inc., Clifton Forge, Va.—Granted WXCF.

Existing AM stations

Applications

■ WKIK Leonardtown, Md.—Seeks CP to add N operation with 5 kw DA-N and change type trans. to Gates 5P-2. Requests waiver of freeze rule. Ann. Jan. 29.

■ WSGW Saginaw, Mich.—Seeks CP to specify N MEOV's. Ann. Jan. 23.

■ KENO Las Vegas—Seeks mod. of CP to make changes in N DA pattern. Ann. Jan. 23.

■ WKGN Knoxville, Tenn.—Seeks CP to change trans. site to 1009 Cox Street, Knoxville. Ann. Jan. 23.

■ KIXI Seattle—Seeks CP to change frequency to 880 kc, and increase power to 50 kw and change trans. to RCA GTA-50J and delete remote control authority. Requests waiver of freeze rule. Ann. Jan. 29.

Final actions

■ WTBF Troy, Ala.—Broadcast Bureau granted license covering changes of aux. trans. Action Jan. 18.

■ KBRS Springdale, Ark.—William B. Ray, chief, complaints and compliance division, informed Northwest Arkansas Broadcasting and Telecasting Co., licensee, that it did not comply with fairness doctrine and commission policies in meeting equal time obligations to Mr. Casey H. Forbes, candidate in 1970 race for mayor of Springdale. Ann. Jan. 26.

■ Los Angeles—Chief, complaints and compliance division, informed Georgia Franklin, of Los Angeles chapter of National Organization for Women, that she had not shown that KNX Los Angeles had failed to present contrasting views on subject of women's liberation. Ann. Jan. 23.

■ KQXI Arvada, Colo.—Broadcast Bureau granted license covering aux. trans.; trans. location 2925 South Platte River Drive, Englewood, Colo.; studio location 9334 West 58th Avenue, Arvada. Action Jan. 22.

■ KLAK Lakewood, Colo.—FCC denied application by Lakewood Broadcasting Service Inc., licensee, for mitigation or remission of \$2,000 forfeiture imposed for repeated violations of rules by failing to identify station with call letters followed by name of community specified in license and for use of improper announcements and other material that attempted to lead listeners to believe station was licensed to Denver, not Lakewood. Action Jan. 23.

■ KOTA Rapid City, S.D.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 518½ St. Joe Street, Rapid City. Action Jan. 22.

■ WMAK Nashville—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location. Action Jan. 22.

■ KETX Livingston, Tex.—Broadcast Bureau granted CP to increase ant. height; condition. Action Jan. 22.

■ KVOC Casper, Wyo.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1529 South Walnut Street, Casper, and will be controlled by local operator from sign-on through business hours. Action Jan. 22.

Call letter application

■ WZAM Pritchard, Ala.—Seeks WKSJ.

Call letter action

■ KHFH Sierra Vista, Ariz.—Granted KPAT.

Designated for hearing

■ WOIC Columbia, S.C.—FCC designated for hearing application by WOIC Inc. for renewal of license on suburban and character qualifications issues. Action Jan. 23.

New FM stations

Applications

■ Ishpeming, Mich.—Taconite Broadcasting Inc. Seeks 107.1 mhz, 630 w. HAAT 630 ft. P.O. address 202 Main Street, Ishpeming 49849. Estimated construction cost \$18,250; first-year operating cost \$10,000; revenue \$22,000. Principals: William J. Blake, president, Robert T. Olson, vice president, and Jay W. Jennings, manager, et al. Ann. Jan. 22.

■ *Rolla, Mo.—Curators of the University of Missouri. Seeks 89.7 mhz, 303 w. HAAT 232 ft. P.O. address University Hall, Columbia, Mo. 65201. Esti-

mated construction cost \$5,590; first-year operating cost \$23,522; revenue none. Principals: Dale O. Bowling, vice president for business management, et al. Ann. Jan. 10.

Starts authorized

■ KIUP(FM) Durango, Colo.—Authorized program operation on 100.5 mhz, ERP 100 kw, HAAT 260 ft. Action Dec. 1.

■ *WMHW-FM Mount Pleasant, Mich.—Authorized program operation on 91.5 mhz. Action Jan. 2.

■ WSLT(FM) Ocean City, N.J.—Authorized program operation on 106.3 mhz, ERP 2.9 kw, HAAT 310 ft. Action Jan. 4.

■ *WPOB(FM) Plainview, N.Y.—Authorized program operation on 88.5 mhz, TPO 10 w. Action Jan. 9.

■ *WQLN-FM Erie, Pa.—Authorized program operation on 91.3 mhz, ERP 35 kw, HAAT 500 ft. Action Jan. 8.

■ *KAOS(FM) Olympia, Wash.—Authorized program operation on 89.3 mhz. Action Jan. 5.

■ *KSF(FM) Spokane, Wash.—Authorized program operation on 91.9 mhz. Action Jan. 8.

Final actions

■ Americus, Ga.—Sumter Broadcasting Co. FCC granted 97.7 mhz, 3 kw. HAAT 300 ft. P.O. address Box 727, Americus 31709. Estimated construction cost \$36,456; first-year operating cost \$7,920; revenue \$12,000. Principals: Robert E. Lashley Jr., president, L. E. Gadrick, director, et al. Grant of application is without prejudice to action that may be appropriate in complaint action against WPLK-(AM) Rockmart and WIYN(AM) Rome, both Georgia, of which Mr. Gadrick owns 50% and 75% respectively. Action Jan. 23.

■ Leland, Miss.—William D. Jackson, Stanley S. Sherman and Fred L. Moyse, dba Interchange Communications. Broadcast Bureau granted 94.3 mhz, 3 kw. HAAT 172.8 ft. P.O. address 315 North Orange Street, Greenville, Miss. 38701. Estimated construction cost \$36,594; first-year operating cost \$23,880; revenue \$60,000. Principals: William D. Jackson (50%), Stanley S. Sherman (45%), et al. Mr. Jackson is announcer at WESY(AM) Leland and WJPR(AM) Greenville. Mr. Sherman is office manager of department store in Greenville, and has restaurant interests there. Action Jan. 22.

■ *Roanoke Rapids, N.C.—Roanoke Christian

	MONO	STEREO
6 CHANNEL	\$1095	\$1695
10 CHANNEL	\$1995	\$2495
6 CHANNEL PREWIRED SYSTEM	\$2095	\$3145

QRK
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GLOUCESTER CITY, N. J. 08030
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WEST
1568 NORTH SIERRA VISTA
FRESNO, CALIF. 93703
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Summary of broadcasting

Compiled by FCC Dec. 31, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,362	5	15	4,382	49	4,431
Commercial FM	2,369	1	41	2,411	108	2,519
Commercial TV-VHF	504	1	6	511	11	523
Commercial TV-UHF	185	0	4	189	48	249
Total commercial TV	689	1	10	700	59	772
Educational FM	537	0	17	554	89	643
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	122	0	19	131	5	137
Total educational TV	208	0	14	222	6	229

* Special Temporary Authorization.

School. Broadcast Bureau granted 90.1 mhz, 860 w. HAAT 84 ft. P.O. address Roanoke Avenue at Fourth Street, Roanoke Rapids 27870. Estimated construction cost \$12,000; first-year operating cost \$2,000; revenue none. Principals: Marvin F. Faile, president, et al. Action Jan. 22.

■ Nanticoke, Pa.—Thunder Broadcasting Corp. Broadcast Bureau granted 92.1 mhz, 670 w. HAAT 552 ft. P.O. address 90 Helen Street, Plains, Pa. 18705. Estimated construction cost \$45,894; first-year operating cost \$38,416; revenue \$36,000. Principal: Francis S. Koscielski (100%). Mr. Koscielski is announcer and program director of WNAK(AM) Nanticoke. Action Jan. 22.

■ Georgetown, S.C.—Seacoast Broadcasting Corp. FCC granted 106.3 mhz, 3 kw. HAAT 130 ft. P.O. address 216 South Fraser Street, Georgetown, 29440. Estimated construction cost \$29,085; first-year operating cost \$7,000; revenue \$7,500. Seacoast Broadcasting is licensee of WGTN(AM) Georgetown. Principals: Richard T. Laughridge, president, Charles S. Morris, vice president (each 31.8%), et al. Messrs. Laughridge and Morris own WATP-AM-FM Marion, S.C. Action Jan. 23.

■ *Newport, Wash.—Newport Consolidated Joint School District 56-415. Broadcast Bureau granted 91.5 mhz, 10 w. HAAT 80 ft. P.O. address Second and Washington Streets, Newport 99156. Estimated construction cost \$4,332; first-year operating cost \$5,890; revenue none. Principals: Ben R. Larson, superintendent of schools, et al. Action Jan. 22.

■ *Fort Gay, W. Va.—Wayne County Board of Education. Broadcast Bureau granted 89.9 mhz, 10 w. HAAT not applicable. P.O. address Wayne, W. Va. 25570. Estimated construction cost \$8,928; first-year operating cost \$350; revenue none. Principals: Samuel D. Hubbard, superintendent of schools, et al. Action Jan. 22.

■ Williamson, W. Va.—FCC denied application by Harvit Broadcasting Corp., applicant for FM ch. 243, Williamson, for review of review board memorandum opinion and order released May 24, 1972, granting request of Three States Broadcasting Co., applicant for ch. 243, Matewan, W. Va., by adding character issues against Harvit (Docs. 18456-7). Action Jan. 23.

Initial decision

■ Searcy, Ark.—Administrative Law Judge James F. Tierney proposed, in initial decision, denial of application by Tellum Broadcasting Co. of Searcy Inc. for new FM on ch. 257 (99.3 mhz) at Searcy (Docs. 18989-90). Ann. Jan. 26.

Actions on motions

■ Chief, office of opinions and review, in Laurel and Ellisville, both Mississippi (Southland Inc. and South Jones Broadcasters Inc.), FM proceeding, granted petition by Southland and extended to Feb. 21 time to file application for review of memorandum opinion and order of review board adopted Jan. 3 (Docs. 19415-6). Action Jan. 22.

■ Administrative Law Judge Basil P. Cooper in Bangor, Me. (Bangor Broadcasting Corp. and Penobscot Broadcasting Corp.), FM proceeding, scheduled further prehearing conference for Jan. 31 (Docs. 19165-6). Action Jan. 18.

■ Administrative Law Judge Frederick W. Denniston in Ogallala, Neb. (Industrial Business Corp. and Ogallala Broadcasting Co.), denied requests by Ogallala Broadcasting for stay of order released Jan. 10 which overruled objections of Ogallala to notice to take depositions filed by Industrial Business and for permission to appeal same order (Docs. 19559-60). Action Jan. 22.

■ Administrative Law Judge Isadore A. Honig in Laurel and Ellisville, both Mississippi (Southland Inc. and South Jones Broadcasters Inc.), FM proceeding, on request of applicants, and with consent of Broadcast Bureau, in view of negotiations which if satisfactorily completed could expedite proceeding, postponed hearing scheduled for Jan. 22 to later date to be set by further order (Docs. 19415-6). Action Jan. 18.

■ Administrative Law Judge Isadore A. Honig in

Rochester and Henrietta, both New York (Auburn Publishing Co., et al.), FM proceeding, granted request by What the Bible Says Inc. and extended to Jan. 30 time to file petition to amend application (Docs. 18674-76). Action Jan. 15.

■ Administrative Law Judge Isadore H. Honig in Carlisle, Pa. (WIOO Inc., et al.), FM proceeding, granted motion by Hilton, McGowan & Hilton to extent that hearing is continued further to April 17; by separate action granted petition by Cumberland Broadcasting Co. to extent only that it does not seek to have proposed new \$50,000 bank loan agreement considered as part of petitioner's financial plan, and amendment, except for portions relating to proposed bank loan is accepted; dismissed as moot WIOO petition for extension of time and denied Cumberland request to reply to Bureau's pleading, as unnecessary and superfluous, and dismissed separately filed Cumberland reply (Docs. 19468-69, 19471). Actions Jan. 15 and 17.

Other actions

■ Review board in Birmingham, Ala. FM proceeding, scheduled oral argument for Feb. 15 on exceptions and briefs to initial decision released Sept. 17, 1971, which proposed grant of application of Voice of Dixie Inc. for new FM on ch. 258, Birmingham, and denial of application of First Security & Exchange Co. for same facilities (Docs. 18664, 18666). Action Jan. 22.

■ Review board in Lexington Park and Leonardtown, both Maryland, FM proceeding, granted motion by Key Broadcasting Corp. for extension of time through Feb. 5 to file response to petition to enlarge issues filed by Sound Media Inc. Proceeding involves mutually exclusive applications of Key Broadcasting and Sound Media for new FM on ch. 249 with 3 kw and ant. height of 300 ft. in Lexington Park and Leonardtown, respectively (Docs. 19410-1). Action Jan. 22.

■ Review board in Carlisle, Pa., FM proceeding, in response to petition by WIOO Inc., added hearing issues in proceeding involving three mutually exclusive applications for new FM at Carlisle (Docs. 19468, 19469, 19471). Action Jan. 24.

■ Review board in Carlisle, Pa., FM proceeding, granted motion by Cumberland Broadcasting Co. for extension of time through Feb. 2 to file responsive pleadings to petition to enlarge issues filed by WIOO Inc. Proceeding involves mutually exclusive applications of WIOO Inc., Hilton, McGowan & Hilton and Cumberland Broadcasting for CP's for new FM at Carlisle (Docs. 19468-9, 19471). Action Jan. 26.

■ Review board in Dayton, Tenn., FM proceeding, denied petition by Erwin O'Conner for reconsideration of review board decision denying application for new FM at Dayton (Doc. 18547). Mr. O'Conner's two petitions for leave to amend were also denied. Action Jan. 26.

Rulemaking action

■ LaCrosse, Wis.—FCC amended FM table of assignments and assigned ch. 285A to LaCrosse (Doc. 19533). Action Jan. 23.

Call letter applications

■ Red Rock Lake Broadcasting Co., Knoxville, Iowa—Seeks KRLS(FM).

■ J-P Enterprises Inc., Lincoln, Neb.—Seeks KHAT(FM).

■ West Virginia Educational Broadcasting Authority, Beckley, W. Va.—Seeks *WVPR(FM).

■ West Virginia Schools for the Deaf and Blind, Romney, W. Va.—Seeks *WJGF(FM).

Call letter actions

■ Huntingdon College, Montgomery, Ala.—Granted *WHCR(FM).

■ Elk Grove Unified School District, Elk Grove, Calif.—Granted *KEGH-FM.

■ KVRE Inc., Santa Rosa, Calif.—Granted KVRE-FM.

■ Quinnipiac College, Hamden, Conn.—Granted *WQAQ(FM).

■ Hartford Board of Education, Hartford, Conn.—Granted *WQQT(FM).

■ University of Maine, Gorham, Me.—Granted *WMPG(FM).

■ Richmond County Schools, Rockingham, N.C.—Granted *WRSH(FM).

■ Bellevue Community Broadcasting Co., Bellevue, Ohio—Granted WNRR(FM).

■ Findlay College, Findlay, Ohio—Granted *WLFC(FM).

■ Lehigh University, Bethlehem, Pa.—Granted *WLVR-FM.

Existing FM stations

Final actions

■ WKRQ-FM Mobile, Ala.—Broadcast Bureau granted license covering changes; ERP 36 kw; ant. height 800 ft. Action Jan. 22.

■ KOSI-FM Denver—Broadcast Bureau granted license covering aux. trans.; ERP 10.5 kw; ant. height 700 ft. Action Jan. 22.

■ KIUP-FM Durango, Colo.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 260 ft. Action Jan. 22.

■ WAJP(FM) Joliet, Ill.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 260 ft. Action Jan. 18.

■ KHAK-FM Cedar Rapids, Iowa—Broadcast Bureau granted license covering changes; ERP 6.8 kw; ant. height 210 ft. Action Jan. 22.

■ *KEDQ(FM) Austin, Minn.—Broadcast Bureau granted license covering new station. Action Jan. 18.

■ KNOF(FM) St. Paul—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 250 ft. Action Jan. 22.

■ KFMZ(FM) Columbia, Mo.—Broadcast Bureau granted license covering aux. trans.; ERP 710 w; ant. height 300 ft. Action Jan. 22.

■ WFMX(FM) Statesville, N.C.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 290 ft. Action Jan. 22.

■ WBRU(FM) Providence, R.I.—Broadcast Bureau granted license covering changes for main trans.; ERP 50 kw; ant. height 220 ft.; granted license covering use of former main trans. as aux. trans.; ERP 20 kw; ant. height 110 ft. Action Jan. 18.

■ KBHB-FM Sturgis, S.D.—Broadcast Bureau granted license covering new station; ERP 25 kw; ant. height 1,060 ft. Action Jan. 18.

■ KWYR-FM Winner, S.D.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 560 ft. Action Jan. 22.

■ WFAA-FM Dallas—Broadcast Bureau granted CP to install new trans. and ant.; ERP 99 kw; ant. height 1,680 ft. Action Jan. 18.

■ WBAF-FM Fort Worth—Broadcast Bureau granted CP to install new trans. and ant.; ERP 99 kw; ant. height 1,680 ft. Action Jan. 18.

■ KLOL(FM) Houston—Broadcast Bureau granted license covering changes; ERP 97 kw; ant. height 790 ft. Action Jan. 22.

■ WPVA-FM Petersburg, Va.—Broadcast Bureau granted license covering new station; ERP 3 kw; ant. height 240 ft. Action Jan. 18.

Action on motion

■ Administrative Law Judge Ernest Nash in Newark, N.J. (Cosmopolitan Broadcasting Corp.), in matter of renewal of main, aux. and SCA license for WHBI(FM), order that further procedural dates be set forth in transcript of prehearing conference; set hearing for June 12 in Newark (Doc. 19657). Action Jan. 22.

Call letter applications

■ KRAA(FM) Little Rock, Ark.—Seeks KEZQ(FM).

■ WSAI-FM Cincinnati—Seeks WJDJ(FM).

■ KBOX-FM Dallas—Seeks KTLG(FM).

Call letter actions

■ WKSJ(FM) Mobile, Ala.—Granted WKSJ-FM.

■ KAYN(FM) Tucson, Ariz.—Granted KAIR-FM.

■ WVWB-TV Bridgeton, N.C.—Granted WSFL(FM).

■ WBBB-FM Burlington-Graham, N.C.—Granted WNCB(FM).

■ WHBQ-FM Memphis—Granted WEZI(FM).

■ WBPA-FM Fort Worth—Granted KSCS(FM).

Renewal of licenses, all stations

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following stations, co-pending aux. and SCA's where appropriate: KGUW Palm Desert, Calif.; WBMS Black Mountain, N.C.; WBUG Ridgeland, S.C.; *WDCC-FM Sanford, N.C.; WGCD Chester, S.C.; WKLM-TV Hickory, N.C.; WKBV Chatham, Va.; WKLM-Wilmington, N.C.; WLBG-AM-FM Laurens, S.C.; WLEA Horne, N.Y.; WLVI(FM) Hartford, Conn.; WMDE(FM) Greensboro and WMYN Waydon, both North Carolina; WPEE Crozet and WREL Lexington, both Virginia; WRET-TV Charlotte, N.C.; WSUB Groton, Conn.; WTIK Durham, N.C.; WTYC Rock Hill, S.C.; WIZE-AM-FM Tazewell, Va.; WVMC(FM) Monks Corner and WYCL York, both South Carolina; WYDK Yadkinville, N.C. Actions Jan. 29.

Modification of CP's, all stations

- KBAI Morro Bay, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to May 22. Action Jan. 22.
- KISA Honolulu—Broadcast Bureau granted mod. of CP for extension of completion date to June 9. Action Jan. 17.
- WHUD(FM) Peekskill, N.Y.—Broadcast Bureau granted mod. of CP to extend time to June 10. Action Jan. 23.

Translators

Application

- Broadcast Bureau accepted for filing application of Manoa Campus Center Board of University of Hawaii for new FM translator on ch. 209, 89.7 mhz, TPO 10 w. at Kahala, Aina Haina, Niu, Kuliouou, Hawaii Kai and Honolulu, all Hawaii; primary station *KTUH(FM) Honolulu. Ann. Jan. 29.

Actions

- Broadcast Bureau granted licenses covering following new VHF translators: K05EX Burnt Ranch and Hawkins Bar, both California; K13LM Lapwai, Idaho; K09KU and K13LJ, both Mountain City, Nev.; K11LI and K13LQ, both Owyhee, Nev.; K06HQ Gila Center federal housing area and Gila Hot Springs, both New Mexico; K11LH Tierra Amarilla, N. Mex. Action Jan. 18.
- K06HU Aspen, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Aspen on ch. 6 (82-88 mhz) by rebroadcasting programs of KREX-TV, ch. 5, Grand Junction, Colo. Action Jan. 24.
- K04HH Aspen, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Snowmass of Aspen, Colo., on ch. 4 (66-72 mhz) by rebroadcasting signal of KREX-TV, ch. 5, Grand Junction, Colo. Action Jan. 24.
- K69AK Cottonwood, Idaho—Broadcast Bureau granted CP for new UHF translator to serve Grandville, Cottonwood, Craigmont and Nezperce, all Idaho, on ch. 69 by rebroadcasting programs of KTVR-TV La Grande, Ore. Action Jan. 10.
- K07KL Dunn Center, N.D.—Broadcast Bureau granted license covering new VHF translator. Action Jan. 18.
- K66AH The Dalles, Ore.—Broadcast Bureau granted CP for new UHF translator to serve The Dalles and Dufur, both Oregon, and Goidendale, Wash., on ch. 66 by rebroadcasting programs of KOAP-TV Portland, Ore. Action Jan. 17.
- K10DW Spearfish, S.D.—Broadcast Bureau granted license covering new VHF translator. Action Jan. 18.
- K07KM Hanksville, Utah—Broadcast Bureau granted license covering new VHF translator. Action Jan. 18.
- K237AE Teasdale, Utah—Broadcast Bureau granted CP for new FM translator to serve Teasdale and Torrey, both Utah, on ch. 237 (95.3 mhz) by rebroadcasting programs of KSL-FM Salt Lake City; condition. Action Jan. 17.
- K07KJ La Push, Wash.—Broadcast Bureau granted license covering new VHF translator. Action Jan. 18.
- K09KZ La Push, Wash.—Broadcast Bureau granted license covering new VHF translator. Action Jan. 18.
- K13FS Cokeville town and Smiths Fork, both Wyoming—Broadcast Bureau granted CP to specify principal community of VHF translator as Cokeville; change trans. location to approximately seven miles southwest on Sublett mountain. Cokeville; make changes in ant. system. Action Jan. 18.
- K03CB Cokeville town and Smiths Fork, both Wyoming—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 3 (60-66 mhz) to ch. 10 (192-198 mhz); specify principal community as Cokeville; change trans. location to approximately seven miles southwest on Sublett mountain, Cokeville; make changes in ant. system; change call letters to K101F. Action Jan. 18.

■ K06DO Cokeville town and Smiths Fork, both Wyoming—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 6 (82-88 mhz) to ch. 8 (180-186 mhz); specify principal community as Cokeville; change trans. location to approximately seven miles southwest on Sublett mountain, Cokeville; make changes in ant. system; change call letters to K08HM. Action Jan. 18.

Other action, all services

- FCC extended time for filing comments on proposal to amend rules to revise FCC fee schedule until Feb. 28. Reply comments will be due March 15. Action Jan. 29.

Ownership changes

Applications

- KBLU-AM-TV Yuma, Ariz.—Seeks assignment of licenses from Eller Telecasting Co. (licensee of TV) and KTAR Broadcasting Co. (licensee of AM) to KBLU Broadcasting Co. for \$550,000. Also seeks waiver of one-station-per-market ownership rule. Sellers: Eller Telecasting and KTAR are both wholly owned subsidiaries of Combined Communications Corp., broadcast group owner. Buyers: Robert William Crites, president (20%), Horace G. Murfin (26%), et al. Mr. Crites is general manager of KBLU. Mr. Murfin owns Country Club Oil Co., Excelsior, Minn. Ann. Jan. 18 and 26.
- KPOK-AM-FM Portland, Ore.—Seeks transfer to control of KPOJ Inc. from P. L. Jackson Trust (100% before, none after) to Tracy Broadcasting Co. (none before, 100% after). Consideration: \$1 million (includes assumption of debts). Principals: Richard B. Stevens (100%). Mr. Stevens owns 25% of KDON(AM) Salinas, Calif. Tracy Broadcasting is licensee of KGFJ(AM) Los Angeles. Ann. Jan. 18.
- Unassigned AM, Blackburg, Va.—Seeks assignment of CP from Broadcasting Service of Carolina Inc. to Radio Montgomery Inc. for \$30,000. Sellers: Robert W. Scott, former governor of North Carolina, et al. Buyers: Ray A. Childers, president, Lonnie L. Pulliam, vice president (each 33 1/3%), et al. Mr. Childers, formerly commercial manager of WSRC-AM-FM Durham, N.C., owns 75% of WCBX(AM) Eden, N.C. Mr. Pulliam is president of Bank of Carroll, Hillsville, Va. Ann. Jan. 16.
- WDTV(TV) Weston, W. Va.—Seeks assignment of license from Broadcast Industries of West Virginia Inc. to Withers Broadcasting of West Virginia Inc. for \$600,000. Buyers: W. Russell Withers Jr., president (90%), et al. Mr. Withers owns 90% of KGMO-AM-FM Cape Girardeau, Mo., and is vice president and director of James K. Withers Inc., real estate firm in Cape Girardeau. Ann. Jan. 18.

Actions

- KWKO(FM) Anchorage—Broadcast Bureau granted assignment of license from Stereophonic Alaska Inc. to Cook Inlet Broadcasters Inc. for \$64,500. Sellers: Joseph P. O'Hearn, president, et al. Buyers: Joseph Perry (100%). Mr. Perry, formerly general manager, KFQD(AM) Anchorage, owns Jay Perry & Associates, public relations and advertising firm in Anchorage. Action Jan. 19.
- WKFM(FM) Chicago—Broadcast Bureau granted assignment of license from Frank S. Kovas Jr. to RKO General Inc. for \$2,400,000. Buyer: RKO General, division of General Tire and Rubber Co., is publicly held company with following broadcast interests: WOR-AM-FM-TV New York; WRKO(AM)-WROR(FM)-WNAC-TV Boston; KJH-AM-FM-TV Los Angeles; KFRC(AM)-KFMS(FM) San Francisco; WHBQ-AM-TV Memphis; WGM5-AM-FM Bethesda, Md.-Washington. Action Jan. 19.
- KJFJ(AM) Webster City, Iowa—Broadcast Bureau granted assignment of license from Nachusa Corp. to Gorich Radio Corp. for \$188,000. Sellers: Arnold V. Lund, vice president, et al. Buyers: Glenn R. Olson, president (99.9%), et al. Mr. Olson, formerly manager of KLOH-AM-FM Pipestone, Minn., owns 48% of KBAB(FM) Indianola, Iowa. Gorich Radio has also acquired KWAW(FM) Webster City (see below). Action Jan. 19.
- KWAW(FM) Webster City, Iowa—Broadcast Bureau granted assignment of license from PBW Broadcasting Corp. to Gorich Radio for \$145,000. Sellers: Dwight M. Brown, vice president, et al. PBW Broadcasting is licensee of KIFG-AM-FM Iowa Falls, Iowa. Buyers: Glenn R. Olson, president (99.9%), et al. (see above).
- WIKC(AM) Bogalusa, La.—Broadcast Bureau granted assignment of license from Curt Siegelin to Adams Properties Inc. for \$163,000. Buyer: G. S. Adams Jr. (100%). Mr. Adams is vice president, Washington Bank & Trust Co., Bogalusa. He owns Boondocks Land Co. and has interests in Franklin Insurance Agency Inc. and Washington Investment Co., all in Franklin, La. Action Jan. 24.
- WREV(AM)-WVMO(FM) Reidsville, N.C.—Broadcast Bureau granted relinquishment of control of Reidsville Broadcasting Co. by William M. Oliver Sr. (68% before, 31% after) through sale of stock to William M. Oliver Jr. (17% before, 33% after) and Kaye O. Sowell (5% before, 30% after).

Consideration: \$5,000. Principals: Mr. Oliver Jr. is station manager and news director of WREV and WVMO. Action Jan. 24.

- WYDK(AM) Yadkinville, N.C.—Broadcast Bureau granted acquisition of positive control of Yadkin Broadcasting Co. by Harry D. and Bernice G. Dunnegan (as group, 23.8% before, 25.8% after) through purchase of stock of Douglas B. Johnson (7.6% before, none after) to be treasury stock. Consideration: \$15,000. Principals: The Dunnegans own 18% of WNMB(AM) North Myrtle Beach, S.C. Action Jan. 24.
- KYXI(AM) Oregon City, Ore.—FCC granted transfer of control of Republic Broadcasting Inc. from KIMN Broadcasting Co. (100% before, none after) to McCoy Broadcasting Co. (none before, 100% after). Consideration: \$1.5 million. Principals: Arthur H. McCoy, president (85.6%), et al. Transfer is part of restructuring action on part of Pacific and Southern Broadcasting Co., owner of KIMN Broadcasting, Mr. McCoy, former president and 9% owner of P&S, formed new company which has acquired KHON-TV Honolulu and satellites KHAW-TV Hilo and KALI-TV Wailuku, all Hawaii, through stock transfer, in addition to acquisition of KYXI. Action Jan. 17.
- KWJH(AM) Portland, Ore.—Broadcast Bureau granted assignment of license from Rodney F. Johnson to Roy H. Park Broadcasting of Roanoke Inc. for \$2.5 million. Buyer: Roy H. Park (100%). Mr. Park owns WNCT-AM-FM-TV Greenville, N.C.; WLSL-TV Roanoke, Va.; WUTR-TV Utica, N.Y.; WTVR-AM-FM-TV Richmond, Va.; WHL-TV Johnson City, Tenn.; WDEF-AM-FM-TV Chattanooga; WNAK(AM) Yankton, S.D.; KRSI-AM-FM St. Louis Park, Minn., and WEBC(AM) Duluth, Minn. Action Jan. 24.
- KHYM(AM) Gilmer, Tex.—Broadcast Bureau granted assignment of CP from Uphur Broadcasting Co. to KHYM Broadcasting Co. for \$19,048. Seller: Samuel N. Morris. Dr. Morris has majority interest in KDRY(AM) Alamo Heights, Tex. Buyer: J. R. McClure. Mr. McClure is investor in real estate and stocks. He is also president of Missionary Broadcasters Inc. Greenville, S.C., nonprofit organization which promotes missionary radio in U.S. and overseas. Action Jan. 24.

Cable

Applications

- The following operators of cable television systems have requested certificates of compliance, FCC announced Jan. 16 and 22 (stations in parentheses are TV signals proposed for carriage):
- Carlsbad Cable TV Inc., Carlsbad, Calif. (KCST-TV), KFMB-TV, KOGO-TV and KPBS-TV, all San Diego; XEWT-TV and XETV(TV), both Tijuana, Mex.; KCET(TV), KABC-TV, KCOP(TV), KHP-TV, WMEX-TV, KNBC(TV), KNXT(TV) KTLA(TV) KTTV(TV) and KWHY-TV, all Los Angeles; KBSC-TV Corona, KLXA-TV Fontana and KHOF-TV San Bernardino, all California).
 - Telempromter of Newport Beach, Newport Beach, Calif. (KOCE-TV Huntington Beach, California; KVST-TV and KLCSTV), both Los Angeles).
 - Coastal Cablevision Corp., Cedar Key, Fla. (WUFT(TV) and WCJB(TV), both Gainesville, WFLA(TV), WTVT(TV), both Tampa and WLCY(TV) St. Petersburg, all Florida).
 - Cable Television Co. of Illinois, Chatsworth, Chenoa and Forrest, all Illinois (WSNS-TV Chicago).
 - Cable Television Co. of Illinois, Fairbury, Ill. (WSNS-TV Chicago).
 - Continental Transmission Corp., Rochelle, Ill. (WSNS-TV Chicago).
 - Sight & Sound Service Corp., Greensburg, Ind. (WCET-TV, WCPO-TV, WKRC-TV, WLWT-TV and WXIX-TV all Cincinnati; WKTR-TV Dayton, Ohio; WFYI-TV, WHMB-TV, WRTV-TV WISH-TV, WLWI-TV and WTTV-TV, all Indianapolis; WTIU-TV Bloomington, Ind.; WDRB-TV Louisville, Ky.; WGN-TV Chicago).
 - Brazil Inc., North Central Clay county, Staunton, and Knightsville, all Indiana (WTHI-TV, WTWO(TV) and WIL-TV, all Terre Haute and WTTV(TV) WTIU(TV), Bloomington, all Indiana; WISH-TV, WLWI(TV) WFYI(TV) and WRTV(TV), all Indianapolis).
 - Whaling City Cable TV Inc., New Bedford, Mass., (WTEV(TV) New Bedford, Mass.; WJAR-TV, WPRI-TV and WSBE-TV, all Providence, R.I.; WBZ-TV, WCVB-TV, WNAC-TV, WSBK-TV and WGBH-TV, all Boston; WKBG-TV Cambridge, Mass.).
 - T.V. Cable of Marlow Inc., Rush Springs, Okla. (KFDX(TV) and KAUIZ(TV), both Wichita Falls, Tex.; WKY(TV), KOCO(TV), KWTV(TV), KETA(TV) and KOKH(TV), all Oklahoma City; KSWO(TV) Lawton, Okla.; WTVI(TV) Dallas).
 - Northeastern Pennsylvania TV Cable Co. Dunmore borough, Pa. (WNEP-TV, WDAU-TV and WVIA-TV, all Scranton and WBRE-TV Wilkes-Barre, both Pennsylvania; WPHL-TV Philadelphia; WOR-TV and WPXI(TV), both New York).
 - Commonwealth Cable TV Co., Philadelphia

(KYW-TV, WCAU-TV, WPVI-TV, WKBS-TV, WPHL-TV, and WTAF-TV, all Philadelphia; WHYI-TV, Wilmington, Del.; WOR-TV and WPIX-TV, both New York; WXTV-TV Patterson and WNJU-TV Linden, both New Jersey).

■ Lawrence Cablevision Inc., South New Castle borough, Pa. (WFMJ-TV, WKBN-TV and WYTV-TV all Youngstown, Ohio; WQEX-TV, WQED-TV, KDKA-TV, WTAE-TV and WHIC-TV, all Pittsburgh; WNEO-TV Alliance, Ohio; WKBF-TV Cleveland; WUAB-TV Lorain, Ohio).

■ Blue Ridge Cable Television Inc. Tobyhanna township, Pa. (WNEP-TV and WDAU-TV, both Scranton, WBRF-TV Wilkes-Barre, WLVI-TV Allentown and KYW-TV, WPVI-TV and WCAU-TV, all Philadelphia, all Pennsylvania; WCBS-TV, WNBC-TV, WNEW-TV, WPIX-TV, and WOR-TV, all New York).

■ Tennessee Valley Video Inc., Linden, Tenn. (WSM-TV, WLAC-TV and WSIX-TV, all Nashville; WBBJ-TV Jackson, Tenn).

■ Teleprompter of Baytown, Baytown, Tex. (KDTV-TV Dallas; WTVI-TV Fort Worth; KWEX-TV San Antonio, Tex.).

■ Brazoria Cablevision, Richmond, Tex. (KHOU-TV, KHTV-TV, KPRC-TV, KTRK-TV, KHUT-TV) and KVRL-TV, all Houston; KFDM-TV Beaumont and KJAC-TV Port Arthur, all Texas).

■ Lynchburg Cablevision Inc., Lynchburg, Va. (WDBJ-TV, WRFT-TV, WSLS-TV and WBRA-TV, all Roanoke, WLVA-TV Lynchburg and WVPT-TV Staunton, all Virginia; WTIG-TV, WDCATV and WETA-TV, all Washington).

■ Cable TV Puget Sound, Fife and Puyallup, both Washington (CHEK-TV) and CHAN-TV, both Vancouver, British Columbia).

■ Cable TV Puget Sound, Greater West Pierce county, South King county, East Pierce county,

Peninsula, Fircrest, Sumner and Milton, all Washington (CHEK-TV) and CHAN-TV, both Vancouver, British Columbia).

■ Northeast Minnesota Cable TV Inc., Superior and Duluth, both Minnesota (WDSM-TV Superior, Wis.; KDAL-TV, WDIO-TV and WDSE-TV, all Duluth, Minn.; WTCN-TV Minneapolis; WVTV-TV Milwaukee).

Final actions

■ CATV Bureau granted following operators of cable television systems certificates of compliance: Gonzales Cable TV, Gonzales, Tex. Action Jan. 18. Missoula TV Cable Co., Missoula, Mont.; Link of Alleghany County Inc., Baldwin township and Video Link of Alleghany County Inc., Dormot, Etna borough and Sharpsbury, all Pennsylvania. Actions Jan. 19. Beloit Community TV Service Inc., city of Beloit, town of Beloit, Turtle, South Beloit, town of Rockton and village of Rockton, all Illinois; United Cablevision Inc., Adelanto, Calif.; Cypress Cable TV of Columbia Inc., Columbus, Upper Arlington and Franklin, all Ohio. TelePrompTer Cable Communications Corp. dba Muscle Shoals TV Cable Co., Florence, Sheffield, Tuscumbia and Muscle Shoals, all Alabama; Alpena Cablevision Inc., Alpena, Mich.; Continental Transmission Corp., Pecos, Tex.; Comcast Corp., Philadelphia and Upper Darby, both Pennsylvania; Greater Philadelphia Cable TV Inc., Philadelphia; Cablevision Corp. of America, Chelsea, Mass.; Indiana Cable Television Inc., Terre Haute, Ind.; Clinton TV Cable Co., Clinton, Iowa; Actions Jan. 24.

■ FCC granted applications by Metro Cable Co. for certificates of compliance to add distant signals of WFLD-TV and WGN-TV, both Chicago to cable television systems in Loves Park, North Park, and unincorporated area of Winnebago county, all Illinois. Action Jan. 23.

■ Hot Springs Village, Ark.—FCC granted application by Village CATV Inc., proposed operator of cable television system at Hot Springs Village, for certificate of compliance and petition for special relief. Action Jan. 23.

■ Brewster, Ohio—FCC granted application by Stark County Communications Inc., proposed operator of cable television system at Brewster, for certificate of compliance. Action Jan. 23.

Other action

■ Review board in Winchester, Ky., cable TV proceeding, ordered Tele-Caption of Winchester Inc., owner and operator of cable television system at Winchester, to cease and desist from carriage of distant signals WLKY-TV Lexington, Ky., and WXIX-TV Cincinnati (Doc. 19358). Action Jan. 26.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Jan. 30. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ *Milton, Del.*—Town council and mayor approved contract with CATV General Corp. of Washington. Firm will charge \$5.50 monthly and \$15 for overhead installation, \$25 for underground.

■ *Grainfield, La.*—Town council granted franchise to Communications Associates Inc. of Massachusetts.

■ *Catskill, N.Y.*—Town board granted franchise to Olive Cable TV Co. of Shokan, N.Y., to serve Palenville-Kiskatom, N.Y. area.

■ *West Cocalico township, Pa.*—Township supervisors granted franchise to D & E Cable TV Inc., Ephrata, Pa.

Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted, 40¢ per word—\$5.00 minimum.
- Situations Wanted, 30¢ per word—\$5.00 minimum.
- All other classifications, 50¢—per word—\$5.00 minimum.
- Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- 5" or over billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code count as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

RADIO

Help Wanted Management

General Manager. Medium market. Must be professional salesman to lead hard working staff. Make our Good Music station biggest in Central New York and you can write your own future. Send resume, photo, salary requirements to Box B-3, BROADCASTING.

Station Relations/Network Clearance. The Mutual Radio Networks are expanding their Station Relations/Network Clearance Departments. We need highly motivated individuals who can think on their feet and apply their broadcast experience to daily contact with radio stations. Please write (no calls) Gary J. Worth, Vice President, Mutual Radio Networks, 918 16th St., N.W., Washington, D.C. 20006. An Equal Opportunity Employer.

Sales

Combination announcer-salesman wanted for small market in the Midwest. Salary plus commission amounts to about \$140 per week. Fringe benefits and lots of recreation nearby. Applicants with limited experience considered. Reply to Box A-178, BROADCASTING.

Do you enjoy selling? Can you produce? If so, read on. East Coast MOR Good Music station in medium market has opening for one salesman who can produce and help develop full potential of market. We offer plenty of work to keep you busy. You will have an unlimited account list with good accounts. We likewise provide good commissions, health and life insurance, and interested local ownership and a good staff. Only MOR Good Music station in the area. If you dig selling and can produce, we want to talk with you. Box A-187, BROADCASTING.

Sales manager. Looking for Midwest fireball with good track record. Opportunity of a lifetime. Solid old time broadcaster. Send details to Box A-213, BROADCASTING.

Sales Manager for sports-news MOR combined AM-FM facilities in pleasant New England market. Career opportunity for dedicated aggressive salesman to motivate by example. Excellent incentive plan. Detailed resume, recommendations, income requirements, and your best sales presentation should be sent in confidence to Box B-4, BROADCASTING. Equal Opportunity Employer.

Radio sales for Baltimore with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box B-16, BROADCASTING.

Sales Continued

Sales—Station Manager for thriving FM in choice booming Florida smaller market. Automated MOR. \$10,000 base plus strong incentives including stock option for aggressive self-starter with real sales ability. Requires strong radio sales background in small market. Send full details, snapshot to Box B-24, BROADCASTING.

Good opportunity established station. Salary, commission. Send resume, sales record. KFRO, Longview, Texas 75601.

Announcers

Fla. growing chain needs: 1st-CE to maintain gear and handle light evening anncng. shift; 1st-anncr/sales dj combo man pro for major daytime show; 1st-for all nite soft-soul/jazz/talk show. Could be greatest opportunity for a real veteran pro. Veteran sales pro to build new block in medium resort market. We offer permanency. A career growth. All fringes and being a member of one of the finest broadcast teams in the South. An Equal Opportunity Employer. Box A-35, BROADCASTING.

Top 100 Midwest market needs several sharp jocks with production ability for new Contemporary format. If you're an experienced pro with a mature but enthusiastic delivery, and would enjoy the atmosphere of a major college community, send tape and resume now to Box A-114, BROADCASTING.

Announcer-salesman, bright morning man for 6:00 to 9:00 AM shift on lively MOR, AM/FM radio stations in Southeast. Sell and service KEY accounts; salary and commission. Send complete information including audition tape and snapshot. Box A-142, BROADCASTING.

Good opportunity for experienced morning man in Contemporary-MOR format. 100,000 pleasant major university market, Northeast. Send tape, resume to Box A-154, BROADCASTING.

Top rated MOR Contemporary with TV affiliate looking for super jock to fill No. 1 morning slot. Rush resume to Box A-174, BROADCASTING.

Maryland suburban station needs experienced morning man who can charm adults. Production and news ability important. Position open now. Call 301-939-0800 and let's talk. Box A-175, BROADCASTING.

Top rated Eastern MOR Contemporary with TV affiliate looking for super jock to fill number one morning slot. Rush resume to Box A-179, BROADCASTING.

Medium market. Southern California Country station needs PM drive jock who can take over music department. Prefer Mod-Country approach. Job opens February 19. Send tape and resume immediately. Box A-207, BROADCASTING.

Announcers Continued

Mid So. full time AM station seeks announcer. Top 40 format. College town of 13,000. Equal Opportunity Employer. Box B-2, BROADCASTING.

Announcer interested in gathering and writing local news. Board work, third phone, \$150 with experience. Box B-43, BROADCASTING.

Morning man, 3rd or first phone for top rated NE MOR. Experience a must. Good starting salary. Tape and resume to Box B-47, BROADCASTING.

Florida-experienced, personable and bright sounding dj for top station in one of top Florida markets. Pro only. Send audition tape, background, pic and all info first mailing. Box B-65, BROADCASTING.

Announcer for top rated major market Beautiful Music station. You must have an adult voice with a friendly warm natural delivery. You must be a professional who understands the workings of a highly controlled quality radio station. Send a complete resume, photo and tape to: David Millan, KEYE AM/FM St. Paul, Minnesota 55104.

Lincoln, Nebraska. KLIN needs full time evening board man for Contemporary MOR format. Experience required. 400 S. 13th Street, 68508.

Deejay-Newsman for MOR format. Must have good air voice, desire for advancement. Tape and resume to KOPN, Box 831, Port Angeles, Wash. 98362.

Communicator for morning or mid-day who can reach +18 audience in conservative medium Midwest market. No Rockers. 2 years experience. Good family and cultural town. Good pay and benefits and friendly staff of pros. Tape, photo and resume to PD, WDBQ, Box 1280, Dubuque, Iowa 52001.

Experienced dj announcer with play-by-play ability. Contemporary format. \$115. Talent, merit raises. Generous fringe benefits. No phone calls. Resume and air check including play-by-play to WEVA, Fredericksburg, Va.

Super Jock . . . with super production. Looking for a big voice and concise humor, as well as ability to incorporate personality into a well conceived format. We are looking for a major market jock who would like to achieve or perpetuate major market pay in one of the nation's most competitive secondary. Tapes and resumes to Scott Christenson, Program Director, WIST, Box 59, Charlotte, NC 28201.

Christian radio stations need announcer with clerical experience and 1st engineer/announcer. Reply WJSM, Martinsburg, Pa. 16662.

Knowledgeable Progressive Rock disc jockey wanted for WMMS, Cleveland, Ohio. Must know broadcasting techniques in addition to music. Outstanding opportunity. Send tape and resume to John Chaffee, WMMS, 5000 Euclid Ave., Cleveland, Ohio 44103.

First phone for Easy Listening SE New York power house FM. Must be able to read news, too. WSKP-FM, Box 1703, Poughkeepsie, N.Y. 12601.

Know Parma, O.? New AM on air about April 15. \$6M-\$10M. Experience, first ticket a plus. Adult. Involved. Tape, resume to General Manager, WSUM, Parma, 44129.

Afternoon drive-sales combination with 5KW Contemporary AM, 50KW FM. \$200 range. Tape and resume to R. Gleason, Box 159, Skowhegan, Maine 04976.

Heavy voiced jock personality show and good production. Call Jim Shaw, 605-348-1100, Rapid City, S.D.

Technical

Chief. Prefer young person with Top 40 engineering background. Must be directional expert and strong on audio. Can meet any reasonable salary requirement. Box A-214, BROADCASTING.

Studio Engineer wanted. Major Contemporary station. Must operate tight board. Reply Box B-14, BROADCASTING.

Man with first phone to read meters at the transmitter. Elderly person preferred. Box B-18, BROADCASTING.

Immediate opening for chief engineer for 5000/10000 DA AM and 50,000 FM station. Strong on maintenance and FCC regulations. Send resume, reference, salary requirements to WCHV-WCCV Radio, Box 631, Charlottesville, Va. 22902.

Immediate opening for chief engineer for 10,000/5,000 DA station. Salary open. Good benefits. Located in small town ideal for family. Call A. K. Harmon 803-479-7121, Bennettsville, S.C.

First ticket self-starter with good knowledge of FCC operating procedures and technical know-how for key role in 1KW in Northeast. Fine equipment, excellent location. Range \$165 and up depending on experience and ability. Good voice and production ability helpful. Tape and resume to Box 798, Upper Montclair, NJ 07043.

Technical Continued

Consulting firm has opening for senior and junior broadcast engineers. Must have experience in FCC application work (AM, FM and TV) and directional antenna proofs of performance. Excellent benefits, suburban D.C. location. Salary commensurate with experience and ability. Send resume with salary history to: Galtney & Jones, 2922 Telesar St., Falls Church, Va. 22042.

News

Somewhere there's that special young man who literally eats local news and sports. This man will quickly be able to generate contacts in a three county area and be able to work with one other person in our department. He will be adept at turning out daily local copy in volume, using beeper and taped actualities. News digging and writing will be his forte. However, during the sports seasons he can also assist with play-by-play. We are a small market CBS affiliate in a southern border state, noted for news. Fit the bill? Let's get together. Box A-205, BROADCASTING.

Announcer interested in gathering and writing local news. Board work, third phone, \$150 with experience. Box B-43, BROADCASTING.

News Director. Local, regional emphasis. Member Iowa radio network, seventeen station wired net. Send tape, resume, references, salary requirements to George Volger, President, General Manager, KWPC-KFMM, Muscatine, Iowa 52761.

News Staffer to work with four man news operation. At least two years radio news experience. Send resume and tape to News Director, WDBQ Radio, Dubuque, Iowa 52001.

Assistant newsman wanted for 5,000 watt station, 6 day evening shift, Sat. off. Experience necessary, 3 week vacation. Starting salary \$125. Send tapes or apply in person. H. M. Thayer, WGHQ, Kingston, N.Y.

Experienced newsmen. These men will be required to organize a high calibre local news department. Send resume, air check, sample of work and salary requirements to WVMI AM-FM, Box 4565, Biloxi, Miss. 39531. Equal Opportunity Employer.

Radio newsman. Good pay for industrious self-starter. Full company benefits. WWTW, Box 627, Cadillac, Mich. 49601. 616-775-3478.

Programing, Production, Others

Advertising/PR copywriter. Wanted by large Atlanta, Georgia company. If you have a degree in Journalism or a major in English, some writing and production experience, lots of imagination and can organize, let us hear from you. If you worship accuracy and punctuality, despise cliches and appreciate originality and fresh phrasing, and can really write, we'll pay a good salary and abundant homage. If this sounds good, the job is even better. Equal Opportunity Employer. Box B-40, BROADCASTING.

Program Director for top rated major market beautiful music station. You must be thoroughly familiar with all phases of directing a highly controlled quality radio station. You must know FCC Rules, proper news content, production, and be a leader who gets the job done both off and on the air. If you have a successful track record in a major market send a complete resume, photo and tape to: David Millan, KEYE AM/FM St. Paul, Minnesota 55104.

Producer/writer/editor. National news net needs creative producer, good voice; knowledge of Progressive Rock. Work in rural Conn. 203-429-0729.

Situations Wanted Management

24 years of marriage . . . 24 years in broadcasting and mighty happy in both. Now, however, it's time to start thinking of my own future and goals. It simply means more hard work with security in ownership as the reward. My background is excellent and varied. Two sales managerships (owner was GM) Two general managerships (up through the ranks in group operations) one ownership (of which I wish I had never sold) and a one year stint in TV to learn my friendly competition (mostly AE). All, I might add, with excellent references. I am a builder of stations (never a year without an increase over the previous year) an organizer deluxe. So how about it? Want out? Sell to me. Want to stay in? Let's share. Want to build a chain? Let's go. Want to talk? Write Box B-1, BROADCASTING and let's get it on. No hang ups, just a strong desire to make '73 my year.

Active GM of small group metro radio stations anxious to relocate in small to medium market. West Coast preferred, not absolute. Seventeen years broadcast experience includes: ownership, management, promotions, administration, programing and an excellent sales record. Desire to return to local "street" selling, with opportunity for eventual buy-in. Salary negotiable. Box B-7, BROADCASTING.

Experienced general manager and sales manager desires a new challenge. Currently employed. Excellent references. Box B-17, BROADCASTING.

Management Continued

I want to be operations manager for a Southern station owner who wants his to be the best, the very best, in his competitive market. Box B-26, BROADCASTING.

Shriner, community involvement, strong on st. and agency. Good background. Available now. Stable family man. Box B-27, BROADCASTING.

Wanted radio station in Southeast that needs leadership. 42 year old broadcast veteran of 20 years. Has experience. Object—money maker and part ownership. Box B-45, BROADCASTING.

General Manager available. 25 years at present location. Medium market preferred. Challenge and responsibility a must. Box B-63, BROADCASTING.

Old pro wants manager's job in small market. 10 years radio management. 2 in TV, 5 at agency. Tops in sales and production. Ray Malmberg, Box 3571, Amarillo, Texas 806-355-1696.

Sales

Station Manager, presently employed would like to move into sales slot with successful operation. Box B-56, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-1, BROADCASTING.

Experienced, dependable, first phone in medium, Draft exempt, currently Easy Listening, seeking MOR anywhere. Box A-109, BROADCASTING.

Experienced air spokeswoman desires position on radio or television as woman's interest commentator or interviewer. Salary open, will relocate. Fifteen years writing experience in this field. Box A-199, BROADCASTING.

Giddeldump! Station changing format, leaving after four years. Top 40 or Contemporary MOR. 6 yrs. 3rd. Box B-10, BROADCASTING.

Creative, experienced, pro looking for exciting station. Top 40, MOR or Prog. Rock. Currently employed, college grad., hard working, cooperative. Prefer NY or Phila metro area but will consider all offers. Box B-37, BROADCASTING.

Creative personality seeks position in top 30 market. Have received national recognition ARB #1 total persons in million plus market with Progressive MOR. Reliable, young, married, college. Box B-39, BROADCASTING.

Northeast preferred. Experience (eight years) with enthusiasm. Employed. First phone. MOR or CW. Awaiting the right opportunity. Box B-42, BROADCASTING.

If you are looking for a dj who is not only a talented voice impressionist of famous celebrities but also packed with humor which is guaranteed to catch the average listener and bring your market up. This person is truly an ambitious hard worker. Box B-55, BROADCASTING.

Versatile, young, reliable dj. Tight board. Lots of ambition willing to go anywhere. 1 year experience. 3rd ticket. Box B-59, BROADCASTING.

Talk show can be provocative community leader. If Bob Maldeman, Big Oil and Billy Hargis not exempt. Public appreciates hearing it like it is. Talented and moderate, inventive and best informed communicator (and prospective news director) now available. Preferably, not necessarily, Washington, D.C. Rich Graham, Box 421, Portland, Oregon 97207.

Top 40 Contemporary dj experienced. First. Available now. Versatile, solid references. West Coast a must. Contact Alan Scott, 8403 Summerfield Ave., Whittier, Calif. 90606. 213-699-6945.

Advanced beginner, experienced. Pleasant, single, 24. Prefers sales production-TP40 combo, Eastern US. Good salary. 3rd. 412-821-3939.

Young Columbia School of Broadcasting grad seeking announcing position in small station in NY, NJ, Pa., or Conn. area. Will do anything. Call Gregory Brigriger, 91-04 109th St., LI, NY 11418. Telephone 212-849-2313.

Anyone interested in a Black jock with an ounce of experience but tons of talent and ambition, aggressive, hard working, middle age. Will relocate. Looking for a permanent, full time job. Salary isn't too important. If so, I'm your man. Fred Brown, Box 44, Roosevelt Station, Dayton, Ohio 45417.

Five years experience in broad spectrum radio. First class engineer. Interested in Top 40 jock or PD position. 26 years old. Will relocate. Contact Alan J. Bianco, 1825-13 Shoshone Dr., Lafayette, Ind. 47905. 317-474-1319 or 312-289-5151.

Announcers Continued

Would like to play 78's in Chicago again or MOR, Country, Religious in Illinois. Bill Dillner, 312-248-3589.

Announcer and/or copywriter. Deep voice best suited to commercials, news, better music. Currently employed. Canada welcomed Barry Ritenour, 727 Marlin Ave., Fond du Lac, Wis. 414-921-4291.

1st phone, some experience. Single, will relocate. Robert Powers 914-238-3390.

18 years in sales, announcing, engineering and farm broadcasting. 1st phone. References. Herbert Boyer, Ripon, Wis. 1-414-748-5338.

Technical

Chief. Young aggressive chief engineer looking for a home. Very strong on maintenance with directional and remote control experience. Prefer a job as chief with an air shift. On air experience with most formats. Currently working as combo-chief-announcer on 5000 watt directional. Will relocate. Call 609-387-0679.

News

College graduate with experience in radio and television news. Able to dig for the story, write the facts and deliver the story on the air. Resume, reference, audition tape available. Box B-8, BROADCASTING.

Sports loving female seeking position as a sports reporter. Degree, TV and print experience. Salary negotiable. Box B-15, BROADCASTING.

Formerly part-time newsman with suburban FM. Now looking for position in small or medium market. College degree in Political Science plus college credit in Journalism. Box B-21, BROADCASTING.

Top 10 market newsman seeks reporting position with investigative possibilities. Radio and Television in medium to major markets considered. Young, experienced and good. Box B-52, BROADCASTING.

Announcer, first phone. Experienced news, sports, will relocate. Box B-54, BROADCASTING.

Investigative reporting research. Three years in broadcast journalism. Heavy writing (including print media) and production experience. BA degree. M. Colvin, 157 Hazell Way, San Gabriel, Calif. 91776. 213-282-9868 evs.

Experienced, dependable newsman. Available now. Midwest preferred. News-announcer acceptable. Write. Jim Rolo, 611 Grand Ave., Loves Park, Ill. 61111.

BS in Mass Communications, 5 years radio experience. First phone, vet (AFRTS, Vietnam), 28, excellent references. 612-426-2474.

Female, 23 years. BA in Mass Communications. Experienced in radio news, TV production assistant, copywriting and advertising. Looking for job in same or related areas. 312-882-5233.

Bright, conscientious, major, newspaper experience, seeks break RTV news. Will relocate. Barbara O'Reilly, 50 Park Terrace West, NYC 10034. 212-567-3453.

Programing, Production, Others

Veteran with experience and BA in TV and film. Desires production position in small station. Box A-176, BROADCASTING.

Creative production whiz PD in top 10 market looking for a Western challenge. Let's talk. Box A-184, BROADCASTING.

Looking to upgrade the programing of your small or medium market Rock, Adult Contemporary, or Country station? Can you pay a pro with a track record who wants to settle down a decent salary? Box B-6, BROADCASTING.

Program Director, operations manager for East Central area. Air shift, production, first phone for MOR or CW. Box B-19, BROADCASTING.

PD wants move up to Contemporary, MOR, medium market. Major, medium, small market announcing experience. Can do all, announcing, production, music, programing. 3rd, married, no children, college, BS, Draft exempt. Currently employed. Box B-23, BROADCASTING.

Producer/Director seeking new challenges.. BS Degree. 3 years experience. Now upper Midwest. Will relocate. Box B-44, BROADCASTING.

MA degree plus first phone. Experience in educational Television and commercial radio. Taught college level broadcast courses. Box B-57, BROADCASTING.

Graduate student needs permanent job in Northeast starting July. Trained in production, writing, copywriting. Will start at bottom. Please. I'm good and inexpensive. Richard Glover, 48 Olive Ave, Piedmont, Calif. 94611.

TELEVISION

Help Wanted Sales

Experience preferred. \$15,000 or over (salary plus). NBC affiliate in N.C. Write Box 8706, Durham, N.C. 27707.

Announcers

Staff announcer for Midwest station, located in capital city, needs staff announcer for booth work, commercials and some special assignments with public contact. An Equal Opportunity Employer. Please send resume with VTR to: Gary Spears, WISC-TV, 2680 East Cook, Springfield, Ill. 62708.

Technical

Chief Engineer for new, Progressive RCA equipped UHF in South. Must not only be competent in studio and transmitter maintenance, but be willing to work. Reply to Box A-198, BROADCASTING.

Established station in all U market needs maintenance supervisor with experience in VTR's and color cameras. Salary commensurate with experience. Equal Opportunity Employer. Send resume to Box B-33, BROADCASTING.

Wanted immediately, video tape engineer, excellent salary, live near the top ski areas of the Rocky Mountain West, America's cleanest air. Call collect Scott Tipton, Opr. Dir., KYCU-TV, Cheyenne, Wyoming. 307-634-7755.

U.S. Information Agency has openings in Washington for Journeymen Television Technicians: Commercial Broadcasting experience in operation and maintenance of full range of broadcasting and recording equipment for black/white and color television broadcasting. Pay ranges from \$7.40 to \$8.01/hour. Normal 8 hour shifts but programming needs may require overtime. Send standard government application to USA, Media Personnel Office, Washington, D.C. 20547. An equal opportunity employer.

TV Engineer. 1st class license NBC affiliate in NC. Write Box 8706, Durham, N.C. 27707.

News

Major market, group owned, Southwest station needs experienced, young news reporter and relief anchorman. Send VTR's and resume to Box B-35, BROADCASTING.

Young weather personality, sincere, believable with good commercial experience wanted by major market, group owned Southwest station. Send resume and/or tape to Box B-60, BROADCASTING.

Experienced television newsman to anchor late evening newscasts. Must have experience in preparing news programs and editing news film, as well as experienced delivery. Excellent starting salary to the right individual. Send resume and photo, if possible, to Box 1448, Huntington, W. Va. 25701.

Programing, Production, Others

Program Promotion Manager—group owned, top NBC station, Southern market needs capable person knowledgeable of all phases of programing, film buying, production, audience and sales promotion. Person must be strong in personnel supervision, motivation and evaluation. Send complete information and resume to Box B-50, BROADCASTING.

Net owned station in top ten market has immediate opening for Administrator, Advertising-Promotion. A great opportunity for person with strong on air background and other administrative abilities. Contact Joe Ondrick, Promotion Manager, WKYC-TV, 1403 East Sixth St., Cleveland, Ohio 44114.

Situations Wanted Management

Video Tape Editor. Hollywood pro experienced in all areas seeks management challenge. Presently with #1 LA station. Will consider medium market. Top references. Box B-5, BROADCASTING.

Sales Manager/General Manager. Over 20 years proven track record in local, regional, national, and general sales management. Experience includes deep involvement with programing, rep and network negotiations and administration. Top personal and professional references. Box B-41, BROADCASTING.

Minority Candidate with management experience in promotion, traffic, production, sales public affairs and programing in a top 20 market, seeking job as Program Director-Station Manager. Young, aggressive, currently employed. Reply Box B-53, BROADCASTING.

Sales

Aggressive, young salesman experienced in small market sales ready for move up. Box B-12, BROADCASTING.

Sales Continued

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News

Ready to move up. Dedicated to news. Currently News Director at small UHF station in the Midwest. Seek move to a larger market with news oriented station as anchorman, reporter, assignment editor, or assistant news director. Am willing to relocate. 30, married. Want opportunity to further my growth in television news. Please contact me at Box A-186, BROADCASTING.

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Dedicated, experienced newsman searching for small market TV ND position or responsible news position, including radio. Prefer upper Midwest or West. Box B-36, BROADCASTING.

Experienced news director now in major market. Success record. Outstanding qualifications, background and references. Know how to make news operations profitable. All replies answered. Box B-62, BROADCASTING.

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Programing, Production, Others

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Versatile human being, 14 years experience TV broadcasting plus theater budgeting, technical. Looking for additional creative experience in news and public affairs, directing. Resume on request, phone 712-322-7768.

Cable

Situations Wanted,

Programing, Production, Others

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WANTED TO BUY EQUIPMENT

Wanted. One 300 to 400 ft. self supporting tower, used but in good condition. Contact: Harold Sagraves, Radio Station WVJ5, Box 371, Owensboro, Ky. 43201.

Up to four Philips PC70 camera chains, state availability, price and condition. Box B-58, BROADCASTING.

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Wanted: Fully equipped color remote unit with VTR three years old or less. Rush costs and specifications on all equipment in detail to John C. Schwarzwalder, Executive Vice President and General Manager, KTCATV, 1640 Como Ave., St. Paul, Minn. 55108.

Wanted: 1 Ampex 55 kilowatt visual transmitter TA55 BT 1 visual/aural driver/exciter. Please reply by contacting Julian S. Smith, WBFF-TV Channel 45, 3500 Parkdale Ave., Baltimore, Md. 21211. 301-462-4500.

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Quality Audio Consoles are our specialty. Modern styling with slide potentiometers and "soft" audio switching. We manufacture 8 standard consoles at very competitive prices. However we'll manufacture a custom system to your specifications if you prefer. Also plug-in audio modules including distribution amplifiers, preamplifiers, monitor amplifiers, etc. Write or phone for pricing and specifications. Systems Engineering Company, P.O. Box 49224, Atlanta, Ga. 30329. 404-482-2446.

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275 VDC regulated supply, filament, Western Electric Type 208, from console, good \$45; (4) 250 ohm Daven attenuators, Type 8C-1025, good \$9.50 each; Ampex floor cabinet for 350 series, fair: \$19.50. Box 1372, Lancaster, Pa. 17604.

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ARE YOU interested in a professional announcing career in radio? Enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, N.M. Three months training on 2 commercial radio stations . . . KSPV AM/KSPV FM stereo gives you 3 months actual commercial announcing experience that really counts when you apply for your first job. Third class radio-telephone license with broadcast endorsement training included. Room and board available and placement assistance. Small classes. Bonded! Certified by the New Mexico State Board of Education. Approved for veterans! Classes year around beginning Jan. 1st, April 1st, June 1st, Sept. 1st. Enroll now! Write now . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, N.M. 88210. Phone 505-746-2751 for reservation!

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30 Minute pop-in tapes. 500 One-liners, Sexy Secretary! \$10. Sample \$2. Free brochure. Tapes, 975 South Tuttle, Sarasota, Fla. 33579.

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Immediate openings nationwide for ambitious salesmen ready to move up to Sales Management. Positions available in all size markets, both radio and television, and in the \$20,000 to \$30,000 per year income range. If you are a college graduate with at least 2 years sales experience and possess the ability to recruit, train, and motivate a sales department, please send confidential resume to C. L. Mitchell, Ron Curtis & Company, 5725 E. River Road, Chicago, Illinois 60631. No fee and all replies answered.

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Box B-13, Broadcasting

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Announcers Continued

Soul All The Way

Ohio major market needs additional mature R & B personality types, who are up to earning good bread. If you are it, lay your resume and photo on us.

Box A-197, Broadcasting

We need a telephone talk host as new as our call letter . . . WGSO (we were WDSU-AM).

If you are young . . . but mature; if you're dynamic but can exert tasteful judgment, call James B. Luck, Vice President, Covenant Broadcasting Corp. of Louisiana, and tell him why you should be the one to start New Orleans talking.

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Situations Wanted Announcers

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Hurricane Agnes blew the backing for that superb syndicated radio show you heard about. It left a unique pro with unrelenting hots to re-embrace his first love—broadcasting.

He seeks an employer with the vision to cash-in on multiple achievements. On-air talent for talk, news, platter-patter. Off-air journalist, promotion and PR man, graphic artist, ace copywriter, and more. Here's what you get:

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Can continue leisure literary activity anywhere, so all exploratory interest welcome. Station, market and salary size secondary to scope and challenge. Some air work a must; no sales, except sitting-in on the big pitches, and helping close the toughies.

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Help Wanted Sales**

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POSITION**

High level technical sales of quality line of video switching and terminal equipment to TV stations. Great opportunity for ambitious man willing to travel the East Coast.

Contact or write Marketing Mgr.



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Announcers Continued

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KCMO, Kansas City's trendsetting 50KW giant, is losing its #1 rated driveman. Difficult post to fill, but exciting rewards for the pro who can move, entertain and communicate. Show opens Feb. 16. RUSH tape and resume to Stu Bowers, KCMO Radio, 125 E. 31 St., Kansas City, Mo. 64108.

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Former European correspondent seeks challenging position anywhere in US.

Experienced . . .

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Excellent credentials . . . Available NOW!

Box B-11, Broadcasting

BROADCASTING

ORDER FORM

— NEXT PAGE —

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Articulate, Aggressive, Credible News Personality Wanted By Independent in Top Five Market. Send resume and photo to:

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All replies will be held in strict confidence.

Equal Opportunity Employer M/F

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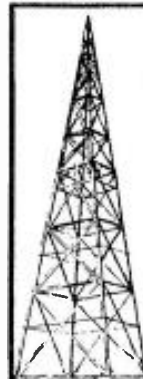
Write: C. H. Smith, RCA Service Company, Bldg. 204-2, Cherry Hill, Camden, N.J. 08101. We are an equal opportunity employer. M/F

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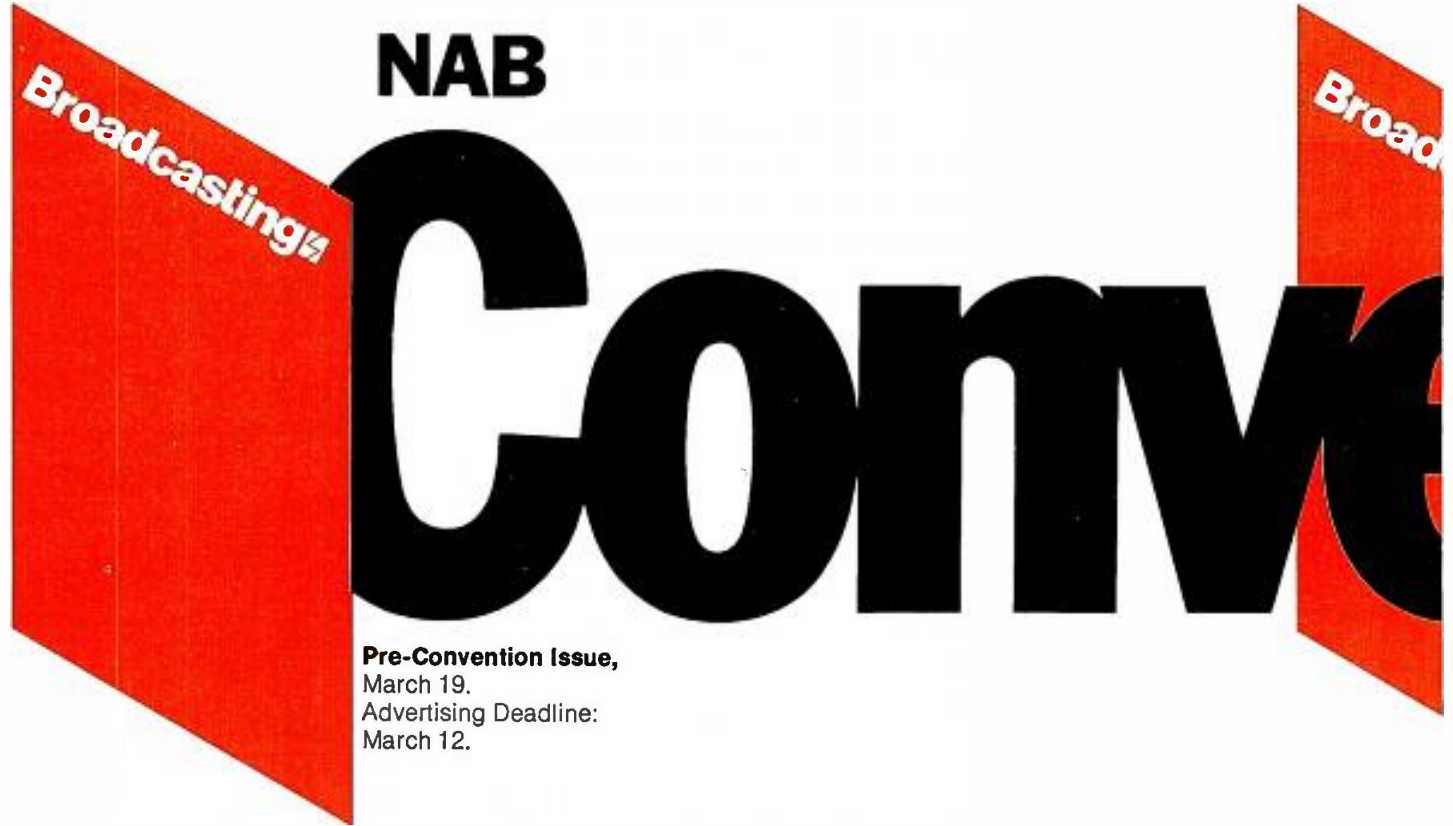
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Convention



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Indicate desired category: Radio Television Cable

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- Management
 - Sales
 - Announcers
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 - News
 - Programming
 - Production, Others

- SITUATIONS WANTED**
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 - Sales
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 - Technical
 - News
 - Programming
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- WANTED TO BUY**
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See first page of Classified Section for complete information on rates, closing dates, box numbers and other pertinent details.

Profile

Heavy on news of the past, Richard Wald deals with the news of now at NBC

"King Lear was a lame duck" reads the inscription on a still photo of Paul Scofield from the recent movie version of "Lear," which is tacked on to a bulletin board behind Dick Wald's desk.

"That's a present from Reuven Frank," Mr. Wald said with a smile, referring to his predecessor as president of NBC News. "It means, of course, that once you get to be head man of any operation, you become the target of everybody. From the minute you take charge you are already on the way out."

A friend of Mr. Wald's who would disagree with that mock-serious assessment is Max Frankel, the Sunday editor of the *New York Times*, who has known Dick Wald since they were students together at Columbia University in the early fifties. "He's one of those goddamn guys who are doomed to success," Mr. Frankel says, indulging in a bit of mock-seriousness of his own. "Without even half-trying, he gets away with anything and everything. When a newspaper like the [New York] *Herald Tribune* folds out from under him, instead of ending up on the unemployment line he stumbles into an even better job."

Mr. Wald's "upward stumbles" began in a less work-a-day atmosphere than the city room of a newspaper or the NBC News offices.

Literature and history were Mr. Wald's passionate interests at Columbia and at Claremont College, Cambridge, England, and these interests are, if anything, stronger than ever after 13 years in print journalism (chiefly at the *Herald Tribune*, where he wrote about everything from religion to politics and ended up as managing editor in 1966, the year the paper folded) and five years in TV journalism (from vice president of NBC News in 1968 to president last month).

When he's asked what he reads to keep up with current events, he dutifully recites the standard litany of the well informed journalist: the *New York Times*, the *Washington Post*, the *Wall Street Journal*, *Time*, *Newsweek*, the AP and UPI wires, "and a whole slew of periodicals that I at least glance at. Needless to say, I make it a point to get an awful lot of news input."

But he really perks up when he starts talking about the books he has read recently. "I love reading history, both ancient and modern," he said. "Right now, I'm immersed in books on the early Middle Ages—a marvelous novel by Cecelia Holland on Frederick II, a study of the Norman invasion of Sicily called 'The Other Conquest,' and another very interesting book called 'The Bad Popes.'"



Richard Charles Wald—president, NBC News, New York; b. Feb. 1931, New York; BA and MA literature, Columbia University, 1953; BA, Claremont College, Cambridge, England, 1955; reporter, *New York Herald Tribune*, 1955-65; managing editor, *Herald Tribune*, 1965-66; Sunday editor, *New York World Journal Tribune*, 1966-67; assistant managing editor, *The Washington Post*, 1967; vice president, Whitney Communications Corp., New York, 1967-68; vice president, NBC News, 1968-73; present post, January 1973; m. Edith May Leslie, 1953; children—Matthew, 18; Elizabeth, 15; Jonathan, 7.

He admits that he can't help bringing "a modern eye" to his reading of medieval history. "Even for remote historical periods I'll be balancing off in my own mind the strengths and weaknesses of opposing political forces," he says.

Now that Mr. Wald has taken over as president of NBC News, he says he'd like to see more public-affairs shows in prime time. "But I have to be realistic about it," he says. "There may be a sizable—and valuable—part of the TV audience that is interested in news, but they are of course outmassed by the people who look for entertainment. If the *Nightly News* were expanded to an hour, for instance, you would have to make a news magazine out of it—with longer stories, more feature-type stories, more experimenting with camera work and editing techniques."

Mr. Wald has a ready explanation of why NBC News gives CBS a run for its money in special-events coverage but has been number-two in the monthly news ratings since CBS established its dominance in 1967. "When people turn on

the nightly news," he says, "they often base their selection on how much they like a particular anchorman. And, let's face it, Walter Cronkite is the pre-eminent anchorman in the United States. But when it comes to a major event or a crisis that requires special coverage by the networks, people are less interested in the anchorman than in the particular event."

Mr. Wald has plans to increase the news content of the *Today Show*. And he is convinced that NBC is on the right track in its recent hiring of scholar-journalist Stanley Karnow, an expert on Asian affairs and the author of the recently published volume "Mao and China: From Revolution to Revolution." "He won't appear often on the air," Mr. Wald says. "Instead, we will make use of his tremendous knowledge to give us perspective and help us to understand Southeast Asia and China. He will be more an editor, and a suggester of stories."

Other than wanting to make it more competitive with Cronkite, Mr. Wald reports that, by and large, he's quite satisfied with NBC's nightly news operation. "Sure, we're really only presenting the top of the news," he says. "But very often—amazingly often—TV news can get right to the center of a problem. One good example is this energy crisis we're hearing so much about these days. Last September, the *NBC Nightly News* did a big series on the energy crisis, and I'm convinced that this series was heavily responsible for giving masses of people the background and insight they needed to at least recognize the seriousness of the problem."

In general, the masses of people that get all or most of their news from television are coming away with "a roughly coherent picture" of what's going on in the world, according to Mr. Wald. "They don't get too much background information, of course, and we can't go into too much detail—we just couldn't have handled a story like the Pentagon papers, for example, even if we were offered it, which we weren't. But some information is better than none—the people who get all of their news from television by definition wouldn't be reading newspapers anyway. And don't forget radio as an important source of information for these people. That's why all of our reporters on TV assignments take along tape recorders—we are always scoring beats on the radio-network competition."

Scoring beats on the *New York Times* was an obsession of Mr. Wald's when he worked for the *Herald Tribune*. Now, two decades later, in another medium of information altogether, with other—possibly even fiercer—competitors, he is still talking about scoring beats.

Editorials

Professional to professional

Clay T. Whitehead, director of the Office of Telecommunications Policy, has made still another effort to clarify the meaning of his Dec. 18 speech on network news and license renewal. His latest—a letter to Mark Evans, head of a National Association of Broadcasters task force on renewal legislation—succeeds in larger measure than his earlier explanations. Mr. Whitehead is saying that affiliates bear responsibility for the network news they broadcast. Beyond that, he believes they must exercise that responsibility to earn the freedom that the administration's draft of renewal legislation would give them from detailed governmental review.

That is not as dark a threat as Mr. Whitehead's original presentation was interpreted to pose. Mr. Whitehead is merely quoting a settled point of law when he speaks of station accountability. But it is probably too late now to dissociate that restatement of the obvious from Mr. Whitehead's original castigation of "ideological plugola" in network journalism. Even in its more moderate tone, Mr. Whitehead's latest discourse still connects network news to the license renewals of affiliates and will be read as a device to force a recasting of journalistic tone to the administration's liking.

On this page it was suggested a week ago that the White House would do broadcasters a favor by refraining from sending its draft to the Hill. It was argued that good bills are already before the Congress and that the administration's intrusion now would only complicate things. There is no reason to abandon that position.

There may, however, be reason to take a second look—though in different context—at Mr. Whitehead's repeated references to affiliate accountability. He has a point in suggesting that affiliates now have little to do with network journalism, except to broadcast it. Perhaps network news departments and affiliate news departments would find mutual benefits from a system of professional consultation. None exists now.

Whatever the affiliates may have to say about the content or clearance of network news programs is traditionally said between station management and the station-relations departments of the networks. Communication on that level is certain to be affected more by business considerations than by journalistic standards or aspirations. Why not a mechanism through which well trained journalists at stations could regularly exchange views with the senior editors at network news departments? The wire services have had such arrangements with subscribing editors for years, to the advantage of both sides.

Flunked

There must be sober reappraisal of so-called public broadcasting at this session of Congress.

Before Congress can cut through the jungle of confusion and contradictions, it must calmly redefine the service. Is it truly noncommercial, educational, or cultural? Or is it, as some allege, trying to compete with or even supplant the established commercial stations and networks?

When FCC Commissioner Frieda B. Henneck, a Democrat, in 1952 blueprinted the first educational-television pattern—with channels to be reserved nationwide for that purpose—she envisioned "an electronic blackboard." President Lyndon B. Johnson, in fostering legislation in 1966, importuned Congress to "develop educational television into a vital public resource to enrich our homes and classrooms."

But when the Carnegie Commission on Educational Televi-

sion delivered its report in January 1967, it was evident that despite some attractive features, the system proposed could become the captive of the President—any President.

John W. Macy Jr., the first president of the Corporation for Public Broadcasting, who resigned last August because he was out of sympathy with the Nixon approach, last week acknowledged that public TV's "failure in the area of public affairs was possibly inevitable." He told a sophisticated audience at the du Pont-Columbia awards in broadcast journalism that "perhaps this result would have occurred in any administration."

So, three years after supposed implementation of the Carnegie Commission findings, ETV or noncommercial or public broadcasting is steeped in controversy, victimized by empire-building, and without visible means of more than token support. Congress has an enormous task of getting ETV back on the track.

Time to face it

Without medical or sociological evidence of any kind, some fast-draw thinkers in the Congress have decided that the national problem of narcotics addiction can be solved by a suppression of broadcast advertising of proprietary remedies. The addled notion is that the removal of commercials for headache pills will magically cause the disappearance of heroin.

It is too much to hope that minds of that kind will allow themselves to be deflected by the testimony of anyone with real knowledge of the drug problem. Perhaps, however, wiser heads will at least nod in the direction of Dr. Ari Kiev, a New York psychiatrist who for four years has been working with drug addicts in a Cornell-sponsored project. Dr. Kiev, in an appearance before the American Advertising Federation last week, reported a total absence of linkage between proprietary advertising and drug abuse. In a further deflation of popular views, he said some antidrug messages may be counterproductive. By imparting an "aura of excitement" to the subject, the messages that are intended to steer youngsters away from drug use may actually induce them to experiment, he said.

If there is one lesson to be taken from Dr. Kiev's report, it is that the drug problem is infinitely too complex to be solved or even ameliorated by a diversion of attention to the irrelevance of broadcast advertising of legal remedies. Come on, congressmen, let's get to the real issues.



Drawn for BROADCASTING by Sid Hix

"My God, Alicia, what if television went on the four-day week!"

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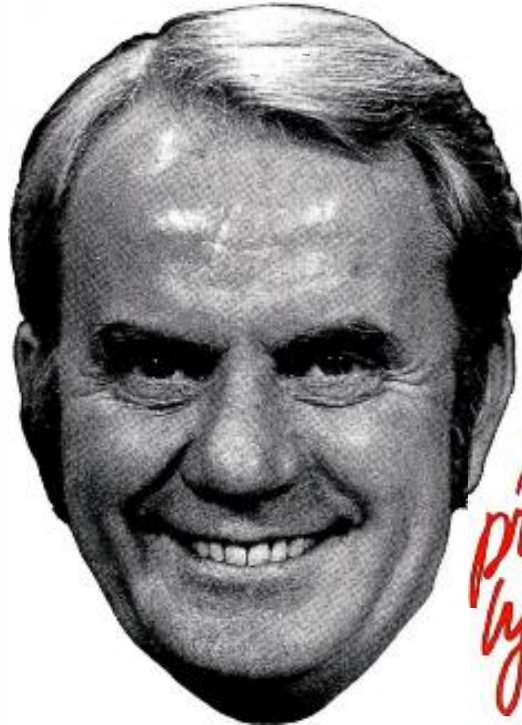
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