

Off the tube: CBS, affiliates scuttle controversial drama  
 On the Hill: Counting the votes for license renewal

# Broadcasting Mar 12

The newswweekly of broadcasting and allied arts

Our 42nd Year 1973

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## THE BOLD ONES

**100 hours in color. For fall 1973 start.**

Three years of 30-plus shares.  
 34% in 1971-72 first run and summer reruns.  
 Extraordinary young-adult demographics.  
 Heavily favored by women.  
 Joseph Campanella, Burl Ives, James Farentino; E. G. Marshall, David Hartman, John Saxon; Leslie Nielsen, Hari Rhodes; Hal Holbrook; George Kennedy.  
 Winner of TV's most coveted awards, including six Emmys.  
 There's gold in the Bold Ones. Claim it.

## MCA TV

Hospitality Suite D-600, Sheraton-Park Hotel, NAB Convention, Washington, D. C.

Source: NTI, Sept. 1971-March 1972 and April 1972-Sept. 1972 (Subject to survey limitations).

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THE  
ADVERTISING CLUB  
OF NEW YORK  
1980 ANDY AWARD  
OF EXCELLENCE  
TO  
GRANGER TRIPP  
TELEVISION/OMER

THE ADVERTISING CLUB OF NEW YORK  
GOLD KEY AWARD  
1980

THE ADVERTISING CLUB OF NEW YORK  
GOLD KEY AWARD  
1980

THE ADVERTISING CLUB OF NEW YORK  
GOLD KEY AWARD  
1980

THE ADVERTISING CLUB OF NEW YORK  
GOLD KEY AWARD  
1980

THE ADVERTISING CLUB OF NEW YORK  
GOLD KEY AWARD  
1980

There's more to film than award-winning commercials.

Even though commercials done on film win more than twice as many of these awards than commercials done with tape.

Film is traveling light. It's shooting from a racing motorcycle or a playground swing. In the studio next door or in the middle of the Gobi Desert.

Film is freedom from bulky, expensive electronic equipment on location and back home in the editing house.

Film is art. It's creating exactly what you want when you put your commercials together.

But most of all film is a versatile, flexible medium that gives you virtually precise, uncompromising high quality every time.

That's important when you're shooting good commercials. Or winning awards.

---

The Clio Award; Art Directors Club Gold Medal Award; Venice Film Festival Gold Lion Award; Copy Club Gold Key Award; Advertising Club Andy Award.



**EASTMAN KODAK COMPANY**  
Atlanta: 404/351-6510/Chicago: 312/654-5300/Dallas: 214/351-3221/  
Hollywood: 213/464-6131/New York: 212/262-7100/San Francisco:  
415/776-6055/Washington, D.C.: 202/554-9300.





**We're using these kids to interest the people of Fresno on something they never even thought about. These kids.**

They're cute kids, aren't they?

And it's a good thing, because every one of them needs a foster home. Except that, in their cases, being cute doesn't make it easier for them to get placed.

Because they happen to have other problems, too. Physical and emotional problems of a special order.

That's where KFSN-TV comes in. When we called the

Child Welfare Department of Fresno County and asked if we could do some spot announcements to help find homes for children, we were told that finding homes for normal kids wasn't much of a problem.

But that finding homes for kids with special problems was almost impossible.

So we decided to begin a series of spots urging those people interested in troubled youngsters to volunteer homes

for them.

We're committed to this campaign. So far the results have been encouraging. 17 specific inquiries directly attributed to the campaign, one child placed in a home and another very close.

All in all not bad, considering that what we're offering people is a lot of years of awesome responsibility.

**KFSN-TV** Fresno.

**One of the stations of Capital Cities Broadcasting. We talk to people.**

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# Children's programming

"The Most Important Person" is everything that children's programming should be. Fifty lively 3½ minute color films that children love to watch and parents love to have them watch. Each film is about something very important to a child growing up. About eating breakfast or going to the dentist or loneliness or playing with friends or how young muscles work.

When "The Most Important Person" was presented first on CBS's award-winning "Captain Kangaroo" program last year, critics said:

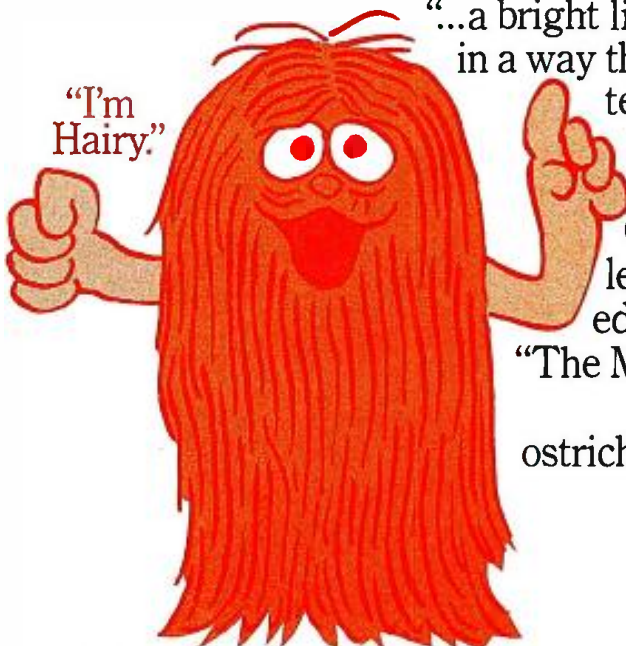
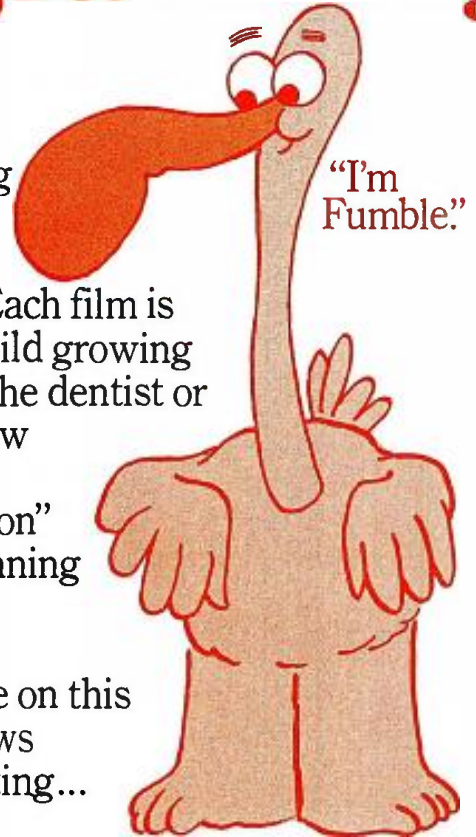
"...we could only heap the highest praise on this first-run film series." NEW YORK DAILY NEWS

"A valuable effort in children's broadcasting... it is delightful." WASHINGTON POST

"...a bright little educational series...presented in a way that will entertain the toddlers while teaching them." TV GUIDE

Sutherland Learning Associates, in cooperation with the Office of Child Development (HEW), gathered leading authorities in psychology, education and communication to produce "The Most Important Person."

The animated stars are Fumble, an ostrich-like creature with a nose that would





# grows up.

make Durante jealous; Hairy, a bell-ringing mop-like character; and Bird, a fine and sagacious feathered friend. They join real and cartoon children to re-create in lively song and action sequences the countless commonplace experiences that baffle youngsters until they are explained in a simple and entertaining fashion.

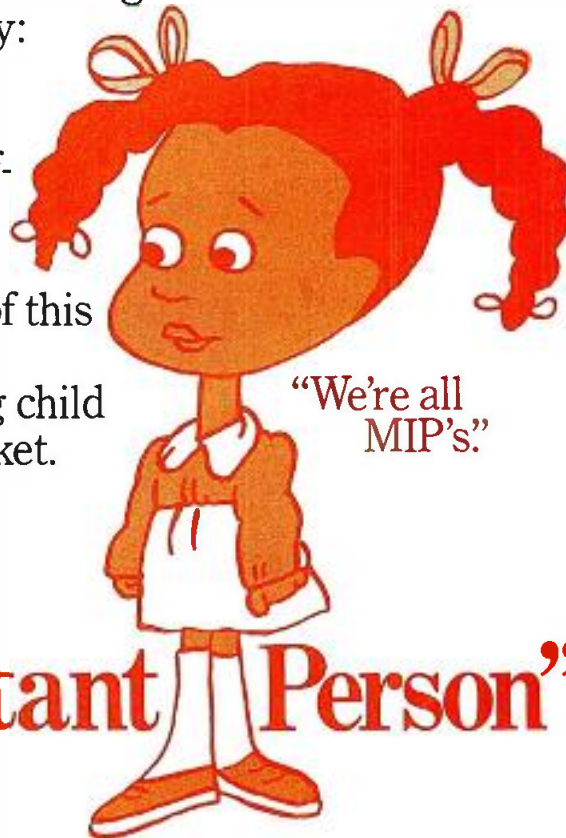
“I’m  
Bird!”



“The Most Important Person” is television that gains support from all sides: from youngsters who love it and from parents, educators and communities who give it the highest praise. The characters are delightfully merchandisable—as dolls, posters, coloring books, place mats, sheets and towels, sweatshirts, records—to serve as continuing promotion for the series.

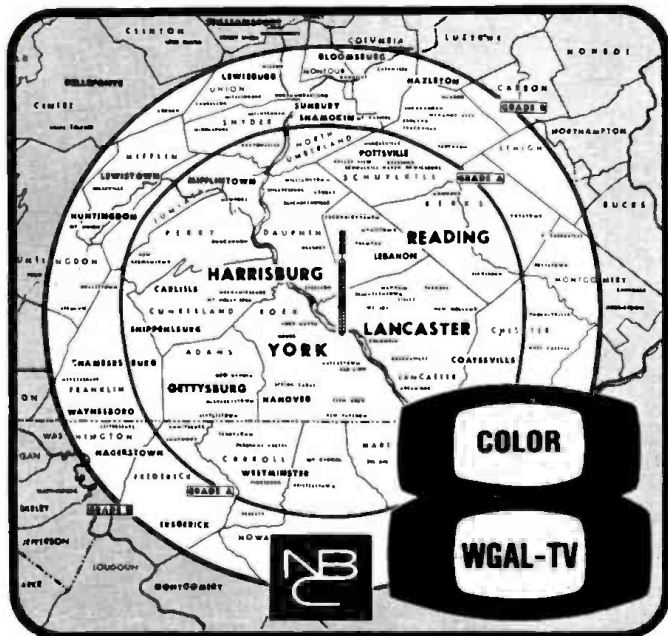
The fifty 3½ minute segments give stations ultimate flexibility: as inserts in locally-originated or syndicated children’s programs, or as self-contained program blocks of any length.

As you consider the purchase of this new series, remember who the most important person is: your own young child and the thousands more in your market. They deserve the best.



“We’re all  
MIP’s.”

## “The Most Important Person” from Viacom



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

# WGAL-TV

## Channel 8 • Lancaster, Pa.

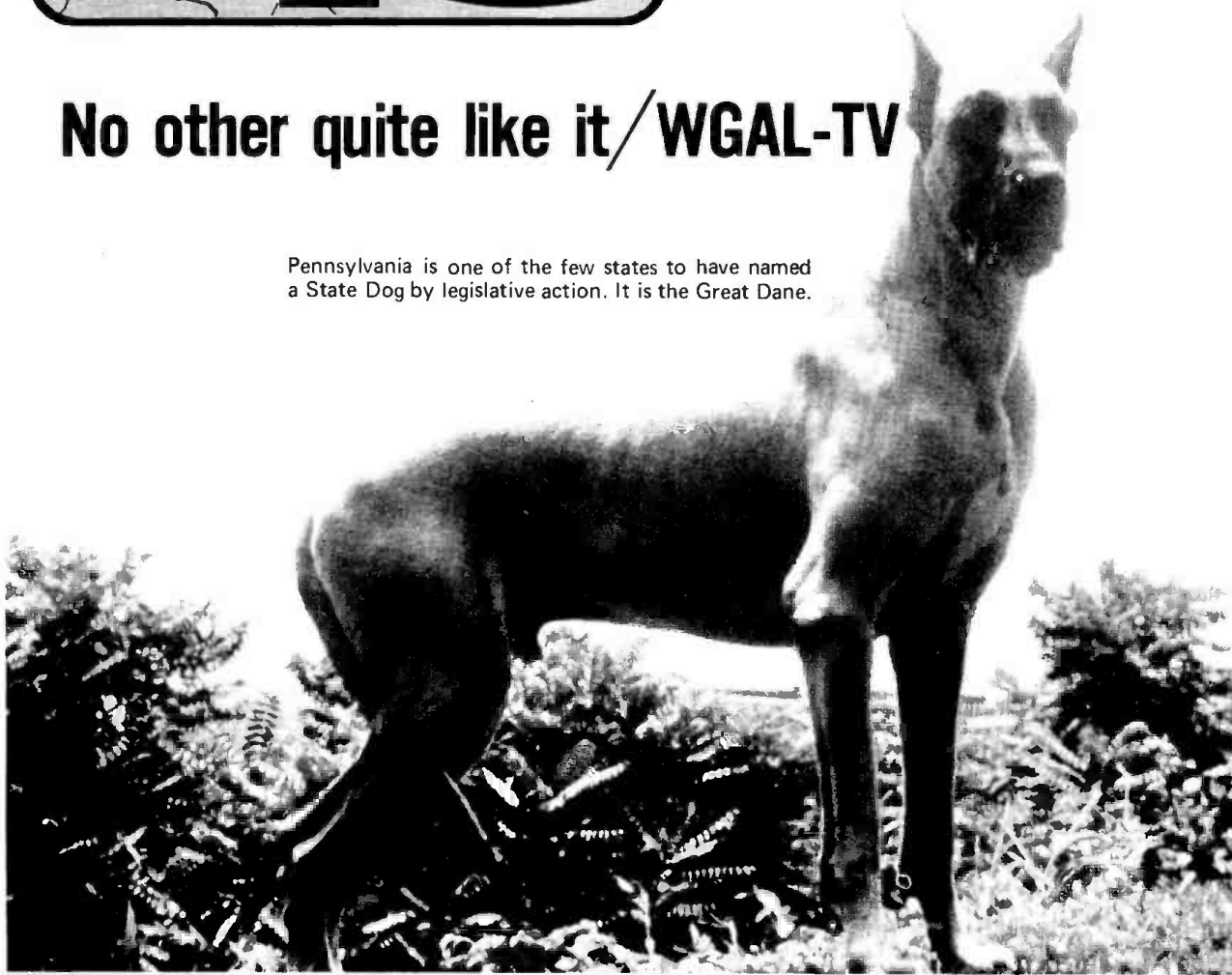
*Representative:*

**THE MEEKER COMPANY**

New York • Chicago • Los Angeles • San Francisco

## No other quite like it/WGAL-TV

Pennsylvania is one of the few states to have named a State Dog by legislative action. It is the Great Dane.



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



# Closed Circuit®

## Repeat performance?

President Nixon may attend opening session of annual convention of National Association of Broadcasters March 26 at Washington's Shoreham Hotel. If there are no hitches, chief executive is expected, not only to welcome some 4,000 broadcasters but also to witness presentation of distinguished service award to old friend, Ward L. Quaak, president of WGN Continental Broadcasting.

Four years ago, when NAB last held convention in Washington, President Nixon made unannounced appearance, accompanied by Herbert G. Klein, his communications director, and addressed assembly for about 25 minutes.

## New rules

FCC this week will adopt rules drastically revising license-renewal procedures, especially those affecting television stations. Commission all but completed work on two-year-old rulemaking last week, and Chairman Dean Burch wants finished product in hand when he testifies Wednesday (March 14) at House Communications Subcommittee hearings on license-renewal legislation. New rules generally follow those proposed in original notice, modified in slight respects (announcements throughout license period concerning licensee's obligation to serve public interest will be required every 15 days, not eight as first proposed).

There'll be requirement for annual report on news, public affairs and "other" programming and for maintenance of publicly available record of station's ascertainment of principal local needs and its efforts to meet them. These, FCC officials say, could be used as arguments supporting legislation to extend license period from three to five years. One surprise is said to be question in new television program-reporting form on programming aimed at children 12 years of age and younger.

## Misleading survey?

Results of poll showing majority of those at National Association of Television Program Executives Conference in New Orleans last month favored retention of FCC's prime-time-access rule raised eyebrows not only in industry but at FCC, which is now reviewing rule. In fact, press accounts of poll led Dr. Alan Pearce, economic consultant to commission, who is no fan of rule, to write memorandum to Chairman Dean Burch questioning poll's validity. He alleged, for instance, lack of control on those who actually voted, and noted that independent stations, which are not subject to rule, voted overwhelmingly for its continuance for their competitors (point noted by NATPE itself in detailed breakdown of poll [BROADCASTING, Feb. 26]).

One major point made by Dr. Pearce was that many of those voting—45.5%, according to NATPE's figures—felt that rule ought to be amended to permit affiliates as well as independents to carry network reruns in all markets in time freed from networks. Dr. Pearce said avoidance of that situation was one of rule's major objectives.

## Dry spell

Low point in number of new off-network series released during National Association of Broadcasters conventions is expected to be reached this year. Aside from series announced earlier by MCA TV (*Adam-12*, *Night Gallery*, and *The Bold Ones*), Worldvision's release of *Mod Squad* shapes up as sole NAB off-network entry. Last year four off-networks were issued during NAB, down sharply from 16 during 1971 convention. Possible but by no means probable off-network releases for later this year are *Mannix*, *Gunsmoke*, *Family Affair*, *My Three Sons* and *Doris Day Show*.

## Steps beyond

Senator Alan Cranston (D-Calif.) is said to be giving serious thought to legislation that would explicitly remove FCC from program regulation, though he hasn't yet reached point of drafting bill. He has also said privately he thinks license-renewal relief, which he supports, ought to be enlarged to include requirement that rival applicants for occupied facility post bond indemnifying incumbents for legal expense if challengers fail. In his youth senator was foreign correspondent for old International News Service, thinks of broadcasting in journalistic terms.

## Children's hours

Children's TV workshop for commercial broadcasters, planned by WCPO-TV Cincinnati since last year and originally scheduled for presentation in week preceding National Association of Broadcasters convention, March 25-28, has been postponed to avoid conflict with convention. Announcement is to be made in next week or so that workshop, to be conducted in cooperation with University of Cincinnati and NAB, will be held June 3-5 at university. Announcement, when it's made, will emphasize broad-based group of participants and speakers with focus on practical—not theoretical—ways to improve children's television.

## Guide to cable access

Rand Corp., Santa Monica, Calif., which has done number of studies of CATV during past few years, has new series on cable coming off presses; first of 12 reports is due this week. Entire study, produced under \$267,000 grant from Na-

tional Science Foundation, Washington, is tailored for municipal decision makers and includes separate discussions on such subjects as how educators can use CATV channels, how different departments of municipality can use CATV. Rand sources say new reports are much more detailed than document issued recently by Cable Communications Center, Washington, on cable alternatives for Jacksonville, Fla. (BROADCASTING, March 5).

## Latin market

Spanish-language stations, in New York and Los Angeles particularly, are eagerly awaiting delivery of latest U.S. Bureau of Census report, figuring it to be dynamic sales tool, with dimensions of huge Spanish-language audience pinpointed. Report, supplemental issue that provides information on 116 Standard Metropolitan Statistical Areas which had 5,000 or more persons of Spanish origin on Census Day 1970, shows New York with total of 1,289,079 and Los Angeles with 1,051,409.

Almost 70% of New York's total, or 887,119, are of Puerto Rican origin. In Los Angeles 822,310 were of Mexican ancestry (largest concentration of Mexican-Americans in country). Miami area has two of every five persons of Cuban origin living in U.S.—218,754 out of 544,627. Five Southwestern states have total of about 4.7 million people with Spanish surnames. Slightly more than 9 million in U.S. reported themselves of Spanish origin—4.5 million Mexicans, 1.4 million Puerto Ricans, 500,000 Cubans and 2.6 million persons from Central or South American or other Spanish background.

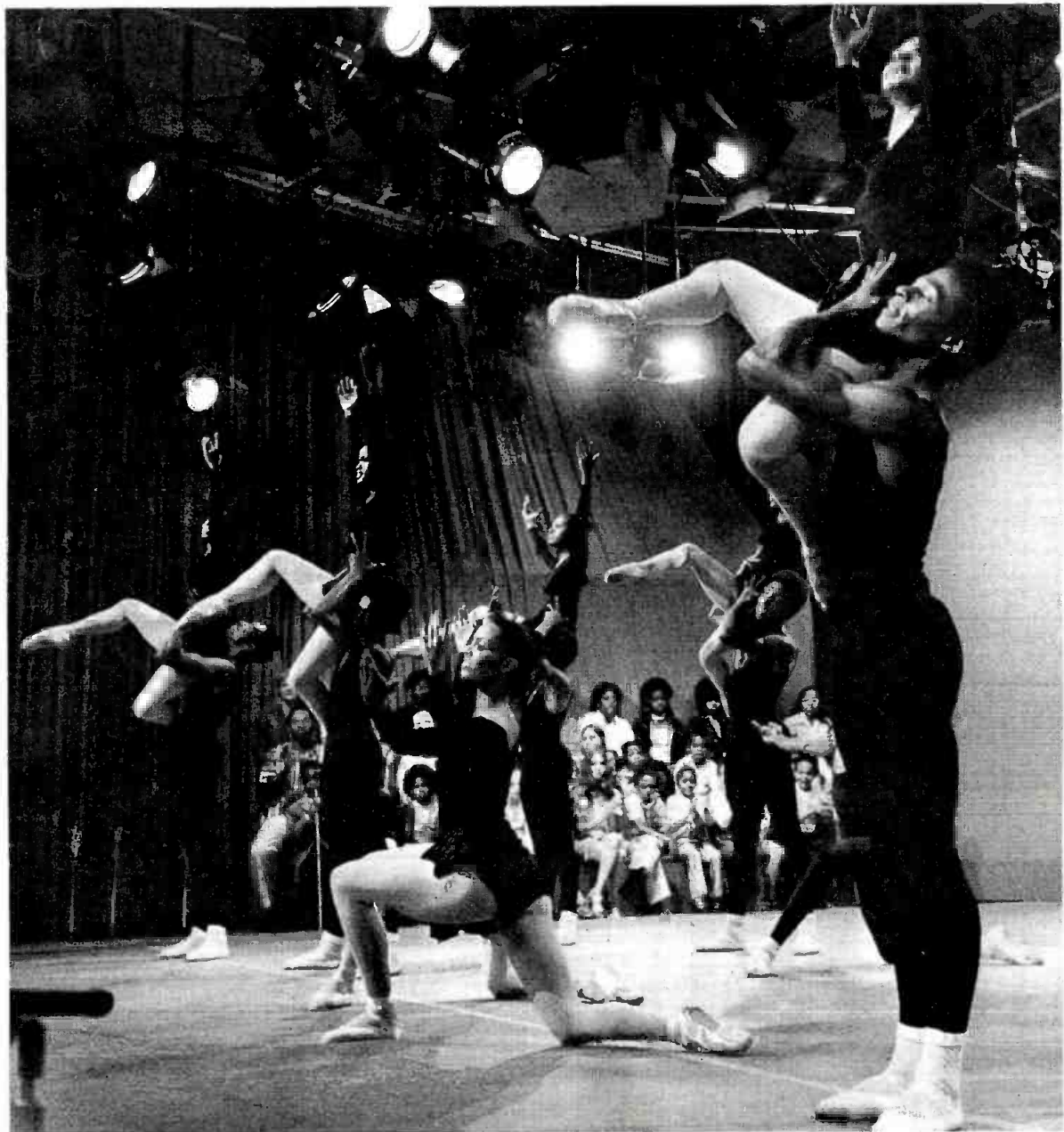
## All in the family

Even before CBS News seminar for radio affiliates was held last month (BROADCASTING, Feb. 26), Republican National Committee's newsletter, *Monday*, which has not been chary in criticizing network news organizations, had put in request for fill-in, it's now learned. Editor John D. Lofton Jr. sent letter asking CBS News President Richard S. Salant for copy of his remarks or, if none available, transcript of two-day seminar. Mr. Salant replied that his participation was limited but that proceedings were off-record, informal and without transcript, just as he presumed *Monday* staff meetings to be, observing that he would never think of asking for transcript of one of those.

## Update

Odds are now better than even that FCC Chairman Dean Burch won't be around after Labor Day. He has done nothing to scotch such reports and seems to be ducking official commitments for next fall.

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



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

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

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

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

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

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

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

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

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

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

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

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

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



**Capital Cities Broadcasting**  
**We talk to people.**



# At Deadline

## Court ruling sets cable liability on distant signals for first time

U.S. Second Circuit Court of Appeals in New York, in long-awaited and crucial decision, in ruling made public on Friday (March 9) said that cable-TV systems are subject to copyright liability on programming imported from distant stations. Decision, first to impose copyright liability on cable TV pick-ups under any circumstances, was on appeal by CBS and program production companies in copyright suit against Teleprompter Corp., New York, cable-TV industry's biggest multiple systems owner. Court of Appeals ruling reversed previous lower court decision, that of District Court Judge Constance Baker Motley, on distant-signal liability issue. But it upheld lower court rulings that cable TV's use of microwaves (aside from distant signal importation), program origination and interconnection of systems (at least at this time) do not make cable TV operators more like broadcasters than like "viewers" (BROADCASTING, May 8, 1972). Circuit Court of Appeals ruling remands distant signal decision of Judge Motley for further proceedings, including determination of damages.

Court undertook to describe "distant" signal, though it held that "precise judicial definition" is not possible and expressed hope that "Congress will in due course legislate a fuller and more flexible accommodation of competing copyright, antitrust and communications considerations" in context of CATV technology.

Upshot of Court of Appeals action seemingly left none of participants with cups filled to overflowing. But all expressed some measure of satisfaction.

Court decision got immediate rise out of office of Senator John McClellan (D-Ark.), where chairman of Copyright Subcommittee has been sitting on copyright revision bill in hope that cable-TV operators and copyright owners would reach consensus agreement on fees. Spokesman in office said bill now could be expected to be introduced "without further delay."

CBS sources said that they were elated with decision, calling distant-signal issue "the heartland of the case." They were already on record, they said, as saying pick-ups of local signals should not carry copyright liability. Teleprompter Chairman Raymond P. Shafer issued statement saying he was "particularly pleased" that Teleprompter-originated programming and advertising on its own origination channels was exempt from copyright liability and that he was confident of obtaining "favorable resolution" of remanded issues.

Spokesman, however, for Washington law firm of Cleary, Gottlieb, Steen & Hamilton, handling case for Teleprompter, expressed confidence that "we will

petition for certiorari," although noting that situation had not yet been discussed with client.

National Cable Television Association declared itself no less pleased with decision than CBS and Teleprompter. In statement issued by NCTA President David Foster, cable-TV industry organization said it was "pleased with the court's affirmation of the principle that cable TV reception service does not infringe on copyright." NCTA also says that court action is "encouraging" to those cable systems that provide cablecasting and other nonbroadcast services. Decision leaves definition of signals not directly receivable by cable system to jurisdiction of local court, statement points out, and NCTA also agrees with court's view that Congress is best place to resolve copyright issue. Mostly, NCTA says it's pleased "that the courts have not permitted the copyright issue to interfere with the growth of the industry."

National Association of Broadcasters—to make it unanimous—also seemed pleased with Second Circuit Court of Appeals' decision. In statement by NAB President Vincent T. Wasilewski, broadcasting industry organization, while acknowledging that decision had not yet been read, said "we have always believed that all cable retransmissions were in fact and in law public performances for profit under existing copyright law," and pointed out that court's ruling "appears to agree" with this belief at least as concerns "microwave-serviced cable systems." NAB noted that matter is "highly complicated legal issue," and said it would want to review decision in detail before making further comment.

Appeals court said that in Supreme Court's 1968 "Fortnightly" decision holding that CATV systems were more like viewers than performers—which Judge Motley relied on in her CBS-Teleprompter decision—CATV's were relying on antennas to pick up signals and were not importing what are now called distant signals. In picking up distant signals, court said, CATV's use "signal transmitting equipment," not merely improved-antenna technology, which casts them in role of "performers" and therefore subject to copyright.

In attempting definitions, court found it easier to say what distant signal is not: "Any signals capable of projecting, without relay or retransmission, an acceptable image that a CATV system receives off the air during a substantial portion of the time by means of an antenna erected in or adjacent to CATV community is not a distant signal . . .

"When the community from which the

signal originates, which we term the originating community, and the CATV community are different, and when the signal is initially received by the system at a location in or near the originating community and then transmitted to the CATV community by microwave or cable, a strong presumption arises that it is a distant signal.

"The alleged infringer is then under a heavy burden to show that the signal is not a distant signal—that is, that it would be equally receivable off the air in the first instance and would project an image of similar quality if equipment located in or adjacent to the CATV community. Unless this burden is met, the signal should be deemed a distant signal . . .

"Similarly, when the signal is initially received by the CATV system on an antenna or other receiving device located between the originating community and the CATV community, the signal should be deemed a distant signal in the absence of a contrary showing by the CATV system.

"We do not necessarily mean that the antenna or receiving device on which the signal is initially received cannot in any case be located outside the limits of the [CATV] community. We can envision various legitimate circumstances, such as the desire to take advantage of a tall building, hill or other topographical feature, that might cause the system to desire to locate its antenna or receiving device in an area closely neighboring the community it serves. Such an antenna placement is not motivated by the desire to be closer to the signal's point of origin in order to receive it before its strength is dissipated . . .

"However, we wish to make clear that the distances we envision here are small, and that any system that locates its antenna more than a few miles from the CATV community should bear the burden of showing that the signals it receives and distributes are not in fact distant signals."

## Comsat asks FCC okay on system to serve AT&T

Communications Satellite Corp. has applied to FCC for authority to build domestic-communications satellite system for lease to AT&T. System would be used to provide services to all 50 states and Puerto Rico.

System would consist of three in-orbit satellites and one back-up, each with design capacity for 14,400 two-way voice-grade circuits. AT&T, which would integrate satellites with its nationwide switched network, will file separate applications for ground segment requirements and for authority to use satellites in its network.

Initially at least AT&T will be limited to using space system for carrier's mon-



**To try and keep places like this from becoming rich men's clubs,  
we gave every candidate free air time.**

"To be a successful politician these days, you've got to be rich". You hear it more and more lately. And more and more it seems to be coming true.

And at no time is it more true than during the primary campaigns. Because political parties don't supply campaign funds to all candidates who represent them in the primaries.

Which means, in some cases, if a candidate doesn't have money from his own

sources, there's a good chance the voters won't find out what his views are.

KPOL figures there might be primary candidates with something to say and no money to say it with.

So we offered free air time to all Presidential, Congressional and local District Attorney candidates during the primaries on AM and FM.

Rich and not-so-rich.

All they had to do was

make their announcements in person, to avoid slickness.

Forty-four accepted our offer; 36 for the U.S. House, 5 Presidential candidates, and 3 for District Attorney. Thousands of voters gained some insight into what these candidates stood for.

And democracy became a little more democratic again.

**KPOL** Los Angeles.

**One of the stations of Capital Cities Broadcasting. We talk to people.**

opoly services. Under terms of policy laid down by FCC in December, AT&T would not be permitted to use system for services that would be competitive with those of other carriers, like television program transmission, for three years after operations begin—and then only on condition AT&T divests itself of its ownership in Comsat (BROADCASTING, Jan. 1).

Comsat, which expects to launch first satellite by fall of 1975, will invest \$150 million in system. AT&T's payments under lease would total \$272 million during seven-year life of satellites.

Comsat will use presently allocated 4 and 6 ghz bands. But satellites will also contain millimeter wave experimental package, permitting tests and development of higher frequencies near 18 and 30 ghz for possible future commercial satellite application.

### OTP renewal bill all set; Whitehead says it will take pressures off broadcasters

Clay T. Whitehead, director of Office of Telecommunications Policy, says license-renewal bill administration is expected to send to Congress this week will "probably" result in more broadcasters losing licenses than has been the case under present law.

But Mr. Whitehead also said proposal would "insulate" broadcasters from those in government and in their communities who might try to pressure them into presenting programming they want.

Mr. Whitehead, who discussed proposed bill and his attitude toward media in breakfast meeting with reporters on Thursday, noted specific standards under which broadcasters' performance would be judged at renewal time — whether broadcaster has determined and met needs of community and whether he has

afforded reasonable opportunity for discussion of conflicting views on issues of public importance.

FCC, Mr. Whitehead said, could develop more objective criteria, and would "be able to take away more of the licenses of broadcasters that reasonable men would concede are not doing a good, conscientious job."

Existing process, he said, "is geared to make sure" that commission does not deny license renewals.

But Mr. Whitehead also maintained that all stations—good, bad and indifferent—are subject to threat of losing license. And challenges to licenses, he said, can be used by commission or citizen groups to pressure stations into presenting programming they think worthwhile.

Administration's proposed bill, he said, would blunt that threat. "If you believe the First Amendment applies, what we proposed is a move away from detailed government control."

Mr. Whitehead predicted proposal would be opposed by minority groups who find useful FCC's power to pressure broadcasters into providing certain kinds of programming.

Fact that only one television station (WHDH-TV Boston) has lost license to challenger at license-renewal time prompted one reporter to ask why administration should seek to provide statutory protection for renewal applicants against such challenges. Proposed bill would require challenger to make prima facie case that incumbent has not met two basic standards of determining and serving community needs and is charging fairness-doctrine obligations.

"The main value of the sword of Damocles is that it hangs, not that it drops," Mr. Whitehead responded. "Once you take a guy's license away, you lose your leverage over him. That applies to the FCC, to activist groups, or to a group of community leaders in a community."

Proposed legislation, at last report Friday, was reposing on President's desk, with expectation it would be submitted to Congress before House Communications Subcommittee starts hearings on Wednesday.

OTP lawyers are said to have "sharpened and polished" it and to have reduced its "ambiguities" after reading comments on it submitted by other agencies, including FCC. Two changes are described as "major."

One makes more specific kind of "pre-determined performance criteria of general applicability" regarding programming that commission would be barred from considering in reviewing renewal applicant's performance (it mentions quotas, percentages, or categories referring to a prior judgments on format or programming).

Other is designed to clarify kind of hearings that would be held if challenger passed initial hurdle of making prima facie case against incumbent. It would be two-stage affair, in which commission would determine, in first stage, whether incumbent in fact has failed to meet

community needs or fairness-doctrine obligations. If decision goes against incumbent, he would either be denied renewal or allowed to continue in comparative hearing with challenger.

### Minow tees off on Whitehead, Gold returns the honor

Attorney Newton Minow, chairman of noncommercial WTTW-TV Chicago and former FCC chairman, said Thursday (March 8) that owners and managers of stations affiliated with networks have no business using "their own personal predilections, their own political views" in attempting to monitor so-called ideological plugola on networks.

#### Headliner



Mr. Mulholland



Mr. Meaney

**Robert Mulholland**, executive producer of *NBC Nightly News*, named VP, TV news, and **Donald V. Meaney**, VP news, appointed VP, TV news programming, in major reorganization of NBC News (see page 62).

**John Tyler**, general manager, WQXI-TV Atlanta, elected president and chief executive officer, Pacific & Southern Broadcasting Co., New York, assuming duties formerly handled by **DeSales Harrison Jr.**, who continues as board chairman. Mr. Tyler remains general manager of WQXI-AM-TV and WQXI-FM Smyrna, Ga.

**Gerald Blum**, general manager, WQXI-AM-FM takes on additional responsibilities as general manager of P&S's radio division, replacing **Kent Burkhardt**, who has resigned. **James G. Robinson** has resigned as executive VP but continues as treasurer of P&S. Merger of P&S into Combined Communications Corp., Phoenix, has been approved by boards of directors of both companies (BROADCASTING, Jan. 29).

**Richard H. Harris**, president, Radio Advertising Representatives Inc., Group W representation firm, named president of company's radio station group. Post has been vacant for several years. Replacing him as president of RAR is **Michael Flaherty**, who has been VP and general manager of that company.

**Grover C. Cobb**, executive VP in charge of government relations, National Association of Broadcasters, Washington, named senior executive VP, new title (see page 50). Mr. Cobb will continue to specialize in government relations.

#### In Brief

**Accent on access.** Twentieth Century-Fox television offering for first-run syndication two dramatic series, *Great Mysteries*, with Orson Welles as host and produced by Unicorn Films Inc. and *Century Theatre*, co-produced with BBC. *Great Mysteries* has been sold to CBS-owned stations and *Century Theatre* to ABC-owned stations for next fall in prime access time. ■ **Missouri awards.** Among winners of Missouri Honor Awards for distinguished service in journalism announced yesterday (March 11) are NBC-TV's *Meet the Press*; Sam Cook Digges, CBS radio president, and *Washington Post*. Awards, sponsored by University of Missouri, Columbia, will be presented at banquet April 6. ■ **Sports-caster killed.** Bill Malone, 48, sports-caster for WMAL-AM-FM-TV Washington in 1950's and ABC network in 1960's, died March 8 in automobile crash on New Jersey Turnpike. ■ **At all levels.** National Association of Broadcasters supports absolute newsmen's-privilege bill applicable to state as well as federal proceedings, said NAB General Counsel John Summers in statement Friday (March 9) to Senate Constitutional Rights Subcommittee.



Starting its second year  
from the Hollywood Palace, March 12, 1973

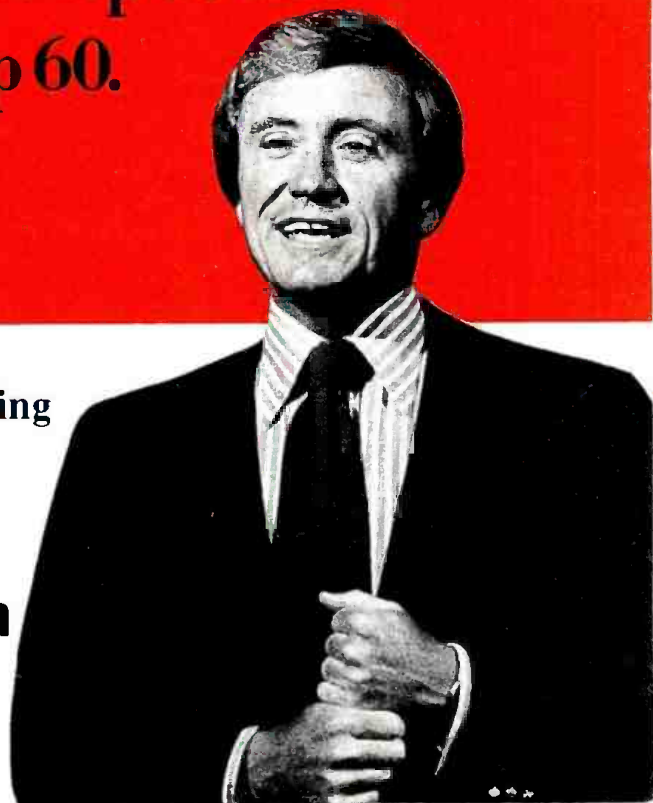
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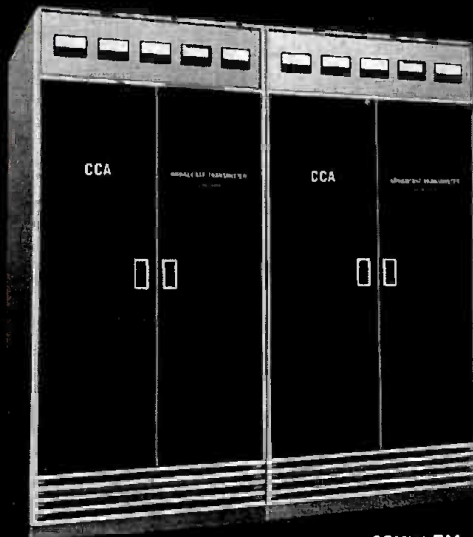
If still available in your market,  
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## Broadcasting

The newswEEKly of broadcasting and allied arts

## TELEVISION

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

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Bill Criger, *subscription manager.*  
Laurie Ender, Kwentin Keenan, Michael Kelly,  
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TORONTO: John A. Porteous, *contributing editor,* 3077 Universal Drive, Mississauga,  
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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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## WHEN YOU SLIP, IT HURTS . . .

And when you fall, it's a disaster. That's why so many of our clients who are Number One in their markets retain us year after year—they want to keep from slipping. It's so easy to get a little bored or a little careless when the ratings look good. Even when the ratings drop a few points, somehow it can be rationalized; then suddenly, your station is in trouble. When you finally know it, the reaction is often panicky, and the changes that are made accelerate the decline.

If you study your audience in-depth every year, you know just what's going on, and we harass you to make sure you don't get careless, that the corrective action you take will be productive.

For other clients who are second, third, or even fourth in their markets and heading for Number One, their ability to always move constructively, with a sound knowledge of the strengths and weaknesses of their station and every other station in town, makes the difference. Our use of social scientists for basic information helps immeasurably to keep decisions out of the personal opinion area.

It also helps that the big leader in town usually sleeps while he slips. It's unfortunately not just a game, but a deadly serious business, and mistakes can be worth millions. If you want to find out more about getting to be Number One or about staying there, please call us for a no-obligation presentation.



**McHUGH AND HOFFMAN, INC.**

*Television & Advertising Consultants*

7900 Westpark Drive  
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■ Indicates new or revised listing.

### This week

**March 12**—Extended date for filing reply comments on operation of and possible changes in FCC's prime-time access rule.

**March 12, 14**—Hearing on newsmen's-privilege legislation by Subcommittee No. 3 of House Judiciary Committee. 10 a.m., Room 2141, Rayburn House Office building, Washington.

**March 13-14**—Senate Constitutional Rights Subcommittee hearing on newsmen's-privilege legislation. Washington.

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

**March 14**—House Communications Subcommittee begins hearing on license-renewal legislation. Washington.

**March 14**—Extended date for filing comments on proposed revision of FCC fee schedule (Doc. 19658).

**March 14**—First meeting, board of governors of Intelsat, to continue for about two weeks. Communications Satellite Corp. building, 950 L'Enfant Plaza, S.W., Washington.

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

**March 15**—Extended deadline for entries in Radio Television News Directors Association awards competition. Contact: Dick Wright, WTAG(AM), Worcester, Mass.

**March 15**—Federal Communications Bar Association luncheon. Army-Navy Club, Washington.

**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**—Awards dinner, Writers Guild of America (East). Seaport, New York.

**March 16-17**—46th annual convention, Interscholastic League Press Conference to include sessions in radio, TV, advertising and newspaper. University of Texas, Austin.

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

**March 17**—Meeting of New England chapter of Society of Cable Television Engineers. Oaks Inn, Springfield, Mass.

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

### Also in March

**March 20**—Annual international broadcasting awards, Hollywood Radio and Television Society. James Arness, star of Gunsmoke, will be honored as "man of the year," during presentation of awards for best TV and radio commercials. Century Plaza hotel, Los Angeles.

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

**March 22**—Presentation luncheon, 25th annual George Folk Memorial Awards, under auspices of Long Island University's Brooklyn Center (journalism department). Roosevelt hotel, New York.

**March 22-24**—American Forces Radio and Television workshop. The Pentagon, Washington.

**March 22-26**—Annual convention, National Association of FM Broadcasters. Washington Hilton hotel, Washington.

**March 23-25**—34th national convention, Intercollegiate Broadcasting System. Shoreham hotel, Washington.

**March 24**—Ninth annual Armstrong awards presentation, in conjunction with National Association of FM

Broadcasters convention. Featured speaker: Fred W. Friendly, former president, CBS News. Washington Hilton hotel, Washington.

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

**March 24-25**—Broadcast management workshops for NAB members, sponsored by McGavren-Guild. Presidential suite, Watergate hotel, Washington.

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

**March 25-27**—Semiannual management seminar, Nationwide Communications Inc. Special seminars on minority employment, women's role in radio-TV, problems of social concern. Crystal City Marriott inn, Arlington, Va.

**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 26**—Rocky Mountain Broadcasters Association banquet, with Senator Frank E. Moss (D-Utah) as speaker. Washington Hilton hotel, Washington.

**March 26**—Extended date for filing comments on FCC jurisdiction over public broadcasting under Section 396(g)(1)(A) of Communications Act.

**March 26**—Association of Independent Television Stations board of directors breakfast meeting in conjunction with NAB convention. Shoreham hotel, Washington.

**March 26-27**—National Cable Television Association meeting with state and regional association presidents, Washington.

**March 26-30**—International convention, Institute of Electrical and Electronics Engineers. Americana hotel, New York.

**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 27-30**—Convention product exposition, Institute of Electrical and Electronics Engineers. New York Coliseum.

**March 28**—Extended date for filing reply comments on proposed revision of FCC fee schedule (Doc. 19658).

### Major meeting dates in 1973

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

**March 25-28**—Annual convention, National Association of Broadcasters. Sheraton-Park and Shoreham hotels, Washington.

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

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

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

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

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

**Oct. 4-7**—Annual national meeting, Women in Communications Inc. Benson hotel, Portland, Ore.

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

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

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

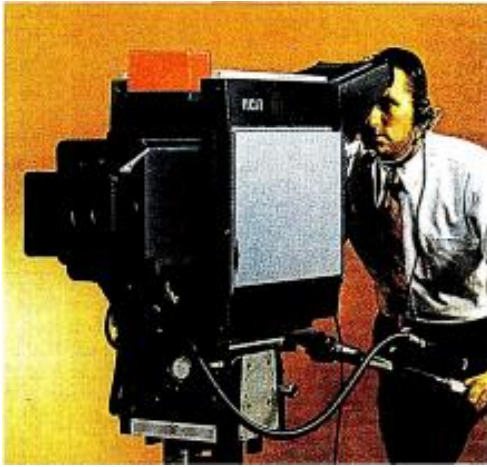
**Nov. 14-17**—Annual convention, Sigma Delta Chi. Statler Hilton hotel, Buffalo, N.Y.

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



**Introducing  
the TK-45 camera.**

**It sees things the  
way the TK-44 does.  
But automatically.**



Until now, the TV color camera that couldn't be beat was the RCA TK-44.

You could depend on it for true, sharp pictures time after time.

Now there's the new TK-45. It combines what you liked so much about the TK-44 with big new advantages.

Advantages like automatic black and white levels. Automatic iris. Automatic centering.

So you get consistent picture quality, consistent scene-to-scene colorimetry with less need for technical manipulation. Camera set-up and operation are simpler and easier.

And since the new features are located in the control unit, cable clutter is kept down.

There's more. Much more. But it adds up to this. No other camera can do more to make your productions look better—automatically.

Just ask your RCA representative. Or write for full details. RCA Broadcast Systems, Bldg. 2-5, Camden, N.J. 08102.

**RCA**

The New TK-45. It sees things your way. Automatically.

## Now See This!

Government figures show that TV stations outside the 100 major markets deliver an income (profit) percentage of 4.1% before taxes. Look at the facts:

Number of TV stations (outside 100 major markets) reporting profit or loss by amount of profit or loss, 1971.

Total number of stations reporting ..... 247

Number of stations reporting profit ..... 150

Profitable stations as percent of total ..... 60.7

Number of stations reporting profits of:

\$5,000,000 or over .....	—
3,000,000 — 5,000,000 .....	—
1,500,000 — 3,000,000 .....	1
1,000,000 — 1,500,000 .....	1
600,000 — 1,000,000 .....	3
400,000 — 600,000 .....	12
200,000 — 400,000 .....	31
100,000 — 200,000 .....	35
50,000 — 100,000 .....	30
25,000 — 50,000 .....	15
Less than 25,000 .....	22

Number of stations reporting losses ..... 97

Unprofitable stations as percent of total ..... 39.3

Number of stations reporting losses of:

Less than \$10,000 .....	6
\$ 10,000 — 25,000 .....	12
25,000 — 50,000 .....	15
50,000 — 100,000 .....	18
100,000 — 200,000 .....	22
200,000 — 400,000 .....	16
400,000 — AND OVER .....	8

**BILL SMULLIN**

COBI (California Oregon Broadcasting Inc.)  
Medford and Redding

## Open Mike®

### Concurring opinion

EDITOR: Your item in "Closed Circuit" March 5 concerning the reopening of television channel 1 brings back many recollections. . . . In 1941, following a year of frenetic activity by the first National Television Systems Committee (NTSC), commercial standards were adopted by the FCC. With only minor exceptions, these are the same as those in use today, including a picture standard of 525 lines and vestigial sideband transmission. Eighteen 6 mhz channels were assigned, more or less scattered throughout the region from 50 to 294 mhz. Channel 1 appears in the 1941 allocation in the frequency range of 50-56 mhz.

Commercial television broadcasting was suspended during World War II, but in 1945 the commission re-examined frequency allocations and assigned 13 VHF channels. Channel 1 was placed at 44-50 mhz and channels 2 through 13 were the same as those in use today. Channel 1 was to be reserved for a community class of television station which would be limited to 1 kw ERP at 500 feet. Channels 2-13 were to be shared with the land-mobile radio services. Only one authorization—at Riverside, Calif.—was ever granted on channel 1 and this station was never built. On June 14, 1948, in a move which bears a surprising resemblance to recent history, the commission reassigned channel 1 to the land-mobile radio services and terminated the previous arrangement which had permitted land-mobile sharing of channels 2-13.

The ETV proposal to reopen channel 1 for ETV purposes raises some interesting possibilities. The 40- to 50-mhz band is now allocated to various land-mobile radio services and includes a small government band from 46.6 mhz to 47.0 mhz. However, the commission has recently opened up a huge chunk (115 mhz) of spectrum for the land-mobile services in the 900-mhz region, and the equipment manufacturers are already scrambling to take advantage of the new frequencies. These would provide more than ample spectrum space to accommodate any mobile operations displaced from the 44-50 mhz region. When the commission opened up this new 115 mhz of spectrum space, it provided at the same time for limited sharing of television channels 14-20, but the land-mobile people have shown relatively little interest in this type of sharing, continuing to demand outright reallocation of these channels to the land-mobile services.

As "Closed Circuit" points out, reopening channel 1 for ETV would create some problems, but these problems are probably easier to solve than those

presented by some of the other proposals for ETV expansion.—Howard T. Head, A. D. Ring & Associates, Washington.

### UA TV found no sag

EDITOR: BROADCASTING's Feb. 12 downbeat report on feature-film sales, "A Less than Fabulous Time for Features," does not tell it like it is for United Artists Television. Our sales are up—way up.

BROADCASTING writes that feature-film product "lost sales ground in 1971 and 1972." United Artists Television feature-film sales for 1972 were up 14% over 1971. And 1973 has opened big. Our January 1973 surged 113% over January 1972. This more than doubling of sales may not prevail for all of 1973 but the year could certainly top 1972.—Erwin H. Ezzes, chairman, United Artists Television, New York.

### Essential element

EDITOR: Number one last week, number one this week, number one next week and number one during all times of the broadcast day. BROADCASTING magazine has added yet another dimension to an indispensable tool of radio programming. The "Broadcasting Playlist," unlike the traditional Hot 100's and Top 100's, provides the data necessary to program the true musical needs of the listening audience, determined by the particular station's demographics.

Congratulations. BROADCASTING has once again proven itself in a class of its own.—Eric Heckman, announcer, WNAV (AM) Annapolis, Md.

### Proof of performance

EDITOR: The reaction to my "Monday Memo" for your Feb. 26 issue served to reinforce my beliefs in the far-reaching influence of BROADCASTING. The subject of my article, National Brewing, and our agency have had most positive responses. —Herbert D. Fried, president, W. B. Doner & Co., Baltimore.

### Wrong numbers?

EDITOR: After reading the Feb. 19 BROADCASTING, I must take issue with some of your "Open Mike" contributors who persistently go their "numb and dumb" ways in quoting the numbers as the key to good radio. . . . Anyone can juggle figures, twist ratings, make claims, while the real truth about a market lies buried: It is not who is number one, but what is the sets-tuned-to-sets-available percentage? What about this figure that shows real market penetration? Who ever talks about it?

I mentioned this at a rep meeting a few years ago and got the following answer: "We can't use that figure or



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SOUTH FALLS PARK

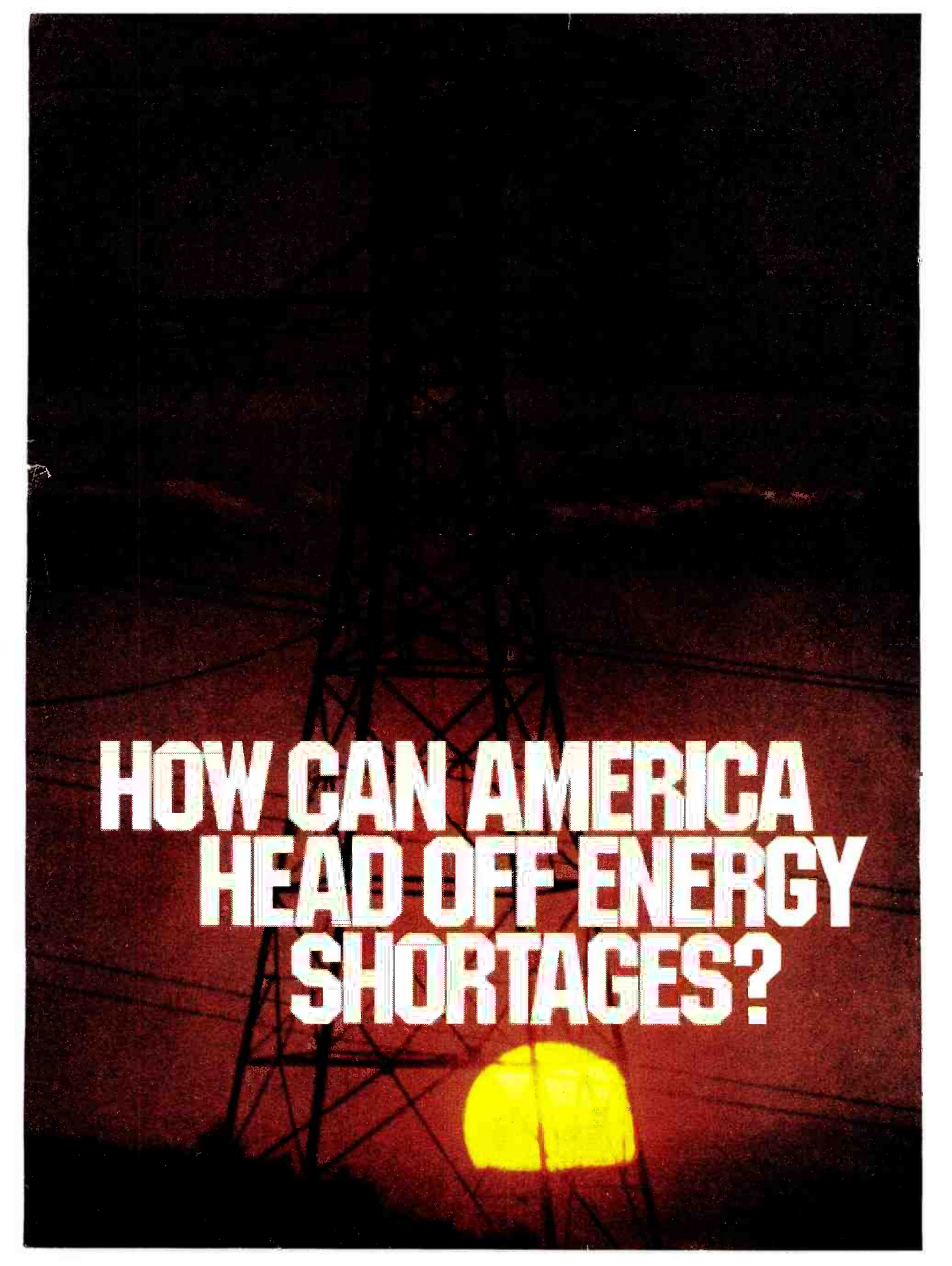
# GO YOUNG

Go "Doctor in the House" for the young audience. WABC-TV in New York just has for prime access time. And it can do the same job for you, reaching the young adult audiences and keeping them in stitches. Also just what the doctor ordered for stripping in transitional, fringe and access times.

Go "Adventures in Rainbow Country" for the young family. Fine family week-end programming. 26 action-packed half hours about a 14-year-old boy's adventures in a man-sized world. Every foot filmed on location. You can't lose. Go either, or both. But go young with Group W Productions.



GROUP  
**W PRODUCTIONS INC**  
WESTINGHOUSE BROADCASTING COMPANY



**HOW CAN AMERICA  
HEAD OFF ENERGY  
SHORTAGES?**



**THE SUREST WAY IS TO INCREASE OUR DOMESTIC SUPPLIES OF OIL AND NATURAL GAS.**

**THESE TWO FUELS FURNISH 77% OF ALL OUR ENERGY.**

**THEY WILL BE OUR MOST IMPORTANT ENERGY SOURCES FOR YEARS TO COME.**

**TODAY, AMERICA'S DEMAND FOR OIL AND NATURAL GAS IS MUCH GREATER THAN DOMESTIC PRODUCTION.**

**TO AVOID THE "ENERGY SHORTAGES" YOU'VE BEEN READING SO MUCH ABOUT, WE'RE DEPENDING MORE AND MORE ON IMPORTS OF FOREIGN OIL.**

**WE NEED IMPORTS, BUT WE SHOULD NOT BECOME OVERLY DEPENDENT ON THEM.**

**EVERY AMERICAN SHOULD KNOW THE FACTS ABOUT THE ENERGY SUPPLIES ON WHICH HIS WAY OF LIFE DEPENDS.**

Energy is the power to keep machines working.

Thousands of kinds of machines: people machines like home furnaces, kitchen ranges, air conditioners, light bulbs, automobiles; public machines like planes, trains, television networks, water purification plants; all the complex machinery modern industry uses to make the things we use in our daily lives.

Abundant and low-cost supplies of energy have given Americans one of the highest standards of living in the world.

Oil and natural gas furnish 77% of all our energy, including nearly 40% of our electricity. Yet today, with energy demand expected to almost double within the next 15 years, production from known domestic reserves has reached a peak.

### **WE'RE USING MORE, FINDING LESS**

In 1971, domestic natural gas production was 96% of what we used. By 1985, unless we take steps now to encourage exploration for new supplies, domestic production will meet only 40% of estimated demand.

Domestic oil production in 1971 took care of about three-fourths of demand. By 1985, domestic supplies will provide less than half of our needs—unless we start now to increase these supplies.

Our other domestic sources of energy at present are coal (18%), hydroelectric power (4%), and nuclear and geothermal power (less than 1%). By 1985, nuclear power's share may rise as high as 17%,

while the relative shares of coal and hydroelectric power are expected to decline slightly.

We have learned how to make synthetic oil and gas from coal, and to produce oil from shale and tar sands. But it will be many years before these sources can make a significant contribution.

Some day we may even get power directly from the sun. But solar energy is still a long way off.

For the next critical decade or longer, the great share of our growing energy burden must be borne by oil and natural gas.

### **WHERE CAN WE GET ENOUGH?**

Experts believe there are substantial resources of oil and natural gas still to be discovered in America, particularly offshore. But environmental concerns and economic factors are postponing their development.

Nuclear power and coal could contribute more to our energy supply but have not because of a combination of economic and environmental considerations.

"Imports" are one obvious answer to the supply problem. But that answer is not as simple as it may seem to be.

In 1971, we imported about one-fourth of the oil we used. That share will rise, year after year. So may imports of natural gas.

But the cost of imports is rising steeply. By 1985, if we have to import more than half our needs, our balance of payments deficit for oil and natural gas could be a staggering \$25 billion a year, according to economic analysts.

And it's not only a matter of dollars. How dependent do we want to become on foreign sources for the oil and gas we need?

Our aim should be to keep our dependence on imports within reasonable limits by concentrating on the development of additional energy sources here at home, where we know they will not fail us.

### **SAVING MORE BY USING LESS**

Over a period of time, it should be possible for the United States to conserve energy. More efficient automobile engines, improved thermal conversion and power transmission, better construction techniques, new concepts in mass transportation—all these can play a part.

Meantime, as individuals, each of us should make sure that we and our families use energy as thoughtfully and responsibly as possible.

By using all our energy supplies wisely—in our homes and in driving our cars—through proper insulation, storm doors and windows, weather stripping, wise appliance use, regular auto tune-ups, good driving practices—we might be able to slow the growth in energy demand.

But this alone will not solve the problem.

### **HOW TO GET MORE OIL AND NATURAL GAS**

Above all, we must increase domestic supplies of oil and natural gas. And we'll have to build new refineries and other facilities to make them into useable products.

We must do so with proper regard for the environment. The continuing technological advances of the petroleum industry make this possible.

Accelerated government leasing of public lands, both inland and offshore, for exploratory drilling is urgently needed.

Exploration for natural gas should be encouraged. It has been discouraged by the artificially low prices that have been imposed by the Federal Power Commission for the past 18 years.

A healthy economic climate should be provided to stimulate investment and help meet the huge capital requirements of the petroleum industry—an estimated \$175 billion or more during the period from 1970 to 1985.

### **THE REAL SHORTAGE IS TIME**

The United States will not "run out" of energy in the near future. But, right now, we are running out of time to make wise decisions about our energy supplies. Because of the long lead time required to develop new petroleum supplies, today's delays could haunt and plague us for at least the next 15 years.

Energy for America is not just an oil problem, nor a gas problem, nor a coal problem. It is all these and more, interlocking into a single problem that demands solution because it affects every citizen.

And you can help solve it.

To help you stay informed, we've prepared a basic booklet, "The Energy Gap". Write to Dept. K, American Petroleum Institute, 1801 K Street, N.W., Washington, D.C. 20006 for your free copy.

With your understanding and help, America can head off energy shortages.

### **A COUNTRY THAT RUNS ON OIL CAN'T AFFORD TO RUN SHORT.**



agencies wouldn't buy a lot of radio." Why? Because in most markets where stations have carbon-copied themselves with top-40 mediocrity or sweet music drivel, the sets-tuned-to-sets-available figure runs 12 to 15%. And that is not penetration, sirs.

Ah, but you say: "The agencies won't buy anything but the numbers." Baloney.

They seem to be brighter than most in this medium. They are asking for more than just those numbers that determine who is first. They (or at least most of them) are interested in penetration of the market. And penetration is still acquired by creativity, not just tight board, loose board, top tunes, less talk, more squawk. Creativity, whatever its form,

in top-40, classical, all-news, all-talk radio, plus creativity in selling, will give you solid radio year after year no matter who is temporarily first.

Being number one in a 12% market, as far as I'm concerned, is a lot less desirable than being number two or three in a 40% market.—*Ken Brooks, sales executive, KUJ(AM) Walla Walla, Wash.*

## Monday Memo

A broadcast advertising commentary from K. L. (Jim) Rice, vice president, Hoefler, Dieterich & Brown, San Francisco

### Professionalism can carry the day for advertising

The advertising business is in a lot of trouble. Advertising credibility has become an issue, and that issue has led to consumer outcry and federal regulation. The only solution, really, is a higher degree of advertising professionalism that will restore advertising credibility and protect our business from overregulation, overrestraint and, ultimately, extinction.

Advertising must respond to four key issues that are pre-eminent today: truth, consumerism, regulation and professionalism. Let's take truth. Why on earth should truth in advertising be a key issue? First of all, let's admit that it is. The conflict arises between truth and persuasion. Advertising is a selling tool. Inherent in the job of advertising is positive presentation in order to persuade somebody to do something. There is a natural desire to make that which you are advertising sound irresistibly rewarding and superior. So if the basic job at hand is persuasion, it is awfully tempting to zero in on the good and leave out the bad.

Some basic techniques that have worn down advertising's credibility are the open-end comparative or superlative claim, magnifying a minor product difference out of proportion to its importance, using an irrelevant but effective attention-getter, taking too much dramatic license in product demonstration.

The only hope for advertising then, is increased self-regulation and increased professionalism.

In simplest terms, the major influences that are forcing higher professional competence levels on advertising people are the increasing cost of advertising, the increasing demand for advertising accountability by business, consumers, and the government, and consumer complexity—not only the consumerist drives but also the tendency toward diverse life styles and tremendous individuality in society as a whole.

The starting point is the people who are practicing advertising as a career. Why shouldn't our business begin to demand preparations that more closely approach the training required by law? I think it must.



K. L. Rice, known as "Jim" to his colleagues, is a native of Chicago and began his advertising career with Leo Burnett there, becoming group supervisor on Procter & Gamble products. He then was director of advertising for Hills Bros. coffee, San Francisco, for four years, joining Hoefler, Dieterich & Brown in 1968. He is a 1952 graduate of Williams College, Williamstown, Mass.

I believe a band of highly professional advertising practitioners can and will reshape advertising so that society can continue to benefit from its positive attributes.

I have a god reason for us to have faith in this. Through an amazing coincidence, I have ascertained that out of a staff of 87 people at Hoefler, Dieterich & Brown, every single one of them is a consumer. A heartening coincidence—we are all consumers in disguise, and maybe it is true for other companies. Maybe it is just a matter of wearing our consumer hat to the office on a more regular basis, and doing for "businessism" what we have been doing for consumerism. By "businessism" I don't mean a defensive, self-serving counterforce that tries to neutralize consumerism. I mean a positive effort to clean our own house voluntarily. A comprehensive program to honestly evaluate business practices so that we get rid of things no longer acceptable to consumers, but continue to fight for those aspects of American business that we can be proud of.

For example, young executives in our

business should have a detailed knowledge of government regulatory bodies and pertinent legislation, a knowledge of basic accounting, a general understanding of business law.

Our people must be able to know what the true consumer demands are and become the champions of these demands. We can no longer afford to abdicate consumer protection to the government and to Georgetown Law School.

Our people must know the regulatory bodies and know how to talk to them.

Our people must be the experts in advertising cost control and accountability.

You should ask me what our agency is doing to become more professional. Let me give you an example by citing our activities for a soft-drink manufacturer, Shasta Beverages. Two TV spots humorously and warmly attempt to invite children to ask for Regular Shasta. We recognize that children can be expected to model behavior they see on television so we have a special responsibility to our ads. We have a child psychologist on retainer who reviews and comments on all Shasta spots before they are produced or aired. We have made changes on the basis of his recommendations.

A third spot is for a product (Diet Shasta) which has been directly involved in the federal controversies over cyclamates and saccharin. We have had to study these issues carefully and constantly.

We have upgraded our account management team significantly on Shasta. They all have master's degrees and they all are research-oriented. They have worked with the network clearance people, and know pertinent Federal Trade Commission and Food and Drug Administration guidelines. They are up to the minute on the activities of the FCC and consumer groups. To assist them in their work with regulatory bodies, we have retained an attorney who specializes in these matters.

Will advertising change? It must. Marketing and business must. Will it survive? I say yes. In spite of the step-by-step attack on advertising which consists of efforts to eliminate advertising to children, to introduce countercommercials; to legislate against various forms of persuasion—some bad, some harmless, and some good.



**Black and white television could get to be very important in Houston.**

Lately, a lot of television stations have begun programming all black shows. We think that's terrific.

But KTRK-TV has taken this trend a step further. We're programming an all black and white show.

We call it "The Show". And it's designed to appeal to all segments of the population. Black, white and to the large Mexican-American population in the area.

It's one variety show that really does have something for everyone. Local news and

events, singing and dancing, comedy, sports interviews and the arts.

Another thing that sets "The Show" apart is that it's totally staffed by volunteers. Performers, production crew, everyone who's associated with it is there on a volunteer basis.

From its inception, we wanted "The Show" to accomplish four things.

Primarily we want it to entertain a lot of people.

But we also want it to be a showcase of ideas and styles

for all races.

We want it to give a voice to people who otherwise may not have a voice. And, maybe most important of all, through the volunteer concept, we want to give minorities a chance to learn jobs in the industry.

They're rather unique goals for a program whose format is that of a variety show. But then, "The Show" is a unique variety show.

**KTRK-TV** Houston.

**One of the stations of Capital Cities Broadcasting. We talk to people.**

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# VOLUME 18

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## Papp dumped as affiliates rise against CBS special

**Downbeat televersion of hit play draws flood of refusals to clear; producer, already paid, regains show if network delays beyond September**

CBS-TV, faced with a massive revolt by affiliates, "postponed" last week its scheduled presentation of *Sticks and Bones*, a bitter allegorical drama about a blinded war veteran driven to suicide on his return home.

It was the first time in the memory of long-time observers that affiliates had forced the reversal of a network programming decision in such a fashion. But there was also growing speculation that CBS officials may not have been as much "forced" as it first appeared—that some of them, at least, were not displeased with the prospect of getting the show deferred if not dropped.

CBS-TV disclosed its decision after more than a third of the affiliates in the scheduled line-up, including many of the biggest, notified it they would not carry the program. CBS-TV President Robert D. Wood, explaining the decision, said "many of us, both at the network and among the stations, are now convinced" that the timing was bad, coinciding as it did with the return of former prisoners of war and other Vietnam war veterans.

The program, second in what was planned to be a series of productions by Joseph Papp's New York Shakespeare Festival over a four-year period, had been set for last Friday (March 9) at 9-11 p.m. EST. By the time Mr. Wood called it off, in a wire to affiliates last Tuesday afternoon, 69 affiliates had already said they would not clear the program. They represented 37.5% of the 184 affiliates who normally carry the CBS Friday-night movie in that time period, and every indication was that the total would have kept growing if Mr. Wood had not acted.

A number of affiliates who had not served notice that they would reject the program said later, when queried by BROADCASTING, that they would have refused to clear if CBS had not put it off. A smaller proportion said they were not sure what they would have done. And, although Mr. Wood's message spoke hopefully of scheduling it later "when the

context of its showing will be less distressing and its possible application to actual events less immediate," most said they would not, or probably would not, carry it at any time.

If CBS does not present it by mid-September—that is, during the 1972-73 season—Mr. Papp's contract, it was learned, provides for the show to become his property.

For his part, Mr. Papp denounced the CBS decision as "a cowardly cop-out," accused the network of censorship in violation of the First Amendment and vowed he would produce nothing else under his CBS contract. "Hamlet" or "King Lear" was to have been next.

The TV version of *Sticks and Bones*, an award-winning Broadway and off-Broadway hit also produced by Mr. Papp, reportedly cost something over \$400,000. CBS sources said Mr. Papp had already been paid because, under the terms of his contract, CBS provided financing "up front."

Thus CBS stands to lose \$400,000-plus—which, for that matter, is almost



**Postponed.** These are the four principal characters in Joseph Papp's *Sticks and Bones*, which was to have been presented on CBS-TV last Friday (March 9). L to r: Anne Jackson, the mother; Cliff DeYoung, the blind veteran; Alan Cauldwell, the younger brother, and Tom Aldredge, the father. Absent a change of heart on the part of both network and affiliates, their performances may never be seen on TV.

what it would have lost even if the play had been presented on schedule: According to the best information available, only two 30-second commercials had been sold in the two-hour production. It was not clear, in fact, whether even those two had actually been sold or whether they represented time held by regular Friday-night movie advertisers who had not pulled out.

Clay T. Whitehead, director of the Office of Telecommunications Policy, who

created a furor in asserting that affiliates should play a more aggressive role in dealing with their networks—they are responsible for everything they broadcast, he noted in his celebrated Indianapolis speech (BROADCASTING, Jan. 1)—was quoted after a breakfast with Washington correspondents as describing the episode as "a good example of how the process ought to work."

An OTP spokesman, disclaiming knowledge of the program or of the CBS decision-making process, said: "The fact that the stations and the network could work together is a healthy thing."

Whether they had or had not planned to carry the show, broadcasters tended to reject—virtually without qualification—any suggestions that the affiliates' revolt had been stimulated by Mr. Whitehead's celebrated speech. One did suggest that "this could be the worst sort of pressure, where you react without realizing it's an influence at all," but even he felt others probably were right in thinking the rejections stemmed simply from dislike for the program, its timing or both.

There have been frequent private complaints among affiliates of all networks—and occasional public complaints—reflecting discontent with specific network programs or policies, particularly in news. CBS has been on the receiving end of its share of this sort of muttered dissatisfaction, most recently perhaps in the case of its showing of the "Who's Afraid of Virginia Woolf?" movie and for its *Maude* series, which some affiliates dislike for themes or language or both. But nowhere has there been an uprising to rival the one against *Sticks and Bones*.

Mr. Wood in his message to stations described it thus: "Never has there been a greater or more serious and responsible sense of concern expressed by our affiliates about a projected program and the timing of its broadcast."

Among the 69 affiliates who had rejected the program before Mr. Wood's telegram went out were all 11 members of the board of the CBS-TV Affiliates Association.

Most of the stations questioned independently after the postponement agreed with Mr. Wood's assertion, in his telegram to them, that presenting the program at this time "might be unnecessarily abrasive to the feelings of millions of American whose lives or attention are at the moment emotionally dominated by the returning POW's and other veterans who have suffered the ravages of war."

They also tended to agree with his description of the drama as "a serious, concerned and powerful tragedy of some of the uglier aspects of human nature as revealed in a highly imaginative con-

temporary story," although some called it "the ultimate in morbidity," "sick" and "without purpose or point."

Edwin Pfeiffer of WPRI-TV Providence, R.I., chairman of the CBS-TV affiliates board, confirmed that he and all other members of the board had declined to carry the program after seeing it in one or both of two closed-circuit screenings; provided by the network.

He declined, he said, because he felt the program—and especially the veteran's suicide—would have "a most negative effect on the country." He was not sure he would clear it in the future, either, particularly because of the suicide which he thought "could conceivably appear to be an attractive alternative to some people who have a mental problem."

More than that. Mr. Pfeiffer said, the suicide scene was "such a sick scene that my secretary had to leave the room," and the play, over-all, though "a very powerful piece of drama," was also "a very unattractive piece of work" and so "negative" and "depressing" that "people could respond to it in a bad way."

Attitudes toward the program were lukewarm even among some stations that had planned to carry it.

James Ferguson, program director of WAGA-TV Atlanta, said his station had agreed to clear it because "in our judgment it could possibly have some value to others than ourselves." But, he said, "my personal opinion is it's something we could live without, particularly in the light of current events." He added, "It didn't tell me anything—it's certainly out of someone's imagination."

Dan Gold, station manager of WTOP-TV Washington, which also had planned to carry it, said he was prepared to present a "disclaimer" just before and early into the program cautioning that it might be "too mature for younger and particularly sensitive viewers." (CBS sources said they too had considered presenting a "disclaimer" and "probably would have," but the decision on postponement was reached first.)

Mr. Gold said WTOP's decision to carry the play was made in the context of "the needs and interests of this community," but he also noted that the needs and interests of other communities may be different, calling for different treatment by their broadcasters. Indeed, it was reported that WTOP-TV's sister station, WJXT (TV) Jacksonville, Fla., made a somewhat different assessment of its own: It reportedly planned to carry the program, also with a disclaimer, but to delay it to a later hour the same night.

There was a third closed-circuit feed of the program last Wednesday, and Mr. Wood urged affiliates to invite local newsmen and community leaders to see it "because we believe that this drama by David Rabe has great creative integrity and that the basis of our decision to postpone its broadcast ought to be fully and widely understood."

Among those who watched the screening in New York and Washington there was agreement that the drama was powerful and in many places "rough"—and some who had also seen the stage version

said they thought the TV adaptation was the rougher of the two.

It deals with the bitterness, tensions and both mental and physical violence in the relationships between the blinded veteran and his parents and younger brother. The suicide scene near the end is the most violent, showing the family urging him to slash his wrist, the younger brother providing the razor, and, for a moment, the blooded hand raised to the blinded eyes, while the family talks to the dying man, his father offering assurance that "we'll all be happier now."

But other scenes and themes seemed sure to draw criticism as well, among them the depiction of a Catholic priest and, especially in the current Washington mood against the advertising of over-the-counter drugs, its implicit linking of aspirin with the drug culture.

As for how they got themselves in this scheduling predicament in the first place, CBS sources said the play was taped at about the same time as Mr. Papp's *Much Ado About Nothing*—presented to widespread critical acclaim on Feb. 2—and that the commitment to presentation last Friday was made before the Vietnam cease-fire was set and the return of POW's begun. Mr. Papp pegged the date at Jan. 24, three days before the cease-fire agreements were signed. But CBS sources said it went into production last summer, well before the White House reported peace was at hand.

The TV version was said to differ considerably from the stage production—and also, according to some sources, from the original TV scripts Mr. Papp submitted. One change, made by Mr. Papp himself, was in the names of the play's characters who on the stage was called Ozzie and Harriet and David and Ricky. Other than that, the chief differences in the TV adaptation were said to be its elimination of almost all of the original version's profanity and, after the tapes were delivered, deletion of shots in the suicide scene that showed the young soldier actually slashing his wrist.

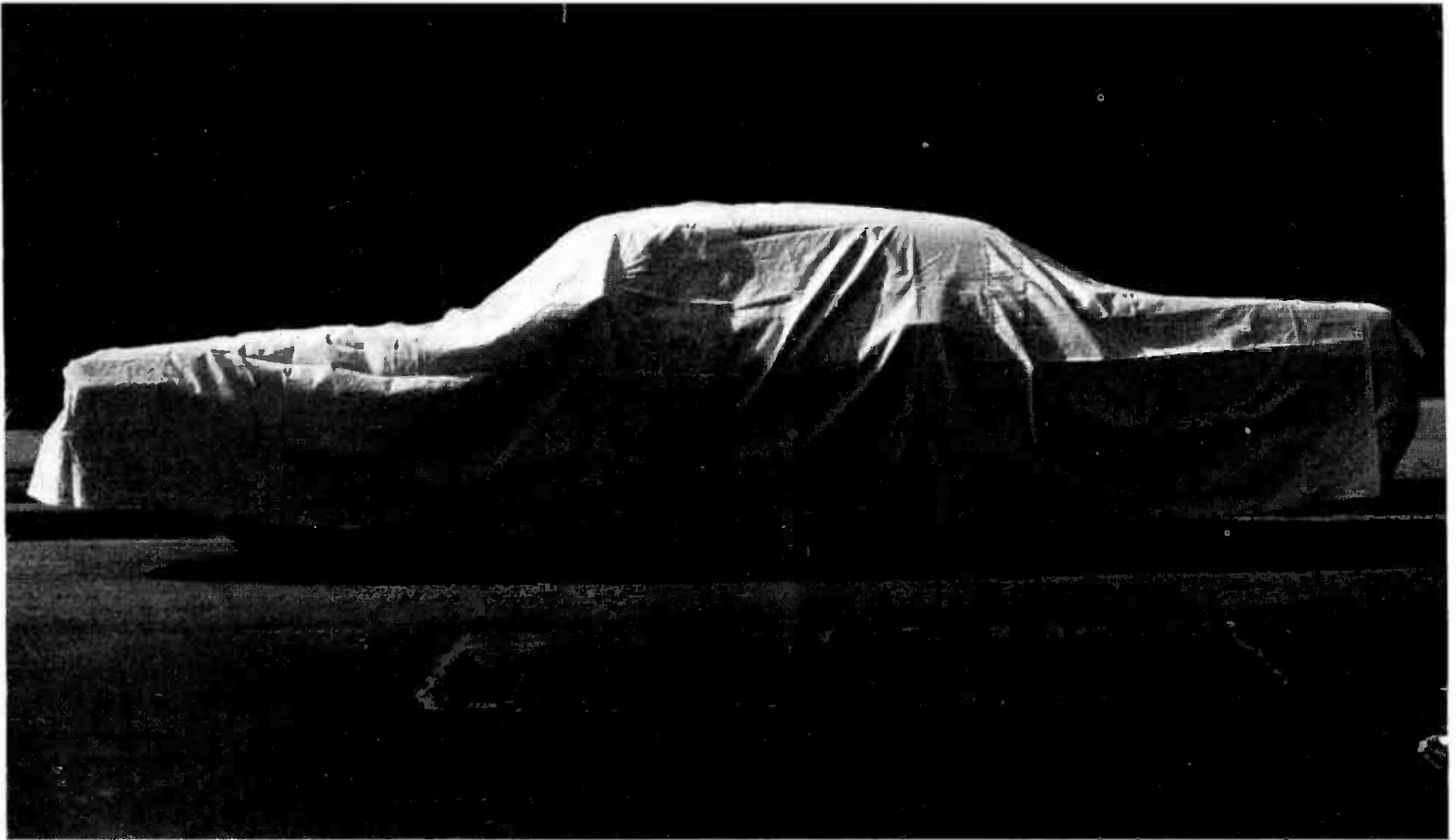
Most of the affiliate revolt against the program seemed to have developed last week, according to CBS sources. They estimated that as of the preceding Friday (March 2) no more than a dozen stations had turned it down—perhaps, they said, because many had missed the only closed-circuit feed that had been presented at that point. A second closed-circuit showing was fed on Sunday and then, as one source put it, "an avalanche hit us." By early Tuesday afternoon rejections had reached "69, going on 100." Actually the final count was put at 71.

The affiliates board, all of whom were said to have rejected the program independently—they were not consulted as a group—is composed of officials of: WBTV-TV Charlotte, N.C. (Charles Crutchfield); WAFB-TV Baton Rouge (Tom Gibbens); WISH-TV Indianapolis (Robert McConnell); WCPO-TV Cincinnati (Robert Gordon); WMT-TV Cedar Rapids, Iowa (Lew Van Nostrand); KTVH-TV Wichita, Kans. (Dale Larsen); KLAS-TV Las Vegas (Mark Smith); KUHI-TV Joplin, Mo. (Melvin Caldwell); KTVA-TV Anchorage (A. G. Hiebert); and KSL-TV Salt Lake City (Arch Madsen) as well as WPRI-TV.

Other stations that rejected it reportedly included KOIN-TV Portland, Ore.; KDKA-TV Pittsburgh; WMAR-TV Baltimore; KRLD-TV Dallas; KOOL-TV Phoenix; KLZ-TV Denver; WTEN-TV Albany, N.Y.; WWL-TV New Orleans; KWTV-TV Oklahoma City; KOLN-TV Lincoln, Neb.; WCCO-TV Minneapolis; KKTU-TV Colorado Springs; WDBJ-TV Roanoke, Va.; KENS-TV San Antonio, Tex.; KFDA-TV Amarillo, Tex.; KFDM-TV Beaumont, Tex.; WJW-TV Cleveland; WJBK-TV Detroit; WLAC-TV Nashville; WTAR-TV Norfolk, Va.; WFBM-TV Greensboro, N.C.; WKYT-TV Lexington, Ky.; WANE-TV Fort Wayne, Ind.; WISN-TV Mobile, Ala.; KSLA-TV Shreveport, La.; KGGM-TV Albuquerque, N.M.; WIBW-TV Topeka, Kans.; WKZO-TV Kalamazoo, Mich.; WTOL-TV Toledo, Ohio; WDAU-TV Scranton, Pa.; KDAL-TV Duluth, Minn.; KCMO-TV Kansas City, Mo.; WREC-TV Memphis, and WJIM-TV Lansing, Mich.



**Prescience.** The possibility of disagreement, which exploded into reality last week when CBS-TV "postponed" its scheduled showing of *Sticks and Bones*, was recognized by both men when Joseph Papp (l) and CBS-TV President Robert D. Wood announced plans last summer envisioning 13 major productions over four years at a potential cost of \$7 million to \$8 million (*Broadcasting*, Aug. 7, 1972). Mr. Wood said CBS would be as "open-minded" as possible, particularly if the artistic merit of a production were involved. Mr. Papp recognized the network's right to approve or reject his suggestions but hoped differences could be settled amicably. He also said he would try to avoid offending audiences gratuitously but would "risk offending if the theme is meaningful and serious" and would also "make every effort to press for broadening the censorship limitations when demanded by artistic considerations." When Mr. Wood announced postponement of *Sticks and Bones*, he praised its dramatic values but said the timing was bad. Mr. Papp charged censorship and said he would produce no more for CBS.



**Our secret weapon against traffic jams has turned  
into a terrific crime fighter.**

The answer to the traffic jams that choke our cities may have been in front of our eyes all the time.

Cars.

The automobiles that cause the problems may solve them. Not alone of course, but armed with Citizen's Band Radios.

At least we think it's worth a try. That's why WJR offered the facilities of a dispatch station to the Michigan Emergency Patrol (MEP), a group of private citizens manning radios.

In addition, we provided them with equipment and funds.

MEP had been formed to aid motorists by reporting

traffic tie-ups, accidents, fires, etc., to the proper authorities, through the use of Citizens Band radio. At the time of MEP's formation, one of every sixty cars was equipped with a CB radio and these drivers were asked to relay any problems to the MEP dispatch station.

We thought we could help MEP do more. So we asked them to feed their information to our on-the-air announcers. That way we could get MEP reports to people over the AM band.

While we haven't cleared the streets and highways of problems, we're making things better. The system has even been used as a deter-

rent to crime.

For example, a passing motorist spotted a shooting and radioed the news to a dispatch station. As a result, the victim received immediate hospital treatment and recovered. And the suspect was caught.

Two years ago MEP handled 3,000 emergency calls a month. That figure is up to 8,000 now. And it's conservatively estimated that one in every fifty cars has a CB radio in the Detroit area.

This is one time when we're content to take our cues from a bunch of amateurs.

**WJR** Detroit.

**One of the stations of Capital Cities Broadcasting. We talk to people.**





**Where Perry Mason  
wins more women than  
year-ago programs**

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Baltimore  
Bangor  
Boston  
Buffalo  
Chico-Redding  
Cleveland  
Dallas-Ft. Worth  
Dayton  
Des Moines  
Erie  
Eureka  
 Fargo-Valley City  
Fort Smith  
Hartford-New Haven  
Indianapolis  
Jacksonville  
Joplin-Pittsburg  
Medford  
Memphis  
Milwaukee  
Minneapolis-St. Paul  
Mobile-Pensacola  
Nashville  
New York  
Norfolk  
Philadelphia  
Raleigh-Durham  
Richmond-Petersburg  
Roswell  
San Antonio  
San Francisco  
Washington  
Wichita Falls

# Women's Advocate.

Women like our lawyer.

In 33 markets, from New York to Eureka, Perry Mason wins more women viewers than programs scheduled in his time period last year.

On the average, he gets 28% more women. In 10 of the 33 markets, where Perry Mason was the year-ago program, he gets 9% more women this year than last.

Six years after syndication release, Perry Mason's performance is phenomenal. (What other syndicated drama wears so well?)

Women like a strong man. Especially in court.

# Perry Mason from Viacom

Source: NSI, Nov. 1972 and 1971.  
Audience estimates are subject to qualifications available on request.

## More heat on television for children

**FTC's special analysts recommend address three hours on networks Saturday mornings; they also side with Moss on marketing institute**

A long-awaited report summarizing and analyzing the testimony and record of the Federal Trade Commission's 15 days of public hearings on modern advertising practices conducted some 16 months ago recommends, among a rash of other suggestions, that special attention be paid to television advertising aimed at what the report says "constitutes a special audience"—children 6 years old and younger. The report suggests that each television network, on an experimental basis, should set aside an hour program free of commercials each Saturday morning.

These noncommercial hours should be staggered among the three networks, the report suggests, to provide three continuous hours of noncommercial viewing. What's more, the report asks that in commercial programs for children 6 and under viewers should be alerted by a brief video (and perhaps an added voice-over) signal that the contents are to shift from program to commercial message.

These recommendations are contained in a 333-page report to the FTC, released last week, which was written by Columbia University Professor John A. Howard and his associate, James Hulbert (no relation to James H. Hulbert, executive vice president of the National Association of Broadcasters), both of whom served as consultants to the commission. The Howard-Hulbert report is based on the testimony of nearly 100 witnesses who participated in the 1971 FTC hearings (BROADCASTING, Oct. 4, 1971, et seq.). The testimony, which concluded on Nov. 18, 1971, covered advertising directed to children, advertising's impact on the consumer's physical, emotional and psychological well-being and the technical characteristics of advertising and whether or not it exploits desires, fears and anxieties.

The report expresses particular concern for child viewers of television because they "have less capacity to discriminate, both perceptually and cognitively," and "discriminate less between advertisement and program." They are also said to be "more credulous and less able to sort the relevant from the irrelevant." As part of the concluding chapter in the report the point is made that "at one time, our society looked upon the unemployed and the aged as being irresponsible because they did not provide for themselves. Sensing an analogous shift of values here, we believe that there is a substantial desire for the government to accept responsibility to limit the possibility of the young child viewing television ads."

The report proposes that such criteria

as truthfulness, completeness, intelligibility and relevance be applied to all advertisements broadcast during the "children's programing" hours, with the use of testimonials and "self-concept appeals" discouraged. It points out that instead of a complete advertising ban it recommends the three hours of noncommercial network-television time on Saturday mornings and acknowledges that such a proposal "is controversial." But, it explains, though parents have the primary responsibility of controlling the viewing habits of their younger children, the television networks "should aid parents in their task." The report contends that if the networks clearly promote their advertisement-free programs, ideally parents would be able to insure that their young children could watch television without being exposed to commercials.

"This approach would, also," notes the report, "avoid the networks presenting an image of intransigence—an image which is not appropriate for an industry so visibly impinging upon the public interest."

Among other things, the report suggests that while advertising substantiation "is an effective way of implementing the truthfulness criterion" recommended for all advertising, it is not always feasible to require all probable advertising violators to substantiate claims. Instead the report recommends that substantiation cases be randomly selected. Adds the report: "We believe that using 'the biggest' or 'the most flagrant' advertiser to serve as examples . . . is not as effective as taking a more direct 'fear-of-getting-caught' approach."

The report also recommends the continuation of corrective advertising "until better evidence is obtained, regarding its relative merits, vis-a-vis other procedures for improving truthfulness." The report further suggests that the FTC establish a behavioral-research department within the commission and analogous to the Bureau of Economics to study the public's conceptions of product claims, such as by conducting consumer surveys. Professor Howard and Mr. Hulbert also recommend that the FTC name a permanent three-member unit—one a high-placed commission staff employe, another a respected representative of consumer interests, the third an industry representative—to keep informed of advertising problems and trends.

A consumer education program is necessary, says the report, and the work of the Bureau of Consumer Protection should be "facilitated and improved" so that "a sophisticated segment of the public" understands its problems. Home economists, high-school teachers of consumer courses, and interested university faculty members should be considered "a technical advisory group" that can relate to the activities of the Bureau of Consumer Protection.

The report generally supports the National Advertising Review Board, though it claims the self-regulatory organization is showing "substantial growing pains," and cites the NARB's "early unwillingness to make its findings and results public (even to the industry) as a guide to

those people preparing ads." But, says the report, the NARB can contribute "substantially to relieving the burden" of the FTC by clearing "out the underbrush of mild deception" and by "bringing to industry a growing understanding of the need to regulate advertising."

The report also supports the establishment of a National Institute of Marketing and Health, as proposed in a bill by Senator Frank E. Moss (D-Utah) (BROADCASTING, March 5), which would research advertising's impact on society. It concludes, however, that problems of intrusiveness and clutter produced by advertising should not be dealt with by the FTC.

The report released by the FTC last week is said to be the main body of the Howard-Hulbert study, with appendices to be released subsequently. The commission has made a point of specifying that the analyses, interpretations, conclusions and recommendations contained in the report "are solely those of Professor Howard and Mr. Hulbert" and it's emphasized that the FTC will have no comment on the findings at this time.

## TV takes it again, this time for cereal ads

**McGovern hearing is forum for the Choates and Charrens to blame television for children's nutritional ills and ask for remedy**

A Senate hearing on nutrition education last week heard testimony damning television food advertising directed to children and proposed solutions that ranged from requiring broadcasters to carry free public-service messages to banning all commercials in children's programing.

The forum was Senator George McGovern's (D-S.D.) Select Committee on Nutrition and Human Needs, which was continuing an inquiry that began last December.

"In its investigation of this issue," said Senator McGovern at the beginning of the hearing, "the committee has become aware of the special importance that TV now plays in influencing the nation's nutritional habits." Since a heavy proportion of TV ads aimed at children deal with breakfast and snack products, he said, food companies and their advertising agencies have "a responsibility to review their practices and policies in relation to the kinds of nutrition education that they are getting through to children."

Robert B. Choate, chairman of the Council on Children, Media and Merchandising, told the committee that "advertising agencies for the major food companies that sell foods to children are absolutely convinced that for the prepuberty set, sugar appeal is the counterpart of sex appeal." He termed "hypocrisy" the fact that a company such as General Mills distributes a booklet cautioning





**Getting a van to Mr. and Mrs. Schuster wasn't just another promotion gimmick.**

Last summer, fifteen year old Stan Schuster was completely paralyzed in a diving accident. Although he received the best medical and therapeutic treatment, he didn't respond.

The doctors told his parents that Stan had lost his spirit. And the best chance he had of getting it back was if he could stay at home.

Fine. Except that Stan still had to spend a lot of time

at the hospital. And the cost of a private ambulance to get him back and forth was more than the Schusters could handle.

The alternative was a specially-equipped van with a hydraulic lift and other paraphernalia to help carry Stan. But that cost a bundle, too.

That's where WKBW's morning man Dan Neaverth came in. He started a kitty when he and his wife organized a

fund raising auction. Then Dan and the other WKBW disc jockies staged a big music and dance benefit.

4,000 people showed up. And another \$4,400 went into the fund. In three months, the Schusters had their van. And we had a terrific feeling thanks to a rather unique community action program.

**WKBW** Buffalo.

**One of the stations of Capital Cities Broadcasting. We talk to people.**

parents against feeding their children too many products high in sugar, and yet spends millions of dollars on advertising sweet cereals to children. "Either the airwaves must balance their messages to a child on a product-by-product basis or the airwaves must admit messages which stimulate prudent consumer knowledge in the young mind which industry so avidly woos today," he said.

Mr. Choate was accompanied by Tracy Westen, director of the Stern Community Law Firm in Washington. Mr. Westen's statement called for legislation that would require broadcasters to sell time to anyone able to pay, regardless of the content of the message. He also suggested that Congress or the FCC specify a minimum amount of time that licensees must devote to public-service messages produced by others. And, he said, stations should be required to inform the FCC at renewal time how much air time they have given to matters of public health and safety. The FCC, he added, should be empowered to revoke the license of any station not meeting this obligation.

Jean Mayer, professor of nutrition at Harvard School of Public Health, and chairman of the Nutrition and Health Committee of the President's Consumer Advisory Council, charged that many children's food ads "are nothing short of national disaster" because they teach the young to equate goodness with sweetness. "Why not restrict food advertising to adult programs and encourage food companies instead to conciliate parents by sponsoring—on an institutional, non-directed basis—better children's television programs . . . than are available now," he said.

Abraham Nizel, associate professor of Oral Health Services, Tufts University School of Dental Medicine, and James Shaw, professor of nutrition, Harvard University School of Dental Medicine, stressed the dangers to children's teeth posed by sugar-laden products. Among the suggestions was a ban on sugar-sweetened products on children's programs and requiring truth in sugar-product advertising. Ads for heavily sugared foods should be sharply curtailed on all media, especially television, according to Dr. Shaw.

Peggy Charren, president of Action for Children's Television, repeated a long-held ACT contention that there should be an outright ban of all advertising on children's programs. "Children are never the proper targets for an advertising campaign, no matter how much correct counterinformation is available elsewhere," she said.

Mrs. Charren also announced that ACT has filed eight complaints with the Federal Trade Commission against what are called "unfair and misleading" TV ads directed to children for cereal, snack foods and candies. The complaints cite CBS-TV and WNAC-TV Boston, which carried the commercials, and seven food manufacturing firms: Kellogg's, General Mills, General Foods' Post Division, Quaker Oats Co., Hershey, Curtis Manufacturing Co. and Mars Manufacturing Co.

At one point in the hearing Senator



Huddle. Robert Choate (l) confers with Peggy Charren and Tracy Westen.

McGovern indicated that a self-regulatory policy may be the best ultimate course. "I would say we ought to work with the food companies and agencies to try to develop more responsible advertising campaigns, backed up by nutritionally sound products," he said.

Another witness was George W. Orr Jr., executive vice president of Miles Laboratories Inc., who presented a statement on behalf of Miles' president, Walter Ames Compton.

Until last year, said Mr. Orr, Miles was involved in advertising of chewable vitamin supplements for children on children's TV programs. But, he said, the company became convinced last June that such advertising "was no longer appropriate."

"Rather than risk undermining public confidence in these valuable nutrition products, Miles withdrew its advertising from children's programing, and redirected its efforts to parents," he said. For the past year, he said, Miles has been developing material on nutrition education for use in children's programing and making the films available to TV stations at no charge.

Mr. Orr showed the committee samples of the films, which were produced by Vivian Auerbach and Associates Inc., New York. The films are a series of 60-second and three-and-one-half-minute

presentations using animation and live action. They deal with a variety of subjects, such as food as the fuel for human energy, vitamin B<sub>12</sub>, the origin of the word "vitamin," nutrients, and vitamin C. Each film segment carries a Miles Laboratories identification tag.

Mr. Orr said that while the films "are without product advertising, we believe that advertising too is an effective vehicle to convey nutritional information. Accordingly, it is our intention . . . to improve the informational content of our advertising copy, which is directed solely at parents, presenting the need for and value of dietary supplements of vitamins and iron both for adults and children."

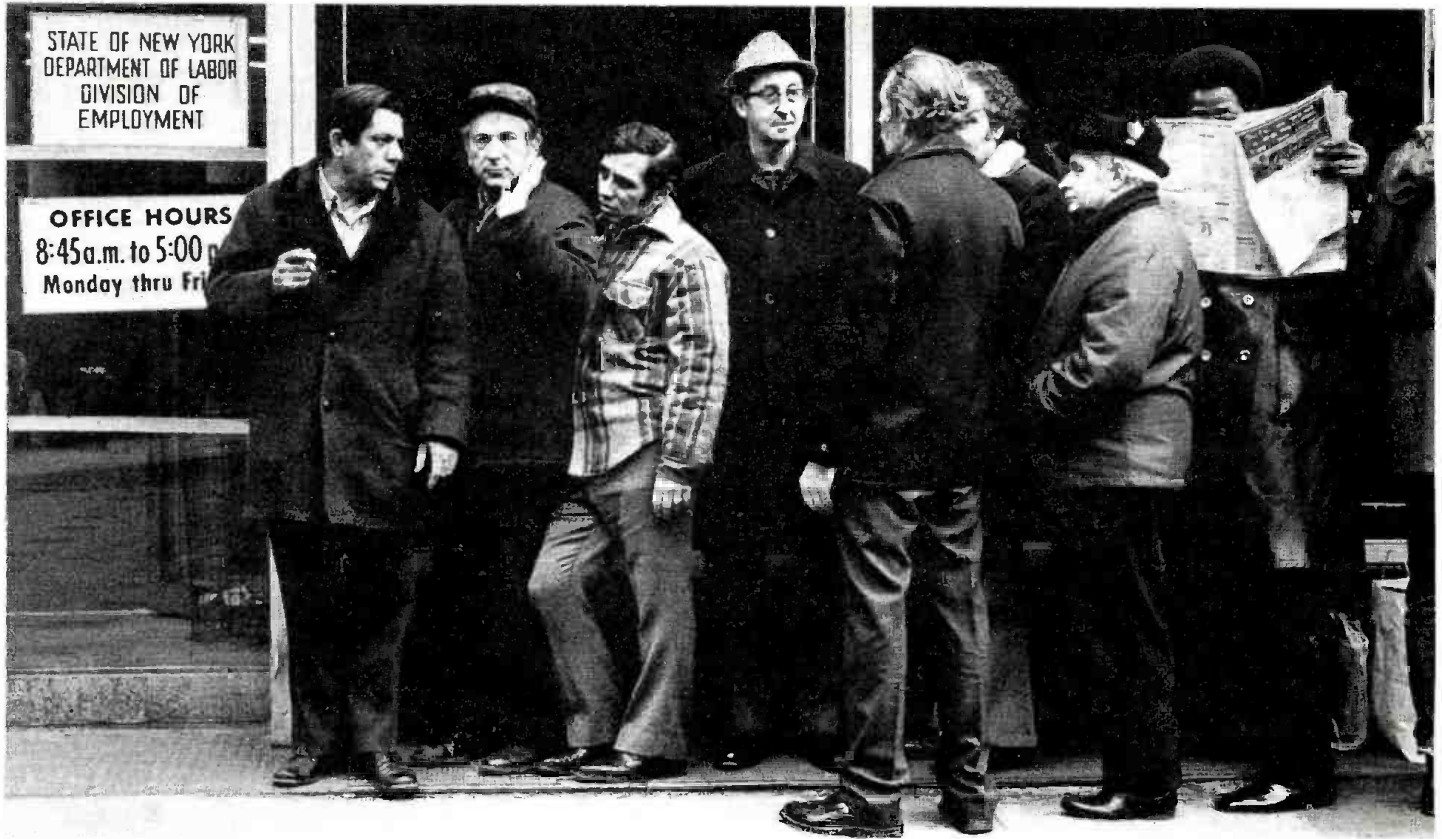
Witnesses at the hearing last week were to have included representatives of Kellogg Co., Betty Crocker Kitchens (General Mills) and General Foods Corp., along with spokesman for their advertising agencies (Leo Burnett, Dancer-Fitzgerald-Sample, Benton & Bowles and Young & Rubicam). After indicating a willingness to testify, Senator McGovern said at the hearing, those companies declined on the basis that their testimony would conflict with a Federal Trade Commission complaint pending against them. But Senator McGovern said he could not accept that position. "The FTC complaint focusing on questions of restraint of trade and monopoly power bears only the most indirect relationship to . . . this committee's investigation," he said.

Senator McGovern said he would convene an executive session of the committee "so that the members may decide what further steps they wish to take to insure that this committee's inquiry can proceed as planned." But that session was never held because Kellogg, in a telegram to the committee, indicated its willingness to testify. In a letter General Mills said it also would testify, except "with respect to the production, promotion and sale of dry breakfast-cereal products."

In a package of statements submitted to the committee last week, General Mills said it "continually strives to offer commercials which employ an entertaining format, include the importance of a nutritious breakfast, and comply with all

**On target.** Television Bureau of Advertising predicted six months ago that 1972 could become a benchmark year with advertiser investments in television reaching \$4 billion (*Broadcasting*, Sept. 18, 1972). Says TVB today (March 12): Investments actually totaled \$4.11 billion, up 14% over 1971's figure of \$3.59 billion. TVB said this total was released by McCann-Erickson. Network TV was put at \$1.78 billion, up 12% from 1971; spot at \$1.375 billion, a 14% gain, and local at \$955 million, a 20% increase. McCann also showed increases for newspapers (11%), direct mail (10%), outdoor (9%), business papers (7%), radio (6%) and magazines (6%).





**We ran the most expensive employment ad in Buffalo history.**

It was a half-hour television program called "No Help Wanted". It was an intimate look at a man who had been out of work for over a year. The program showed how his frustrations built up, and it revealed how a chain of disappointments affected him and his family. Prolonged unemployment can undermine even the

strongest family ties. "No Help Wanted" ran as part of WKBW-TV's weekly public affairs series "Here and Now".

It wasn't a happy story. But two weeks after the show ran, the man got a job. We received more than 25 telephone calls from companies with possible jobs and from workers tipping us off to jobs they knew

of. We think it was a great outpouring of public concern for someone less fortunate. We are very proud of producing a show with this kind of impact and success.

But we hope we never have to do something like it again.

**WKBW-TV** Buffalo.

**One of the stations of Capital Cities Broadcasting. We talk to people.**



appropriate children's advertising guidelines."

As of late last week only Kellogg and Leo Burnett, its agency, had been placed on the hearing schedule for today (March 12).

The cereal manufacturers were quoted as saying that the hearing witness list was stacked against them. But Senator McGovern publicly denied this was the case. Committee member Charles Percy (R-Ill.) also denied it, noting that the impetus for the current hearing stemmed from a committee executive session on Jan. 29 in which Senator Hubert Humphrey (D-Minn.) took note of Kellogg's campaign of nutrition education and suggested the committee find out what other companies were doing in that field.

Clay T. Whitehead, director of the Office of Telecommunications Policy, was also to have presented testimony. But he declined last week on the grounds that his schedule did not permit it and that OTP had no expertise in the subject of the committee's inquiry.

## Consumer groups denied legal status at FTC in ITT-Continental case

Agency denies motion to intervene; three organizations will, however, be permitted to file amicus briefs

The Federal Trade Commission last week denied a motion by three consumer organizations—Consumers Federation of America, Consumers Union of the United States Inc. and Federation of Homemakers Inc.—to intervene in support of the commission's complaint against ITT Continental Baking Co.

The complaint, issued in 1971, charged ITT Continental and its advertising agency, Ted Bates & Co., with making false nutritional claims in its TV and other advertising for Wonder Bread and Hostess snack cakes. This complaint was dismissed by Administrative Law Judge Raymond J. Lynch in an initial decision rendered Dec. 18, 1972. FTC lawyers subsequently announced that they would appeal that decision before the full five-member commission. The legal staff handling the appeal recommended that the Consumer Federation of America, Consumers Union and Federation of Homemakers be given approval to intervene in the appeal, but without the consumer groups being granted the full legal rights they claimed were needed to appeal in court if necessary.

In denying the staff recommendation and the motion to intervene, the FTC still granted the three consumer organizations permission to file an amicus brief and to participate in oral argument before the commission. In issuing the denial, the commission pointed out that the consumer groups "do not seek to reopen the hearing, adduce new evidence or enlarge the record." Consequently, the commission concluded that "it is apparent that their arguments can be presented effectively by way of an amicus presentation."

## B&B: Man in the gray-flannel suit goes mod

A change in image comes with a change in top management for a heavy broadcast agency

Benton & Bowles seems to have found its own fountain of youth. Five years ago, according to B&B's John Bowen, the New York-based agency was a "solid, good-marketing, heavy-plodding" middle-aged businessman, relaxing with his blue-chip accounts. Today B&B is "young, fast, thoughtful and scrappy."

The year this metamorphosis began was 1968. At that time, John Bowen became executive vice president and director of account management. That same year, George Simko was appointed vice president and manager of the media department. And the following summer, Alvin Hampel, a senior vice president at Young & Rubicam, was lured to B&B where he was made an executive vice president and director of creative services. An added touch for the new B&B was the agency's move out of its rather conservative offices at 666 Fifth Avenue to the top eight floors of 909 Third Avenue. Present quarters are reminiscent of "2001: a Space Odyssey" with bright wall graphics and saucer-shaped light fixtures.

Mr. Bowen became president of Benton & Bowles in April 1971. He then drew up a list of four major goals B&B would strive toward under his leadership: "high profitability, high rewards for our people, human rewards for our people and insuring that Benton & Bowles is a great place to work." Mr. Bowen seems to be meeting those goals: in 1972 B&B billed domestically a record \$159 million, 83% of which is in television and radio. The agency's rate of personnel turnover is "one of the lowest in the industry," Mr. Bowen proudly claims, and Mr. Hampel adds that inquiries and applications for jobs with Benton & Bowles far exceed the few openings that come up. Mr. Bowen stresses that B&B is now populated with "young people—they've grown up here. They're having fun. They can say what they think."

They get to do that at a Bowen institution—quarterly senior managers' meetings. At that time, about 65 key management people discuss various account, creative and operations problems and developments. A steering committee fans out through the agency gathering questions people have about any aspect of their work with Benton & Bowles. The questions are then discussed and answered in these meetings.

John Bowen also developed the core-group method of bringing creative, research, media and account people together at the very beginning of a campaign "so that no one would be working in a vacuum." This has helped foster a much closer working relationship, particularly between creative and research people. The core-group was first used to work with Gillette in the creation of the Trac II campaign. Work began at the R&D level in late 1970. The razor was

introduced on TV during the 1971 World Series and has since captured 40% of the razor dollar market, Gillette claims. The core group operation is now being used on other accounts.

Perhaps the biggest single influence on the changed nature of B&B is, however, Al Hampel. Talk with just about any management level person there, in any department, and the name Al Hampel comes up in answer to the question, "How was Benton & Bowles able to get away from its stodgy image?"

Mr. Hampel possesses a sense of humor that sometimes makes it difficult for an interviewer to get a straight answer from him. Example: Does he enjoy watching TV? "I really love television. Color is a very interesting thing, especially with food advertising. There are as many colors as sets in use. Some people are getting their chocolate pudding a little greener than others." He admits that "humor is big part of my life. I enjoy people with a sense of humor."

Mr. Hampel's first job, when he be-



Big three at B&B. Front to back are John Bowen, president; Al Hampel, executive vice president, and George Simko, senior vice president.

came creative director, was to get rid of all the layers of authority strangling the department. A copywriter had to go through a supervisor, associate creative director and co-creative director before reaching the director. Now the copywriter works with the associate creative director on an account. In some cases Mr. Hampel gives complete creative control over to this associates and says that he doesn't see every campaign that leaves his department—"I'm against overgroups; I like flexible structure. We really have only one level of authority, which results in better work and no attrition."

Mr. Hampel also has begun a copy back-up system designed to avoid copy crises. "Once a campaign is sold," Mr. Hampel says, "there's a natural tendency to go limp. Yet this is precisely the time to start thinking about the next campaign because now you have the luxury of time



**For five nights last year, WPAT helped do what people have been trying to do for years. Get Paterson together.**

Like a lot of cities around the country, Paterson has had its share of troubles. And like a lot of cities, some of these troubles stem from people's inability to get together with people.

For five nights last summer, the people of Paterson got together. In the overall scheme of things, five nights may not be much. But it's at

least a start.

What brought them together? Something called the Great Falls Festival, a combination of entertainment events and exhibitions showing Paterson's past and present.

WPAT was a major sponsor and underwriter of the festival. One of the things we did was organize a concert featuring famous name

entertainers. Another thing we did was present "The Bourgeois Gentleman" by the New Jersey Shakespeare Company.

For those few nights, Paterson forgot about some of its problems. Because some of its problems disappeared.

We'd like to see it happen more often.

**WPAT** Paterson

**One of the stations of Capital Cities Broadcasting. We talk to people.**

for a sane and thorough exploration of alternate advertising without the hang-ups of impossible deadlines. Experience has shown you don't get your creative department's best under panic conditions."

One example of this back-up system is the Crest campaign. The present campaign has been running in the same basic form for about eight years (a child runs up to parent exclaiming, "Only one cavity!") and shows little sign of wearing out. Yet B&B is currently testing a different type of Crest commercial in several markets, and Mr. Hampel is constantly reviewing other campaign ideas. To facilitate this back-up system, B&B has built "a larger-than-average creative department with more people concentrating on fewer accounts. It's an investment which is paying off for us and our clients," Mr. Hampel says.

Bern Kanner, senior vice president and management supervisor in charge of the food products, breakfast foods and Pet Foods division of General Foods accounts, affirms client support for the back-up copy program. The program is "excellent," he says. "We've got a Grape-Nuts commercial that's doing very well (featuring naturalist Euell Gibbons). But we've also got a half-dozen back-up campaigns which we've shown the client and are testing.

"We've got a Gravy Train commercial on the air that's doing sensationally, but this morning I'm going to look at a totally different campaign. If I had to pinpoint one significant change in the past three years it would be that back-up program. It has cut down crises significantly. When you try and work in a last-minute crisis you generally get crap—and you're losing money."

Mr. Kanner wasn't always in account management. Until July, 1970, he was director of media management and groomed George Simko to take over the job. "We've always been known as a strong media agency," he says.

He is enthusiastic about the new B&B: "To me, an agency is like a living thing. It constantly grows and changes. I think Al Hampel has brought a creative dimension we didn't have before."

John Ferries, another vice president and management supervisor, is in charge of the Scope, Crest and Yardley accounts. Like Mr. Kanner, he has lived through the agency's metamorphosis and attributes much of the change to Al Hampel: "Benton and Bowles has changed from a rather stuffy, older and totally marketing-oriented agency to a lot more of a creative, young vibrant place. A big credit for that goes to Hampel. The management really let him have a free hand. He cut down all the layers of approval, and now there's more balance between marketing and creative."

Mr. Ferries works closely with John Lapick, vice president and associate creative director, on the Yardley and Scope accounts. Since December, viewers have watched a young woman announce, "I'm going to light up my lips" with Yardley's Pot-O-Gloss lip gloss.

Another Yardley spot made its TV

**Talked onto TV.** Spring Mills, New York, has persuaded designer Bill Blass to make his debut as a TV salesman on behalf of the Classic Blass Collection of Springfield sheets. It is also a first for Spring Mills, which has never advertised on television before. AC&R Advertising, New York, agency for Spring Mills, convinced the client to give TV a try, and the commercial will be tested in Louisville, Ky., probably at the end of April. The 30-second spot was done by Tulchin Productions, Ltd., New York.

debut last week (March 4), advertising Yardley's line of eye cosmetics. What makes this commercial stand out is that one never sees the model's eyes, they're hidden behind dark glasses. As the model explains, her eyes are so fantastic-looking that she's saving the sight of them for someone special. Mr. Lapick feels that "that last two spots are more provocative and sensual—the Cosmos girl."

Jack Taylor is the senior vice president and management supervisor on Gillette's Trac II razor, Maxwell House's Brim decaffeinated coffee and the Vick's account (Nyquil, Vapo-Rub, Vick's cough drops, Victor's menthol-eucalyptus cough drops). Victor's cough drops were introduced nationally in the fall of 1971 and have grown to the number-two position, behind Warner-Lampert's Hall's mentholiptus cough drops. The current campaign shows actress Charlotte Rae thrilling to the "cool sensation" of the drops as radio personality William B. Williams gets her reaction.

At this point, Victor's is 100% television advertising. Mr. Taylor says, "Charlotte's reaction is so visual, we haven't found a way to translate it for radio."

Brim ("here's your morning's ration of caffeine") was introduced last fall and is giving Sanka some strong competition. Mr. Taylor says Brim capitalized on "a growing concern about caffeine that Sanka, because of its age and image, couldn't satisfy. In some respects, Brim

benefitted just by being new." Talking about the new Benton & Bowles, Mr. Taylor says, "the people who run the company now are younger in their heads as well as their bodies. There's an aggressive energy level that wasn't here before. I think Al Hampel's contribution has been to round out our client service."

Gerry Weinstein, vice president and associate creative director on the Trac II, Cool Whip and Texaco corporate accounts, has been with B&B since 1959. "A lot of people used to make jokes about Benton & Bowles," he says ruefully. "They used to call us the dowager of the agency business—dowdy, solid but dull. We did not have a little glitter."

His face brightens as he goes on. "We're a much younger agency now. Even the change in address made me feel differently—young and modern. It's the other things we do besides being solid—creativity, a life and enthusiasm—that's completely different."

## McGavren-Guild plans

McGavren-Guild, New York-based radio station rep, will offer three seminars in a broadcast-management workshop series to be held in Washington the weekend prior to the National Association of Broadcasters convention.

The sessions, developed by Dr. George Litwin, formerly of the Harvard Business School, will be held on Saturday, March 24, at 10:00 a.m. and 2 p.m. and on Sunday, March 25, at 10 a.m. Each session will be two and a half hours, held at the rep's hospitality suite in the Watergate Hotel. The seminars will concentrate on sales and include problem-solving and group discussion. McGavren-Guild said reservations are obtainable in advance at its New York office through Theresa Gaskin, (212) 826-0700. Also scheduled in Washington by the firm: 20th anniversary dinner honoring client stations, March 25, University Club; cocktail reception for clients and friends, March 26, Atrium Room, Kennedy Center.

## BAR reports television-network sales as of Feb. 25

•NBC \$110,343,200 (34.6%), CBS \$107,596,100 (33.7%), ABC \$101,299,200 (31.7%)

Day parts	Total minutes week ended Feb. 18	Total dollars week ended Feb. 18	1973 total minutes	1973 total dollars	1972 total dollars
Monday-Friday Sign-on-10 a.m.	70	\$ 477,300	507	\$ 3,374,800	\$ 3,262,800
Monday-Friday 10 a.m.-6 p.m.	1,006	8,623,000	7,560	66,146,600	53,776,900
Saturday-Sunday Sign-on-6 p.m.	291	4,390,000	2,059	33,024,400	40,444,900
Monday-Saturday 6 p.m.-7:30 p.m.	97	2,121,700	731	17,095,600	15,167,800
Sunday 6 p.m.-7:30 p.m.	20	456,200	128	4,024,400	3,563,600
Monday-Sunday 7:30 p.m.-11 p.m.	390	23,402,700	3,130	179,316,200	158,346,300
Monday-Sunday 11 p.m.-Sign-off	159	2,221,000	1,118	16,256,500	12,806,800
<b>Total</b>	<b>2,033</b>	<b>\$41,691,900</b>	<b>15,233</b>	<b>\$319,238,500</b>	<b>\$287,369,100</b>

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





**We started out by reminding our listeners about the environment.  
We ended up by creating a piece of it for them.**

Part of WPRO's six-month ecology drive wasn't too different from what others have attempted. Soliciting donations for our "Save the Earth Fund". Five state-wide clean-ups. 104,000 bumper stickers and a trip for two to Los Angeles so a Rhode Islander could get a look at some real pollution.

But while all this was going on, we were working on something totally different. Creating a brand new park for

the city of Providence.

First we asked the state to turn over a large parcel of downtown riverside property to us.

Then we had a local architect draw us a set of plans. Next we asked construction firms if we could borrow their heavy-duty equipment, then sent out a request over the air for men to run that equipment.

The response was terrific and it was matched by the enthusiasm of the Rhode Island

Nurserymen's Association. Hundreds of donated trees and shrubs in the park were the result.

Suddenly a vacant lot that didn't mean anything to the people of Providence was transformed into a park that did. And a town that cared about the environment had a little more environment to care about.

**WPRO** Providence.

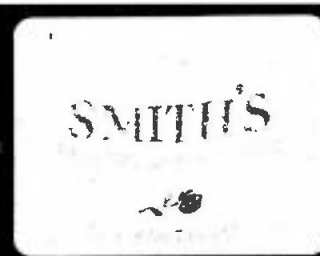
**One of the stations of Capital Cities Broadcasting. We talk to people.**



"We'd like you to know something about Lady Spray. . . . Of all the feminine-hygiene sprays, it's the longest lasting, most effective one you can buy. . . . It's so good, in fact, we're betting \$10,000 nobody can

make a better one. . . . We mean it. . . . If any chemist watching can make a new feminine-hygiene spray that's as safe as, can sell for the same price, and is better than Lady, that's what we'll pay for it. . . .

Now, \$10,000 may seem like a lot of money. . . . But believe us, if you do try to top Lady, you're in for a lot of work. . . . Nothing lasts longer or works better, yet.



"Up 'til now, the only way you could get hair like this was from nature. . . . Now you can get it from a shampoo. And faster and easier than ever before. . . . Natural hair. . . . Hair so thick, so full, you don't have to add any gooky lotions to give it body. . . .

You can let it go absolutely bare. . . . In all its glory. . . . With natural body that's built in by protein—every time you shampoo. . . . Smith's makes it happen with new Smith's Protein Shampoo. . . . Smith's conditions your hair with protein . . . to develop natural

body from within. . . . While your hair gets shining clean. . . . For hair that can hold its own . . . against the stiffest competition . . . get Smith's Protein Shampoo. The natural body shampoo."

## What's wrong with these commercials?

John H. Leonard, senior group vice president for Doyle Dane Bernbach Inc., New York, created these commercials. Herminio Traviesas, NBC vice president, broadcast standards; William H. Ewen, executive director, National Advertising Review Board; and attorney Leonard Orkin of the New York law firm of Davis, Gilbert, Levine and Schwartz tore them apart. The occasion was the Cosmetic, Toiletry & Fragrance Association annual convention in Boca Raton, Fla. (Feb. 25-March 1). As part of a panel on advertising substantiation, the industry experts were asked to comment on the problems they see in these storyboards. About the feminine-hygiene spray commercial (each board is for a 30-second spot), Mr. Traviesas said he and his staff would have a page full of questions to ask the advertiser and its agency. He would want to look at the product, would want to read what the label says. "What are the instructions on the label? It's surprising how many times the instructions in the commercials do not match the instructions on the label," Mr. Traviesas noted. He would, of course, ask for substantiation of claims. He would want evidence of the claim that: "Of all the feminine-hygiene sprays, it's the longest lasting, most effective one you can buy." The claim that: "nothing lasts longer or works better" also is particularly in need of substantiation, Mr. Traviesas feels.

The NBC executive would ask for clinical research, including methodology of the products tested, who did the testing, the answer to whether it was a test in actual practice or under laboratory conditions, and knowledge of whether

the results are statistically significant and projectionable.

"Since they make a statement that 'nothing lasts longer or works better,' we would ask them how this would compare with all other methods of feminine-hygiene care," Mr. Traviesas said. "It's a pretty broad statement to make."

He would also question the presentation of money in the commercial, ask if the commercial was to be filmed or taped. "This is ridiculous," he reported, "but there are two ways of judging it. If it's on film, you can't show real money. On tape you can." [Federal law on this is based on fact that film can be clipped for possible reproduction of money; tape cannot be used this way].

Mr. Traviesas would also have many questions of taste. He would wonder if it is proper to say, "If you do try to top Lady, you're in for a lot of work." According to NBC's top broadcast standards man, "There's a double entendre there."

Attorney Leonard Orkin believes that the money offer made in the commercial would surely give the client's lawyer "cardiac arrest." He also pointed out that the commercial starts off making a superiority claim ("Of all the feminine-hygiene sprays it's the longest lasting, most effective you can buy") and ends with a claim of parity: "Nothing lasts longer or works better. Yet"). "They hope that nobody is going to notice," said Mr. Orkin. "The fact is you do notice. The opening claim is the strongest claim in the commercial." NARB's Bill Ewen said his organization probably would challenge the statement: "We're betting \$10,000 nobody can make a

better one." The objection, apparently, would be to the gambling connotation in the line. But NARB's remedial suggestion might be a mild one. Indicated Mr. Ewen: "I think we'd say to them: 'Can't you just say we'll offer \$10,000 to anyone who can make a better one?'"

About the protein-shampoo commercial, Mr. Orkin contended that it contains "an extraordinary number" of claims that require substantiation. "How do you go about substantiating?" was his question. "If you know anything at all about women's hair, it's that every girl's hair is different than the next—and that which you prove with one set of hair, you can't prove with another."

He also wondered how this commercial would be produced. "Do we have to say if she happens to spray her hair with a spray net of one kind or another?" he asked rhetorically. His answer: "Yes, you've got to disclose this."

Similarly, if a professional hair dresser came in and dried and combed out the hair of the girls who appear in the commercial, this, too, would have to be revealed. Mr. Ewen said he would "land" on the "natural hair" claim made in the commercial. "We get a lot of complaints about products that claim to be natural," he explained. "This commercial is trying to create an impression that may or may not be there."

Mr. Ewen also pointed out that if an advertiser appears to be falsely disparaging a competitor it's a problem, and the statement: "you don't have to add any gooky lotions to give it body," may fall under the heading of unreasonable disparagement.

Speaking about the shampoo on a gen-





**Because Philadelphia is only "The City of Brotherly Love" most of the time, it needs the Action News Team all of the time.**

WPVI-TV's Action News Team goes into the neighborhoods around Philadelphia and exposes problems plaguing those neighborhoods. With a unique editorial-commentary approach, we apply pressure to get those problems solved. If they're not solved, we find out why. And keep at it until something happens.

Sometimes it gets a little dangerous.

Cameraman Bob Kravitz

was roughed up because a thug wanted to stop him from filming an Action News report.

But Kravitz got his pictures. And we got our story.

And an auto shop was stopped from using neighborhood sidewalks as a dumping ground and repair area for cars.

Many of the problems Action News is concerned with are the problems of the neighborhoods around Philadelphia. We figure if we can do some-

thing about them, we'll have gone a long way toward making the Delaware Valley a better place to live.

Of course, not everybody is happy with the way we work. Mainly the people who cause the problems in the first place.

We wouldn't be the number one news program in town if everyone was happy.

**WPVI-TV** Philadelphia.

**One of the stations of Capital Cities Broadcasting. We talk to people.**



eral level, Mr. Ewen said, "I think this whole thing is so full of unproved claims that it would just be subject to question from A to Z. Just the statement, 'Smith's makes it happen . . .' would have to be questioned. Makes what happen? Maybe the gals that see it will know."

Mr. Traviesas said that this commercial would have to be careful not to give the impression of total nudity. In the area of taste he would question the lines: "You can let it go absolutely bare" and "Smith's makes it happen" and, particularly, "For hair that can hold its own against the stiffest competition."

## Drug makers stay wary of new code

**Reaction is cautious; most say it will definitely affect copy**

Manufacturers of over-the-counter drugs are still in the process of assessing the import of the National Association of Broadcasters new drug-ad guidelines for television (BROADCASTING, Feb. 26). Response to the television code review board's rules has been mixed.

A spokesman for Miles Laboratories, Elkhart, Ind., maker of Alka-Seltzer and Alka-Seltzer Plus, (agency is Wells, Rich, Green, New York) said: "Generally we feel there was a need for such action, and we are pleased to have affirmative, self-regulation by industry rather than government. We can clean up our own problems much more efficiently. We don't expect it to affect any changes in our promotions."

On the other hand, a spokesman for Vanquish, made by Glenbrook Laboratories' division of Sterling Drugs, New York, (agency is Lois Holland, Callaway, New York) said "I can't believe children are induced to take drugs from watching a Vanquish commercial. One of our spots has children in it. It's a very nice little piece of theater, but I guess it will have to go off the air. But I don't intend to replace it until some sanity prevails. They're witch-hunting right now."

A spokesman for Pharmacrast division of Pennwalt Corp., Rochester, N.Y., maker of Allerest and Sinarest, said it is presently evaluating both the NAB guidelines and those just issued by the Proprietary Association (BROADCASTING, Mar. 5). He said it is discussing not only commercial content (the Proprietary Association wants disclosure of dosage in commercials) but also spot placement. Sinarest and Allerest both advertise in prime time and daytime fringe. For instance, Pharmacrast would not want its commercials inserted into a program dealing with drugs. There is also the question of whether certain late-afternoon TV buys might be "adjacent" to children's programming. A spokesman at Carl Ally, agency for Allerest and Sinarest, said: "I don't think the guidelines are as damning as they appear at first, although it looks as though we'll have to produce 90-

minute commercials to say what we have to say."

A spokesman for Block Drug Co., Jersey City, N.J., maker of Nytol, said, "You never like things that make it harder to do what you think is proper. The September deadline does give us sufficient time. Nytol would definitely be affected by the code, but I don't think we'll have any problems with it."

A spokesman at Ogilvy & Mather, New York, agency for Contac and Sine-Off (made by Menley & James Laboratories, Philadelphia) admitted that "there are certain changes that will have to go into effect, but, they're not as severe for us as might affect other advertisers. One of our Contac spots already has instructions to read the label. It went on the air [Feb. 26]. That decision was reached prior to the code-board announcement. About a month ago we started a review of whether we were advertising too close to children. We're reviewing our daytime buys for Sine-Off to see whether it's too close to under-18-year olds. The rest of the code doesn't seem to be a problem to us. We always have support for our claims, and we haven't been using any testimonials."

Several other companies said that they were still reviewing the new rules with their lawyers and could not comment yet.

## A short time between drinks in Philadelphia

**Agency sees no reason for fuss about Tab-Fresca split 10-second**

Agency spokesmen for the Philadelphia Bottlers Association see nothing unusual in the placement of split 10-second TV commercials for Tab and Fresca on Philadelphia stations. Nor do they feel that the buy warranted a prior check with others worried over fragmentation.

Tab and Fresca are diet soft drinks of the Allied Brands Division of Coca-Cola, Atlanta.

The Philadelphia association has placed the 10-second TV commercial on five stations to announce that Tab and Fresca are now available in the Philadelphia area in 48-ounce bottles at the same price. The commercials are running in Philadelphia only March 5-25.

CCN, a division of Interpublic, New York, produced the commercials. The storyboard was shown to the five stations which approved the commercial. The commercial was never shown to network officials, station representation firms or the National Association of Broadcasters code board. Ray Bascelli, account supervisor at CCN explained: "It's a one-time deal. It's aimed at the Philadelphia market only. It advertises similar products in the same type of bottle at the same price. I don't see why I should check with the networks, rep companies or code board."

Mike Lesser, senior vice president at Marchalk, and management service director on Coca-Cola Allied Brands stressed that the Fresca/Tab 10-second spot is "strictly for local spot advertising. This has no part of our main-thrust advertising. Certainly no one here has taken anything like that to the networks."

## Pastore's quest turns toward a possible dream

**Witnesses at Hill hearing endorse his ideas for campaign reforms, chip in some notions of their own**

Senator John O. Pastore (D-R.I.) found a good deal of support at a hearing his Communications Subcommittee held last week on legislation to further reduce the cost of campaigning for federal office.

The measure (S. 372), introduced by Senator Pastore two months ago (BROADCASTING, Jan. 22), would repeal Section 315 of the Communications Act for presidential and vice-presidential candidates. It would also establish a ceiling of 25 cents per eligible voter on all campaign expenditures by federal-office candidates, eliminating the present media-spending limitation of 10 cents per eligible voter, no more than six cents of which can be spent on broadcast media.

Along with their support, most witnesses last week suggested refinements and modifications of the legislation.

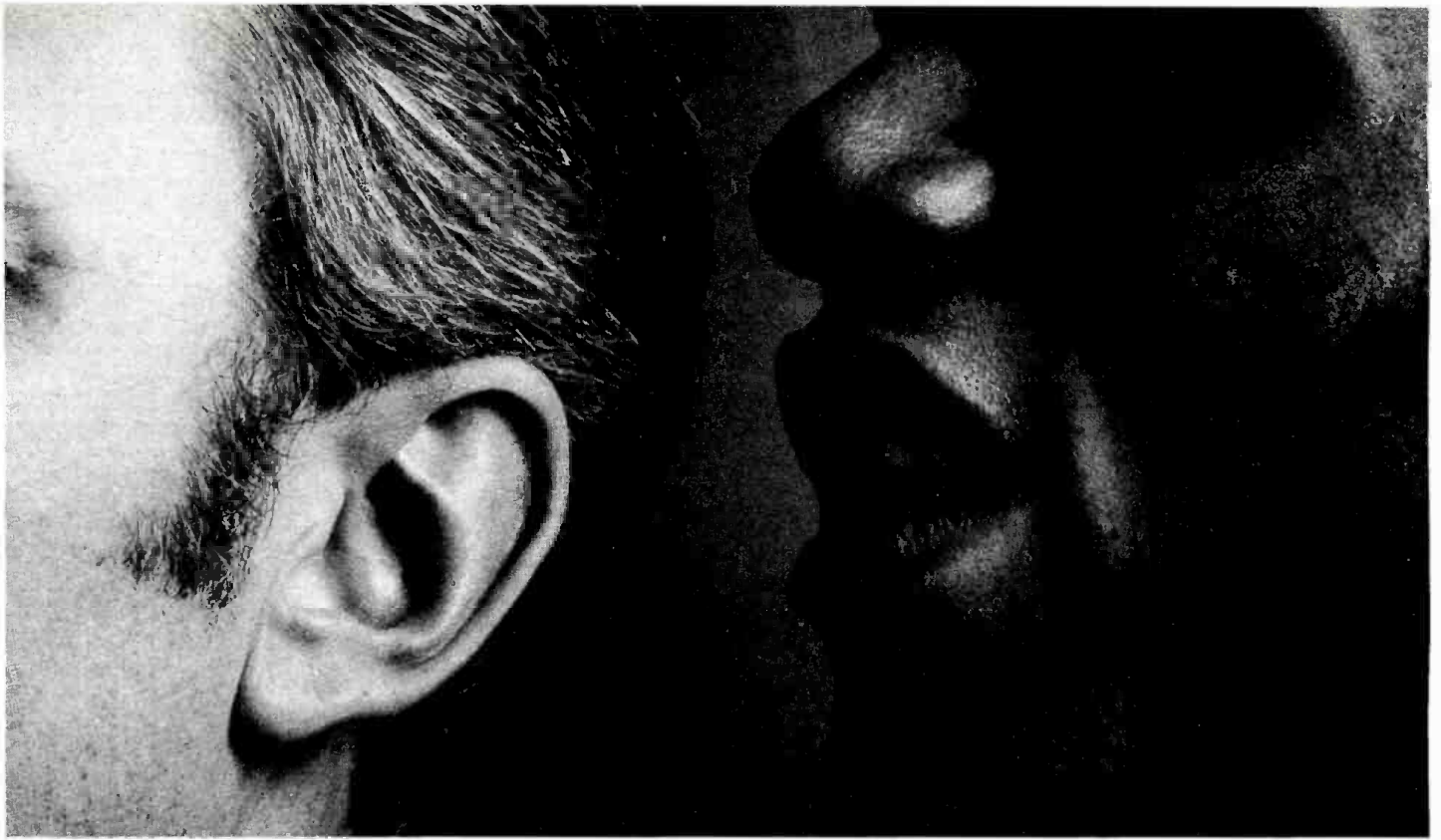
FCC Chairman Dean Burch said repeal of the equal-time requirement of Section 315 should apply to all federal-office candidates to encourage broadcasters to provide candidates with free time. And, he said, an over-all spending limit would be preferable to the present limit on media spending, "which singles out broadcasting for special treatment."

Chairman Burch also said that in the next few weeks the FCC will submit to the subcommittee its political broadcast report for the 1972 elections, giving detailed data of candidate broadcast expenditures and amounts of free time provided.

Aside from general support of the Pastore bill, Chairman Burch pointed to two provisions of the Federal Election Campaign Act that he said have proved to be "vexing problems" for the commission—interpretation of the lowest-unit-rate provision of the law, and determination of what constitutes "reasonable access" or "reasonable amounts of time," which the law requires broadcasters to make available to candidates.

Senator George McGovern (D-S.D.) endorsed the Section-315-repeal portion of the bill, but contended the 25-cent limit "would produce a sharp cutback" in campaigning in states with a low population density. He suggested establishing a \$400,000 minimum, and setting a 25-cent limitation on all spending beyond that level. He also advocated a limit of \$3,000 on individual contributions for both presidential and congressional campaigns.

Another witness who spoke in favor of the Pastore bill was Russell Hemenway, national director of the National Committee for an Effective Congress. Mr. Hemenway also supported related legislation introduced in the Senate last week, S. 1094-1097 by Republican Senators Hugh Scott (Pa.) and Charles Mathias (Md.) is a package of proposals, includ-



**And now a word from your local neighborhood ghetto.**

Certain community problems never get solved because the people in the community best equipped to solve them aren't even aware they exist.

That's the reason for our "Black Portrait of Albany" series of mini-documentaries.

We had a reporter with a tape recorder wander through the ghetto talking to Blacks about anything they had on their minds. Marriage,

police, children, jail, the quality of life, you name it.

We edited the tapes into a series of vignettes running a minute or less. Then we interrupted our regular programming throughout the day with these vignettes.

Since a large share of our audience comes from the so-called "establishment", we reached a lot of people who seldom talked to Blacks.

And who listened to

them even less.

The series has won us a lot of friends and a few awards. But these aren't the reasons we produced it.

The reason was to use radio to prod people into action. And to create a little dialogue between the ghetto and the city surrounding it.

Even if we had to begin the dialogue with a monologue.

**WROW** Albany.

**One of the stations of Capital Cities Broadcasting. We talk to people.**

## Minorities meet FCC face to face

**Their petitions having failed to unseat most target licensees, they state their general wants in private session with commission**

The seven members of the FCC participated last Tuesday in a confrontation with some 50 blacks, chicanos, orientals, and Indians—many of them members of citizen groups that for the past several years have been petitioning the commission, with virtually no success, to deny license renewals of stations in their areas.

The purpose of the meeting, according to William Wright, of Black Efforts for Soul in Television, was to establish a relationship with the commission which is based on a "mutual desire" to solve the problems he said were troubling minority groups—the commission's decision-making and administrative processes and the broadcasters' employment and programming practices, among them.

Mr. Wright had worked with the Citizens Communications Center of Washington in arranging the meeting, which was closed to nonparticipants. And when the two-and-a-half-hour session was over, representatives of the citizen groups appeared to feel it had achieved at least its minimum goal. Mr. Wright said the meeting went well, and added, "If not all of the commissioners, a majority of them indicated a definite concern to identify problems in specific areas."

Furthermore, Chairman Dean Burch committed the commission to another meeting with the group (though with a broadened base, Commissioner Benjamin L. Hooks having noted the absence of some groups, such as the Congress of Racial Equality) in the fall. The chairman also said the FCC would respond in writing to a written submission from the group containing a detailed discussion of the problems highlighted during the discussion.

For their part, the commissioners and their aides generally expressed satisfaction with the meeting, which they variously described as "serious," "constructive," "cordial" and "interesting," despite several flashes of temper in the group. Chairman Burch said it was a "fruitful meeting—worthwhile from everybody's point of view."

But there were some reservations. One commissioner thought the group's members were unrealistic in refusing, he said, to acknowledge any progress in areas of concern to them, and another commissioner made it clear he resented a group spokesman's "demanding" that each member of the commission participate in the dialogue with questions or comment. (It was the reluctance of some of the

ing repeal of Section 315 for all federal offices, and establishment of an independent federal elections commission to oversee reporting of contributions and expenditures.

S. 1103, drafted by Senator Philip Hart (D-Mich.) with the aid of NCEC, would provide a government subsidy for House and Senate candidates who wanted to run without being dependent upon private contributions.

### Starting off with a bang

**Network billings in January top last year's comparable figures by 16.5% over-all, 19.7% in nighttime**

Advertisers spent 16.5% more in network television in January this year than in January 1972, continuing an upward trend that started a year ago, the Television Bureau of Advertising reported last week.

TVB said figures compiled by Broadcast Advertisers Reports put the January 1973 total at \$173,121,000, with gains of 19.7% in nighttime billing and 10.3% in daytime. Monday-Friday daytime investments were up 43%, but Saturday-Sunday daytime was down 26.4% because, TVB said, January 1973 had only four weekends whereas January 1972 had five.

	1972	1973	Percent change	
Daytime	\$ 51,414.9	\$ 56,724.7	+10.3	
Mon.-Fri.	27,206.8	38,898.3	+43.0	
Sat.-Sun.	24,208.1	17,826.4	-26.4	
Nighttime	97,239.1	116,398.3	+19.7	
Total	\$148,654.0	\$173,121.0	+16.5	
Jan.	ABC \$52,604.8	CBS \$57,939.5	NBC \$62,576.7	Total \$173,121.0

### Business Briefs

**Knox Reeves regroups.** Knox Reeves Advertising Inc., Minneapolis-based advertising and marketing firm, announced general reorganization of its executive and corporate structure. Move includes consolidation of firm's Strike Force Division, which had worked on special accounts with advertising and marketing services for regional and national clients. Also, Concept Products Division, which produces educational films and recordings, will expand into publishing field. Sonya Stenulson has been named executive director of division. Three executive promotions coincide with actions: Roland R. Anderson becomes executive vice president/creative services; David A. Bell moves up to executive vice president/client and marketing services, and Thomas E. Nipper has been named executive vice president/finance. Announcement by firm follows termination of its General Mills account by "mutual consent."

**Talking turkey.** Shenandoah Co., Great Neck, N.Y., maker of frozen poultry products, will be advertising on radio and television for first time, beginning this month. Thirty-second commercials, running in New York and Philadelphia, were produced by Richard Martin Advertising/Productions, New York. Initial media buy is 13 weeks, but will probably be extended. Shenandoah's advertising budget is 80% broadcast and 20% print.

**Different ball game.** Lewis/Unitas, New York, is new advertising agency specializing in accounts in the leisure-time field. Daniel H. Lewis, formerly owner and creative director of Johnson & Lewis, San Francisco, is president and creative director. Johnny Unitas, former Baltimore Colts star, is executive vice president. Agency's first client is Ticketron, with billings of about \$1 million. 280 Park Avenue, New York 10017. (212) 697-5320.

**Inns sign.** Rodeway Inns of America, Dallas, has committed itself to the sponsorship of new syndicated radio show, *Continental Country*, in 51 markets. Weekly, three-hour country music barter program, is produced and syndicated by Diamond P Enterprises, Hollywood. Program, in which Rodeway Inns reserves six of normal 12 minutes in hour, is placed by Diamond P's Hap Day division, and has already been sold in 22 markets.

**Women only.** First all-women tennis tournament staged expressly for television will be broadcast on NBC-TV May 19-20. The Family Circle Cup will offer what is said to be the largest first prize ever to be awarded to any sportswoman (\$30,000 of the total \$95,000 purse). Major sponsors of the telecast include Kroehler Manufacturing Co., Naperville, Ill. (through Leo Burnett, Chicago); International Playtex Corp., New York, and Golden Grain Macaroni Co., San Leandro, Calif., (through McCann-Erickson, San Francisco).

**Rep appointment.** WRCP-AM-FM Philadelphia: Avery-Knodel, New York.

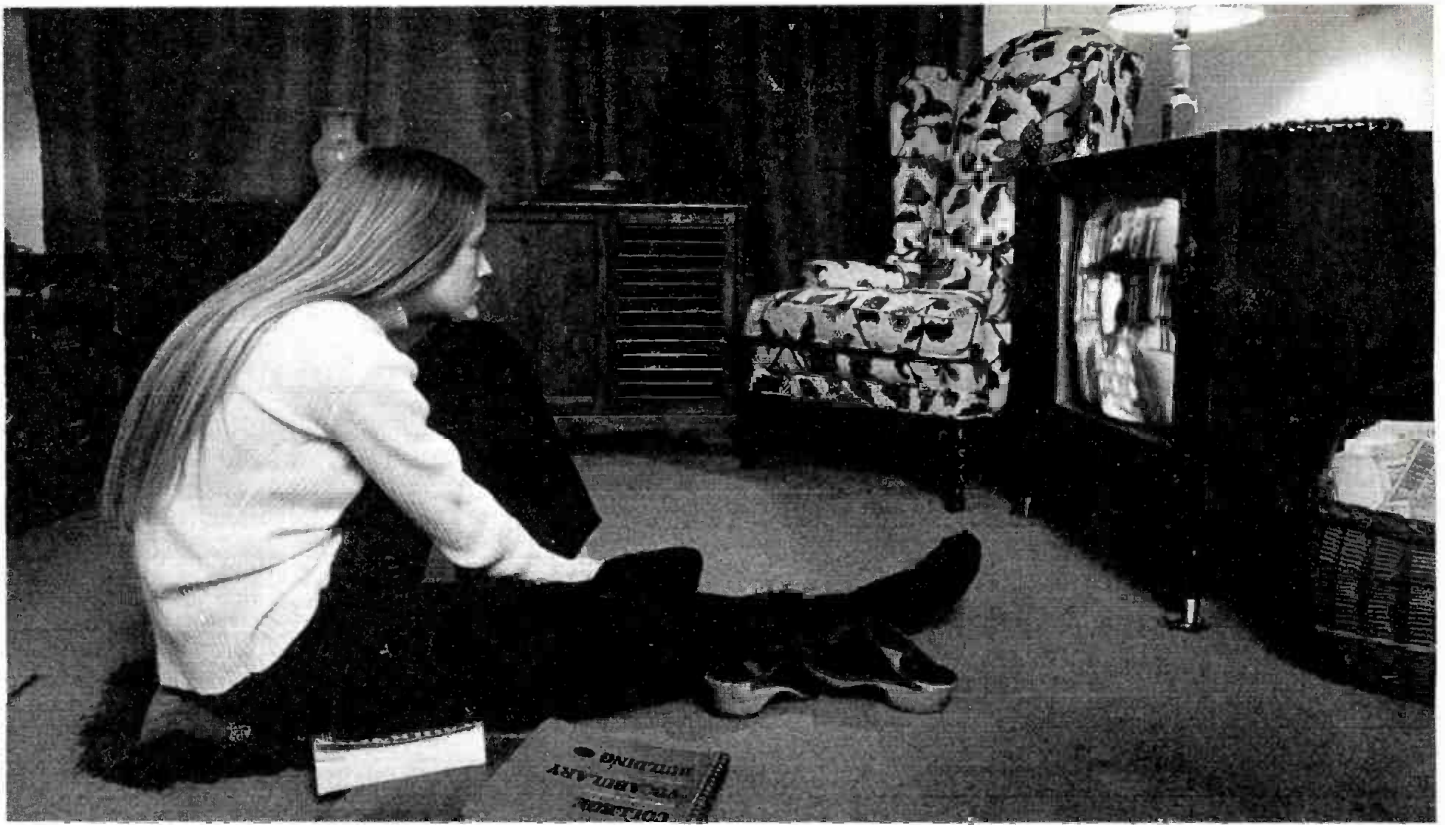
**S & H picked.** Warren-Teed Pharmaceuticals, Columbus, Ohio, subsidiary of Rohm & Haas Co., has appointed Sudler & Hennessey, New York, as advertising agency for its full line of products. Billings are estimated in excess of \$1 million.

**On his own.** Formation of Stanley D. Hoffman and Associates, Encino, Calif., to create and produce radio and TV commercials with emphasis on music and jingles has been announced. Mr. Hoffman was with Chuck Blore Creative Services, Hollywood, since founding in 1963, responsible for all music.

**Ayer changes in S.F.** Pritikin & Gibbons Communications, San Francisco, has merged with N. W. Ayer & Son, New York. P&GC will become special division of Ayer, assuming responsibility for existing San Francisco accounts at Ayer/Jorgenson/Macdonald. A/J/M personnel will move into P&GC's offices, with latter continuing operations under same management. P&GC was formed less than two years ago and now bills about \$2 million. Bob Pritikin and Jerry Gibbons are principals.

**New D-F-S tie in Canada.** Dancer-Fitzgerald-Sample, New York, and McConnell Advertising Co. Ltd., Toronto, are establishing operating division of McConnell Advertising called McConnell/DFS in Toronto. Effective April 1, it will absorb accounts now handled by Dancer's Canadian subsidiary, Dancer-Fitzgerald-Sample Ltd. McConnell/DFS will be in McConnell building, 234 Eglinton Avenue East, Toronto.





**Now when a youngster watches TV instead of doing her homework, maybe she's doing her homework.**

We're presenting something a little different on television. Homework.

It's part of WTNH-TV's "Action News Current Events Test" and if early response is any indication, we may have started something big.

In its simplest terms, the test supplements our regular coverage of Connecticut news with monthly written exams for students in grades 5 to 12 throughout the state.

But there's nothing simple about the actual implementation of the program. It involved meeting after meeting

with school officials on a state-wide basis, a couple of sample mailings and the tests themselves. We correspond with the teachers who use the test, provide them with background sheets each month and generally try to help guide class discussions.

So far some sixty schools are involved—over 200 classrooms and 10,000 students all over Connecticut.

Judging from the great number of enthusiastic letters we received from the school officials, the tests are accomplishing what we set out to do.

They're increasing student awareness of Connecticut news and at the same time they're giving teachers a means to check on this awareness.

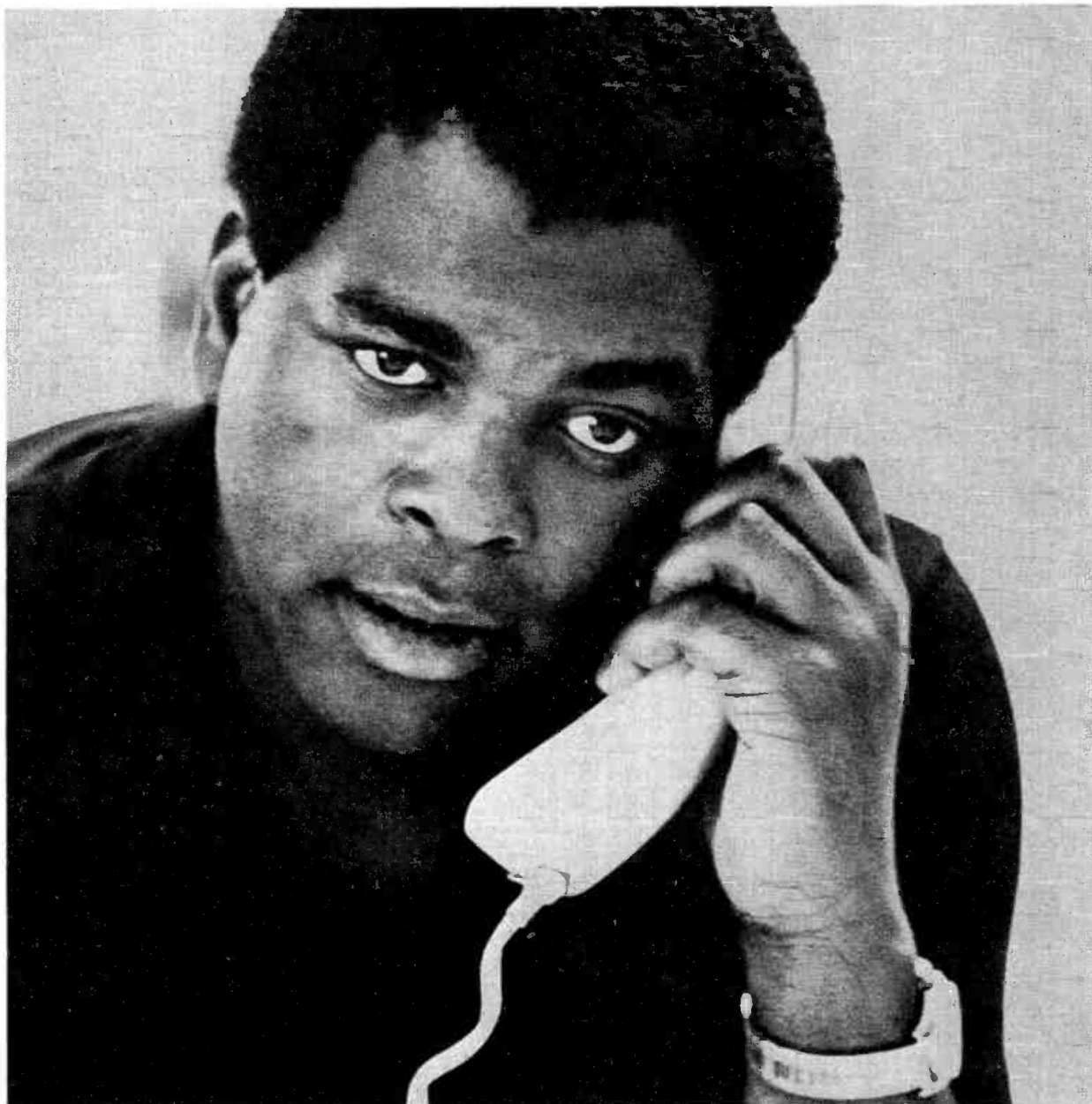
The tests are also doing something else. Creating an involvement with what's happening today.

A lot of parents around Connecticut are letting their kids watch more television lately.

**WTNH-TV**  
New Haven.

**One of the stations of Capital Cities Broadcasting. We talk to people.**

**The new adventures of a superman.**



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

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

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

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

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

And what he hopes to accomplish.

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

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

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

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

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

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

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

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

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

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



**Capital Cities Television Productions**  
We talk to people.



commissioners to discuss the proposals in detail that apparently led to the decision that the commission would respond in writing to a submission from the group.)

One proposal that was said to have aroused particular interest among commissioners involved decentralization of the commission's structure through regional offices as a means of allowing members of the public to make a "maximum input" to the commission's processes. The proposal was offered by Marcus Wilcher, of the San Francisco Bay Area's Community Coalition for Media Change, who also said that "citizens of color" should be employed at all levels of the commission's "local, regional and national structures."

Chairman Burch indicated he liked the decentralization idea but indicated that budgetary problems would be a serious obstacle if the commission were to attempt to carry it out—at least for the next several years, in view of the lead time needed in preparing budgets.

Five other spokesmen for the group covered a wide range of other issues. There was reportedly no discussion of any of the more than 100 pending cases involving petitions to deny renewal applications; Chairman Burch opened the meeting with a statement reminding the group that the commission was bound by law to avoid off-the-record discussion of such cases.

But the group had evidently come to discuss the kinds of basic problems that gave rise to those petitions:

▪ William Hatcher, of Black Coalition for Fair Media, New York, complained that, in broadcast employment, the commission has established policy, articulated some standards and, "at least up to now, has been standing back and observing more or less wholesale violations of both the letter and the spirit of its rules." He urged the commission to conduct field investigations of complaints about discrimination in employment and to "develop vehicles for stimulating and promoting effective 'affirmative-action plans'" by licensees in hiring, promotion and training.

▪ Kujaatile Kweli, of the National Urban League, New York, said the commission's petition-to-deny process "has failed dismally in providing the commission and citizen groups with the information they need" to make reasoned judgments as to whether a broadcaster is operating in the public interest. He said the commission should seek legal assistance for groups unable to afford the costs of prosecuting a petition to deny and adopt a policy of generally holding oral argument on petitions to deny so that it may hear first-hand about the issues involved.

▪ Nancy Brown, of Action for Better Community, Rochester, N.Y., said minority-group members feel that the broadcast service makes them the victims of a "pattern of exclusion, misrepresentation and underrepresentation . . . which adversely affects the health of our various communities." She said the group hoped, with the commission's cooperation, to

"find a better mechanism to move toward solutions that have obviously not been found."

▪ Sacheen Littlefeather, an Apache Indian from San Francisco, complained about the stereotype given minority groups in programing, particularly motion pictures. She said stations should make time available for public-service announcements to inform the public that a following motion picture concerning, say, cowboys and Indians or relating another Charlie Chan adventure does not present a true characterization of the minority group involved.

▪ Janet Whitaker, of the Communications Coalition, Philadelphia, said many of the agreements citizen groups have reached with local stations (usually in return for a withdrawal of a petition to deny) have not always been effective. She suggested that the commission adopt rules that would (1) make it clear stations have the burden of enforcing agreements with citizen groups and (2) require stations and groups to report to the commission annually on the implementation of agreements.

But Ms. Whitaker said that even the most scrupulous adherence to agreements is not the full answer for minority groups. "Only ownership can bring the benefit of the freedom of expression which is the accoutrement of a broadcast license," she said. She urged the commission to take a number of steps to foster minority ownership, including the adoption of a rule granting "priority in comparative hearings to minority applicants" for licenses and the establishment of an "affirmative-action plan which would assist minority persons in becoming owners of broadcast stations."

Other groups represented in the meeting were the Committee for Media Change, Pittsburgh; Columbus Broadcasting Coalition, Columbus, Ohio; BAIT, Detroit; Atlanta Urban League, Atlanta Communications Coalition on Broadcasting and Atlanta Coalition on Current Community Affairs, all Atlanta; Asian Americans for Fair Media, New York; Hartford Communications Coalition, Hartford, Conn.; FACT, New Haven, Conn., and the Black Task Force on Broadcasting, Denver.

Regardless of whether any of the proposals struck the commissioners as desirable, those who presented them may have brought home, as BEST's Mr. Wright, in his opening statement, said it was hoped they would, "something of the depth of frustration, the despair with the performance of the broadcast media, which afflicts the peoples of color." He said those feelings cannot adequately be conveyed in the written pleadings that have been filed with the commission on behalf of citizen groups.

Commissioner Hooks said he realized that "a lot of passion is seething just below the surface." That realization plus the well-structured manner in which the meeting was run later moved another commissioner to observe: "I'll tell you one thing—broadcasters are in for a lot of trouble. They're well organized, and they're putting the heat on us."

## Hooks sees progress in minority employment

**But he tells career conference broadcasting still must improve black images in its programing**

FCC Commissioner Benjamin L. Hooks last week expressed a new optimism over minority-hiring practices in broadcasting. "We have moved from a black-out to a significant black-in" in the communications industry, he said.

The commissioner addressed a March 7 dinner at Washington's Statler-Hilton hotel, marking the close of the second Black Careers in Communications conference. In his speech, the commissioner pointed to the impact of the three-day event which brought young black professionals and students in touch with recruiters from a variety of media organizations across the country. "We are beginning to see the light at the end of the long, dark [communications] tunnel. No longer are people able to say they can't find qualified black people," he said.

But though improvement is beginning to be manifested in hiring practices, Mr. Hooks said, broadcasters "still have not told the totality of black life." He stressed the need for positive-role models in radio and television so that "all of us might get a glimpse of what black life is all about."

Howard University sponsored the event in conjunction with public television's *Black Journal*. Tony Brown, dean of the university's school of communications, said the conference was not designed solely to place its students. Mr. Brown noted that the conference drew 655 minority aspirants from all parts of the country, and that 80% of them were professionals in the communications industry. Eighty-one organizations were represented at the event, offering some 200 positions in radio, TV, print journalism and public relations. Sixty-one firm job offers were made, along with 105 tentative offers contingent upon further interviewing, it was said.

## CPB minority money

The Corporation for Public Broadcasting has announced new grants to seven public radio stations and nine public television stations enabling them to either hire or promote from within 16 minority people—four women and 12 men. The positions involved range from manager of an FM station to director of program operations for a TV station. Most of the grants will allow stations to hire new minority personnel.

Public broadcasting, particularly public television, has been under heavy fire in recent weeks from FCC Commissioner Benjamin Hooks and the United Church of Christ for compiling a "dismal" record in the employment of minorities (BROADCASTING, Feb. 5). CPB claims that its program to accelerate the hiring of minority employes by public radio and television stations is totally unmotivated by such criticism.



**Our message was heard in North Carolina.  
We'd like to think its effect was felt in North Vietnam.**

Around North Carolina, a lot more people were personally affected by the Vietnam war than in most other parts of the country. That's because the country's largest army base, Fort Bragg, is located in Fayetteville.

Fayetteville also happens to be the home of an organization called "Americans Who Care". Headed by retired Army General Oscar Davis, "Americans Who Care" is made up of a dozen POW wives, plus a lot of hard-working volunteers.

Their main function had been to focus attention on our

servicemen captured or missing in Southeast Asia. Their efforts had been aimed mainly at selling POW bracelets and spearheading overseas correspondence.

WTVD felt we could help. So in January 1972, we began running a series of 10-second ID's about the bracelets. Then in December, we volunteered to run a series of 30-second spots to remind people of the POW/MIA problem. And we invited POW wives to appear on some of our locally produced programs.

How well did the spots work? In the month of Decem-

ber alone, the sale of bracelets increased by one-third, totaling more than 11,000.

At \$2.50 a bracelet, they bought a lot of literature, bumper stickers and congressional letters in the POW/MIA cause.

In the overall scheme of ending the war, it wasn't much.

But we'd like to think we made life a little easier for some American fighting men during their difficult days as prisoners.

**WTVD**  
Durham-Raleigh.

**One of the stations of Capital Cities Broadcasting. We talk to people.**

## Cobb is now NAB's back-up quarterback

Senior vice presidency created with top responsibility included when Wasilewski is absent; executive meeting reviews problems with stress on cable copyright

A little more than two years after he joined the staff of the National Association of Broadcasters, Grover C. Cobb last week was named senior executive vice president, a new position in the organization. In announcing the new designation to NAB's executive committee, which was meeting in Washington, Vincent T. Wasilewski said that "since Mr. Cobb's activities are so central to NAB, this will enable him to serve as chief operating officer during my absence." Mr. Wasilewski, NAB's president, noted that Mr. Cobb's new title "does not constitute a change in the structure of NAB or the functions of the other NAB officers."

It was made clear that essentially what the new title means is that Mr. Cobb, who was executive vice president in charge of government relations, is going to serve as chief operating officer of the organization when Mr. Wasilewski is out of town, which is relatively often. "It is a recognition of Grover's importance," was one summation of the significance of the promotion.

Mr. Cobb will continue as the govern-

ment-relations specialist at NAB. The functions and titles of NAB's two other executive vice presidents—James H. Hulbert, in charge of public relations, and Burns Nugent, in charge of station relations—remain unchanged.

Mr. Cobb, a chairman of the NAB in 1967-68, joined the staff of the organization in 1971 as executive vice president in charge of station relations. He succeeded Paul B. Comstock as executive vice president for government relations a little more than a year later.

The announcement about Mr. Cobb highlighted the monthly executive committee meeting, which was characterized by one who attended as consisting of "a lot of talking but almost no action." One subject was the NAB's concern with what appears to be the National Cable Television Association's refusal to adhere to its side of the copyright consensus agreement that the cable industry, along with broadcast industry representatives, reached in November 1971, to work for legislation providing for compulsory arbitration. A number of pending activities were discussed including upcoming congressional hearings on license-renewal legislation, campaign spending, TV's role in nutrition education, the possibility of a Consumer Protection Agency and bill of Senator Frank E. Moss (D-Utah) to establish a National Institute on Marketing and Health.

Wendell Mayes Jr., KNOW(AM) Austin, Tex., reported on the March 5 meeting of special proprietary-remedy task force.

This committee, as well as the NAB executive committee, both commended the NAB TV code review board for taking the strong action it did to self-regulate drug advertising (BROADCASTING, Feb. 26). Mr. Mayes reported that the new guidelines adopted by the TV code review board have been mailed out to the radio code board members and similar guidelines are to be expected in radio.

Contrary to the indications when the special proprietary-remedy committee was formed (BROADCASTING, Jan. 15), no new members probably will be added. The committee is likely to sit with the original six members selected at the NAB joint board meeting in Palm Springs, Calif., with Mr. Mayes as chairman.

Among other subjects that were discussed at the executive committee meeting were plans for the March 26-28 convention with only a Monday afternoon session (March 26) on news still to be programmed.

### Changing Hands

#### Announced

The following sale of a broadcast station was reported last week, subject to FCC approval:

- WAOK(AM) Atlanta: Sold to Broadcast Enterprises Network Inc. by Belk Broadcasting Co. of Georgia for sum in excess of \$2 million (see page 53).

#### Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 78):

- Wwco(AM) Waterbury, Conn.: Sold to Winnipeg Corp. by January Enterprises Inc. for \$405,000. Television personality Merv Griffin, sole owner of January Enterprises, owns WMD(AM) Atlantic City; WENE(AM)-WMRV(FM) Endicott, N.Y.; WBAX(AM) Wilkes-Barre, Pa., and WIOF(FM) Waterbury, Conn. He has just acquired WPOP(AM) Hartford, Conn. (BROADCASTING, March 5). Mr. Marcus, principal of the buying firm and former promotion manager of KTKR(AM) Tucson, Ariz., has restaurant interests in New Jersey. Wwco operates on 1240 khz, 1 kw daytime and 250 w at night.

- WFMR(FM) Milwaukee: Sold by Fine Arts Broadcasters Inc. to Koss Broadcasting Corp. for \$350,000. Principal of Koss Broadcasting is John C. Koss, who has majority interests in the Koss Corp., a Milwaukee stereophone firm. Mr. Koss also owns International Leasing Co., Milwaukee. He has no other broadcast interests. WFMR operates on 96.5 mhz with 40 kw.

- KARR(AM)-KOPR(FM) Great Falls, Mont.: Sold to Greater Montana Broadcasting Inc. by Radio-TV Enterprises for \$325,000. Alan H. Cummings, sole owner of the buying firm, owns WLTD(AM) Evanston and WRRR(AM) Rockford, both Illinois, and WNAM(AM) Neenah-Menasha, Wis. KARR operates on 1400 khz, 1 kw daytime and 250 w at night; KOPR broadcasts on 106.3 mhz, with power of 3 kw.

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73-15



## The 201 on Hill who are seeking renewal relief

License-renewal legislation supported by the National Association of Broadcasters has been reintroduced by Representatives Fred Rooney (D-Pa.) and James Broyhill (R-N.C.) with 74 co-sponsors.

A month ago the congressmen introduced identical legislation carrying the names of 20 members of the House Commerce Committee (BROADCASTING, Feb. 12).

Exactly 201 members of the Senate and House had offered renewal bills in the 93d Congress as of last Thursday (March 8). Following is a breakdown of the sponsors by state, House and Senate:

### Alabama

*House:* Tom Beville (D), Walter Flowers (D), Bill Nichols (D), John Buchanan (R), Robert Jones (D), Jack Edwards (R), William Dickinson (R).

### Arizona

*House:* Sam Steiger (R), John Rhodes (R), Morris Udall (D).

### Arkansas

*House:* William Alexander (D), Wilbur Mills (D).

### California

*House:* Burt Talcott (R), Charles Teague (R), Barry Goldwater Jr. (R), Bob Wilson (R), William Ketchum (R), Robert Mathias (R), John Rousselot (R), Charles Gubser (R), Don Clausen (R).

### Colorado

*House:* James Johnson (R).

### Connecticut

*House:* Robert Glaimo (D), Ronald Sarasin (R).

### Florida

*House:* Don Fuqua (D), Sam M. Gibbons (D), C. W. Young (R), Paul Rogers (D), Claude Pepper (D), Dante Fascell (D), L. A. Bafalis (R), Bill Chappell Jr. (D), Bill Gunter (D), Robert Sikes (D), James Haley (D), William Lehman (D), Charles Bennett (D).

### Georgia

*House:* John Davis (D), John J. Flynt Jr. (D), Jack Brinkley (D), Dawson Mathis (D), W. S. Stuckey Jr. (D), Ben B. Blackburn (R), Robert Stephens Jr. (D).  
*Senate:* Herman Talmadge (D).

### Idaho

*Senate:* Frank Church (D).

### Illinois

*House:* Frank Annunzio (D), George E. Shipley (D), Harold Collier (R), Ralph Metcalf (D), Samuel Young (R), John B. Anderson (R), Paul Findley (R), Robert Hanrahan (R), George O'Brien (R), Tom Railsback (R), Robert McClory (R).

### Indiana

*House:* Earl Landgrebe (R), William Hudnut III (R), Elwood Hillis (R), John Myers (R), J. Edward Roush (D).

### Iowa

*House:* William J. Scherle (R).

### Kansas

*House:* William Roy (D), Keith Sebelius (R), Garner Shriver (R), Larry Winn Jr. (R).

### Kentucky

*House:* Carl Perkins (D), Tim Lee Carter (R), Frank Stubblefield (D), Gene Snyder (R).

### Louisiana

*House:* John R. Rarick (D), Joe D. Waggoner (D), Edwin Edwards (D), Otto Passman (D), David Trean (R).

### Maryland

*House:* William O. Mills (R), Goodloe Byron (D), Marjorie Holt (R).

### Massachusetts

*House:* Silvio O. Conte (R), Edward P. Boland (D), James Burke (D), Paul Cronin (R).

### Michigan

*House:* Charles Chamberlain (R), James Harvey (R), Garry Brown (R), Philip Ruppe (R), William Broomfield (R), Robert Huber (R), Ed Hutchinson (R), Guy Vander Jagt (R).

### Minnesota

*House:* Ancher Nelson (R), Albert Quie (R), John Zwach (R), John A. Blatnik (D), Bill Frenzel (R).

### Mississippi

*House:* David Bowen (D), G. V. Sonny Montgomery (D), Thad Cochran (R), Trent Lott (R).

### Missouri

*House:* William Randall (D), William Hungate (D).

### Montana

*House:* Richard Shoup (R), John Melcher (D).

### Nebraska

*House:* Dave Martin (R), John McCollister (R).  
*Senate:* Carl Curtis (R).

### Nevada

*Senate:* Howard Cannon (D).

### New Hampshire

*House:* James Cleveland (R).

### New Jersey

*House:* Edwin B. Forsythe (R), Robert Roe (D).

### New Mexico

*House:* Manuel Lujan Jr. (R).

### New York

*House:* Samuel S. Stratton (D), James Hastings (R), Norman Lent (R), Joseph P. Addabbo (D), Frank Brasco (D), Jack Kemp (R), Donald Mitchell (R), Bertram Podell (D), William Walsh (R), Angelo Roncallo (R).

### North Carolina

*House:* Walter Jones (D), Richardson Preyer (D), James Broyhill (R), David Henderson (D), James Martin (R), Wilbur Mizell (R), Charles Rose (D), Roy Taylor (D), Earl Ruth (R).

### North Dakota

*House:* Mark Andrews (R).

### Ohio

*House:* Charles Carney (D), Walter Powell (R), William Harsha (R), William Keating (R), Clarence Miller (R), James Stanton (D), Tennyson Guyer (R).

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House: John Camp (R), John Jarman (D).

## Pennsylvania

House: Fred Rooney (D), John Saylor (R), John Ware (R), Daniel Flood (D), Albert Johnson (R), Joseph McDade (R), Lawrence Coughlin (R), Edwin Eshleman (R), Herman Schneebeli (R), Lawrence Williams (R), Gus Yatron (D).

Senate: Richard Schweiker (R).

## South Carolina

House: W. J. Bryan Dorn (D), Edward Young (R), James Mann (D), Mendel Davis (D), Floyd Spence (R).

Senate: Ernest Hollings (D).

## South Dakota

House: James Abdnor (R), Frank Denholm (D).

## Tennessee

House: John Duncan (R), Dan Kuykendall (R), LaMar Baker (R), Ed Jones (D), Richard Fulton (D), Robin Beard (R).

## Texas

House: James Wright (D), James Collins (R), Abraham Kazen Jr. (D), Bob Casey (D), J. J. Pickle (D), Bill Archer (R), O. C. Fisher (D), Dale Milford (D), Omar Burleson (D), Alan Steelman (R), Richard White (D), Ray Roberts (D), Charles Wilson (D).

Senate: Lloyd Bentsen (D), John Tower (R).

## Utah

Senate: Frank Moss (D).

## Vermont

House: Richard Mallary (R).

## Virginia

House: Thomas N. Downing (D), W. C. Daniel (D), Stanford Parris (R), Joel Broyhill (R), M. Caldwell Butler (R), J. Kenneth Robinson (R), William Wampler (R).

Senate: William Scott (R).

## Washington

House: Mike McCormick (D).

## West Virginia

House: Robert Mollohan (D), John Slack (D).

## Wisconsin

House: Glenn Davis (R), Harold Froelich (R).

## Wyoming

House: Teno Roncalio (D).

Senate: Clifford Hansen (R), Gale McGee (D).

## Guam

House: Antonio B. Won Pat (D).

House—189 sponsors.

Senate—12 sponsors.

## Black Hills ruling backed

The FCC's decision denying renewal to Heart of the Black Hills's two stations—KRSD-TV (ch. 7) Rapid City and its satellite, KDSJ-TV (ch. 5) Lead, both South Dakota, has been affirmed by the U.S. Court of Appeals in Washington. The commission had based its Nov. 1, 1971, decision on what it said was Black Hills's 10-year history of failure to adhere to the commission's technical rules (BROADCASTING, Nov. 8, 1971). The court said "we find no abuse of discretion in [the FCC's] judgment."

## Man in the News



*J. Leonard Reinsch, president of Cox Broadcasting Co. and chairman of Cox Cable, will receive the gold medal of the International Radio and Television Society at a formal dinner in New York's Waldorf-Astoria this Thursday (March 15).*

Reposing on a busy desk in the executive suite of Cox Broadcasting Co. in Atlanta is a silver-framed photograph bearing this long-hand inscription: "To Leonard Reinsch, whose great debates helped arrange the Great Debates. John F. Kennedy, 1960". That intimate testimonial, hitherto unpublicized, hints at an untold tale behind a television turning-point.

It was J. Leonard Reinsch who, as the radio-TV campaign director and confidant of the Democratic presidential nominee, argued long and hard that the then relatively obscure senator from Massachusetts needed exposure to win and that the best way to get it was to challenge, cajole, goad and prod his far better known Republican opponent, Vice President Richard M. Nixon, into live debates before network microphones and cameras.

Leonard Reinsch won the preliminary skirmishes. And the junior senator from Massachusetts won the Great Debates to become the 35th President of the United States. It was not style, good looks, charisma or oratory alone that turned the tide. It was also make-up and lighting. Mr. Reinsch won that mini-debate too. Mr. Nixon's staff hadn't figured on the contrast between a handsome young man silhouetted in a halo of foot-lighting and the 5 o'clock shadow of the less telegenic Vice President. Mr. Nixon did not make the same mistakes in the 1968 and 1972 campaigns. To begin with, there were no debates. And when the Republican candidate did appear, his make-up and production were handled by experts.

Politics has been an avocation — a labor of love—for the tall, personable broadcaster from the Midwest who helped Mr. Kennedy. Mr. Reinsch began his career as an announcer at WLS Chicago while still attending Northwestern. Today he heads an organization with total market capitalization of about \$350 million in radio, television, cable, auto auctions, program syndication, business publications and station representation. He had migrated from Chicago to Dayton in 1934, and in 1939 to Atlanta, where he directs the activities of Cox Broadcasting,

as president, and of Cox Cable, as board chairman.

But if Leonard Reinsch's entry into the national political arena was happenstance, he nonetheless took to it naturally—without ever aspiring either to public office or to trade-association helmsmanship. Instead he took to globetrotting, becoming one of broadcasting's most traveled chief executives, always selling American free enterprise, making friends and imparting good will. These travels were made not only as chairman of the United States Advisory Commission for Information (which reviews operations of the U.S. Information Agency) from 1961 to 1963, but also to satisfy an unquenchable thirst for knowledge acquired first hand. He has logged a half-dozen trips to Japan—largely in fostering interchange of cultural programming, but with business overtones; several to the Soviet Union—mainly to areas the tourist seldom travels; two to New Zealand and Australia—one an extended stay while his wife underwent and recuperated from live heart-valve transplant surgery in Auckland seven years ago. There have been numerous trips to Europe and Latin America highlighted by the 1945 mission to the European Theater of Operations at the end of World War II when he was the personal representative of President Truman in heading a delegation of broadcasters who, among their other discoveries, brought back from Berlin some pieces of oxidized tape—and prompted the audio tape industry in this country.

Mr. Reinsch's political baptism was preordained. When he was hired by the Cox newspapers in 1934 he reported to James M. Cox Sr., the former governor of Ohio and the 1920 Democratic nominee for President. Governor Cox had read a thesis the young Mr. Reinsch had written at Northwestern; based on his part-time work at WLS, the subject was how to make radio merchandising pay. Mr. Reinsch was hired, and assigned the task of putting WHIO Dayton on the air.

But Governor Cox was still steeped in Democratic elder-statemanship. His 1920 running mate had been Franklin D. Roosevelt, who in 1934 was in his first term. It was the governor's wont to pass along advice to FDR—and, frequently, the services of his bright young WHIO manager.

In 1944, when Senator Harry Truman became FDR's vice-presidential choice, Leonard Reinsch found himself with a new assignment. He "volunteered" to work with the Missourian after FDR "suggested" that Mr. Reinsch might do something about that Truman Midwestern twang—without, however, dampening his "give 'em hell" ardor or his winning grin. Later, Mr. Reinsch discovered a way of employing an emulsion on the thick-lensed Truman glasses to cut down glare and magnification on TV.

This close relationship with HST was the prelude to an event that might have forced Mr. Reinsch into public life full-time. When FDR died suddenly at Warm Springs, Ga., on April 12, 1945, Mr. Reinsch reported promptly to the White

House. One of the new President's first acts was to name his trusted friend to the post of press secretary. Stephen T. Early, the incumbent, turned over the reins, but Mr. Reinsch, who had been thrust into the assignment without ever having been asked, begged off when the Grid-iron Club, whose membership comprised Washington bureau chiefs, protested about a "broadcaster" in that important slot. Mr. Reinsch thereupon—and happily—became adviser to President Truman with free and easy access to the White House. In this role he commuted from Atlanta to Washington and other cities on the Cox Broadcast circuit from 1945 to 1952.

Interspersed with his over-all policy direction of the far-flung Cox nonnews-paper enterprises, and his wanderlust, Mr. Reinsch found time to serve as radio and TV consultant to the Democratic National Committee, executive director of the national conventions in 1960 and 1964, as well as DNC arrangements director in 1968. (He decided to sit out the 1972 convention.) He was TV-radio director of the Kennedy-Johnson campaign in 1960.

Always on the go, Leonard Reinsch walks fast and drives as if there's no speed limit. He reads everything in sight and absorbs all he reads. Innate curiosity and his sense of what's newsworthy make him a good reporter of the scratch-pad, pocket-stuffing genre. Close friends attest that he's an easy mark for gadgets, widgets, games and puzzles. Hammacher Schlemmer is his favorite New York shop.

The former Phyliss McGeogh, Mr. Reinsch's wife of 37 years, tries to keep up with her husband but wishes he would carve out more time for their growing family (Penny [Mrs. William Bohn; he's with Cox Atlanta], who has two sons, and James L. Jr., who resides in Ocala, Fla., with his wife and one daughter). An avid golfer, with memberships in Peachtree, the late Bobby Jones course in Atlanta, and Burning Tree in Washington, Mr. Reinsch now finds little time for a round. When he does he shoots in the 80's.

But he should have time for family and golf next year. The script now reads retirement as president of Cox Broadcasting on Dec. 31, 1973 (he reaches 65 on June 28). But he is expected to continue as chairman of Cox Cable, also headquartered at White Columns, the antebellum-style showplace on Peachtree Street built under his supervision and authentically decorated by Mrs. Reinsch.

### More Ford money to UCC

The Office of Communication of the United Church of Christ reported last week it has received a one-year grant of \$157,000 from the Ford Foundation. The church agency said funds will be used "to combat racial discrimination in broadcast programs and employment." The Office of Communication said it has received \$432,000 in annual grants to support this project.

### Atlanta AM being sold for \$2 million plus

Broadcast Enterprises Network Inc., a group of black leaders in business and education, entered into an agreement last week to purchase WAOK(AM) Atlanta from Belk Broadcasting Co. of Georgia for a price said to be considerably in excess of \$2 million. Sale is subject to FCC approval.

Belk Broadcasting, wholly owned by Henderson Belk, retains two other broadcast properties, WRNA(FM) Charlotte, N.C., and WPDQ(AM) Jacksonville, Fla.

Principals of Broadcast Enterprises are

Ronald R. Davenport, dean of the Duquesne Law School, Pittsburgh; Ragan A. Henry, an attorney in the Philadelphia law firm of Goodis, Greenfield, Henry, Shaiman & Levin; Milton Clark, president of Clarkies Inc., Philadelphia, and Theodore Tillman, Thomas Georges, Edward Wilson and Ollen Hinnant, all of Newark, N.J.

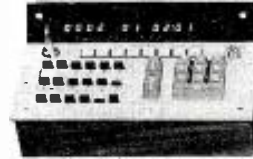
Both Dean Davenport and Mr. Henry are officers of and have interests in Sheridan Broadcasting Co., which recently acquired WAMO-AM-FM Pittsburgh, WILD(AM) Boston and WUFO(AM) Amherst, N.Y.

WAOK operates on 1380 khz with 5 kw full time. Broker is Hamilton-Landis & Associates.

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**Under one roof.** ABC has announced Los Angeles corporate headquarters and the executives offices of several of its divisions will move into the new ABC Entertainment Center late this summer. In addition to corporate headquarters, the Los Angeles executive offices of ABC-TV, the Los Angeles offices of ABC Entertainment and all of its departments and the West Coast executive offices of ABC Theaters will move into the new center. The center houses two motion-picture theaters seating 1,500 and 800 respectively. The Shubert theater, seating 1,850, also is located in the center and will present legitimate stage programs. It will also be the site of this year's Emmy awards telecast, to be carried by ABC-TV on May 20.

## Stretching a point to make a point

**Speech NAB recommends to members compares marriage license to station license, Robert Redford and Raquel Welch to challengers**

The National Association of Broadcasters, anxious to stimulate public support for its license-renewal campaign, is distributing to members a speech text that conjures up mind-boggling visions of movie idol Robert Redford filing a competing application for anybody's wife who piques his fancy, or voluptuous Raquel Welch filing for any likely husband.

The speech, entitled "A License to Serve the Public," asks that the marriage license be considered analagous to the station license, with listeners supposing that it, too, is good for only three years and subject to renewal by a seven-member commission—a marriage commission. "Anybody who wanted to could come in and file an application for your wife," the speech says, "and if he could convince the marriage commission that he could do a better job than you over the next three years, he would get her."

Directing its comments to the men in the audience, the speech says, "Think of your chances if you got into a comparative hearing against Robert Redford for your wife." Then turning to the ladies, the speech says, "Think of the problem if Raquel Welch filed on your husband."

The speech attempts to make the point that Raquel Welch filing on a husband is similar to the situation broadcasters face. "If somebody can outpromise us, they may get our license" is the premise made.

The speech goes on to spell out the values of broadcasting to the public: college and pro football, basketball and baseball, the Super Bowl, the World Series, the Olympics, the morning wake-up service via clock radio, weather reports, snow warnings, driving conditions, school hap-

penings, and round-the-clock music from Bach to rock. The key message in the speech is "that we all have a lot to lose if this broadcasting system of ours goes down the drain." It's suggested that the broadcasting system may "go down the drain" if license renewal isn't "straightened out."

The speech—which NAB is sending to member stations with the idea that it, or a similar speech, will be presented in the local community—urges its audience to pass a resolution to be sent to local representatives in Congress in support of favorable license-renewal legislation. "A broadcaster who has a good record, who has made a good faith effort to satisfy the needs of his community, who has not violated the law or FCC rules, should have that record count heavily in his favor in license renewal proceedings," it says.

The covering letter going out with the speech, signed by James H. Hulbert, NAB's executive vice president for public relations, notes that many witnesses will appear at congressional hearings on the license-renewal matter who will claim they represent the public. "We must demonstrate that we have public support for our point of view," writes Mr. Hulbert.



David Bradshaw's low profile.

## As top prospect for Johnson seat, Bradshaw keeps his head down

**Chicago lawyer who was Democrat for Nixon is ticketed to take that June 30 vacancy on the FCC**

Responsible sources continued to report last week that David E. Bradshaw, Chicago attorney, would be appointed to the FCC to succeed Nicholas Johnson, whose term ends next June 30.

Mr. Bradshaw was still refusing to discuss the prospects of his appointment, saying again it was all "very premature" ("Closed Circuit," Feb. 12), and reluctant to talk about himself. From others, however, enough was learned to indicate he is the kind of man President Nixon would be expected to select to change the outlook from the seat that Mr. Johnson now occupies.

Mr. Bradshaw is regarded as an able and aggressive lawyer. He is the senior partner in the firm of Bradshaw, Speranza, Veverka and Brumlik—specializing in corporate, tax and real-estate law. A former FCC commissioner who has returned to his own law practice in Chicago, Thomas Houser, knows Mr. Bradshaw as a "business-oriented, able man of good judgment."

But there are other factors to commend Mr. Bradshaw to the President. Mr. Bradshaw's father-in-law is Clement Stone, the Chicago insurance executive who was a major contributor to Mr. Nixon's 1968 and 1972 presidential campaigns; he is said to have contributed as much as \$2 million last year.

And although Mr. Bradshaw is a Democrat—the FCC position to be filled cannot go to a Republican, a party already occupying four spots, the maximum permitted by law—he is a friendly Democrat. He was a very active Democrat for Nixon in Illinois last year. He worked closely with Mr. Houser, who headed the President's campaign in that state.

Mr. Bradshaw cites his work in the President's behalf and also an acquaintanceship with the President that he mentions but does not elaborate on as his link to the White House. But Mr. Houser, an old hand in Illinois politics, said that if Mr. Bradshaw is to be nominated to the FCC, "it could not have happened without the father-in-law."

Mr. Bradshaw already holds one presidential appointment—membership on the board of Amtrak, which was created by Congress to take over and operate the nation's passenger trains. He was one of the original incorporators of Amtrak, in 1970, and a year later he was named a director.

Mr. Bradshaw, who is 45, has been active for a number of years in Democratic politics—he made an unsuccessful race for the state senate in the early 1960's—and in activities of the Chicago,

Illinois and American Bar Associations.

He has also served on various state- and court-appointed committees. He was a member of the Illinois Crime Investigating Commission from 1963 to 1969. And the state supreme court in 1959 named him to a committee drafting rules for appeal of criminal cases and in 1961 to a committee drafting rules and procedures to be followed in state courts.

Mr. Bradshaw, a native of Chicago, received his college, law and J.D. degrees from schools in that city—DePaul University and John Marshall Law School.

If he is appointed to the commission, he would be its fourth member from the Chicago area—Commissioners Robert E. Lee, Richard E. Wiley and Charlotte Reid are the others from the city or its suburbs.

## Brace, Cooney toss hats into ring at NAB

Total number of candidates for TV board grows to 10

Two dark-horse contenders out of the West, Clayton Brace of KGTV(TV) San Diego and Lloyd E. Cooney of KIRO-AM-FM-TV Seattle, have joined the growing number of candidates for election to the TV board of the National Association of Broadcasters. Mr. Brace and Mr. Cooney join four other candidates previously known to be in the race: Kathryn F. Broman, Springfield Television Broadcasting Corp., Springfield, Mass.; Fred Weber, Rust Craft Broadcasting, New York; Max H. Bice, KTNT-TV Seattle and Robert Gordon, WCPO-TV Cincinnati.

The six candidates are vying for six seats on the 15-member TV board, but four of the seats are now occupied by members eligible to serve a second two-year term (BROADCASTING, Feb. 9). These incumbents—Leonard J. Patricelli, WTIC-TV Hartford, Conn.; Wilson C. Wearn, Multimedia, Greenville, S.C.; Robert F. Wright, WTOK-TV Meridian, Miss.; and Earl W. Hickerson, Rock River Television Corp., Rockford, Ill.—all are running for re-election.

Mr. Cooney is president and general manager of Bonneville International's KIRO Inc. Mr. Brace, who never before has served on the NAB TV board, is vice president and general manager of McGraw-Hill Broadcasting Co.'s KGTV.

## Boston pay TV okayed

Heritage's WQTV gets FCC nod; Telease moves forward in Milwaukee

The FCC has authorized the establishment of a pay-television system in Boston. The prospective operator is Boston Heritage Broadcasting Inc., which is the permittee of channel 68 (WQTV(TV)).

Boston Heritage's was the second pay-TV application granted by the commission since rules authorizing the system were adopted in 1969. Like the first, granted in July to Blonder Tongue Laboratories for channel 68 Newark, N.J.

(WWRO(TV)), Boston Heritage will use the Blonder Tongue system, BTVision.

In another pay-TV development last week, Solomon Sagall, president of Teleglobe, announced that Telease Inc., Milwaukee, has been granted a 25-year exclusive license, with right to sublicense, for use of the Teleglobe over-the-air pay-TV "410" system everywhere in the U.S. except three major markets where Teleglobe retained the rights.

The commission two weeks ago announced its approval of the Teleglobe system, the third it has approved (BROADCASTING, March 5). Zenith and Blonder Tongue are the others.

One of the markets where Teleglobe

is retaining the rights is San Francisco, where Lincoln Television Inc., permittee of channel 26 (KTSF(TV)) and holder of an option on a 25-year Teleglobe franchise, is an applicant for a pay-TV authorization.

Mr. Sagall said Teleglobe plans to engage directly in pay-TV in the other two markets, which he said would be identified shortly.

Mr. Sagall, a pioneer in developing technology for pay-TV by both air and cable, said he is convinced that, at least for the current decade, over-the-air would be economically more viable than payable for subscription TV in major markets.

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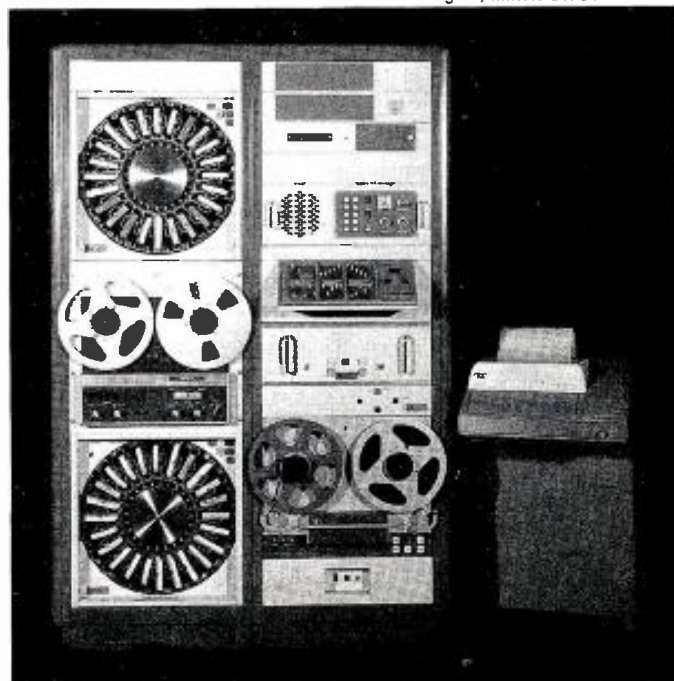
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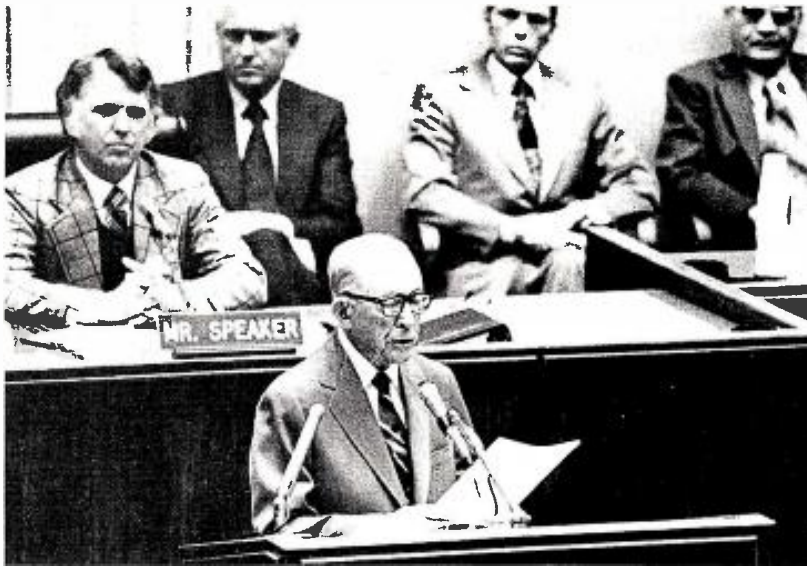
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# SEQUENTIAL







**Not a day over.** The Oklahoma legislature met in joint session March 5 to hear a 30-minute address from a private citizen—pioneer broadcaster and newspaper publisher E. K. Gaylord. It was the occasion of Mr. Gaylord's 100th birthday (*Broadcasting*, "Profile," March 5). Mr. Gaylord, president and publisher of The Oklahoma Publishing Co. and chairman of WKY Television System Inc., also was honored by a state reception with Governor David Ball as host.

## A heavy week on PTV fronts

**Hoped-for honeymoon between CPB, public stations going a'glimmering; network control still key issue; new organization to represent licensees being promoted by some**

There were a lot of sparks and some fire on the public broadcasting front in Washington last week. Before the smoke had cleared, it was evident that hope for a peaceful coexistence between the Corporation for Public Broadcasting and licensees of public television stations was to be short lived.

The CPB board, after a meeting termed one of the most significant in its five-year history, issued a resolution that pledged to carry on in a "spirit of maximum cooperation" discussions with the self-styled Chairmen's Coordinating Committee, a group of management officials from local public television stations, as to who is to control and how best to use the public television network or interconnection. But the resolution concluded by saying the board completely concurs in the opinion of counsel that "supports the authority of the corporation, under the Public Broadcasting Act of 1967, to use the interconnection facilities operated by AT&T and funded by the corporation for the distribution of programs to public broadcasting stations who wish to use them, at times chosen by the stations," and with the conviction that the 1967 Public Broadcasting Act also gives CPB "the ultimate responsibility, and accountability to Congress, for the proper use of the interconnection facilities funded by CPB."

It seemed clear from the apparent

contradiction between the promise of cooperation in the opening and the assertion of authority at the end, that CPB and the public television licensees are again foundering on the shoals of interconnection control. To emphasize the battle for control, the board directed CPB president Henry Loomis, working with CPB directors Thomas W. Moore, James R. Killian Jr. and Jack Valenti, to discuss the questions of authority and responsibility for use of the interconnection with the Chairmen's Coordinating Committee and to report back to the board with a plan of cooperation no later than April 13.

Messrs. Moore, Killian and Valenti reportedly had already come up with a compromise agreement, one which would have assumed that the licensees, as a group, had control of access to the interconnection except in serious questions about objectivity and balance. In such situations, according to the reported agreement, the program being questioned would go before a committee composed of three representatives of the CPB board and three representatives of the licensees and unless four of these people voted to deny interconnection it would be carried.

"The fact that they sent Loomis back to work with those three specific people says to me that there's a hang-up—how big a hang-up I don't know yet," observed one participant in the camp of the licensees. "The signals at this time look a little bit nervous," he added.

But the public station representatives were not taken by surprise by developments out of the CPB board meeting in Washington last Wednesday (March 7), nor are they evidently going to accept docilely what is to be handed down. In another action, the boards of the Public Broadcasting Service, Educational Television Stations (the television arm of the

National Association of Educational Broadcasters) and the Coordinating Committee for Governing Board Chairmen of public television stations agreed in principle to join in a single organization to represent all public television licensees. At the top of this proposed organization would be a board composed of 15 "lay" people, the board chairmen of public television stations from across the country.

The plan for this new entity, apparently brewing for a time, was sparked to life by the general feeling in public broadcasting that the PBS and ETS stations, at this point, need all the "clout" they can muster in their dealings with CPB and, particularly, with Congress. What would happen to PBS and NAEB has not yet been made clear, although it seems plain that NAEB, at the least, would lose its television division. The functions of the new organization would include—most importantly—operation of the interconnection system and delivery of a national program service.

The formation of the organization—which has not advanced to the stage where it has a name—has to be approved by the public television station licensees. PBS, in a closed-circuit television presentation from Washington March 16, will give station people the opportunity to telephone questions about the new organization. From March 28-30, public television station managers and chairmen will meet in Washington to discuss implementation of the organization and its purposes. It's possible that a vote on formation will be taken at this meeting.

"I think this thing will go ahead no matter what happens with CPB," is the opinion of one NAEB official.

"The scheduling of the interconnection is obviously the key factor," says an official of PBS. "What the licensees seem to be saying is that we want to control the interconnection and don't want control of the network in the hands of some people in Washington who don't report to us."

The CPB board also resolved to present arguments to Congress to increase CPB's funding for public television and radio. CPB will ask for two-year funding instead of the current year-by-year process and will seek \$60 million for fiscal 1974 and \$80 million for fiscal 1975, both considerably higher than the President's proposed budget that recommends \$45 million for CPB in fiscal 1974. CPB currently is operating on a \$35 million budget.

The CPB board also completed the list of programs to be funded for the 1973-74 season (based on the premise that the corporation will receive \$35 million in the upcoming fiscal year). A total of \$2.3 million in grants for national public TV programs was approved to add to the \$10.7 million in program grants announced last month (*BROADCASTING*, Feb. 12).

Among current programs on public television that were renewed last week, not previously announced, were *Zoom*, *Book Beat* and *Wall Street Week*. Not renewed, however, were *The Firing Line* series with William F. Buckley Jr., *Bill*



*Moyers' Journal, World Press, Washington Week in Review* and Elizabeth Drew's *30 Minutes With* . . .

New programs to receive funding from CPB include a documentary series of 26 programs on current issues from WETA-TV Washington; *The Men Who Made Hollywood*, a series of eight hour-long programs on American film directors out of WNET(TV) New York; *The Boarding House*, 13 half-hour folk-rock musical programs out of KQED(TV) San Francisco; and *Religious America*, 13 documentaries on religious communities from WGBH-TV Boston.

Additionally, the CPB board made some reserve fund commitments to WETA-TV to develop pilot programming for *Interface*, a proposed series for black people, and for two series of programs on the special interests of the elderly and women. *Soull*, a black series out of WNET(TV), also received some special funding and may share in future funding with the proposed *Interface* program.

## NAFMB quarterly report reflects dues structure

The National Association of FM Broadcasters, as a preliminary to its annual membership meeting, March 25 at the Washington Hilton hotel in Washington, has released a financial statement that shows a net income of \$7,058.12 for the period from July 1, 1972, to Sept. 30, 1972. NAFMB Secretary Edward F. Kenehan points out this statement more accurately reflects the organization's current financial status than the annual statement of 1971-72 because it is based on a new dues structure and current operating costs.

The statement lists total income as \$22,396.36 and total expenses as \$15,338.24. The category generating the most income is dues, with \$19,517.50 registered for the July 1-Sept. 30 period (87.15% of total operating income), with heaviest expenses incurred for the administrative director (\$3,030.00 or 13.53%) and director of development (\$3,750 or 16.74%).

NAFMB's balance sheet as of Sept. 30, 1972, shows total assets of \$14,233.25 and total liabilities of \$1,602.81 for a total surplus of \$12,630.44.

## San Diego truce approved

The FCC has provided the administrative touch needed to enable the parties in a dispute over an ABC-TV affiliation in southern California to resolve their differences peacefully. The commission adopted an order permitting ABC to continue feeding daytime service to XETV-TV Tijuana, Mexico, until June 1 and all other service until July 1.

This conforms to a memorandum of understanding reached among the Tijuana station, ABC and Western Telecasters Inc., licensee of KCST(TV) (ch. 39) San Diego, Calif., which is to become the new affiliate. The parties asked for

the order to permit an orderly switch of the affiliation.

The commission on May 30, 1972, had denied ABC's request for renewal of authority to deliver its programming to XETV, an affiliate for 17 years. It had acted on the petition of KCST, the original independent in San Diego, which hoped to pick up the ABC affiliation (BROADCASTING, June 5, 1972). And two months ago, the U.S. Court of Appeals upheld the commission's order (BROADCASTING, Jan. 8).

ABC and XETV indicated initially they would seek further judicial review. However, they changed their minds and last month reached their understanding with KCST (BROADCASTING, Feb. 26). Under

the commission's original order, ABC was to continue its service to XETV no longer than 30 days after the final disposition of the appeal.

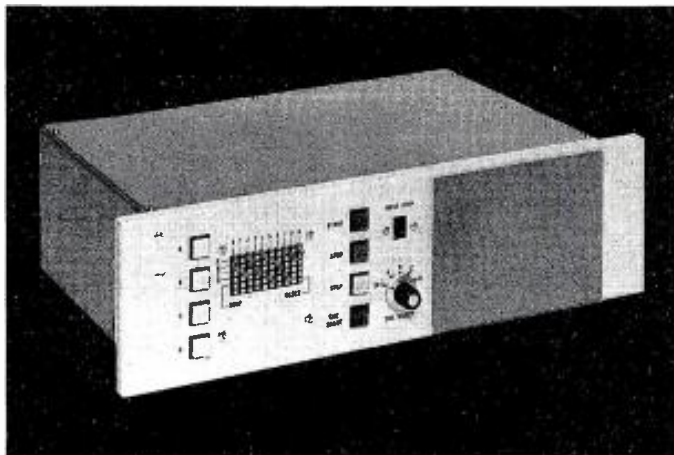
## Exposure training

A citizen organization called "Speak Out" has been formed by advertising, marketing and publishing executives to educate groups of individuals on how they may utilize the print and broadcast media for "constructive social change."

John Zeigler, president of John Zeigler Inc., New York advertising agency specializing in cause advertising, and executive director of Speak Out, told a news

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conference in New York that through how-to manuals, films, workshops and lectures, Speak Out will show individuals and interest groups how to communicate, prepare advertising and publicity, and raise funds.

Speak Out makes its headquarters at 55 West 44th Street, New York 10036. Listed on its advisory board are Cleveland Amory, writer; Melvin Belli, lawyer; Robert D. Kephart, publisher, *Human Events*; Hank Seiden, senior vice president and creative director, Hicks & Greist, New York; cartoonist-writer Jules Feiffer; Edward M. Krakauer, former vice president of marketing at Hunt-Wesson Foods; John Mitchell, editor-in-chief, Sierra Club Books, Stan Rapp, president, Rapp, Collins, Stone & Adler, New York advertising agency.

### Helping hand well accepted

WMCA(AM) New York reported last week that its "survival kit," a 291-page volume telling New Yorkers where they can find help with problems and services ranging from abandoned cars to zip codes and zoos, was going into its second 30,000-copy printing.

The book, formally titled "Call for Action: A Survival Kit for New Yorkers," contains more than 2,100 where-to-find-help references in 631 categories, plus how-to hints on a dozen subjects such as organizing a rent strike, getting a street light installed, getting pavement repaired and reporting drug traffic.

The kit was compiled by WMCA's Call

for Action volunteers and was published by the New York Times Co.'s Quadrangle Books Inc. last month. It is distributed by Dell Publishing Co., priced at \$1.95 a copy.

Mrs. Ellen S. Straus, who with her husband, WMCA President Peter Straus, founded Call for Action at WMCA 10 years ago and who is chairman of the National Call for Action, said similar survival kits were planned by other station-sponsored call-for-action units among the 48 now in operation in the U.S.

### Magnuson-Pastore bill would raise CPB ante

Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) and Senator John Pastore (D-R.I.), chairman of the Communications Subcommittee, last week introduced legislation to provide the Corporation for Public Broadcasting with a two-year, \$130-million authorization.

S. 1090 would authorize \$55 million for CPB in fiscal 1974 and \$75 million in fiscal 1975. In addition, the measure would provide a three-year authorization for facilities grants at \$25 million a year.

CPB is now operating under a continuing resolution providing a one-year, \$35-million authorization that expires June 30. The President last year vetoed a two-year, \$155-million funding plan.

A spokesman for the Communications unit said last week that Senator Pastore will likely hold a hearing on the CPB funding bill.

**Fairness not involved.** FCC Complaints and Compliance Division Chief William B. Ray has ruled that WFAI(AM) Fayetteville, N.C., did not violate fairness doctrine by acceptance of partisan spots relating to collective-bargaining agent selection at Fort Bragg, N.C., last October. Kenneth T. Lyons, vice president of National Association of Government Employees, had complained that WFAI was unfair in refusing to sell NAGE time on day of elections. Union wanted to counter American Federation of Government Employees spots run previously on WFAI, but was refused because of station policy of not offering time after close of business on previous day. Mr. Ray did say station should have considered NAGE request on its merits rather than declining it arbitrarily.

**AT&T goes higher.** AT&T has asked U.S. Court of Appeals in Washington to review FCC directive that further hearings be held on Hughes Sports Network's claim for damages against phone company. AT&T is seeking reversal of May 1972 commission order instructing administrative law judge to conduct further proceedings in case in which HSN has asked \$140,419.50 damages based on its position that AT&T's monthly program-transmission charges to it in 1964-65 were excessive. In initial decision, judge agreed rates in question were too great but denied HSN damages. Commission, however, reversed that decision and later declined AT&T's request for reconsideration. (BROADCASTING, Jan. 1)

**Safety at ABC.** ABC Radio was honored by National Automobile Dealers Association for network's continuous series of traffic safety messages throughout 1972. ABC Radio said it is the only broadcast group to participate in NADA's public-service campaign.

**Historical footnote.** Former Senator Guy Gillette (R-Iowa), who died last week at 94, was co-author (with late W. Warren Barber [R-N.J.]) of 1939 resolution that created Senate radio gallery. Author of companion resolution in House was late Representative John Dempsey (D-N.M.), father of Washington communications lawyer William J. Dempsey.

**On appeal.** The FCC rule banning crossownership of cable television and television properties in the same market will be tested in court. Three notices of appeal have been filed as a result of the commission's Jan. 31 decision denying petitions for reconsideration of the order adopting the rule (Broadcasting, Jan. 22, Feb. 5)—by McClatchey Newspapers and by Newhouse Broadcasting Corp. and its subsidiary, Newchannels Corp.; and by Gill Cable Inc. and its parent corporation, Gill Industries, which is the licensee of KNTV(TV) San Jose, Calif., in the Ninth Circuit Court of Appeals, in San Francisco. Since the Gill suit was filed first, on Feb. 28, the cases will probably be consolidated for review in the California court.

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## WXUR charges fairness doctrine victimized it

Appeal to highest court claims FCC's application is pushing broadcasters to self-censorship

The U.S. Supreme Court has been asked to review an FCC decision in which the commission for the first time denied renewal of a broadcast station's license on, among others, general fairness-doctrine grounds.

The case involves WXUR-AM-FM Media, Pa. The stations are owned by Faith Theological Seminary, which in turn is headed by Dr. Carl McIntire. The commission denied their renewal applications, in July 1970, after concluding that the stations had violated the fairness doctrine and its associated personal-attack rules and that the licensee had misrepresented its program proposals to the commission.

The case appeared to cause the U.S. Court of Appeals in Washington unusual difficulty, and there is some question as to whether, as a result of its decision, the fairness doctrine is any longer at issue. Initially Judge Edward Tamm wrote an opinion for the court upholding the commission on all three grounds cited in its decision (BROADCASTING, Oct. 2, 1972). But the other members of the panel, Chief Judge David Bazelon and Judge J. Skelly Wright, in separate statements, said they were concurring only on the misrepresentation issue.

Later, Judge Bazelon, who had promised full exposition of his views, switched his position; he issued a dissent, and in a lengthy statement said the case raises "a prima facie violation of the First Amendment" since the stations had been ordered off the air (BROADCASTING, Nov. 13, 1972). And he said the misrepresentation issue was too narrow a "ledge" on which to rest First Amendment considerations.

The other judges, in a reply written by Judge Wright, disagreed. Judge Wright also said that since originally he had concurred only on the misrepresentation issue and that Judge Tamm would affirm on that ground also, that is the only ground that forms the basis of the court's judgment.

But WXUR, in urging the high court to review the case, last week stressed the fairness-doctrine issue. It noted that the commission, in denying renewal of the stations' licenses, said the compliance with the doctrine was "at the heart" of the proceeding.

Like Judge Bazelon, WXUR did not attack the constitutionality of the fairness doctrine, which the Supreme Court upheld in 1969. However, it said the doctrine's application in its case has had the effect of suppressing rather than promoting the First Amendment objectives of "robust debate."

WXUR said this resulted from the commission's development and use of various standards—among others, the attribution

of little if any weight to diverse views on controversial public issues expressed on the station's call-in and interview programs because the speakers were not pre-selected.

The fairness- and personal-attack doctrine issues were based on the stations' broadcast of a number of commentary programs generally described as right-wing, including Dr. McIntire's *20th Century Reformation Hour*, as well as on the call-in shows.

WXUR also said the commission's application of the doctrine is driving broadcasters to self-censorship. It said that some stations were dropping the *20th Century Reformation Hour*, now carried on several hundred stations, as a result of the renewal proceeding.

WXUR said the commission's action in denying the applications represents a violation of pledges the commission made to Congress and the courts that it would not impose sanctions without warning by ruling on fairness cases in renewal proceedings. WXUR noted that the commission has told Congress that "it is not fair to the licensee to await renewal before resolving a fairness complaint." Yet, WXUR said, there were no commission determinations on fairness complaints from which review could have been sought.

WXUR also maintained that the program-misrepresentation issue does not present a separate nonconstitutional ground for affirming the commission. The station noted that the commission, in its order held that the alleged failure to

adhere to program proposals—eight syndicated news and religious commentary programs concerning controversial issues were substituted for entertainment programs—"are relevant to the fairness questions in this case."

## FCC backing Nixon power grab—Johnson

Commissioner issues dissent to turndown of reply-time pleas

To FCC Commissioner Nicholas Johnson, the commission's decisions rejecting complaints by members of Congress who had been denied network time to respond to President Nixon are not only wrong on legal and policy grounds but constitute what he sees as another step in the accumulation of governmental power in the White House. He also sees the commission's actions as a product of "malignant paralysis."

The complaints had been filed by 14 members of Congress who had sought time, on a free or paid basis, to respond to the President's statements on the war, and by the Congressional Black Caucus, which had sought time to discuss its views on racial issues in response to the President's 1971 state-of-the-union message. The commission's 5-to-2 decisions (Commissioner Benjamin L. Hooks was the other dissenter) were announced on Dec. 20, but the commissioner's 32-page dissent was not issued until last week.

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ernment power is being rapidly gathered, yard by yard, into a heavily guarded four-block 'combat zone' around the White House, vastly aided by a lumbering hippo of a Congress and reluctant patsies like the FCC," Commissioner Johnson commented.

Furthermore, "the artful use of the television seizure" is so important to the process of reeling in the power "that I tremble at the paralysis I often see on the faces of my colleagues, both within the commission and elsewhere in the limbo of administrative government.

"It is a malignant paralysis," he added, "whether voluntary, in order to 'get ahead' within the current governmental climate in this city, or involuntary, out of fear of being cast aside."

The commission majority had held that neither the public interest nor the fairness doctrine require licensees to sell or give time to any particular groups of individuals, including members of Congress, and that if Congress wants such a right of access, it can enact appropriate legislation to that end (BROADCASTING, Jan. 1).

Commissioner Johnson said those arguments are a product of that "malignant paralysis." The commission's failure to acknowledge a right of access to members of Congress, he added, "succeeds . . . in setting apart the President as the only legitimate source of federal government, and giving him sole right to demand and receive instantaneous access for uncontrolled unfettered pronouncements."

## Radio networks take Democrats after Nixon

Leaders of the "loyal opposition," the Democratic party, are recipients of network radio time. Their benefactor is President Nixon, who for the past month has been using ABC, CBS, NBC and Mutual networks in what has become a series of state-of-the-union messages.

The radio networks logged Mr. Nixon's appearances as Jan. 28 (budget), Feb. 14 (natural resources and environment), Feb. 21 (economy) and Feb. 24 (human resources). Each of the messages ran between 10 and 15 minutes. So did the Democratic party messages (via the Democratic National Committee), with the sequence of these responsive broadcasts dated Feb. 11, 23 and 28 and March 2 (NBC radio put both the last two broadcasts on the air on March 2).

The networks said the appearances in turn by House Speaker Carl B. Albert of Oklahoma on Feb. 11 and 23, and by Senator William Proxmire of Wisconsin on Feb. 28 and Walter F. Mondale of Minnesota, on March 2, all Democrats. were judged to warrant coverage because they addressed themselves to continuing issues of public importance.

A fifth Nixon message—on community development—was delivered March 4 on network radio. The networks were to start scheduling a DNC broadcast over the past weekend (to be heard March 10 on NBC).

## Writers' strike hits in hiatus, but new season could be set back

**Guild West pickets major film studios while Guild East still negotiates on news, live drama with networks**

Television and movie writers were picketing Hollywood studios and their New York offices last week in a strike by the Writers Guild of America West.

If the strike lasts, the inauguration of the networks' 1973-74 season could be delayed, perhaps from the normal September opening to November. The last WGA strike took place in 1960 and lasted 22 weeks.

Struck last week were all 72 members of the Association of Motion Picture and Television Producers, including such majors as 20th Century-Fox, Screen Gems and Universal. Issues involve writers' fees, the establishment of rates for the use of writers' material in supplemental markets such as cassettes, cable TV and pay TV; acceptance of the principle of dealing with the WGA for writers who are also producers and directors or who hold other positions in studios.

Meanwhile, the WGA was continuing negotiations late last week with a number of independent (non-AMPTP member) producers, which account for a substantial minority of television programming. These independents include Mary Tyler Moore-Grant Tinker, QM Productions, Talent Associates, Dick Van Dyke, Concept II. In addition to the Mary Tyler Moore and the Dick Van Dyke Shows, they produce such other national programs as *Bridget Loves Bernie*, *The FBI* and *Streets of San Francisco*. The prognosis for an agreement with the independents is considered good and these shows are expected to have no trouble keeping up with their scripts.

The guild asked for a raise in top rates from the present \$4,500 for a one-hour TV show to \$12,000, with proportionate increases in the present \$2,500 minimum. Also sought is a 5% payment on gross revenues from the sale of programs for use on cassettes, CATV or pay TV, plus special acknowledgement that the WGA is the spokesman for writer-members who also hold other jobs at studios, such as producer-writer, director-writer. These WGA members are known as "hyphenates," and that coined word is indicative of one of the convolutions involved in the current Hollywood union scene jurisdiction. The strike was barely 48 hours old when the Directors Guild of America notified the producers that it is the sole union concerned with directors and warned that producers should make no agreement with the WGA impinging on its jurisdiction. DGA also noted that its contract with the producers expires May 1 and that it will be negotiating with them soon. The Producers Guild of America, which has been engaged in a long battle with the WGA

over control of producer-writers (the dispute is in court now) also notified the producers' organization that it asserts jurisdiction over producers.

Many so-called hyphenates have walked out with their fellow WGA members. Carroll O'Connor, the Archie Bunker of *All in the Family*, walked the picket line last Tuesday. He is a WGA member as well as a member of the Screen Actors Guild. SAG and the PGA also notified members that their current contracts with the producers contain "no strike" clauses and that members of those unions must perform their jobs.

The AMPTP offered writers a new three-year contract (to replace the existing one that expired Feb. 8) which calls, according to reports, for a yearly 5.5% increase in minimum fees, plus a special bonus for writers working on prime-time network shows. The bonus, according to a union spokesman, would be \$1,000 for a one-hour show, or \$500 for a 30-minute show. Management also offered writers 0.6% of distributors' gross income for supplemental sale of programs; this is the same agreement, the AMPTP said, that it has with other unions.

One specific that reportedly displeased the writers was that the management offer was said to apply only to devices in the home; it made no mention of hotel-motel or airline use of programs. And the producers were said to have made no offer to raise the residual rates. Other issues relate to health and welfare contributions, script changes by others than the writer who did the original story; and hawking of a writer's wares by one producer to another producer.

The strike does not affect writers for news shows or those working on what is called "live" programs, such as Flip Wilson, Carol Burnett, the daytime game shows, and the like. These agreements are being negotiated separately with the networks in New York and elsewhere.

The 1960 writers' strike ended with a number of compromises, the most significant of which was the initiation of residual payments to writers for movies shown on TV.

Most of the studios that are members of the AMPTP are now in the hiatus that occurs at this time of the year between completion of shooting for the current season and the preparation, including the acquisition of scripts, for the next season. Some of the producers, anticipating the strike, stocked up on scripts.

Billy H. Hunt, AMPTP executive vice president, termed the strike "precipitous." He said the action could create a crisis "threatening the jobs, the welfare and the interests of every person who works in the Hollywood motion-picture community." Mr. Hunt noted that the AMPTP recently concluded an agreement with the International Alliance of Theatrical Stage Employees. And, he added, one of the basic problems is the jurisdictional issue of hyphenated members.

"The WGA," he said, "does not represent producers, directors, actors, associate producers, story editors and supervisory executives, and yet they are demanding jurisdiction over certain work that has been performed by these professionals for

the past 60 years on theatrical films and on television since its inception."

Meanwhile the Writers Guild of America East continued negotiations in New York with ABC, CBS and NBC on a new contract to replace the agreement that expired last month. In the East, the guild represents staff and freelance writers in radio and television, including news, live and taped dramatic shows, continuity and research. Picketing began in New York on Thursday (March 8) in front of the buildings housing the branch or executive offices of motion-picture companies struck on the West Coast.

## Americanism themes earn Freedom awards

WKDN(FM) Camden, N.J., and the ABC TV network topped the honors announced for radio and television respectively, in the 24th annual awards of the Freedoms Foundation, Valley Forge, Pa.

ABC-TV and several advertisers—Avon, Beech-Nut, Bristol-Myers, all New York; Campbell Soup, Camden, N.J., and General Mills, Minneapolis—received the Television "Principal" Award for an episode on *Room 222* entitled "We Hold These Truths" and dealing with a patriotic theme.

WKDN was presented the "Principal" Radio Award for its July 4 show, *A Tribute to America*. Both the "Principal" awards were encased George Washington Honor Medals.

The following received George Washington Honor Medal Awards for television programs:

ABC and Shell Oil and Employers of Wausau for *Heartland, U.S.A.*; NBC and American Airlines for "The Fabulous Country" episode of *The American Experience* series; Institute for American Strategy, Boston, Va., for *Only the Strong*, documentary exploring a shift in power balance between U.S. and USSR; AT&T's Long Lines Division and NBC for *From Yellowstone to Tomorrow*; *The Mike Douglas Show*, Shirley Temple Black and U.S. Air Force Band for "I Am an American" narration and music presentation.

Also, NBC and The National Council of Churches, New York, for *The Day the Leaves Clapped Hands*; NBC for *December 6, 1971: A Day in the Presidency*; NBC, General Foods, Consolidated Foods, (Shasta foods), Norton Simon's Hunt-Wesson Foods division, Pillsbury Co. and Tootsie Roll Industries for "The Liberty Lever" episode of *Talking with a Giant* series; Southern Baptists' Radio & Television Commission for "Home" segment of *The Human Dimension* series; NBC and Tlmax for *Make Mine Red, White and Blue* musical-variety special; WGN Continental Broadcasting Co. for *When Johnny Comes Marching Home*; WLIW(TV) Garden City, N.Y., Edward Glannon and New York State Council on Arts for *The Land I Love—The Work of Painter Edward Glannon*; WLOS-TV Asheville, N.C., and *Americanism* series; WRBL-TV Columbus, Ga., and Rozell F. Fabiani of Columbus for *A Time in History—A Walk with Congressman Jack Brinkley*.

Honor certificates for television went to:

KHOU-TV Houston and Western University Baptist Church, Puppetsvision Inc. of Indianapolis; Westinghouse Broadcasting Co.; WETA(TV) Washington, and The Corp. for Public Broadcasting; WFIE(TV) Evansville, Ind.; WNBC-TV New York; WQXI-TV Atlanta; WSIX-TV Nashville; WTAJ-TV Philadelphia.

The following received George Washington Honor Medal Awards for radio programs:

ABC and Louis Rukeyser for *Rukeyser's World*; KDBS(AM) Alexandria, La. for *The American Way*

of Life; KPRC(AM) Houston for *D-Day Plus 28*; KSRF(FM) Santa Monica, Calif. and White and Co. there for *America Remember*; KYW(AM) Philadelphia for July 4 special; Paul B. Mason of Rosemont, Pa.; Maxwell House Division of General Foods, NBC and Danny Thomas for Danny Thomas on *Emphasis* show; Orlando, Fla., Federal Savings & Loan Association and Bots Advertising there for *Perspective America*, and Southern Baptists Radio & TV Commission, Fort Worth, for *Country Crossroads*.

Also, Union Oil Co. of California, Los Angeles, and Leo Burnett, Chicago, for *The Spirit of '76*; WBAL(AM) Baltimore for *The Presidents: Flag Day*; WEEI(AM) Boston for *Vietnam: Pro and Con*; WHBO(AM) Memphis and Youth Service U.S.A. there for *Talk It Out*, a sounding-board program for young people; WSB(AM) Atlanta and Elmo Ellis there for *What's Good about America*; WSBA(AM) York, Pa. for *Profiles in Freedom* presenting biographical sketches of delegates to the Continental Congress; WSRF(FM) Worcester, Mass., and Kiwanis International, Chicago, for *Family Reunion Day* on the importance of the family unit.

The following received honor certificate radio awards:

American Farm Bureau Federation, Park Ridge, Ill., for segments of *Insight Series*; John Furbay of Forest Hills, N.Y. Holiday World Travel Club, New York, Airways Rent A Car System, Playa Del Rey, Calif., and Best Western Motels, Phoenix, for episodes in *Holiday World of Travel* series; KGO(AM) San Francisco for *Are The Courts Guilty?*; KNBI(AM) Norton, Kan., for *Pride Program*; WBGQ(FM) Newark, N.J., for *Haym Salomon: A Life and Liberty from They Led the Way* series; Westinghouse Broadcasting Co. for *Songs For Presidents* (part II); WFLA(AM) Tampa, Fla., for *How I Feel About America*; WLIV(AM) Livingston, Tenn., for *Thank You, America* and WUCR(AM) Sparta, Tenn., for *Hear America Speak*.

Also announced were George Washington honor medal awards to "The Johnny Mann Singers" for song and dance in the *Stand Up and Cheer TV* series.

Awards for editorials went to Kani Evans on KUMU(AM) Honolulu, Thomas Reddin on KMPC(AM) Los Angeles, John Salisbury on KXL(AM) Portland, Ore., and John G. Thomas on WCKB(AM)-WQTI(FM) Dunn, N.C.

Eugene C. Pulliam won an award for an editorial in *The Arizona Republic* newspaper calling on Congress to resist government moves to "control" radio and TV.

## ABC goes to court to get back NBA rights

Basketball loop, CBS, others sued; football conflicts deliberately put in option offer, network says

ABC Inc. and ABC Sports Inc. filed suit in New York State Supreme Court last Wednesday (March 7), charging the National Basketball Association, CBS and certain basketball executives with conspiring to deprive ABC of exclusive rights to telecasting the NBA games for the next three seasons.

The suit called on the NBA to "comply in good faith" with the terms of the contract it signed with ABC on Feb. 6, 1970. According to the complaint, that pact gave ABC the exclusive rights to telecast the basketball games for three years and the right of first refusal on an extension of the contract.

The court action also asked that an agreement between CBS and the NBA for telecasting the basketball games for the 1973-74 and subsequent seasons be declared null and void.

The suit contended that the new contract offered to ABC by the NBA on Feb. 28, 1973 "was deliberately drawn to make it impossible for ABC to accept it." ABC pointed out that conditions attached to

the proposed pact would have prevented it from covering National Collegiate Athletic Association football games on Saturday afternoons in the fall of 1973.

ABC said that in its latest proposal, it offered to broadcast the basketball games in "demonstrably better" time periods, including prime time, than those required by the league in its CBS arrangement.

ABC charged that the NBA did not comply in good faith with its agreement but instead "set about to circumvent its purpose by an involved and illegal scheme carried out by the defendants." Named as defendants, in addition to CBS and the NBA, were Walter Kennedy, NBA Commissioner; California Sports Inc., owner of the Los Angeles Lakers; Allen Rothenberg, attorney for California Sports Inc.; Franklin Mieuli, president of the Golden State Warriors, and Ned Irish, president of the New York Knickerbockers.


CBS-TV formally disclosed details of its agreement with NBA last Thursday. CBS was granted exclusive rights to cover 38 games yearly for the next three years for a total of \$27 million. It is to start with the 1973-74 season. CBS said seven games will be broadcast on Saturday afternoons between October and December.

The next 31 games which will be shown from January through the end of the season, will be scheduled on Saturday and Sunday afternoons and in evening prime time "with emphasis on the playoffs and championship games." NBA has 17 teams in four divisions.

At the same time, CBS's William C. MacPhail, sports vice president, said the network believed it had "every right to compete for NBA rights." He said CBS competed "in a lawful manner."

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## Revised concept at NBC News puts Mulholland, Meaney in key roles

Greater emphasis to be laid on central assignment function; top vice presidents get tandem rather than lateral roles; NBC Sports moved out

A reorganization of NBC News that centralizes news-gathering responsibility and makes individual news-program producers less autonomous was announced last week by President Richard C. Wald.

Instead of having one vice president for "hard" news and one for special news programs, the new arrangement puts one in charge of all news-gathering and designates another through whom the service of the first will be made available to all daily producers.

Robert Mulholland, who has been executive producer of *NBC Nightly News* since last July, was named vice president, TV news. He will be "in charge of all news-gathering activity, including planning, assignments, operations and the coordination of news broadcast facilities."

Donald V. Meaney, who has been vice president, news, becomes vice president,

television news programming. He will supervise "regular news programs"—*NBC Nightly News*, *Today* and the mid-day *NBC News With Floyd Kalber*—and also the NBC News Program Service, instant news specials and live coverage of elections, inaugurations, space flights and other special events."

Reuven Frank, who was president of NBC News until he stepped aside for Mr. Wald earlier this year and became executive producer (BROADCASTING, Jan. 15), was named senior executive producer, special news productions. He will have "executive responsibility for planned special programs, including the *NBC Reports* series and *First Tuesday*."

Lee Hanna, general manager, news, NBC Television Stations, was promoted to vice president. He will continue to be in charge of the over-all direction and administration of the local TV news organizations at NBC-owned stations in New York, Washington, Cleveland and Los Angeles. (At the fifth NBC-owned TV station, WMAQ-TV Chicago, local news remains autonomous.)

James L. Holton, who has been director of news programming, Washington, since January and before that was director of special coverage and manager of NBC Radio News, was named general manager, news, radio division. He succeeds Russell C. Tornabene, who was named vice president and general manager of the NBC Radio Division 10 days ago (BROADCASTING, March 5). Mr. Holton will be responsible for NBC Radio network news programming.

The changes are intended "to reorganize NBC News along slightly different lines," and stem in part from studies initiated when Mr. Frank was president and Mr. Wald executive vice president.

Among the studies was one assigned to Wallace O. Westfeldt, at that time executive producer of *NBC Nightly News*. Sources said then that a recent trend had been to emphasize in-depth reports and that one of Mr. Westfeldt's missions was to make recommendations that would establish a better balance between spot news and coverage requiring longer forms (BROADCASTING, July 31). Another study that figured in the changes was an unpublished one done by the consulting firm of Booz, Allen & Hamilton.

"Traditionally," Mr. Wald said last week, "our division has been 'program oriented,' and program producers have had a commanding position in the choice and disposition of our resources.

"It was an organic growth that served us very well for a long time. But about six months ago, Reuven Frank and I began to look into the possibility of changing the way we do business in order to meet some of the challenges we see in the future.

"The plan we evolved and I am now implementing will lay greater weight on our central assignment function, putting all the news-gathering facilities of NBC under one command. The service these centralized facilities provide will be offered to our daily producers under one executive, to achieve the clarity, balance and consistency we seek."

Mr. Wald said "this is going to put great demands on Bob Mulholland and Don Meaney and all the people who work for them" but that he was "confident they can handle it.

In a separate development, officials announced Thursday (March 8) that NBC Sports, which in recent years has been under the NBC News umbrella, henceforth would come under the jurisdiction of the NBC-TV network, with Carl Lindemann, sports vice president, reporting to Herbert S. Schlosser, NBC-TV executive vice president.



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## CBS, Colombo settle for undisclosed terms

An agreement has been reached ending the \$1-million libel suit filed by Anthony Colombo against CBS. The settlement was reported to be for a nominal sum.

In a stipulation filed Feb. 26 in New York State Supreme Court, all parties agreed to keep the settlement a secret and to refrain from disseminating even the fact of settlement to the news media.

Mr. Colombo had charged that during a television newscast on WCBS-TV New York on June 26, 1970, the station referred to him as a "reputed Mafia leader." He filed suit in 1971, calling the description false and malicious. Mr. Colombo is the son of Joseph Colombo Sr., convicted perjurer, who was wounded seriously in New York by a gunman during a 1971 Unity Day rally sponsored by the Italian-American Civil Rights League.



## FCC reaffirms position on ad-hoc fairness

In separate decisions, commission refuses to deal with particular newscasts or individual comments

The FCC has made it clear it does not intend to take on the responsibility for judging the fairness or accuracy of every comment in the newscasts of its 8,000 radio and television broadcast licensees. Such an effort, it says, would not be in the public interest.

And in a separate ruling—one disposing of a complaint that KID(AM) Idaho Falls, Idaho, had failed to present full news reports of "the other side of the Indochina conflict"—the commission last week restated its position that it would not substitute its news judgment for that of a licensee and its network.

The commission expressed itself on the question of judging the fairness of individual comments in rejecting an application for review of a staff action denying a fairness-doctrine complaint that Garry Lane of Cerritos, Calif., had filed against NBC as a result of a David Brinkley commentary on NBC's *Nightly News* on July 21, 1972. It involved Otto Otepka's resignation from the Subversive Activities Control Board.

Mr. Brinkley had noted that Mr. Otepka in 1963 had been fired from his job as a State Department security official for passing confidential information to a Senate committee but, through appeals, had managed to stay on salary, though with no duties, for five years, until President Nixon appointed him to the SACB, at more than double his salary—\$36,000.

And the SACB, Mr. Brinkley added, "does nothing whatsoever, has no reason to exist and it holds on in spite of attempts to abolish it." So now, Mr. Brinkley said, Mr. Otepka, after doing nothing for three years at \$36,000 and for five years at \$17,000, is retiring, at age 57, on a life-time pension of \$24,000.

The commission staff had rejected the fairness complaint on the ground that NBC's judgment that the Brinkley commentary did not involve a controversial issue of public importance was not unreasonable or made in bad faith.

The commission, in affirming that ruling, said that, "without question, Mr. Brinkley's remarks presented a one-sided view concerning the SACB." But, it added, the commentary contained only one passing reference to the board; the major thrust dealt with Mr. Otepka's personal history.

"The crucial consideration is whether, on balance, governmental intervention to attempt to secure fairness will serve the public interest," the commission said—and concluded that it would not.

"For, under the guise of enforcing the fairness doctrine, we cannot become the national arbiter of the fairness or accuracy of every observation, statement or casual comment in the tens of thousands of newscasts by thousands of broadcast licensees" the commission said, adding, "Such a course of pervasive and undue

intervention into the journalistic process would serve neither the overriding goal of the First Amendment nor the public-interest standard of the Communications Act."

The KID ruling also affirmed a staff action. Kenneth M. Cooper, of Driggs, Idaho, had asked that the commission direct the station, which is affiliated with CBS, to provide him with a "full report" on Russian and Chinese participation in the North Vietnamese war effort, as well as on their motives and goals, and to give him "a historical report" that would bring him "up to date on those matters."

The commission staff said that licensees are responsible for the selection of their material and that the commission is barred by the Communications Act from censoring broadcast material.

Mr. Cooper, in seeking review, said the matter was simply one of "news adequacy" and the public's right to know. He said he was not alleging violations of the fairness doctrine, news slanting or distortion, nor was he questioning KID's "motive or bona fides."

To the commission, this added up to a request that it direct a licensee to present the particular news a petitioner says he wants to hear on a particular station. The commission declined, as it said it had declined similar requests in previous cases when networks were alleged to have failed to present kinds of coverage complainants felt they should have presented.

"Licensees and networks must exercise their journalistic judgment on what news is of greatest significance and interest to the public generally," the commission said. Except in certain limited situations, it added, "it will not intervene in any manner in the selection and presentation of broadcast news." Such an action, it said, "would be inconsistent with the provisions of the First Amendment."



**Champion of free speech.** Senator Sam J. Ervin (D-N.C.) was honored with the first annual Thomas Jefferson Award from Texas Tech University during Mass Communications Week at the Lubbock, Tex., school. The North Carolinian was cited for his congressional efforts during 1972 to preserve the rights of news media. Award is sponsored by the Texas Association of Broadcasters, Texas Daily Newspaper Association, Texas Tech and the school's mass communications advisory committee. James Terrell (l), TAB president, presented the award.

## Oldies radio: a natural for the 70's

Capitalizing on nostalgia and a lack of new directions in music, programmers look to the future with the past

Despite a nationwide nostalgia craze that has produced radio's newest format, all oldies, the stations now practicing this type of radio say they are trying to stay as far away as possible from the "fadism" of it all. Fearing that all-oldies will go the way of the hula hoop, the twist and snap-tab collars, these operators are trying to remain as contemporary as possible while still paying homage to a surprisingly large audience's desire to "re-live the best years of their lives," as the promotions beckon. All-oldies, it is hoped, has tapped a sensibility that will allow the format to remain on after the craze has passed.

It is simple to establish that a collective craving for nostalgia has gripped the American consciousness. The fashion mode of the fifties—platform heels, wide lapels and long dresses—has become the style of the early seventies as well. Unexpected, new-found royalties are flowing to those who own the rights to the old radio series of the thirties and forties. Richard Nader, a New York concert promoter, produced the 13th installment of his "rock-and-roll revival" for a sold-out Madison Square Garden just two weeks ago.

The tumult of social change that characterized the sixties, it seems clear, has fostered a backlash in the seventies—a reactionary sentiment that desires the return to what is perceived as "those simpler times."

Against this backdrop, all-oldies radio in several major cases has been able to enjoy meteoric success after format switches. In New York and Los Angeles, for example, two group-owned FM outlets—CBS's WCBS-FM New York and RKO General's KRTH Los Angeles—went oldies in the latter half of 1972 and are now ranked in the top five of their respective markets, barely three months into 1973.

Both these stations went on the air with little promotion money to back them, but were shocked to find that ratings taken within weeks after their adopting oldies formats had dramatically raised their audience levels. WCBS-FM, which changed last July from progressive rock to all-oldies, boasts of the largest FM audience in the country only eight months into its new format. KRTH, formerly KHJ-FM and programming American Independent Radio's syndicated *Solid Gold* package (which was about 60% gold, 40% new records), switched last October to another Bill Drake-programmed format of 100% 1953-to-1963 oldies,

and now beats its AM sister (no less than KHJ), in afternoon and evening time, according to most recent Pulse ratings.

For these two stations at least, there was no period of audience-building, no fallow before the harvest. They went on the air and hit immediately. There was an audience out there waiting patiently for the day when all-oldies would happen, these two stories tell us. But if there was an anxiously waiting audience for this type of programing, why did it take radio this long to find out about it?

John Gehron, the program director of WCBS-FM who programed WCAU-FM Philadelphia with oldies two years before moving to New York, said that he felt that rock had not reached a stage in its development that would have allowed it to be retrospective until now. "As far as we can find, there are about 2,400 records now that we can classify as oldies hits and can play on this station," he said.

Oldies have been a staple in top-40 programing for some time now. Slotted at the top of the hour or directly following the news, oldies offered up-tempo music for relief from the tone of news. Perhaps programers should have had an inkling of the power of all-oldies when the request weekends of years past turned into oldies weekends, because old hits were what the callers wanted. A survey of several major-market top-40 stations show that between 40% and 70% of the calls received each day ask for old records. And adding more oldies to a top-40 list has been a lifesaver for floundering ratings.

"Nobody believed that people would listen to an old Elvis Presley song," says Jack Thayer, formerly general manager of WGAR(AM) Cleveland (which went oldies in mid-1970) and now general manager of Nationwide Communications, owner of WGAR. "The idea that some guy would turn around to his wife and say, 'They're playing our song' seemed ridiculous. But they found out that it was their song."

The fifties, it seems, are close enough so that the largest part of the young-adult population is familiar with the era, but at the same time far enough away to be safely nostalgic about it. Music critic Richard Goldstein provocatively summed it up in 1969 when he wrote. "We may not like what we have done with the sixties—the time seems to have rebelled against those living in it—but at last we can claim of the fifties that we were not responsible for what was wrong."

"There's nothing wrong with nostalgia," Jack Thayer believes. "It's the emotional security handle that people use to fight the power game with computers, the Internal Revenue Service and being referred to as a number. This music is their emotional handle."

Bill Weaver, owner of KWIZ(AM) Santa Ana and KLOK(AM) San Jose, both California, had faith in the oldies idea probably before anybody else. In 1965, he began experimenting with an all-request format at KWIZ, thinking that he could easily find a niche in an "umbrella-type" market such as Orange county. His all-request station soon turned into an all-oldies station, he said, when it



WGAR's Jack Thayer

turned out that that was what everyone wanted to hear. He moved the format up to KLOK three years later, and watched it blossom there as well. Being in secondary markets, Bill Weaver's success with all-oldies was unheralded at the time. But why, if he was so successful in California and KLOK's and KWIZ's ratings are and have been strong enough to support Mr. Weaver's claims to success) did no other operator pick up on all-oldies until 1970?

"The magic word is change," Mr. Weaver said recently: "Everybody was just too scared to change. The big group owners like Westinghouse (licensee for WIND|AM| Chicago, which went all-oldies in early 1971) and CBS were all thinking in terms of how to apply this oldies idea to what a rocker should be doing. They didn't realize that adults have always liked standards—or call them oldies if you like. They were thinking too much in terms of how the kids would react."

When the major-market station operators went oldies in 1970 and 1971 (stations such as WIND, WCAU-FM Philadelphia and WGAR) it was perhaps the nostalgia craze that pushed them to take the first step, though none will admit that. The fad notwithstanding, KLOK and KWIZ gave them the belief that the all-oldies format could survive and prosper after the craze subsided.

"One thing these boys will have to learn," Bill Weaver said, sounding like the veteran, "is what to do when their numbers begin to go down. This format has got to go way beyond music." Over the past months, Mr. Weaver has been slowly incorporating what he calls a "magazine-type format" on his stations. There is morning and nighttime two-way talk on KLOK now "with lots of features, and the music keeps the whole thing moving along."

Personality, in most cases, is also becoming one of the main characteristics of the oldies format. "The reason is," Jack Thayer said, "that personality was popular at the time these records were popular." Mr. Thayer thought personality was so important that he drew Don Imus

to Cleveland in 1970 for the comparatively high price (for the Cleveland market) of \$50,000. *Imus in the Morning* was whisked away a year and half later by WNBC(AM) New York.

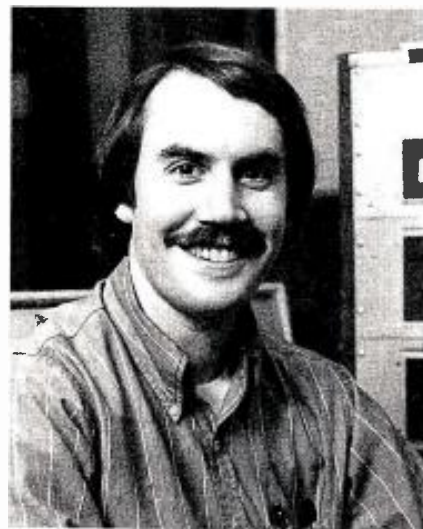
Bill Stewart, operations manager of five-month-old WYOO(AM) Minneapolis, said, "The further any station gets away from personality in this format, the more trouble they're going to get into. People just expect it."

Oldies stations are hiring older, more experienced disk jockeys to work this format for that very reason. But, most are also staying away from the big-name DJ's of the fifties to avoid the nostalgia label. "We have all the pacing and production values of contemporary radio," John Cutlett, the general manager of WCBS-FM New York, said. "We know that people like Murray the K are available for this type of radio but that is just trying to re-create a certain type of radio. And we don't want that. An operation that is a re-creation can only fail, once this craze passes."

KRTH is not afraid to hitch its wagon to the nostalgia craze, however. Unlike the other oldie formats, KRTH's music mix stops at 1963, just before the Beatles. Dave Jefferies, operations manager of KRTH, explained the policy saying, "Up until 1963 there were of course a lot of big hits, but there were no clear-cut trends, like today. And we believed that the Beatles were too much today; they represented 'now.'"

KRTH is even digging into newspaper files to feature old headlines and news stories—oldies music and oldies news. KRTH's situation is different from most other oldies operations in that it is automated (WCAU-FM is automated as well). And that automation allows KRTH the flexibility even to convert the station's format completely if it wanted (or needed) to, for it has no disk jockey contracts or long-term investment, besides the equipment, to worry about. The live operators must protect themselves, however, and are displaying a greater concern for keeping their operations away from the whimsy of mass-craze behavior.

Most are broadening their base by



WCBS-FM's John Gehron



adding new music, carefully selected for the optimum demographic appeal, to the oldies mix. There are opposing points of view about new music on oldies stations, however. Bill Stewart of WYOO believes that "you can't be half-oldies just like you can't be half-pregnant." B. J. Moomey, who programs WIND, disagrees.

"They key word here is familiarity," he explained. "The reason oldies radio has mushroomed like it has is because of the familiarity of the music it plays. Last year's hits are acceptable to the great range of listeners. I believe that a 28- or 29-year-old guy is getting to know a number-one hit four or five weeks after the disk jockeys are getting sick of it. As pop stations feed in more number-one hits as time goes by, it keeps us fresh and up-to-date."

One of the interesting aspects of oldies radio is the regionalized nature of certain old records. What was a smash hit in Chicago in 1964, may mean nothing to a New York audience because stations there didn't play it. So oldies programing in 1973 in a real sense depends on what top-40 stations were playing in their respective cities more than a decade ago. John Gehron, program director of WCBF-FM, has begun to add one or two newer records an hour on that station to keep the sound contemporary, he says, but he also has personal reasons. "If the records that I'm playing now are dictated by what WABC[AM] New York] was playing five years ago, I now want to have some say about what I'm going to be playing five years hence," he said.

The question of new music becomes academic, however, when viewed from the vantage that oldies radio's greatest strength is that it plays only tested, proved and familiar music. And the new records on these oldies stations are big hits before they are played, and therefore familiar as well.

"People are comfortable with oldies because they're familiar," John Catlett, WCBF-FM's general manager, pointed out. "The way top-40 achieves its familiarity is by playing new records over and over. For us, the familiarity is built right into the format."

"We have the biggest playlist in Chicago," Bob Moomey of WIND said. "We're playing over 2,000 records. That really gives us a wide range of music to work

with, but it's all familiar. And without the repetition, you can always sound fresh even though you're playing old music."

Despite the familiarity factor, which is common to all mass radio, there are several opinions on the reasons for the quick success of this new format. Many, like Bill Stewart of WYOO and Bill Weaver of KLOK and KWIK, believe it is due to the fact that there is a large number of adults—the target audience for oldies is the 25-to-34-year-old demographic—who are alienated by the "new music."

"The magic thing about the older music is that it had no message," as Bill Stewart sees it. "It was experience without condescension. There was no intellect in it, just a lot of ooo-wah's and do-wah's. These people didn't want to be told to go out and save the world before dinner by their radios. Really what made oldies so big is that so many people have had it up to their ears with top 40. Oldies are an alternative. It's got nothing to do with nostalgia."

There are those who disagree with Mr. Stewart's idea that rock and roll has no message. John Gehron of WCBF-FM is one. "There seem to be cyclical periods of time when the record companies are in control of the music, and time when the kids really are. In the fifties, kids were making records in garages. How much closer to the culture can you get? But then the companies learned how to capitalize on that, then they were in control. Right now, the kids are in control again while the companies are out looking for the new 'trend.' I think the rock revival has saved rock from going the way of jazz."

When rock and roll first swept the country almost 20 years ago, there were many who said it wouldn't last. The men who made the music said even at that time that the music was not designed to last. It seems odd now that rock and roll has a history that is being studied and even re-experienced. Rock and roll was about the here and now—it spoke to the immediate needs of a generation. They yearned for romance, for cars and for escape. The rockers and rollers of the fifties gave that generation exactly what it wanted. As Richard Goldstein, the pop critic, put it: "The pop music of the fifties brims with rage and discontent,

but none of it is socially directed. Which meant that those who could not penetrate the phraseology of rock would rest easy, convinced their kids were merely stupid."

The music of the sixties though was socially directed and instead of expressing an implicit message, it became quite explicit.

In a time where nothing is shocking any more—Little Richard was pretty outrageous for his time, but the thought of hacking up baby dolls on stage as Alice Cooper now does would never have crossed his mind—there is a large segment of the population that seems so jaded that only a return to the days of masked, implicit emotions can touch them any more. The idea may be the cause behind this nostalgia craze. But oldies radio is determined to live on past the craze.

## Flack and Temptations stand out in Grammys

**Black singer and black group involved in five awards; CBS also a winner—in ratings**

Roberta Flack and the decade-old folk song she made into a pop hit last year, "First Time Ever I Saw Your Face," took two of the top honors at the 15th annual Grammy award ceremonies in Nashville March 3. And the Temptations' "Papa Was a Rolling Stone" took home three awards—one for the vocal version of the song, one for the instrumental version (the flip side of the hit single) and one for its songwriters, Norman Whitfield and Barrett Strong.

Miss Flack's "First Time" was named "Record of the Year" and the song's composer, Ewan MacColl, received a Grammy for "Song of the Year." "Album of the Year" was awarded to George Harrison for his live recording of the benefit concert for the refugees of Bangladesh. America was named best new group of the year. Aretha Franklin won the best female rhythm-and-blues vocal performance award for the fifth year in a row.

The *Grammy Award Special*, which switched from ABC-TV to CBS-TV this year, won in its time slot as well (10-11:30 p.m. NYT). In the overnight Nielsen ratings in New York, the Grammys enjoyed a 34 rating and 56 share against NBC-TV's 14.7 and 24 share (*Saturday Night at the Movies*) and ABC-TV's 7.3 and 12 share (*The Men*). In Los Angeles, the Grammys were also first with a 43 share and 22.2 rating compared to NBC's 33 share and 16.8 rating and ABC's 13 share and 6.9 rating.

The complete list of pop, country and rhythm-and-blues award winners appears below. Only 11 of the 47 Grammy awards were presented on the TV special.

Record of the Year: "First Time Ever I Saw Your Face"—Roberta Flack. Album of the Year: *Concert for Bangladesh* — George Harrison and Friends. Song of the Year: "First Time Ever I Saw Your Face"—Ewan MacColl. Best new artist: America.



WCBF-FM's John Catlett



WYOO's Bill Stewart



Best pop vocal performance, female: "I Am Woman"—Helen Reddy. Best pop vocal performance, male: "Without You"—Harry Nilsson. Best pop vocal performance, group, duo or chorus: "Where Is the Love"—Roberta Flack and Donny Hathaway. Best pop instrumental performance: "Outta Space"—Billy Preston.

Best R&B vocal performance, female: Young, *Gilt-ed and Black*—Aretha Franklin. Best R&B vocal performance, male: "Me and Mrs. Jones"—Billy Paul. Best R&B vocal performance, group, duo or chorus: "Papa Was a Rolling Stone"—Temptations. Best R&B instrumental performance: "Papa Was a Rolling Stone"—Temptations. Best R&B song: "Papa Was a Rolling Stone"—Norman Whitfield and Barrett Strong.

Best country vocal performance, female: "Happiest Girl in the Whole U.S.A."—Donna Fargo. Best country vocal performance, male: *Charley Pride Sings Heart Songs*—Charley Pride. Best country vocal performance, group or duo: "Class of '57"—Stetler Bros. Best country instrumental performance: *The Reel McCoy*—Charley McCoy. Best country song: "Kiss an Angel Good Morning"—Ben Peters.

Best comedy recording: FM & AM—George Carlin. Best instrumental composition: "Brian's Song"—Michel LeGrande.

## Falling out at WHN

WHN(AM) New York lost two key staff members the first week on its new country format. Allan Hotlen, program director, was fired, and Bob Fitz-Simmons, morning man, resigned.

Mr. Hotlen, with the station for more than two years, was relieved of duties the day the new format went on the air, due to "shortcomings in his administrative approach," John Sullivan, general manager, said. Mr. Fitz-Simmons left after a salary dispute involving his switch from mid-morning to morning drive time. Neither could be reached for comment.

Ruth Meyer, who joined WHN from WMCA(AM) New York just prior to the format change, most likely will be named program director, according to sources close to the station. Charles Renwick, general manager of WJW(AM) Cleveland, a Storer station as is WHN, is acting program director charged with overseeing the format switch, which was effective Feb. 26.

## Music Briefs

**Music makers.** WNEW(AM) New York personality Gene Klavan and commercial music producer Dick Lavsky have formed musical promotion and ID production and syndication firm called Music House Records. Company has been marketing Name-Droppers contest, originally run on WNEW, in past weeks. Music House Records operations are based in New York.

**Catching up.** *History of Rock and Roll*, 50-hour radio documentary created by RKO Vice President of Programming Bill Drake of Drake-Chenault Enterprises several years ago, has been requested by Office of 11th Naval District Commandant, San Diego, for use in "Operation Homecoming," reorientation program for returning prisoners of war. Tapes from documentary, in syndication for almost five years, will be integrated into special closed-circuit presentation available at San Diego Naval hospital.

# 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	<b>Killing Me Softly With His Song</b> (4:46) Roberta Flack—Atlantic	1	1	2	1
3	2	<b>Love Train</b> (2:59) O'Jays—Philadelphia Intl.	3	3	1	2
2	3	<b>Dueling Banjos</b> (2:10) "Deliverance" soundtrack—Warner Brothers	2	2	3	4
4	4	<b>Could It Be I'm Falling in Love</b> (4:13) Spinners—Atlantic	6	4	4	3
9	5	<b>Last Song</b> (3:15) Edward Bear—Capitol	4	5	6	7
5	6	<b>Crocodile Rock</b> (3:56) Elton John—MCA	5	8	7	6
7	7	<b>Also Sprach Zarathustra</b> (5:06) Deodato—CTI	7	7	5	5
6	8	<b>Rocky Mountain High</b> (4:39) John Denver—RCA	9	6	8	8
11	9	<b>Daddy's Home</b> (2:59) Jermaine Jackson—Motown	11	9	9	9
10	10	<b>Don't Expect Me To Be Your Friend</b> (3:38) Lobo—Big Tree	10	10	10	11
8	11	<b>You're So Vain</b> (4:07) Carly Simon—Elektra	8	13	11	14
16	12	<b>Do You Wanna Dance?</b> (2:44) Bette Midler—Atlantic	12	11	12	10
14	13	<b>Dancing in the Moonlight</b> (2:57) King Harvest—Perception	14	12	14	12
13	14	<b>Do It Again</b> (4:03) Steely Dan—ABC	13	14	13	13
15	15	<b>Oh Babe, What Would You Say?</b> (3:22) Hurricane Smith—Capitol	15	18	15	19
25	16	<b>Ain't No Woman</b> (2:59) Four Tops—Dunhill	20	15	16	15
17	17	<b>Danny's Song</b> (3:06) Anne Murray—Capitol	17	16	18	18
18	18	<b>I'm Just a Singer</b> (4:16) Moody Blues—Threshold	18	19	17	16
21	19	<b>Big City Miss Ruth Ann</b> (2:34) Gallery—Sussex	16	22	21	20
23	20	<b>Cover of Rolling Stone</b> (2:53) Dr. Hook & the Medicine Show—Columbia	22	25	20	17
28	21	<b>Neither One of Us</b> (4:15) Gladys Knight & the Pips—Soul	21	17	24	21
30	22	<b>Break Up to Make Up</b> (4:00) Stylistics—Avco	23	21	19	23
32	23	<b>Space Oddity</b> (5:05) David Bowie—RCA	33	20	22	22
26	24	<b>Sing</b> (3:20) Carpenters—A & M	19	23	25	25
22	25	<b>Aubrey</b> (3:38) Bread—Elektra	27	28	23	27
27	26	<b>Hummingbird</b> (3:30) Seals & Crofts—Warner Brothers	25	26	29	24
38	27	<b>The Night the Lights Went Out in Georgia</b> (3:36) Vicki Lawrence—Bell	26	24	27	33
37	28	<b>Tie a Yellow Ribbon</b> (3:19) Dawn—Bell	24	27	33	28
19	29	<b>Jambalaya</b> (3:06) Blue Ridge Rangers—Fantasy	30	32	26	26
31	30	<b>Stir It Up</b> (3:09) Johnny Nash—Epic	29	29	30	29
20	31	<b>Peaceful Easy Feeling</b> (4:15) Eagles—Asylum	28	30	34	30

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
46	• 32	Call Me (Come Back Home) (3:03) Al Green—Hi	31	34	28	36
24	33	Why Can't We Live Together? (3:11) Timmy Thomas—Glade	32	31	32	31
36	34	Little Willy (3:13) The Sweet—Bell	34	33	31	34
12	35	Superstition (3:57) Stevie Wonder—Tamla	36	37	39	32
33	36	Don't Cross the River (2:22) America—Warner Brothers	35	38	35	40
29	37	Dreidel (3:45) Don McLean—United Artists	39	35	37	39
39	38	Dead Skunk (3:08) Loudon Wainwright III—Columbia	44	36	36	35
34	39	The World Is a Ghetto (3:59) War—United Artists	40	40	40	37
—	• 40	The Twelfth of Never (2:40) Donny Osmond—Kolob/MGM	37	44	38	54
53	• 41	Wildflower (4:08) Skylark—Capitol	42	46	41	46
54	• 42	Stuck in the Middle (3:24) Stealers Wheel—A & M	45	41	47	41
44	43	Peaceful (2:50) Helen Reddy—Capitol	43	39	51	51
43	44	Keep on Singing (3:40) Austin Roberts—Chelsea	48	42	48	43
41	45	Your Mama Don't Dance (2:47) Loggins and Messina—Columbia	51	43	55	38
44	46	Oh La De Da (3:29) Staple Singers—Stax	41	52	46	55
61	• 47	Out of the Question (2:57) Gilbert O'Sullivan—MAM	38	54	43	65
56	48	Armed & Extremely Dangerous (2:49) First Choice—Philly Groove	46	53	49	44
48	49	Funky Worm (2:41) Ohio Players—Westbound	47	57	45	49
—	• 50	Pinball Wizard/See Me, Feel Me (3:23) New Seekers—MGM/Verve	53	45	50	45
47	51	Hello Hurray (3:01) Alice Cooper—Warner Brothers	62	55	42	42
35	52	Love Jones (3:19) Brighter Side of Darkness—20th Century	49	56	44	47
75	• 53	Cisco Kid (3:47) War—United Artists	58	49	53	48
49	54	Magic Woman Touch (3:17) Hollies—Epic	54	59	52	50
68	• 55	Cook with Honey (3:29) Judy Collins—Elektra	59	47	65	52
51	56	Control of Me (3:28) Les Emmerson—Lion	56	50	59	63
65	57	Jesus Is Just Alright (3:50) Doobie Brothers—Warner Brothers	57	60	57	59
70	• 58	Walk on the Wild Side (3:37) Lou Reed—RCA	63	64	54	56
66	59	Bitter Bad (2:30) Melanie—Neighborhood	50	61	61	67
71	• 60	Master of Eyes (3:25) Aretha Franklin—Atlantic	61	62	56	58
—	• 61	Masterpiece (5:30) Temptations—Gordy	55	57	60	61
40	62	Give Me Your Love (2:59) Barbara Mason—Buddah	66	48	63	68
59	63	Kissing My Love (3:50) Bill Withers—Sussex	60	63	58	66
63	64	One Less Set of Footsteps (2:46) Jim Croce—Dunhill	52	58	67	70
58	65	Pardon Me, Sir (3:37) Joe Cocker—A & M	68	73	64	53
—	66	One Man Band (3:29) Ronnie Dyson—Columbia	67	71	62	69
67	67	If You Gotta Break Another Heart (2:35) Albert Hammond—Mums	75	65	69	57

continued on page 68

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# The Broadcasting Playlist continued from page 67

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
55	68	Love Is What You Make It (2:50) Grass Roots—Dunhill	64	69	75	71
64	69	Fortune Teller (2:16) Rolling Stones—London	*	67	70	60
62	70	Elderberry Wine (3:34) Elton John—MCA	74	66	*	62
—	71	Drift Away (3:30) Dobie Gray—Decca	69	70	71	74
—	72	Cherry, Cherry (3:56) Neil Diamond—MCA	65	72	*	78
42	73	Trouble Man (3:50) Marvin Gaye—Motown	72	75	*	73
—	74	Soul Song (2:28) Joe Stampley—Dot	71	68	73	*
—	75	Let Your Yeah Be Yeah (3:30) Brownsville Station—Big Tree	*	*	68	75

\* Asterisk indicates day-part ranking below Broadcasting's statistical cut-off.  
Alphabetical list (with this week's over-all rank):

Ain't No Woman (16), Also Sprach Zarathustra (7), Armed and Extremely Dangerous (48), Aubrey (25), Big City Miss Ruth Ann (19), Bitter Bad (59), Break Up to Make Up (22), Call Me (Come Back Home) (32), Cherry, Cherry (72), Cisco Kid (53), Control of Me (56), Cook with Honey (55), Could It Be I'm Falling in Love (4), Cover of Rolling Stone (20), Crocodile Rock (6), Daddy's Home (9), Dancing in the Moonlight (13), Danny's Song (17), Dead Skunk (38), Do It Again (14), Do You Wanna Dance? (12), Don't Cross the River (36), Don't Expect Me to be Your Friend (10), Dreidel (37), Drift Away (71), Dueling Banjos (3), Elderberry Wine (70), Fortune Teller (69), Funky Worm (49), Give Me Your Love (62), Hello Hurray, (51), Hummingbird (26), I'm Just a Singer (18), If You Gotta Break Another Heart (67), Jambalaya (29), Jesus Is Just Alright (57), Keep on Singing (44), Killing Me Softly With His Song (1), Kissing My Love (63), Last Song (5), Let Your Yeah Be Yeah (75), Little Willy (34), Love Is What You Make It (68), Love Jones (52), Love Train (2), Magic Woman Touch (54), Master of Eyes (60), Masterpiece (61), Neither One of Us (21), Night the Lights Went Out in Georgia (27), Oh Babe, What Would You Say? (15), Oh La De Da (46), One Less Set of Footsteps (64), One Man Band (66), Out of the Question (47), Pardon Me, Sir (65), Peaceful (43), Peaceful Easy Feeling (31), Pinball Wizard (See, Feel) (50), Rocky Mountain High (8), Sing (24), Soul Song (74), Space Oddity (23), Stir It Up (30), Stuck in the Middle (42), Superstition (35), Tie a Yellow Ribbon (28), Trouble Man (73), Twelfth of Never (40), Walk on the Wild Side (58), Why Can't We Live Together? (33), Wildflower (41), World Is a Ghetto (39), You're So Vain (11), Your Mama Don't Dance (45).

## Cablecasting

### NCTA thwarts bid for city ownership in Columbia, Mo.:

Association staff goes into market, mounts aggressive campaign that defeats referendum on cable

The National Cable Television Association is claiming a major victory in Columbia, Mo., where voters on Feb. 27 rejected a referendum to authorize \$1.75 million in revenue bonds to finance a city-owned cable-television system.

The final tally showed a voter turn-out of only about 30% for the single-issue election, with 4,825 votes against the bond proposal and 3,219 votes in favor of it, a roughly 60%-to-40% margin against municipal ownership. A four-sevenths majority, or 57.14%, was necessary for approval.

"This election took on national ramifications," according to John Paul Johnson, director of federal/state relations for NCTA, "because we found that many, many cities around the country were thinking that if this issue breezed in, they'd be in a good position to do the same thing." If the bond issue had passed, Columbia, which has a population of some 60,000 persons, would have been

set to become the most populous U.S. city with a municipally owned cable system (BROADCASTING, March 5).

In recognition of the stake, the NCTA board of directors, for the first time, asked its staff to go into the market and do something to overturn the referendum.

Led by its Mr. Johnson, the NCTA went to Columbia and ran full-page advertisements on Feb. 22 in both the *Columbia Missourian*—the newspaper of the University of Missouri there, and *The Columbia Daily Tribune*. The ad began with a question headline: "Columbia Needs Cable Television But Does Columbia Need Government Ownership of this Emerging Form of Communication?" followed by three quotations. One, running over the credit line of the director of Office of Telecommunications Policy of the executive branch, pointed out that "municipal ownership is not best for your citizens or municipal government." [The "your" in this quote, from Clay Whitehead, referred to participants in a February 1971 cable-TV workshop for minority municipal officials, not to the citizens of Columbia, although the NCTA ad did not say so.] The second, identified as a personal comment of Jerrold N. Oppenheim of the American Civil Liberties Union, said in part: "Municipal ownership of cable-TV systems may seem attractive to cities which want to save money but it would probably cause more problems than it would solve . . ."

The third quote used by NCTA apparently generated considerable contro-

versy in Columbia. It noted in part that "for a press to meet its responsibilities in a free society, it needs all possible freedom from government controls." The credit line under the quote said that it was taken from an editorial in the *Columbia Missourian* as quoted by Senator Alan Cranston (D-Calif.) in October 1972 hearings on newsmen's privilege before the House of Representatives.

The same ad was supposed to run twice more in both Columbia newspapers. But, according to NCTA, the ad was pulled from the University of Missouri newspaper, which had taken a strong stand favoring municipal ownership. Reportedly the explanation was that the advertising copy created a "possible misrepresentation" of the newspaper's position. NCTA came back in *The Columbia Daily Tribune*, with a different full-page ad that explained: "Yesterday the *Columbia Missourian* refused to run an advertisement by the National Cable Television Association. . . . If anyone still has questions about why it is wrong for the government to own a mass medium—such as cable television—this case of censorship should be a sobering answer."

NCTA also ran 20 spots a day for five days on KFRU(AM) Columbia and claims to have spent a total of \$1,280 for advertising in both newspapers and radio. NCTA was opposed in its campaigning by a so-called Citizens CATV Committee which emphasized that approval of the bond issue would mean "better reception of all available channels," "more diverse programming," "no initial hookup cost to link with the cable system," "a lower subscription cost to the individual citizen" and "potential revenue to the city of Columbia."

The initial offering of what would be a municipally owned system called for 180 miles of cable and 12 channels, including carriage of three existing local TV stations in Columbia (KCBJ-TV, KOMU-TV and KRCC[TV]); an outside educational station from St. Louis; an independent station from St. Louis; a cable-only news-and-stock channel using teleprinters; a cable-only time-and-weather channel; a channel for local programming and public access; and 20 FM radio stations. The projected cost of such a system was \$4.95 a month with no installation charge.

That last month's referendum vote was a resounding defeat for proponents of municipal ownership would seem evident in comparing the vote the same issue received in last year's general election. On November 7, the majority of Columbia voters supported the proposed \$1.75-million revenue bond issue, but the total fell just short of the four-sevenths vote required for approval. With the bond issue having failed for a second time last month, it now appears that the issue of city ownership is closed and the Columbia city council will take steps to grant a franchise to a nonprofit group or to a private company. It is estimated this may take as long as two years. International Telemeter Corp., which has a thriving cable-TV system in Jefferson City, some 30 miles away, and which has a microwave drop in Columbia, is one of the



applicants for a private cable-system franchise.

What was accomplished in Columbia? NCTA's John Paul Johnson was asked. "It is a temporary restraint on some of the enthusiasm on the part of people who would prefer nonprofit ownership," he answered. "It is only the beginning of what must be a nationwide counterattack at the fundamental bias that those that are pure and untainted should control communications."

## Tales of two cities and two financiers

**Newark revamps ideas about cable; Arlington awards major franchise; Becker, Jerrold start subsidiaries to give CATV new financial blood**

There was cable-television action on many fronts last week including a major market franchise still floating in Newark, N.J.; two companies venturing into cable-TV financing, and another major franchise in the metropolitan area of Washington about to find a home.

In Newark, where Teleprompter Corp. has had a virtually inactive cable-TV franchise since 1968 (six subscribers out of a potential of 20,000) the city council last week deferred action on a recommendation of its president and the mayor that the Teleprompter franchise be amended.

The amended franchise in Newark, a city of more than 1.6 million population, would change virtually everything that was contained in Teleprompter's original franchise. Generally, it calls for a total update, with new provisions calling for a public-access studio and channel, additional channels for government and education and for local originations. The amendments would also have Teleprompter paying the city of Newark 5% of basic subscriber revenues and 2% of any advertising revenues, with all fees and charges regulated by the city.

The local Teleprompter company holding the franchise—Teleprompter of Newark—would be operated by a nine-member board of directors, including three public members appointed by the mayor with the advice and consent of the city council.

It was emphasized by city representatives that in deferring action on the city council president's and mayor's recommendation that Teleprompter's franchise be amended, there was no negative connotation intended. Instead the city council asked for the deferment so that further discussions could be held with city officials involved. Another city council meeting is scheduled for March 21.

The franchise in the Washington metropolitan area is for Arlington county in northern Virginia. The Arlington County Board last week gave what amounted to final approval to Arlington Telecommunications Corp., a company formed for the purpose, to operate a system that

may have a potential of 57,000 homes.

The franchise has been pending since about 1970, with Arlington Telecommunications Corp. (known as Artec) previously selected as the grantee under the county ordinance. Terms of the franchise have been hammered out over the last several months and it was the results of these negotiations that won approval of the Arlington County Board last week. The terms of the franchise includes a strong public-interest provision with Artec agreeing that six members of its 18-member board will be appointed by the county board as public members. These appointments are expected to be made March 14.

The franchise agreement, for 10 years, calls for Artec to pay the county 4% of the franchise's gross profits, or \$12,000 a year (whichever is higher), and stipulates that the subscriber fee of \$5 per month cannot be increased without the county board's approval.

Chairman of the board of Artec is former FCC Chairman Frederick W. Ford, now with the Washington law firm of Pitman, Lovett, Ford, Hennessey & White. Mr. Ford also was once president of the National Cable Television Association.

In two somewhat similar moves, A. G. Becker & Co., a Chicago-based investment banking firm, formed Becker Communications Associates as a limited partnership to provide specialized financing and consulting service to cable TV operations and other communications systems; while General Instrument Corp., the New York based parent of Jerrold Corp., established General Instrument Credit Corp. as a subsidiary to make financing available for cable-TV construction projects. Becker Communications will be based in Chicago, but its staff will be headed by Jim Ackerman, a cable-TV consultant and broker, out of Indianapolis. Mr. Ackerman's company, Communications Advisors Inc., has been acquired by A. G. Becker. Communications Properties Inc., Austin, Tex., a multiple-systems operator, is to be a consultant to the loan committee of Becker Communications Associates, reviewing transactions and approving loans.

The new General Instrument Credit Corp. will operate out of the headquarters of Jerrold Corp. in Philadelphia. The new company has received a line of credit from an undisclosed number of banks led by Chase Manhattan of New York and says that it will be able to finance more than \$25 million in cable-TV turnkey contracts. Jerrold Corp. is in the business of designing and constructing entire, so-called turnkey, cable-TV systems.

Earlier, in a switch of sorts, Cable Funding Corp., New York, probably the largest company devoted exclusively to cable-TV financing, announced that it is "currently engaged in negotiations with a substantial operator with a view toward acquiring its systems and franchises." The operation of cable-TV systems would be a new business for Cable Funding. The company would not disclose the systems operator involved in the negotiations.

**Other shoe.** Early last month, American Television & Communications Corp., Denver-based multiple cable system operator, reported it had received franchise for Champaign, Ill. Last week it reported it has received franchise for other half of market, Urbana, Ill. (pop. 100,000).

**Multilanguage shows.** Telemedia Inc., San Diego, specializing in cable-TV programming, has announced special features, documentaries, children's and adventure programs for use with cassette-console equipment. Company is offering number of programs with two narration tracks, one for English and one for Spanish or other languages. 3320 Kemper Street, Suite 102, San Diego 92110.

## Kahn to prison

Irving B. Kahn, former president-chairman of Teleprompter Corp., surrendered to federal authorities in New York on March 1 and was sent to the Lewisburg, Pa., penitentiary for processing on a five-year prison term. Mr. Kahn, 55, was convicted in 1971 on counts of bribery, conspiracy and perjury in connection with the awarding to Teleprompter of an exclusive CATV franchise in Johnstown, Pa. Attorneys for Mr. Kahn said last week the U.S. Supreme Court has been petitioned for a review of the case.

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## EIA questions need for all-channel radio law

Wayman points out that FM today is much better off than UHF was when 1962 legislation passed

To virtually no one's surprise, the Consumer Electronics Group of the Electronics Industries Association wants no part of S. 585, a bill introduced Jan. 29 by Senator Frank E. Moss (D-Utah) to require that radios be capable of receiving both AM and FM broadcasts.

"I won't mince words," Jack Wayman, staff vice president, EIA/Consumer Electronics Group, last week told a news conference in Washington. "We're against any part of the legislation."

The all-channel radio legislation was one of a number of subjects discussed by the board of directors of EIA/CEG at the EIA's four-day spring conference, March 5-8. In describing the board's attitude towards all-channel radio, Mr. Wayman noted that it's somewhat the same as the philosophy of the organization in opposing all-channel television receiver legislation of 10 years ago. Yet, Mr. Wayman maintained there are a number of essential differences, that make for "really no comparison."

Referring to a former chairman of the FCC who supported all-channel TV receiver legislation, Mr. Wayman told the news conference, "as you know 10 years ago Newton Minow put his big lights up on the boards and got the all-channel legislation passed." But, pointed out Mr. Wayman, the situation in television then was different from the situation today in radio.

"There was only 9% sales in UHF sets at that time," he contended. "UHF stations were going broke—90 had gone broke in five years. And they were in dire stress over having their UHF frequencies being given to the military."

In comparison today in radio, according to Mr. Wayman, "we're running 52% of radios with FM capability—probably more when it comes to units in the field because you've got tape and audio com-

ponents and phonograph combinations that we're not even counting." In reality, Mr. Wayman believes that there may be as much as 55-60% FM penetration in radio sets.

"There is no way to take their frequencies away," Mr. Wayman made this point in continuing his comparison with the UHF situation of 10 years ago. "And the stations sure aren't going broke. They're very wealthy."

His conclusion was that FM radio today and UHF television of 10 years ago aren't an "apples-and-apples" comparison. He further concluded that car radios are what the National Association of FM Broadcasters, supporter of the Moss bill, are really hoping to saturate. FM's penetration of the car-radio field is only about 20%, Mr. Wayman conceded, but he explained that "we know that it competes on the floor of dealers and factories with all the safety features that must be put on the car." He told the news conference that an AM-FM radio in the car is "a back-burner item and it's up to the dealer to sell it—that's their problem."

He claimed that the manufacturers of automobile radios represented at the conference in Washington, such as Delco Electronics and Motorola Inc., are "strongly against" the all-channel radio bill, as is EIA. He also pointed out that the bill would require manufacturers of FM-only receivers, such as Fisher Radio and H.H. Scott Inc., to put an AM tuner on their FM equipment.

Mr. Wayman, explaining that the Moss bill requires that all radios costing more than \$15 have the FM-AM capability, said "that means to put a quality FM in, and not a down-and-dirty tuner, it probably will be more than a \$15 threshold. We want no thresholds of certain dollar amounts."

He also claimed that "in the wildest imagination if this law would ever come out" it would be at least four years before the electronics industry would be required to produce all-channel sets. "By that time," he claimed, "FM would be up in the 80% saturation point and it's all academic anyway."

His advice to NAFMB and its proponents is that they "better hurry up and

get a law because we pretty well are using the reason for having it." He did acknowledge that the board of directors did spend a little more time this year than usual in considering the all-channel radio proposal.

"Usually we spend 10 seconds and it really did take longer this year to look at the situation and establish a position," he said.

### Technical Briefs

**Sea legs from Comsat.** Communications Satellite Corp., Washington, has won \$27,912,000 contract from Naval Electronics Systems Command to provide U.S. Navy with voice and data communications via satellite. Contract covers leasing to Navy of portion of capacity of two satellites for two years, with service to begin Sept. 1, 1974. Comsat also announced that it filed with FCC for authority to proceed promptly with construction of satellites to provide service not only to Navy, but also to commercial shipping industry. This maritime satellite system would be to provide "high-quality" voice and data communications directly to ships at sea.

**From Comsonics.** Comsonics Inc., newly formed CATV technical services firm, is offering switching system that provides for remote control of usual non-duplication switcher via existing CATV coaxial system. Remote switching system uses nonduplication switcher-timing mechanism which is relocated to system office for programming. Unit sells for \$1,695.00. Contact: William Edmonson Jr., Comsonics Inc., Box 1106, Harrisonburg, Va. 22801.

**Elcom mixer.** Elcom Systems Inc., Deer Park, N.Y., has available new rugged double balanced mixer with 2 to 500 mhz frequency range for use in wide-band frequency converters and radar receivers. Mixer, model DBM-500/BNC, sells for \$39.50. Elcom Systems Inc., 151-15 West Industry Court, Deer Park, N.Y. 11729.

**Sold to Storer.** Ampex Corp., Redwood City, Calif., announces sale of 12 ACR-25 cartridge video devices to Storer Broadcasting Co. in estimated \$2-million transaction. First two, to be delivered later this year, go to Storer's WJW-TV Cleveland.

**Its own home.** Electronic Industries Association, exercising option it has had since 1965, has bought headquarters building where it is now located at 2001 Eye Street, N.W., Washington. Nine-story building contains about 28,000 square feet of rentable space, with EIA occupying the upper five floors.

**Gates lists it all.** Gates Division of Harris-Intertype Corp., Quincy, Ill., has published 1973 radio-equipment catalogue. Catalogue (number 100, part I) describes complete line of AM, FM and shortwave transmitters, audio-control consoles and studio equipment and is available for \$10.

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## Broadcast stocks fall below market on investor fears of overregulation

That's how Wall Street analysts explain downside turn of whole list in 'Broadcasting' stock index

Broadcast and related stocks have declined in price even more sharply than the market in general, but Wall Street analysts attribute the deeper slippage more to psychological than to economic considerations.

Since early January, prices as a whole have been on a downward slide. The Standard & Poor's industrial average on Jan. 3 stood at 133.62 and fell to 128.40 on March 7 for a decline of 3.90%. For the same period, companies listed on the "BROADCASTING Stock Index" fell in market value from some \$60 billion to \$54 billion, down 9.75%.

Broadcast and cable-television stocks were especially vulnerable. The market value of broadcast shares over the two-month period declined by 17.97%, from \$3.3 billion to \$2.7 billion. And cable shares descended at virtually the same rate, falling from a value of \$1.98 billion on Jan. 3 to \$1.63 billion on March 7, off 17.66%.

Financial analysts canvassed by BROADCASTING agreed almost unanimously that factors contributing to the devaluation trend in broadcasting and CATV shares were related primarily to regulatory matters facing these industries. But they stressed that the depressed prices of these stocks have no relationship to projected earnings, with broadcast companies particularly tabbed to register comfortable gains in 1973.

In the broadcast sector, analysts cited these developments as worrisome to investors: the Office of Telecommunications Policy recommendations on license renewals, tying them to local-station responsibility for programing; the uncertainty created by calls for counteradvertising and guidelines on drug advertising and fears that broadcast advertising expansion may falter in late 1973 and early 1974.

Analysts agreed that logically there was no reason for apprehension and several said that many broadcast stocks, at today's prices, constitute "good buys."

Wall Street specialists pointed to several depressants they believed hang heavily on CATV shares. They singled out as a pivotal factor the OTP recommendation, reportedly under consideration, that would separate ownership of cable facilities from programing. This proposal, according to a number of analysts, has caused speculation that cable systems ultimately could be classified as common carriers and subject to tariff regulation.

Other negative indications cited by

analysts were the unsettled condition of the copyright issue; increased franchising interest by federal, local and state governments, and the apparently slow pace at which the FCC is issuing certificates of compliance. They noted this last factor is delaying construction starts in some of the larger cities.

Though cable stock prices have declined, one analyst mentioned a factor he considered significant: The volume of trading has not been high, and institutional investors are holding onto these shares.

All segments in the "BROADCASTING Stock Index" showed decreases in the market value of their shares from Jan. 3 to March 7. Programing skidded by 14.52%; broadcasting with other major interests, 5.75%; service, 22.56%; electronics, 8.28%.

## Last year topped them all for ABC

Network is cited as main factor in billion-dollar revenue increase

ABC Inc. had record revenues and earnings in 1972 and in the fourth quarter of the year.

ABC said its performance primarily reflects "the continuing improvement of results for the television network." ABC noted that record fourth-quarter earnings were almost twice the previous record level set in the comparable period of 1971.

All per-share figures were adjusted to reflect the two-for-one stock split to be distributed to shareholders of record on Feb. 26, 1973.

For the year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 2.10	\$ 0.93
Revenue	869,449,000	756,495,000
Net income	35,637,000	13,200,000

## Videorecord regroup

Hopwood, Passino get new roles; offering expanded to \$3 million

Videorecord Corp. of America, Westport, Conn., video-cassette programing and equipment firm, has realigned its top management and is enlarging its plans for public financing.

Stafford L. Hopwood Jr., who has been chairman, president and chief executive officer, has given up the last two titles to Herbert Passino, formerly executive vice president. An official said Dr. Hopwood, a former CBS Laboratories vice president who formed the company with a group of broadcasting, advertising and show-business associates in 1969, would "devote his time to promotion of the company in terms of new business and dealing with investors and the public," while Mr. Passino would be in charge of day-to-day operations.

The company meanwhile was said to be still in registration with the Securities and Exchange Commission for a proposed public offering of stock. The registration

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was filed last fall (BROADCASTING, Nov. 6, 1972), and there were reports late last month that it had been withdrawn. These were denied by a corporate official, however, and a representative of M. R. Safir & Co., which is slated to handle the offering once it is approved by securities commission, said an amendment was being prepared to enlarge it to \$3 million from the originally proposed \$2 million

## Humbard stops selling

Evangelist Rex Humbard, whose weekly sermons are telecast extensively throughout the U.S., agreed in a Cleveland court last week that he would no longer sell public shares in his Cathedral of Tomorrow. The evangelist had been under attack from both the Securities & Exchange Commission and the state of Ohio for violation of securities law (BROADCASTING, Feb. 19).

A spokesman for Mr. Humbard said that only a few stations had dropped the series since the SEC investigation, and those were because of duplicate clearances in the same market. He maintained that, despite the current financial difficulties, all stations broadcasting the series will be paid for their time.

The \$4-million television production studio operated by Mr. Humbard's organization has been closed for commercial use by outside firms.

In a statement issued last week, the group emphasized that the temporary restraining order does not bar the solicitation or receipt of gift contributions nor the Cathedral of Tomorrow from carrying on normal business relations.

## RCA Corp. does turnabout for record 1972

**Net sales hits \$3.86 billion; broadcasting, communications rise 9% to \$820 million**

RCA Corp. sales in 1972 rose to a record \$3.86 billion and net profit from continuing operations increased to \$158.1 million from \$128.6 million in 1971.

RCA's annual report, signed by Chairman Robert W. Sarnoff and President Anthony L. Conrad, showed a \$158.1-million net profit last year compared with a loss of more than \$155 million in 1971. The loss that year was due to a charge of \$250 million against RCA's third quarter when computer operations were discontinued.

1972 sales in broadcasting, communications, publishing and education rose 9% to \$820 million and earnings in this sector grew 29% to \$48.9 million. RCA said that advances in sales and earnings in broadcasting and communications "more than offset a modest decline in publishing and education services" last year. RCA officials declined to provide a breakdown of broadcasting's portion of sales and earnings.

Virtually all RCA operations in 1972 showed substantial improvements in sales and earnings. These included home products and other commercial products; consumer electronics and electronic components; RCA Records, and Hertz Corp.

Mr. Sarnoff and Mr. Conrad said that

1972 marked the second consecutive year in which continuing operations increased net profits by at least 20%. They pointed out that this may be "a somewhat higher rate of increase than we can expect for the long term, since it combines new growth with recovery from the adverse business conditions of recent years."

The two RCA executives mentioned the company's diversification moved over the past seven years into areas outside of electronics and into activities not involving sales to the government. But they observed that "more than 70% of the company's business is still in electronics, and said: "RCA now is considerably more than an electronics company."

For the year ended Dec. 31, 1972:

	1972	1971
Earned (loss) per share .....	2.05	\$ (2.16)
Revenues .....	3,862,571,000	3,544,998
Net income (loss) ...	158,104,000	(155,850,000)
Profit from continuing operations .....	158,104,000	128,646,000
Loss from computer operations before discontinuance .....	—	(34,496,000)
Extraordinary charge from withdrawal from computer business ..	—	(250,000,000)

## A strong comeback in Storer's 1972 report

**Sharp rises in profits and earnings wipe out memories of soft '71**

Storer Broadcasting Co., Miami Beach, reported net earnings from continuing operations of \$10,349,000 for 1972 as compared to \$7,875,000 for 1971. Net income including extraordinary items was \$23,775,700 in 1972 as compared to \$2,896,200 in 1971.

Improvement in 1972 earnings was said to be attributable "primarily" to gross broadcast revenues of \$75,323,600 in 1972, up 17% from 1971's \$64,584,000.

Increases in extraordinary gains in 1972 resulted from "the required accounting treatment" of the merger of Northeast Airlines (of which Storer owns 86.1%) into Delta Air Lines on Aug. 1, 1972.

For the year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 4.81	\$ 0.73
Revenue	75,323,600	64,583,900
Net Income	23,775,700	2,896,200

## Financial Briefs

Wells, Rich, Greene, New York, has reported increased earnings for quarter ended Jan. 31:

	1973	1972
Earned per share	\$ 0.54	\$ 0.48
Billings	44,938,800	29,701,800
Net income	868,000	772,300
Shares outstanding	1,608,309	1,617,805

Needham, Harper & Steers, New York, net income rose 21.3% in 1972 over 1971. For the year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 1.95	\$ 1.79
Billings	184,148,000	143,804,000
Net income	1,777,000	1,484,000
Shares outstanding	910,997,000	888,564,000

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of New York, Inc.

MCA Inc., Universal City, Calif., reported record revenue and net income in 1972. Lew R. Wasserman, MCA president, said net income jumped by 25% over 1971 and pointed out that operating income from film entertainment, embracing TV and motion pictures, rose by 32%. For year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 2.52	\$ 2.04
Revenues	345,961,000	333,725,000
Net income	20,863,000	16,680,000

Post Corp., Appleton, Wis., reported in-

creases in revenues and earnings for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 1.90	\$ 1.84
Revenues	17,035,590	14,623,620
Net income	1,783,895	1,427,390

McCaffrey & McCall., New York, reported record billings and earnings for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 1.80	\$ 1.13
Gross billings	\$ 56,532,349	\$ 51,222,036
Net income	1,053,946	658,362

Booth Newspapers Inc., Ann Arbor,

Mich., reported record income and revenues for year ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 2.02	\$ 1.75
Revenues	73,027,974	65,018,970
Net income	8,086,226	7,016,922

Marvin Josephson Associates, New York, entertainment- and leisure-time-oriented company, reported gains in revenues and income for six months ended Dec. 31, 1972:

	1972	1971
Earned per share	\$ 0.75	\$ 0.54
Revenues	5,725,400	5,161,600
Net Income	782,800	552,700

## Broadcasting Stock Index

## Weekly market summary of 138 stocks allied with broadcasting

Stock symbol	Exch.	Closing March 7	Closing Feb. 28	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitalization (000)
						High	Low		
<b>Broadcasting</b>									
ABC	ABC	N 58 3/4	55 5/8	+ 3 1/8	+ 5.61	81 1/2	51 1/4	8,418	494,557
ASI COMMUNICATIONS	ASIC	O			.00	5	1	1,815	1,815
CAPITAL CITIES	CCB	N 52 3/4	53 1/4	- 1/2	-.93	64 1/4	48	6,991	368,775
CBS	N 43 5/8	42 1/2	+ 1 1/8	+ 2.64	63	41 1/4	28,096	1,225,688	
COX	COX	N 29 7/8	29	+ 7/8	+ 3.01	51	27 1/2	5,850	174,768
FEDERATED MEDIA	O	2 3/4	2 3/4		.00	4 1/8	2	820	2,255
GROSS TELECASTING	GGG	A 14 7/8	14 3/4	+ 1/8	+.84	23 7/8	12 1/4	800	11,900
LIN	LINB	O 13 3/8	13 1/4	+ 1/8	+.94	22 3/8	10 3/4	2,341	31,310
MOONEY	MOON	O 8 7/8	10	- 1 1/8	- 11.25	11 5/8	4	250	2,218
PACIFIC & SOUTHERN	PSOU	O 11	11 1/4	- 1/4	- 2.22	18 1/4	6 1/2	2,010	22,110
RAHALL COMMUNICATIONS	RAHL	O 11 1/4	11	+ 1/4	+ 2.27	29	8	1,296	14,580
SCRIPPS-HOWARD*	SCRP	O 19 1/4	19 1/4		.00	27	18	2,589	49,838
STARR*	SBG	M 18 5/8	20	- 1 3/8	- 6.87	30 1/2	15 1/2	1,061	19,761
STORER	SBK	N 28 3/4	28	+ 3/4	+ 2.67	49 3/8	26	4,402	126,557
Taft	TFB	N 43 3/8	42 1/4	+ 1 1/8	+ 2.66	59 1/4	40 1/2	4,064	176,276
<b>TOTAL</b>								<b>70,803</b>	<b>2,722,408</b>
<b>Broadcasting with other major interests</b>									
ADAMS-RUSSELL	AAR	A 4	4 5/8	- 5/8	- 13.51	8 3/4	4	1,259	5,036
AVCO	AV	N 14 1/8	12 7/8	+ 1 1/4	+ 9.70	20 7/8	12	11,497	162,395
BARTELL MEDIA	BMC	A 1 7/8	2	- 1/8	- 6.25	7 1/8	1 3/4	2,257	4,231
CHRIS-CRAFT	CCN	N 5 1/2	5	+ 1/2	+ 10.00	8 3/4	4 5/8	4,008	22,044
COMBINED COMMUNICATIONS	CCA	A 30 1/4	31 3/8	- 1 1/8	- 3.58	44 3/8	28 1/2	3,405	103,001
COWLES COMMUNICATIONS	CWL	N 7 1/4	7 3/8	- 1/8	- 1.69	13 1/8	7	3,969	28,775
DUN & BRAOSTREET	DNB	N 78 1/4	76 1/2	+ 1 3/4	+ 2.28	81 3/8	63	12,998	1,017,093
FAIRCHILD INDUSTRIES INC.	FEN	N 9 7/8	9 3/8	+ 1/2	+ 5.33	14 1/4	9	4,562	45,049
FUQUA	FOA	N 15 1/8	14 1/8	+ 1	+ 7.07	27 7/8	13 3/4	9,587	145,003
GABLE INDUSTRIES	GBI	N 17	18 1/2	- 1 1/2	- 8.10	32 1/4	17	2,551	43,367
GENERAL TIRE & RUBBER	GY	N 23 3/4	23 5/8	+ 1/8	+.52	32 5/8	22	20,599	489,226
GLOBETROTTER COMMUNICATION INC	GLBTA	O 7 1/2	7 3/8	+ 1/8	+ 1.69	20 1/2	7	2,843	21,322
GRAY COMMUNICATIONS	O	11	11		.00	14	6 1/2	475	5,225
HARTE-HANKS NEWSPAPERS INC.	HHN	N 27	25 1/2	+ 1 1/2	+ 5.88	29 1/4	24 3/4	4,321	116,667
ISC INDUSTRIES	ISC	A 6 1/2	7	- 1/2	- 7.14	9 1/4	6	1,655	10,757
KAISER INDUSTRIES	KI	A 5 3/8	4 3/4	+ 5/8	+ 13.15	9 5/8	4 3/4	26,948	144,845
KANSAS STATE NETWORK	KSN	O 5 3/4	5 7/8	- 1/8	- 2.12	7 7/8	5 5/8	1,621	9,320
KINGSTIP INC.	KTP	A 10 1/4	10	+ 1/4	+ 2.50	17 3/4	9 7/8	1,155	11,838
LAMB COMMUNICATIONS*	O	2	2 1/8	- 1/8	- 5.88	4 7/8	2	475	950
LEE ENTERPRISES	LNT	A 20 1/2	21 3/8	- 7/8	- 4.09	30	17 1/2	3,340	68,470
LIBERTY CORP.	LC	N 18 3/4	18 5/8	+ 1/8	+.67	25 1/2	17 1/2	6,753	126,618
MCGRAN HILL	MHP	N 13 1/4	13	+ 1/4	+ 1.92	20 7/8	12 1/2	23,518	311,613
MEDIA GENERAL INC.	MEG	A 42	40	+ 2	+ 5.00	49 3/8	27 7/8	3,434	144,228
MEREDITH CORP.	MDP	N 16	15 3/4	+ 1/4	+ 1.58	30 3/4	15 3/4	2,827	45,232
METROMEDIA	MET	N 23 3/4	20 1/2	+ 3 1/4	+ 15.85	39	19 7/8	5,959	141,526
MULTIMEDIA INC.	O	26 1/2	26 1/4	+ 1/4	+.95	45	14	3,620	95,930
OUTLET CO.	OTU	N 14 1/2	14	+ 1/2	+ 3.57	19 3/8	13	1,336	19,372
PACIFIC SOUTHWEST AIRLINES	PSA	N 18 3/8	17 1/8	+ 1 1/4	+ 7.29	37 1/2	16 3/8	3,779	69,439
POST CORP.	POST	O 13 5/8	13 3/8	+ 1/4	+ 1.86	30	9	942	12,834
PUBLISHERS BROADCASTING CORP.	PUBB	O 1 1/2	1 5/8	- 1/8	- 7.69	4 7/8	1 1/2	919	1,378
REEVES TELECOM	RBT	A 2 5/8	2 1/2	+ 1/8	+ 5.00	4 1/4	2 1/8	2,294	6,021
RIDDER PUBLICATIONS	RPI	N 26 3/4	26	+ 3/4	+ 2.88	34 1/2	21 7/8	8,327	222,747
ROLLINS	ROL	N 27 3/4	26 3/4	+ 1	+ 3.73	43 1/4	25 1/4	12,916	358,419
RUST CRAFT	RUS	A 22 1/2	21 3/4	+ 3/4	+ 3.44	39 3/8	21 3/4	2,350	52,875
SAN JUAN RACING	SJR	N 17 1/8	18	- 7/8	- 4.86	34 3/4	17 1/8	2,153	36,870
SCHERING-PLOUGH	SGP	N 142 3/4	136 1/2	+ 6 1/4	+ 4.57	144	82 5/8	25,471	3,635,985
SONDERLING	SDB	A 11 3/4	12	- 1/4	- 2.08	30 3/4	11	1,005	11,808
TECHNICAL OPERATIONS, INC.	TO	A 10 1/4	10 3/8	- 1/8	- 1.20	17 7/8	9	1,386	14,206
TIMES MIRROR CO.	TMC	N 20 3/4	19 5/8	+ 1 1/8	+ 5.73	27 7/8	18 3/8	31,080	644,910
TURNER COMMUNICATIONS*	O	5 1/8	5 1/2	- 3/8	- 6.81	7	2	1,486	7,615
WASHINGTON POST CO.	WPO	A 27	26 3/4	+ 1/4	+.93	38	23 1/2	4,818	130,086
WHDH CORP.*	O	20	19	+ 1	+ 5.26	30	11	589	11,780
WOWETCO	WOM	N 14 1/2	15	- 1/2	- 3.33	25 7/8	14 1/8	6,073	88,058
<b>TOTAL</b>								<b>272,560</b>	<b>8,644,164</b>
<b>Cable</b>									
AMECO	ACO	O 1	1		.00	12 3/4	1	1,200	1,200
AMERICAN ELECTRONIC LABS	AELBA	D 2 7/8	2 7/8		.00	9 3/4	2 7/8	1,726	4,962
AMERICAN TV & COMMUNICATIONS	AMTV	O 34	30 1/2	+ 3 1/2	+ 11.47	47 1/4	17 1/4	2,856	97,104
BURNUP & SIMS	BSIM	O 28 7/8	27	+ 1 7/8	+ 6.94	31 3/4	6 3/4	7,510	216,851
CABLECOM-GENERAL	CCG	A 5 3/4	6 3/8	- 5/8	- 9.80	18 1/4	5 1/8	2,472	14,214
CABLE FUNDING CORP.*	CFUN	O 6 3/8	6 3/8		.00	15 1/4	5 3/4	1,233	7,860
CABLE INFORMATION SYSTEMS*	O	1 3/4	1 3/4		.00	4 3/4	1 3/4	955	1,671
CITIZENS FINANCIAL CORP.	CPN	A 7 1/4	7 3/4	- 1/2	- 6.45	15 1/4	7 1/4	2,416	17,516

	Stock symbol	Exch.	Closing March 7	Closing Feb. 28	Net change in week	% change in week	1972-73		Approx. shares out (000)	Total market capitali- zation (000)	
							High	Low			
COMCAST CORP.		O	4 1/4	4 1/4		.00	7	4 1/8	1,280	5,440	
COMMUNICATIONS PROPERTIES	COMU	O	6 5/8	6 1/2	+ 1/8	+ 1.92	27 3/8	6 1/2	1,917	12,700	
COX CABLE COMMUNICATIONS	CXC	A	25	21 3/8	+ 3 5/8	+ 16.95	41 3/4	20 1/4	3,556	88,900	
CYPRESS COMMUNICATIONS*	CYPR	O		13		.00	23	7	2,732	35,516	
ENTRON	ENT	A	2 1/2	2 1/2		.00	9 1/4	2 1/2	1,358	3,395	
GENERAL INSTRUMENT CORP.	GRL	N	21 3/8	20 1/4	+ 1 1/8	+ 5.55	32 7/8	18 3/8	6,503	139,001	
LVO CABLE INC.	LVOC	O	8 1/2	7 7/8	+ 5/8	+ 7.93	16 1/2	6 3/4	1,466	12,461	
SCIENTIFIC-ATLANTA INC.	SFA	A	11 3/4	10 3/8	+ 1 3/8	+ 13.25	15 3/4	8 1/8	917	10,774	
STERLING COMMUNICATIONS	STER	O	3 5/8	3 3/4	- 1/8	- 3.33	7 3/4	2 7/8	2,162	7,837	
TELE-COMMUNICATIONS	TCOM	O	12 1/2	13 1/4	- 3/4	- 5.66	35 1/4	12 1/2	3,866	48,325	
TELEPROMPTER	TP	A	30 1/8	27 3/4	+ 2 3/8	+ 8.55	44 1/2	24 1/4	16,381	493,477	
TIME INC.	TL	N	43	41	+ 2	+ 4.87	64 3/4	39 3/4	7,284	313,212	
TOCOM	TOCO	O	9 1/4	9 3/4	- 1/2	- 5.12	12 1/8	7	596	5,513	
UA-COLUMBIA CABLEVISION INC.	UACC	O	11 1/2	11 1/4	+ 1/4	+ 2.22	19	11 1/4	1,832	21,068	
VIACOM	VIA	N	15 1/4	12 3/8	+ 2 7/8	+ 23.23	28 1/2	12 1/8	9,931	59,947	
VIKOA	VIK	A	6 3/4	6 3/8	+ 3/8	+ 5.88	19 3/4	5 7/8	2,333	15,747	
<b>Programming</b>									<b>TOTAL</b>	<b>78,482</b>	<b>1,634,691</b>
COLUMBIA PICTURES	CPS	N	8	7 1/2	+ 1/2	+ 6.66	14 7/8	7 1/4	6,335	50,680	
DISNEY	DIS	N	104 7/8	96	+ 8 7/8	+ 9.24	123 7/8	92 7/8	28,552	2,994,391	
FILMWAYS	FWY	A	3 3/8	3 3/4	- 3/8	- 10.00	8	3 3/8	1,846	6,230	
GULF & WESTERN	GW	N	30	27 3/8	+ 2 5/8	+ 9.58	44 3/4	25 7/8	16,387	491,610	
MCA	MCA	N	25 5/8	25	+ 5/8	+ 2.50	35 7/8	23 1/8	8,243	211,226	
MGM	MGM	N	21 3/4	21 3/8	+ 3/8	+ 1.75	27 1/2	16 3/4	5,958	129,586	
MUSIC MAKERS	MUSC	O	2 1/4	2 1/4		.00	3 3/4	1 1/8	534	1,201	
TELE-TAPE PRODUCTIONS*		O	1 1/2	1 1/2		.00	2 7/8	1	2,190	3,285	
TELETRONICS INTERNATIONAL*		O	8 1/4	8 1/2	- 1/4	- 2.94	18 1/2	6 1/4	724	5,973	
TRANSAMERICA	TA	N	14 7/8	14 3/4	+ 1/8	+ .84	23 1/2	13 7/8	67,413	1,002,768	
20TH CENTURY-FOX	TF	N	9 1/2	8 7/8	+ 5/8	+ 7.04	17	8 1/4	8,562	81,339	
WALTER READE ORGANIZATION	WALT	O				.00	4 1/8	7/8	2,203	1,927	
WARNER COMMUNICATIONS INC.	WCI	N	28	27 1/2	+ 1/2	+ 1.81	50 1/4	26 3/8	18,883	528,724	
WRATHER CORP.	WCO	A	15 1/4	14	+ 1 1/4	+ 8.92	17 7/8	7 1/8	2,164	33,001	
<b>Service</b>									<b>TOTAL</b>	<b>169,994</b>	<b>5,541,941</b>
JOHN BLAIR	BJ	N	10 1/4	10 5/8	- 3/8	- 3.52	22 3/8	9 1/2	2,606	26,711	
COMSAT	CQ	N	56 1/2	52 5/8	+ 3 7/8	+ 7.36	75 3/8	51	10,000	565,000	
CREATIVE MANAGEMENT	CMA	A	7 3/4	7 1/8	+ 5/8	+ 8.77	15 1/2	6 3/4	975	7,556	
DOYLE DANE BERNBACH	DOYL	O	17 3/4	16 1/4	+ 1 1/2	+ 9.23	34 3/4	16 1/4	1,960	34,790	
ELKINS INSTITUTE	ELKN	O		1 1/4		.00	16 3/8	1 1/4	1,664	2,080	
FOOTE, CONE & BELDING	FCB	N	9 3/4	10	- 1/4	- 2.50	14	9 5/8	2,152	20,982	
CLINTON E. FRANK INC.*		O	9	9 1/4	- 1/4	- 2.70	20	9	720	6,480	
GREY ADVERTISING	GREY	O	13	12	+ 1	+ 8.33	18 1/8	9 1/4	1,200	15,600	
INTERPUBLIC GROUP	IPG	N	19 7/8	17 3/4	+ 2 1/8	+ 11.97	36 1/8	17 1/4	2,130	42,333	
MARVIN JOSEPHSON ASSOCS.	MRVN	O	14 3/4	14 3/4		.00	18 1/2	5 7/8	825	12,168	
MCCAFFREY & MCCALL*		O		9		.00	16 1/2	7	585	5,265	
MCI COMMUNICATIONS	MCIC	O	6 7/8	6 3/4	+ 1/8	+ 1.85	12 3/4	6 5/8	11,810	81,193	
MOVIELAB	MOV	A	1 5/8	1 5/8		.00	3 1/8	1 3/8	1,407	2,286	
MPO VIDEOTECHNICS	MPO	A	3 1/4	2 3/4	+ 1/2	+ 18.18	7 1/8	2 1/2	547	1,777	
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O	20	20 1/2	- 1/2	- 2.43	34 1/8	20	911	18,220	
A. C. NIELSEN	NIEL8	O	39 5/8	38	+ 1 5/8	+ 4.27	78 1/8	37 5/8	5,299	209,972	
OGILVY & MATHER	OGIL	O	25	28 1/4	- 3 1/4	- 11.50	48 1/2	16	1,716	42,900	
PKL CO.*	PKL	O	1 7/8	2	- 1/8	- 6.25	9 1/2	3/4	778	1,458	
J. WALTER THOMPSON	JWT	N	16 7/8	17 7/8	- 1	- 5.59	49 1/4	16 7/8	2,694	45,461	
UNIVERSAL COMMUNICATIONS INC.*		O	8	8		.00	17	8	715	5,720	
WELLS, RICH, GREENE	WRG	N	16 1/8	15	+ 1 1/8	+ 7.50	27 7/8	15	1,646	26,541	
<b>Electronics</b>									<b>TOTAL</b>	<b>52,340</b>	<b>1,174,493</b>
ADMIRAL	ADL	N	14	13 1/8	+ 7/8	+ 6.66	27	12 3/4	5,813	81,382	
AMPEX	APX	N	5 7/8	6 1/8	- 1/4	- 4.08	15 1/8	5	10,875	63,890	
CARTRIDGE TELEVISION INC.		O	9 1/8	9 1/2	- 3/8	- 3.94	43 1/2	8 7/8	2,083	19,007	
CCA ELECTRONICS	CCAE	O	1 7/8	2 3/8	- 1/2	- 21.05	6 1/4	1 7/8	881	1,651	
COLLINS RADIO	CRI	N	25 1/2	22 1/2	+ 3	+ 13.33	27 1/4	13 1/4	2,968	75,684	
COMPUTER EQUIPMENT	CEC	A	2 1/4	2 1/4		.00	4 5/8	2	2,421	5,447	
CONRAC	CAX	N	25	24 1/4	+ 3/4	+ 3.09	39 3/8	23	1,261	31,525	
GENERAL ELECTRIC	GE	N	68 3/8	66 7/8	+ 1 1/2	+ 2.24	75 7/8	58 1/4	182,123	12,452,660	
HARRIS-INTERTYPE	HI	N	41 1/4	41 3/4	- 1/2	- 1.19	59	41 1/4	6,301	259,916	
INTERNATIONAL VIDEO CORP.*	IVCP	O	10 1/2	11 3/4	- 1 1/4	- 10.63	15	10 1/2	2,745	28,822	
MAGNAVOX	MAG	N	17 3/8	17	+ 3/8	+ 2.20	52 1/4	16 1/2	17,685	307,276	
3M	MMM	N	85 1/2	81	+ 4 1/2	+ 5.55	88 7/8	74 1/4	113,009	9,662,269	
MOTOROLA	MOT	N	119 3/4	116 7/8	+ 2 7/8	+ 2.45	138	80	13,609	1,629,677	
OAK INDUSTRIES	OEN	N	16 1/4	15 7/8	+ 3/8	+ 2.36	21 3/4	9 5/8	1,638	26,617	
RCA	RCA	N	31 1/8	29 5/8	+ 1 1/2	+ 5.06	45	28 3/8	74,432	2,316,696	
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4		.00	4 3/8	1 5/8	3,458	6,051	
SONY CORP	SNE	N	48	50 1/4	- 2 1/4	- 4.47	57 1/4	40 1/2	66,250	3,180,000	
TEKTRONIX	TEK	N	40 7/8	40 1/2	+ 3/8	+ .92	65 1/2	32 3/4	8,162	333,621	
TELEATION	TIMT	O	4 3/8	4 1/2	- 1/8	- 2.77	13 3/4	3 1/2	1,050	4,593	
WESTINGHOUSE	WX	N	37 3/8	36 5/8	+ 3/4	+ 2.04	54 7/8	36 1/8	88,235	3,297,783	
ZENITH	ZE	N	43 3/4	42	+ 1 3/4	+ 4.16	56 5/8	39 3/4	19,040	833,000	
									<b>TOTAL</b>	<b>624,039</b>	<b>34,617,567</b>
									<b>GRAND TOTAL</b>	<b>1,268,218</b>	<b>54,335,264</b>

Standard & Poor's Industrial Average

128.40

125.09

+ 3.31

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

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

A blank in closing price columns  
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Over-the-counter bid prices supplied by Merrill Lynch,  
Pierce Fenner & Smith Inc., Washington.



# Fates & Fortunes®

## Broadcast advertising



Mr. Weithas

**William V. Weithas**, senior VP-management supervisor, SSC&B, New York, elected executive VP.

**Alan Yurman**, account supervisor, Leo Burnett Co., Chicago, elected VP.

**Joseph A. Larkin**, account supervisor, N.W. Ayer & Son, Philadelphia, elected

VP. **John Conti**, sales planner, nighttime network sales, ABC-TV, New York, appointed network broadcast buyer, Ayer, New York.

**Robert A. Jelinek**, senior VP, Young & Rubicam, New York, named general counsel and corporate secretary for agency.

**Robert W. Doolittle**, VP and creative director, N. W. Ayer & Son, Chicago, joins Grey Advertising, Detroit, in similar capacity.

**Anthony D. Wake**, creative director, Ketchum, MacLeod & Grove, Houston, elected senior VP and general manager, Houston office. **H. H. Beels**, VP and account supervisor, KM&G, elected senior VP and director, account services, Houston office.

**Robert J. Culpepper Jr.**, account supervisor, Cargill, Wilson & Acree. Atlanta, joins McDonald & Little, Atlanta, as VP-account supervisor.

**H. Kenneth Shaw**, director of advertising and promotion, Scholl Inc., Chicago, foot care and footwear manufacturer, elected VP.

**Richard R. Loftus**, account executive, CBS Television Network Sales, New York, appointed director of sports sales. CBS Television Network. He succeeds **George W. Faust**, who resigns.

**Peter L. Brandt**, assistant media supervisor, Needham, Harper & Steers, Chicago, appointed media supervisor.

**Albert C. Lucero**, formerly sales manager, KBNK-TV San Francisco, appointed general sales manager, WJKS-TV Jacksonville, Fla.

**Tony Cassara**, account executive, Edward Petry Co., New York, appointed national sales manager, KTLA (TV) Los Angeles.

**Howard Shepard**, formerly research manager, television sales, Warner Bros., joins KHJ-TV Los Angeles as director of research and sales development.

**Frank Brosseau**, with WGHP-TV High Point, N.C., joins WCSC-TV Charleston, S.C., as regional sales manager and assistant national sales manager.

**J. Ray Padden**, VP-manager, West Coast office, Metro Radio Sales, named general

**Women honored.** Women in Communications Inc. has named five winners of its Headliner Award, highest honor bestowed on members. Recipients are: **Mary Ayres**, executive VP, Sullivan, Stauffer, Colwell & Bayles, New York agency—for professional excellence in advertising; **Patricia L. Swenson**, general manager, noncommercial KBPS(AM) Portland, Ore., and supervisor of radio-TV, Portland public schools—for outstanding service in radio and educational TV; **Colleen Dishon**, editor and president, Features and News, Chicago agency serving newspapers; **Barbara Krohn**, director of communications, Washington Education Association, Seattle, and **Charlotte Montgomery**, contributing editor, *Good Housekeeping* magazine, New York. Awards will be presented Oct. 4 at organization's annual national meeting in Portland, Ore.

sales manager, KLAC(AM) Los Angeles. Both are owned by Metromedia.

**Jeffrey Lawenda**, account executive, CBS Radio Spot Sales, New York, joins wxlo-(FM) New York as general sales manager. **Robert Fauser**, national sales manager, wxlo, named retail sales manager.

**Miller Gardner**, national sales manager, KMBZ(AM)-KMBR(FM) Kansas City, Mo., assumes additional post of national sales manager, KXTZ(FM) Los Angeles and KBIG(AM) Avalon-Los Angeles. Bonneville International Corp. is owner of stations.

**Edward J. Hughes**, general sales manager, WMEX(AM) Boston, resigns.

**Cosmo Cappellino**, with WERE(AM) Cleveland, appointed national sales manager. He succeeds **Kim Colebrook**, appointed local account executive there. **Mickey Franko**, with WERE, appointed to newly created post, local sales manager.

**Neal D. Morris**, manager of advertising and merchandising, Northern California

Grocer's Association, joins KNDE(AM) Sacramento, Calif., as director of sales and station manager.

**Robert J. Russo**, local sales manager, WBEN-AM-FM Buffalo, N.Y., appointed general sales manager.

**Chuck Derderian**, with WICE(AM) Providence, R.I., appointed sales manager.

## Media



Mr. Pierce

before moving to planning and development job with the TV division.

**Frederick S. Pierce**, VP in charge of planning and development, ABC Television, New York, takes on additional responsibility of assistant to Walter A. Schwartz, president of ABC Television. Mr. Pierce was in similar post with

ABC-TV network

before moving to planning and development job with the TV division.



Mr. Johnson

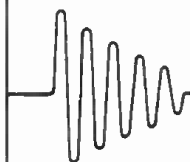


Mr. Nugent

**W. Thomas Johnson Jr.**, executive VP, KTBC-TV Austin, Tex., and aide and spokesman for late President Lyndon B. Johnson after the President's retirement to LBJ ranch, named VP and executive editor, *Dallas Times Herald*. KTBC-TV was founded by the Lyndon Johnson family and recently purchased, subject to FCC approval, by Times Mirror Co., Los Angeles, which also owns the *Times Her-*

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ald. **Patrick J. Nugent**, executive, Communications Properties Inc., Austin CATV and communications firm, joins Texas Broadcasting Corp., owner of KTBC-AM-FM-TV, Muzak, Photo Processors and partial owner of Capital Cable Co., Austin, in executive capacity. Mr. Nugent is son-in-law of late President.



Mr. Evans

**Virgil V. Evans**, VP and national sales manager, WCSC-TV Charleston, S. C., assumes additional post, station manager. **Roland Weeks**, VP and station manager, WCSC-TV, appointed VP and public information director, WCSC Inc., licensee of WXTC(FM)-WCSC-AM-TV and principal owner of MIA, background music firm. **John M. Rivers Jr.**, VP, assumes additional post, assistant general manager, WCSC Inc.

**Paul Jensen**, assistant manager and program director, KOLN-TV Lincoln, Neb., named Lincoln manager. **Robert Schnuelle**, operations manager, satellite KGIN-TV Grand Island, Neb., named manager of satellite.

**Benjamin McKeel**, general sales manager, Avco Broadcasting's WLWT(TV) Cincinnati, joins Avco's WLWC(TV) Columbus, Ohio, as general manager.

**Charles A. McFadden**, general manager, WJRT-TV Flint, Mich., elected VP.

**Arthur A. Paul**, general manager, non-commercial KVIE(TV) Sacramento, Calif., appointed executive VP and general manager.

**Jack Freeze**, general manager, KFPW-AM-TV Fort Smith, Ark., joins KFSA-TV there as VP and general manager. **Terry V. Johnson**, director of creative services, KFSA-TV, becomes director of advertising and promotion, Donrey Media, which owns KFSA-AM-TV, KBRS(AM) Springdale, Ark., KORK-AM-FM-TV Las Vegas, KOLO-AM-TV Reno and KGNS-TV Laredo, Tex.

**Lawrence T. Frymire**, executive director, New Jersey Public Broadcasting Authority, elected VP-instructional television, Eastern Educational Television Network.

**Robert E. Dod**, assistant manager, Alabama Educational Television Network Commission, named general manager. He succeeds **Raymond D. Hurlbert**, who retires.

**J. P. Tucker**, general sales manager, WMC-TV Memphis, assumes additional post, assistant general manager in charge of sales.

**John T. Papas**, station manager, WRKO(AM) Boston, appointed general manager.

**Arthur Adler**, national retail sales manager, CBS Radio, New York, named VP and general manager, WXLO(FM) New York.

**Jon H. Cooper**, with noncommercial KUAT-AM-TV Tucson, Ariz., joins Rocky Mountain Public Broadcasting Network, Denver organization composed of nine public stations, as manager.

**Edward R. Boyd**, manager, Pacific & Southern's now defunct Radio 1 Representatives, San Francisco, appointed general manager, Pacific & Southern's KKDJ(FM) Los Angeles.

**Christopher J. Conway**, with KKOK(AM) St. Louis, joins WTHO(AM) Ithaca, N.Y., as VP-general manager.

**Gary Granger**, program director, WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., appointed VP and station manager.

**David C. Grady**, general sales manager, WICE(AM) Providence, R.I., named general manager. **David A. Pearce**, program director, WICE, appointed operations manager.

**Woody Tanger**, station manager, WLKW-AM-FM Providence, R.I., joins WPRO-FM there in similar capacity.

**Kenneth R. Mosher**, director of treasury services, Storer Broadcasting Co., Miami Beach, Fla., appointed to newly created post, assistant treasurer.

**Joseph Tomes**, production manager, KOVR(TV) Stockton-Sacramento, Calif., appointed education director, McClatchy Newspapers and Broadcasting, owner of KOVR(TV), KFBK-AM-FM Sacramento, KBEE-AM-FM Modesto, KMJ-AM-FM-TV Fresno, all California, and KOH(AM) Reno, in addition to three newspapers. He succeeds **Lillian Allan**, who retires.

**Herb Boyer**, executive director, Phoenix Opportunities Industrialization Center, joins Combined Communications Corp. as director of minority projects. CCC is owner of KTAR-AM-FM-TV Phoenix, KBLU-AM-TV Yuma, Ariz., KOCO-TV Oklahoma City, KBTB(TV) Denver and KARK-TV Little Rock, Ark.

## Programing

**Leo Jaffe**, president, Columbia Pictures Inc., New York, parent company of Screen Gems, named chief executive officer. **Jerome S. Hyams**, senior executive VP, appointed chief operating officer. **A. Schneider** continues as chairman and will be responsible for corporate policy and planning and development. Titles of chief executive and chief operating officers are new designations at Columbia Pictures.



Mr. Jaffe

**Jack Sonntag**, TV production supervisor, Twentieth Century Fox, Los Angeles, named VP, production and operations, Paramount Television, Hollywood.

**Jere J. Sullivan**, music director, WERA(AM) Plainfield, N.J., appointed program director.

**James W. McGhee**, operations manager, WTVK(TV) Knoxville, Tenn., joins WTOL-TV Toledo, Ohio, as production manager.

**Jack White**, producer-director, WOKR(TV) Rochester, N.Y., assumes additional post, production manager.

**Bill Quinn**, program consultant and formerly station manager, WPAW(AM) New York, joins WLPL(FM) Baltimore as producer-air personality.

**Norma Sams**, secretary to president and personnel director, WRFM(FM) New York, appointed programing administrative assistant.

## Broadcast Journalism

**Dow Smith**, executive news director, WBBM-TV Chicago, named assistant news director, KPIX(TV) San Francisco.

**Michael E. Von Ende**, news director, KYW-TV Philadelphia, joins WTOP-TV Washington as assistant news director.

**Ken Graue**, with KOGO-AM-FM San Diego, appointed news director. He succeeds **Dale Brix**, who resigns.

**Robert L. Harper**, producer-anchorman, KCRG-TV Cedar Rapids, Iowa, joins WYDE(AM) Birmingham, Ala., as news director.

**Bernard Osborne**, program controller, ABC News, New York, appointed manager of program controllers. He succeeds **Charles Frey**, now director of administration, ABC News.

**Ed Ingles**, sports director, UPI Audio

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Network, New York, named sports director, WCBS(AM) New York.

**Tom Hedrick**, play-by-play announcer on Avco Broadcasting Co. telecasts of Cincinnati Reds, joins KDFW-TV Dallas-Fort Worth as sports director.

## Cable

**Paul W. Lancaster**, manager of design and CATV product engineering, Cascade Electronics Ltd., Port Moody, B.C., joins Goldmark Communications Corp., Stamford, Conn., as director of CATV engineering.

**R. Wayne Wilson**, coordinator, franchising and community-affairs activities for 10 Northwestern states. Teleprompter, Seattle, appointed director of Northwest regional community development. **John Powell**, formerly with Hughes Aircraft Co., Los Angeles, appointed Southwest regional community development director, Teleprompter, Los Angeles office. **Peter A. Gross**, with Dewey, Ballantine, Bushby, Palmer & Wood, New York law firm, joins Teleprompter, New York, as corporate counsel. **Jon DeYoung**, district plant supervisor, Gulf Coast engineering offices, Teleprompter Corp., Clearwater, Fla., appointed manager, St. Petersburg Beach, Fla., CAT system. **Frank J. Biondi Jr.**, independent financial consultant, New York, appointed to newly created post, business analyst, Teleprompter, New York. **William M. Trust Jr.**, VP-controller, American Securities Corp., New York, appointed controller, Teleprompter, New York. **Christopher J. Conley**, management trainee, Teleprompter's CATV system, Portsmouth, Ohio, appointed manager, Danbury, Conn., system.

**William F. Edwards**, operations manager, industrial and commercial programs, GTE Sylvania, New York, appointed project coordinator, CATV equipment and installation operation.

**Marshall M. Carpenter Jr.**, formerly with RCA, appointed manager, market development, SRS division, Theta Com, Phoenix CATV equipment manufacturer.

**Jack D. Cox**, district manager, LP-gas sales, service and distribution center, Langley, S.C., joins Suburban Cablevision, as manager, Morganton, N.C., system.

## Equipment & Engineering

**Ronald B. Peters**, with WGN-TV Chicago, joins KWGN-TV Denver as assistant chief engineer. Both are WGN Continental stations.

**Paul Wheaton**, regional sales manager, Oak Industries Inc., Los Altos, Calif., office, appointed West Coast corporate regional sales manager in charge of products of Oak's CATV division. **David B. Jacoby**, with Oak's Far East operation, Taiwan, appointed corporate regional sales manager for northern California with headquarters in Los Altos.

**Charles G. Perry III**, manager of television service, Gates Radio division, Harris Intertype Corp., joins Jerrold Elec-

tronics Corp., Philadelphia, as manager, applications engineering. **David Brody**, with Jerrold Electronics Corp., Philadelphia, appointed corporate advertising and public relations officer. **William N. Redstreak**, advertising manager, Moore Products Co., joins Jerrold as advertising coordinator.

**F. Paul Schwab**, VP, Raymar Associates, Belmont, Calif., traffic systems firm, elected senior VP. **William T. Abbott II**, formerly news director, KFRC(AM) San Francisco, named head of West Coast operations there. Heading Southeast operation is **Don Ritter**, veteran broadcaster. **Sharon Galbraith**, with KFRC, appointed manager, Toronto office.

**Gerald A. Eastman**, independent television servicing consultant, joins Telemation Inc., Salt Lake City, as product line manager, CATV and CCTV systems.

**Barry Dobbert**, technical operations manager, Wisconsin division, Midwestern Relay Co., Milwaukee, appointed general operations manager for entire system.

## Allied Fields

**James T. Halverson**, assistant general counsel and acting director, Bureau of Consumer Protection, Federal Trade Commission, Washington, appointed acting general counsel. **Joan Z. Bernstein**, assistant to director, Bureau of Consumer Protection, appointed acting director.

**David E. Schutz**, independent broadcast operations consultant in Ludlowville, N.Y., joins Frazier, Gross & Co., Washington radio and TV management consultants, as associate.

**Edward A. Gallagher**, president, Western Union International Inc., New York, named president and chief executive officer, parent company, WUI Inc. **Rosario P. Romanelli**, attorney and engineer, Western Union International, succeeds Mr. Gallagher. Western Union International is worldwide communications firm.

**Margita Eklund White**, assistant deputy director of communications, executive branch, joins United States Information Agency as assistant director. (This corrects March 5 item).

## Deaths

**James Webb Young**, 87, former VP and director, J. Walter Thompson Co., died

March 3 in Santa Fe (N.M.) hospital. Mr. Young joined Thompson in 1912 and was later named manager of Western operations. He was also instrumental in establishing several European offices. He retired from the company in 1928, and served as a professor of advertising at the University of Chicago and director of the Bureau of Foreign and Domestic Commerce, Washington, from 1939 to 1941. Mr. Young rejoined Thompson in 1941 as VP and chairman of the review board, later becoming senior consultant. He is survived by three sons.

**Ron Winston**, 40, TV, stage and film director, died March 2 of heart attack suffered at Los Angeles International Airport. Mr. Winston was working on TV special, "Lisa Bright and Dark," for *Hallmark Hall of Fame*. Among other TV credits: *Playhouse 90*, *CBS Playhouse*, *DuPont Show of the Week*, *Chrysler Theater*, *Hawaii Five-O* and *McMillan and Wife*. He is survived by his wife, Gayle.

**John F. Kraft**, 48, political poll-taker who was consultant to ABC News for 1966 elections, died of lung hemorrhage Feb. 28 at his home in Washington. Survivors include his wife, Fran, also a public-opinion analyst, and four children by a previous marriage.

**Joseph H. McGillvra**, radio station owner and ex-rep, died March 1 of cancer in Laguna Hills, Calif. Mr. McGillvra and his wife formed Joseph Hershey McGillvra Inc., radio station rep in 1933 and later were owners of WBIW(AM) Bedford, Ind., WCHI(AM) Chillicothe, Ohio, and KCKC(AM) San Bernardino and KTOB(AM) Petaluma, both California. He is survived by his wife, Agnes.

**William F. Blum Jr.**, 47, engineer at KNTV-TV Tacoma-Seattle, Wash., since 1958, died March 1 of a heart attack. Mr. Blum had also served in a similar capacity with KXRO(AM) Aberdeen, Wash., and KBYR(AM) Anchorage. He is survived by his mother, Beulah Weber, and his father, William F. Blum Sr.

**William H. Hadley Jr.**, 55, former reporter and newscaster and most recently, senior communications program officer with Governmental Affairs Institute, Washington, died March 1 at Georgetown University hospital of a heart attack. Mr. Hadley had worked for several radio and

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television stations in New England. He is survived by his wife, Eugenia, and one son.

**Barna Horvath, 76**, formerly with the Voice of America, Washington, died March 3 in Hingham, Mass. Mr. Horvath had developed *University of the Air* pro-

grams for VOA's Hungarian service for a 13-year period beginning in 1956. He is survived by his wife, Nati, one daughter and one son.

**Ed Lewis, 57**, staff announcer for Family Radio Network since 1966, died Feb. 28 in Oakland, Calif., following a brief ill-

ness. Family Radio Network is owner of KEAR(FM) San Francisco, KEBR(FM) Sacramento, KECR(FM) El Cajon, all California; WFME(FM) Newark and WKDN(FM) Camden, both New Jersey, and WFSI(FM) Annapolis, Md. Mr. Lewis is survived by his wife, Gloria.

## For the Record®

As compiled by BROADCASTING Feb. 28 through March 6, 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 authorization. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

### Existing TV stations

#### Final actions

- FCC waived prime-time access rule and granted request by ABC and NBC to permit affiliates to carry to completion certain scheduled sports events in March and April without any excess over allotted time being counted against time permissible under prime-time access rule. Action March 2.
- FCC ordered request by Children's Television Workshop for waiver of prime-time access rule held in abeyance pending decision in over-all prime-time proceeding, Doc. 19622. Action March 1.
- KPAZ-TV Phoenix—Broadcast Bureau granted authority to operate trans. by remote control from 3847 East Thomas Road, Phoenix. Action Feb. 27.
- KHJ-TV Los Angeles—FCC denied application by George G. Trafton Jr. asking for review of FCC staff action denying fairness doctrine complaint against two hunting and wildlife conservation programs on KHJ-TV. Action March 2.
- KTTV-TV Los Angeles—FCC denied request by Metromedia Inc. for reconsideration of commission order adopted Nov. 29, 1972, refusing review of July 24, 1972 ruling of executive director, permitting Citizens Communications Center to inspect 1969-1971 financial reports of KTTV-TV. Action March 2.
- KTVU(TV) Oakland, Calif.—Broadcast Bureau granted CP to change aur. aux ERP to aur. 12.9 kw; change aur. aux. trans. Action Feb. 27.
- KGO-TV San Francisco—Broadcast Bureau granted CP to install aux. ant. at main trans.-ant. location. Action Feb. 27.
- WOI-TV Ames, Iowa—Broadcast Bureau granted request for authority to operate by remote control

from Communications Building, Ames. Action Feb. 27.

- KCRG-TV Cedar Rapids, Iowa—Broadcast Bureau granted requested authority to operate by remote control from 104 First Street, S.W., Cedar Rapids. Action Feb. 21.
- KOAM-TV Pittsburgh, Kan.—Broadcast Bureau granted CP to change type trans. Action Feb. 27.
- \*WGVC(TV) Grand Rapids, Mich.—Broadcast Bureau granted license covering new station. Action Feb. 27.
- WLUC-TV Marquette, Mich.—Broadcast Bureau granted authority to operate trans. by remote control from Highway 41 at airport, Marquette. Action Feb. 27.
- \*WMAB(TV) State College, Miss.—Broadcast Bureau granted mod. of license covering change in station location to Mississippi State, Miss. Action Feb. 27.
- \*KCPT(TV) Kansas City, Mo.—Broadcast Bureau granted license covering changes; ERP 708 kw vis., 141 kw aur. Action Feb. 27.
- KGIN-TV Grand Island, Neb.—Broadcast Bureau granted CP to install aux. trans. at main trans.-ant. location; granted CP to change vis. transmission equipment. Action Feb. 27.
- WABC-TV New York—Broadcast Bureau granted CP to change type trans; condition. Action Feb. 14.
- \*WITF-TV Hershey, Pa.—Broadcast Bureau granted authority for remote control operation of trans. from Community Center Building, Chocolate Road and Cocoa Avenues, Hershey. Action Feb. 26.
- WAIM-TV Anderson, S. C.—Broadcast Bureau granted CP to change ERP to vis. 110 kw, aur. 21.9 kw; change type ant.; make changes in ant. system; ant. height 383 ft. Action Feb. 27.
- WRIP-TV Chattanooga—Broadcast Bureau granted mod. of license covering change of studio location to McFarland Avenue, one mile south of business district of Rossville, Tenn. Action Feb. 26.
- WYAH-TV Portsmouth, Va.—Broadcast Bureau granted license covering changes; ERP 1440 kw vis., 288 kw aur. Action Feb. 27.
- WVNY-TV Burlington, Vt.—Broadcast Bureau granted authority to operate trans. by remote control from 1500 Hegeman Avenue, Winooski, Vt. Action Feb. 27.
- \*WMVT(TV) and \*WMVS(TV), both Milwaukee.—Broadcast Bureau granted mod. of license covering change in name to Milwaukee Area District Board of Vocational, Technical and Adult Education. Action Feb. 26.

#### Action on motion

- Administrative Law Judge Chester F. Naumowicz

Jr. in Las Vegas (Western Communications Inc. [KORK-TV], Las Vegas Valley Broadcasting Co.), TV proceeding, dismissed motion by Western Communications to compel answers to interrogatories filed Feb. 9, as unrelated to matters at issue, and ordered that no further discovery procedures be instituted without consent of presiding judge (Docs. 19519, 19581). Action Feb. 21.

#### Call letter application

- WSEC-TV Miami—Seeks WLRN-TV.

### New AM stations

#### Final action

■ FCC denied requests for review of review board denial of competing Lebanon, Pa., and Catonsville, Md. applications for new AM (Docs. 15835, 15839). Applicants Lebanon Valley Radio, Inc., and Radio Catonsville, Inc., had appealed review board action. Action March 2.

#### Initial decision

■ Pine Castle-Sky Lake, Fla.—Administrative Law Judge Millard F. French proposed, in initial decision, grant of application of Hymen Lake for new class II AM on 1190 khz, 250 w., non-directional-D, at Sky Lake-Pine Castle (Doc. 19432). Ann. March 2.

#### Actions on motions

- Chief, Office of Opinions and Review, in Costa Mesa-Newport Beach, Pasadena, Fullerton, Whittier and Topanga, all California, (Charles W. Jobbins, et al.), AM proceeding, dismissed as moot applications for review filed June 25, 1971, by Western Broadcasting Corp. and Sept. 23, 1971, by California Regional Broadcasting Corp. (Docs. 15752, 15754-6, 15758, 15762, 15764-6). Action Feb. 21.
- Administrative Law Judge Jay A. Kyle in Pineville La., and Dermott, Ark. (Robert Cowan Wagner and Southeast Arkansas Radio Inc.), AM proceeding, granted petition by Southeast Arkansas Radio to amend application to supply additional information as to financial capability and additional efforts to ascertain community needs (Docs. 19473-4). Action Feb. 23.

#### Other action

■ Review board in Santa Cruz, Calif. AM proceeding, in response to motion by St. Cross Broadcasting Inc., broadened suburban community issue against Progressive Broadcasting Co. in proceeding involving mutually exclusive applications for new AM at Santa Cruz and Aptos-Capitola, Calif., respectively (Docs. 19503, 19506). Requests by St. Cross to add suburban and cross ownership/cross interest issues against Progressive were denied. Action March 1.

#### Call letter application

- M.W. Cooper, Midwest City, Okla.—Seeks KRMC.

#### Call letter actions

- Virginia Broadcasting Corp., Flora, Ill.—Granted WQLW.
- Radio Nevada, Las Vegas—Granted KQRX.
- Radio Mebane-Hillsborough Inc., Mebane, N.C.—Granted WQWX.

### Existing AM stations

#### Applications

- WICC Bridgeport, Conn.—Seeks CP to make changes in ant. system and change type trans. to Gates, BC-1H. Ann. March 1.
- WQYK Tampa, Fla.—Seeks CP to change ant.-trans. site to 11300 Morgan Street, St. Petersburg, Fla. Ann. March 1.
- WAYM Smithfield, Va.—Seeks mod. of CP to

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change ant.-trans. site to 1.8 miles south of Smithfield on Route 655, Smithfield, and change DA pattern and increase height of tower (number one) to 490 ft. Ann. March 1.

### Final actions

- WFFF Marathon, Fla.—Broadcast Bureau granted CP to modify ant. system parameters. Action Feb. 26.
- KID Idaho Falls, Idaho—FCC denied application by Kenneth M. Cooper for commission review of staff action refusing complaint that KID failed to present full news reports of what he called "the other side of the Indochina conflict." Action March 2.
- KBUN-AM-FM Bemidji, Minn.—FCC ruled that Paul Bunyan Broadcasting Co., licensee, did not "subordinate" public to private interests or terminate services of Mike Bramble, former newsmen, as result of advertiser complaint. Action March 2.
- WPPA Pottsville, Pa.—Broadcast Bureau granted mod. of license to operate trans. by remote control from 212 South Centre Street, Pottsville. Action Feb. 28.
- KWMC Del Rio, Tex.—Broadcast Bureau granted CP to replace expired permit. Action Feb. 28.

### Action on motion

- Chief Administrative Law Judge Arthur A. Gladstone in Harlan, Ky. (Eastern Broadcasting Co. and Radio Harlan Inc. (WHLN)), AM proceeding, on request by Radio Harlan Inc., ordered presiding judge to hold session of hearing in proceeding in Harlan for purpose of taking testimony of non-principals who are residents of Harlan and whose testimony is necessary for proper resolution of issues (Docs. 19614-5). Action Feb. 26.

### Other actions

- Review board in Harlan, Ky., AM proceeding, denied petition of Radio Harlan Inc. to add cost-estimates issue against Eastern Broadcasting Co. and comparative-programming issue (Docs. 19614-5). Proceeding involves applications of Radio Harlan Inc., for renewal of license for WHLN Harlan and of Eastern for new AM in Harlan. Action Feb. 23.
- Review board in Greensburg, Pa., AM proceeding, granted motion by Broadcast Bureau for extension of time through March 9 to file replies to petition by WHJB Radio for reconsideration of review board decision denying application for increase in daytime power for WHJB Greensburg (Doc. 18868). Action Feb. 27.
- WMHE Toledo, Ohio—FCC waived short-spacing rules and accepted for filing application of Hillebrand Electronics to move trans. site and increase facilities of WMHE. WMHE proposes to move trans. site 9.1 miles southeast of present site, increase power from 10 kw to 30kw, and increase ant. height from 135 ft to 481 ft. Action March 2.

### Call letter applications

- WSAF Sarasota, Fla.—Seeks WQSA.
- WTPS Portage, Mich.—Seeks WKUK.
- KIL0 Grand Forks, N.D.—Seeks KBXXL.
- WJAS Pittsburgh—Seeks WKPO.

### Call letter action

- WFSR Bath, N.Y.—Granted WGHT.

## New FM stations

### Applications

- Agana, Guam M.I.—Marianas Broadcasting Corp. Seeks 95.5 mhz, 2.88 kw. HAAT 47 ft. P.O. address Box 2637, Tamuning, Guam 96911. Estimated construction cost \$11,017; first-year operating cost \$20,400; revenue \$60,000. Principals: Susan M. and Steven Howard Spears (each 46%), et al. Mr. Spears was formerly partner in San Diego electronics sales and service firm. Ann. Feb. 21.
- Decatur, Ill.—WBIZ Inc. Seeks 95.1 mhz, 50 kw. HAAT 500 ft. P.O. address 609 Cameron Street, Eau Claire, Wis., 54701. Estimated construction cost \$129,434; first-year operating cost \$83,650; revenue \$65,000. WBIZ Inc. is licensee of WBIZ-AM-FM Eau Claire. Principals: Howard G. Bill, president, et al. Mr. Bill is general manager of WBIZ. Ann. Feb. 21.
- \*Scranton, Pa.—Marywood College. Seeks 91.5 mhz, 10 w. HAAT not applicable. P.O. address 2300 Adams Avenue, Scranton 18509. Estimated construction cost \$11,411; first-year operating cost \$1,200; revenue none. Principals: Sister M. Coleman Nece, president, et al. Ann. Feb. 22.
- \*Auburn, Wash.—Green River Community College. Seeks 89.9 mhz, 28 w. HAAT 570 ft. P.O. address 12401 S.E. 320th Street, Auburn 98002. Estimated construction cost \$14,760; first-year operating cost \$1,000; revenue none. Principals: Melvin Lindbloom, president, et al. Ann. Feb. 23.

### Final action

- Presque Isle, Me.—WDHP Inc. Broadcast Bureau

granted 96.9 mhz, 100 kw. HAAT 430 ft. P.O. address Drawer N, Caribou, Me. 04736. Estimated construction cost \$95,843; first-year operating cost \$48,762; revenue \$50,000. Principals: Clarence B. Dow Jr., Philip G. Plourde, Henry Hebert and John Hebert (each 25%), Messrs. Dow, Plourde and Henry Hebert have interests in Dow, Hebert & Plourde Inc., real estate and electronic equipment retail firm. They all have interests in CATV systems in area, and have interests in Maine Background Music Inc., Caribou. Action Feb. 21.

### Actions on motions

- Chief Administrative Law Judge Arthur A. Gladstone in Reno (B.B.C. Inc. and KIDD Communications Inc.), FM proceeding, designated Administrative Law Judge Frederick W. Denniston to serve as presiding judge; scheduled prehearing conference for March 26 and hearing for May 7 (Docs. 19694-5). Action Feb. 22.
- Administrative Law Judge Jay A. Kyle in Duncan, Okla. (Duncan Broadcasting Co. and William S. Hagara), FM proceeding, granted petition by William S. Hagara to amend application to show information as to sale of property owned by him and Millie Hagara, and as to agreement between the Hagaras and Melvin Bruner concerning employment at proposed station (Docs. 19651-2). Action Feb. 23.
- Administrative Law Judge Chester F. Naumowicz Jr. in West Palm Beach, Fla. (Guy S. Erway, et al.), FM proceeding, granted petition by Mr. Erway to amend application to amend equipment cost estimate and to revise financial plan (Docs. 19601-4). Action Feb. 23.
- Administrative Law Judge Chester F. Naumowicz Jr. in West Columbia and Columbia, both South Carolina (Congaree Broadcasters Inc., et al.) FM proceeding, granted joint petition for approval of agreement filed by Congaree Broadcasters Inc. and West Columbia Broadcasters Inc. to dismiss application of West Columbia upon payment by Congaree of portion of expenses; approved petitioners joint agreement; dismissed application of West Columbia Broadcasters. (Docs. 19624-6). Action Feb. 21.
- Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), noncommercial FM proceeding, for reasons stated in order, disallowed request by Pacifica for audio coverage of proceedings in case (Docs. 18634). Action Feb. 21.
- Administrative Law Judge James F. Tierney in Easton, Md. (Community Broadcasters Inc., Easton Broadcasting Co.), FM proceeding, on motion by Community, canceled all previous procedural dates, scheduled hearing for May 14 and certain procedural dates (Docs. 19303-4). Action Feb. 22.
- Administrative Law Judge James F. Tierney in Oklahoma City (All American Broadcasting Corp. and KTOK Radio Inc.), FM proceeding, by agreement of parties at prehearing conference, scheduled hearing for April 24 and certain other procedural dates (Docs. 18954-5). Action Feb. 20.

### Other actions

- Review board in Searcy, Ark., FM proceeding, granted motion by Tellum Broadcasting Co. of Searcy Inc. for extension of time through March 28 to file exceptions and briefs to initial decision proposing denial of Tellum's application for new FM at Searcy (Docs. 18989-90). Action Feb. 27.
- Review board in Leisure City and Goulds, both Florida, FM proceeding, scheduled oral argument for March 29 on exceptions and briefs to initial decision which proposed grant of application of Resort Broadcasting Co. for new FM on ch. 252 at Leisure City and denial of competing application of Fine Arts Broadcasting for Goulds (Docs. 18956, 18958). Action March 1.
- Review board in West Palm Beach, Fla., FM proceeding, granted petition by Guy S. Erway for

extension of time through March 14 to file oppositions to petition to file supplement to opposition to petitions to enlarge issues and interlocutory appeal of examiner's adverse decision, filed by Sun, Sand and Sea Inc. (Docs. 19601-4). Proceeding involves mutually exclusive applications of Erway; Sandpiper Broadcasting Co.; Sun, Sand and Sea, and Marshall W. Rowland for new FM at West Palm Beach. Action Feb. 27.

- Review board in Harriman, Tenn., FM proceeding, granted petition by Broadcast Bureau for extension of time through March 12 to file replies to exceptions to initial decision which proposed denial of mutually exclusive applications of Folkways Broadcasting Co. and Harriman Broadcasting Co. for new FM at Harriman (Docs. 18912-3). Action March 1.

### Rulemaking actions

- Union Springs, Ala.—FCC amended FM table of assignments to assign ch. 265A to Union Springs (Doc. 19628). Action March 2.
- Yorktown, Pa.—FCC proposed in notice of rulemaking amendment of FM table of assignments to assign class B ch. 231 at Yorktown. Action March 2.

### Call letter applications

- Vanden High School, Travis Air Force Base, Calif.—Seeks \*KV1K(FM).
- Sumter Broadcasting Co., Americus, Ga.—Seeks WPUR(FM).
- McLean Communications Corp., Normal, Ill.—Seeks WIHN(FM).
- Kentucky Christian College, Grayson, Ky.—Seeks \*WIXS(FM).
- Radio 900 Inc., Louisville, Ky.—Seeks WFIA-FM.
- University of Maine, Presque Isle, Me.—Seeks \*WUPI(FM).
- Interchange Communications, Leland, Miss.—Seeks WBAD(FM).
- Radio Mid-Pom Inc., Middleport, Ohio—Seeks WMPO-FM.
- 960 Radio Inc., Klamath Falls, Ore.—Seeks KLAD-FM.
- Thunder Broadcasting Corp., Nanticoke, Pa.—Seeks WMJW(FM).
- Newport Consolidated Joint School District, Newport, Wash.—Seeks \*KUBS(FM).

### Call letter actions

- Red Rock Lake Broadcasting Co., Knoxville, Iowa—Granted KRLS(FM).
- J-P Enterprises Inc., Lincoln, Neb.—Granted KHAT(FM).
- West Virginia Schools for the Deaf & Blind, Romney, W. Va.—Granted \*WJGF(FM).

## Existing FM stations

### Final actions

- \*KRCC(FM) Colorado Springs—Broadcast Bureau granted CP to install new trans.; ERP 1.75 kw; ant. height minus 590 ft. Action Feb. 21.
- WEZY-FM Cocoa, Fla.—Broadcast Bureau granted CP to install new ant.; ERP 3 kw; ant. height 285 ft. Action Feb. 28.
- \*WPHS(FM) Warren, Mich.—Broadcast Bureau granted CP to install new ant. Action Feb. 27.
- \*WMSU-FM Hattiesburg, Miss.—Broadcast Bureau granted CP to replace expired permit. Action Feb. 28.
- KVRO(FM) Stillwater, Okla.—Broadcast Bureau




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# Summary of broadcasting

Compiled by FCC Jan. 31, 1973

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,361	5	19	4,385	46	4,431
Commercial FM	2,373	1	46	2,420	108	2,528
Commercial TV-VHF	504	1	6	511	10	522
Commercial TV-UHF	186	0	4	190	46	248
Total commercial TV	690	1	10	701	56	770
Educational FM	540	0	26	566	83	649
Educational TV-VHF	86	0	6	92	0	92
Educational TV-UHF	122	0	9	131	5	137
Total educational TV	208	0	15	223	5	226

\* Special temporary authorization.

granted CP to install new ant.; ERP 440 w.; ant. height 58 ft. Action Feb. 27.

■ WLAT-FM Conway, S.C.—Broadcast Bureau granted CP to install new trans.; install new ant.; ERP 65 kw; ant. height 140 ft. Action Feb. 27.

## Other action

■ Review board in Newark, N.J., in matter of renewal of WHBI(FM) license proceeding, in response to request by Cosmopolitan Broadcasting Corp., licensee, added issue to determine whether WHBI's programming has been meritorious, particularly with regard to public service programs (Doc. 19657). Action Feb. 23.

## Call letter applications

- KEZR(FM) Anaheim, Calif.—Seeks KEZY-FM.
- WTHS-FM Miami—Seeks WLRN-FM.
- WMAI-FM Panama City, Fla.—Seeks WPFM(FM).
- WSAF-FM Sarasota, Fla.—Seeks WQSR(FM).
- WKFM(FM) Chicago—Seeks WFYR(FM).
- WHO-FM Des Moines, Iowa—Seeks KLYF(FM).
- WWLV(FM) Versailles, Ky.—Seeks WJMM(FM).
- KBOA-FM Kennett, Mo.—Seeks KTMO(FM).
- WIL-FM St. Louis—Seeks KFMS(FM).
- WMDE(FM) Greensboro, N.C.—Seeks WPET-FM.
- WHOH(FM) Hamilton, Ohio—Seeks WYCH(FM).
- WFIG-FM Sumter, S.C.—Seeks WWDM(FM).
- WRVB-FM Madison, Wis.—Seeks WNWC(FM).
- WELF(FM) Tomahawk, Wis.—Seeks WYYS(FM).

## Call letter action

■ WEOK-FM Poughkeepsie, N.Y.—Granted WPDH(FM).

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of license for following stations, co-pending aux. and SCA's when appropriate: WAKS Fuquay Springs, N.C.; WALD-FM Walterboro, S.C.; WBSM New Bedford, Mass.; WCHQ-AM-FM Camuy, Puerto Rico; WCSL Cherryville, N.C.; WFIV Kissimmee, Fla.; WISA-AM-FM Isabelle, Puerto Rico; WJNJ-AM-FM Atlantic Beach, Fla.; WJPS Evansville, Ind.; WKEE-AM-FM Huntington, W. Va.; WMBM Miami Beach, Fla.; WNNC Newton, N.C.; WORA-FM Mayaguez, Puerto Rico; \*WPRK(FM) Winter Park, Fla.; WQBS-AM-FM San Juan, Puerto Rico; WRKT-AM-FM WKPE-FM Cocoa Beach, Fla.; WRNS(FM) Kinston, N.C. Actions Feb. 26.

■ Broadcast Bureau granted renewal of license for following stations, co-pending aux. and SCA's when appropriate: \*KALW(FM) San Francisco; KDON Salinas, Calif.; WBBL Richmond, Va.; WBRD-(AM) WDUV(FM) Bradenton, Fla.; WCAY Cayce and WIS-TV Columbia, both South Carolina; WTSB-AM-FM Lumberton, N.C.; WVOW-FM Logan, W. Va.; WXR-FM Guayama, Puerto Rico. Actions Feb. 28.

■ Broadcast Bureau granted renewal of licenses for following translators, all Washington: K08AP and K10AP, both Pateros, Brewster and Mansfield; K11IB Chelan Station and K12AV Pateros, Brewster and Mansfield. Actions Feb. 21.

■ KUAM-AM-FM-TV Agana, Guam—FCC granted applications of Pacific Broadcasting Corp. for renewal of licenses for short-term period ending Feb. 1, 1974, to permit early review of stations' operations. Pacific was also notified that it has incurred apparent liability of \$10,000 for willful or repeated violation of rules by falsification of operating logs. Action Feb. 27.

## Modification of CP's, all stations

■ WSLA(TV) Selma, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 21. Action Feb. 21.

■ KRHM(FM) Lake Havasu City, Ariz.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 4. Action Feb. 28.

■ KBIS Bakersfield, Calif.—Broadcast Bureau granted mod. of CP to make changes in DA radiation pattern. Action Feb. 28.

■ KMJ-FM Fresno, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action Feb. 23.

■ \*KLCS(TV) Los Angeles—Broadcast Bureau granted mod. of CP to change ERP to vis. 550 kw; aur. 110 kw; change trans. location to approximately 120 feet southwest of present site; change type trans. and ant.; make changes in ant. structure; ant. height 2,870 ft. Action Feb. 23.

■ K62AB Meeker and Rangely, including White River rural area, all Colorado—Broadcast Bureau granted mod. of CP to change input channel to via K13ES Yampa Valley rural area and Phippsburg, both Colorado; change trans. location of UHF translator to Devil's Hole Mountain, approximately 12 miles north of Meeker; specify type trans. and make changes in ant. system. Action Feb. 21.

■ K60AC Meeker and Rangely, including White River rural area, all Colorado—Broadcast Bureau granted mod. of CP to change trans. location to Devil's Hole Mountain, approximately 12 miles north of Meeker; specify type trans. and make changes in ant. system of UHF translator. Action Feb. 21.

■ WSWB-TV Orlando, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 26. Action Feb. 26.

■ WDTB(TV) Panama City, Fla.—Broadcast Bureau granted mod. of CP to change ERP to vis. 224 kw; aur. 44.7 kw; change type ant.; ant. height 1,400 ft. Action Feb. 27.

■ WFSU-TV Tallahassee, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 30. Action Feb. 26.

■ \*WRFG(FM) Atlanta—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 1611 West Peachtree, Atlanta; make change in ant. system; ERP 18 w; ant. height 340 ft.; remote control permitted. Action Feb. 23.

■ WQLW Flora, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 15. Action Feb. 21.

■ \*WRSB(FM) Weston, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 9. Action Feb. 23.

■ KTMA-TV Minneapolis — Broadcast Bureau granted mod. of CP to extend completion date to Aug. 26. Action Feb. 26.

■ \*KLUM-FM Jefferson City, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to June 27. Action Feb. 28.

■ K68AM Imlay, Nev.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Aug. 22. Action Feb. 22.

■ K66AF Imlay, Nev.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Aug. 22. Action Feb. 22.

■ WRNV(FM) Briarcliff, N.Y.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ERP 2.45 kw; ant. height 330 ft. Action Feb. 28.

■ WSNL-TV Patchogue, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 26. Action Feb. 26.

■ WCTO(FM) Smithtown, N.Y.—Broadcast Bureau granted mod. of CP to change transmission line and make changes in ant. system; ERP 3 kw; ant. height 300 ft.; remote control permitted. Action Feb. 27.

■ WMYK(FM) Elizabeth City, N.C.—Broadcast

Bureau granted mod. of CP to extend completion date to Sept. 13. Action Feb. 28.

■ W47AA Altoona, Pa.—Broadcast Bureau granted mod. of CP to extend completion date for UHF translator to Aug. 28. Action Feb. 27.

■ WEZV(FM) Bethlehem, Pa.—Broadcast Bureau granted mod. of CP to change trans.; ERP 28 kw hor.; 21.5 kw ver. Action Feb. 27.

■ WIAC-FM San Juan, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 28. Action Feb. 28.

■ KEZT(FM) Dallas—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 1. Action Feb. 23.

■ KVTV(TV) Laredo, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 26. Action Feb. 26.

■ \*WYMS(FM) Milwaukee—Broadcast Bureau granted mod. of CP to change trans.; change ant.; ERP 250 w; ant. height 870 ft. Action Feb. 27.

## Translators

### Applications

■ FCC accepted for filing applications by state of Alaska for three new VHF translators, one in Kaltag on ch. 12, 204-210 mhz, another in Koyukuk on ch. 11, 198-204 mhz, and another in Nulato on ch. 7, 174-180 mhz. Primary station for translators would be AFTV(TV) Galena Air Force Base, Alaska. Ann. March 1.

■ FCC accepted for filing application of Roaring Fork TV Association for new UHF translator in Crystal, Frying Pan and Roaring Fork River Valley, all Colorado, on ch. 60, 746-752 mhz; primary station KREX-TV Grand Junction, Colo. Ann. March 2.

■ FCC accepted for filing applications of Drewsey Community TV for two new VHF translators in Drewsey, Ore., on ch. 9, 186-192 mhz, primary station KBOI(TV) Boise, Idaho, and on ch. 11, 198-204 mhz, primary station KTVB(TV) Boise, Ann. March 1.

### Actions

■ K285AC Baywood Park, Calif.—Broadcast Bureau granted CP for new FM translator to serve Baywood Park on ch. 285 (104.9 mhz) by rebroadcasting programs of KTMS-FM Santa Barbara, Calif. Action Feb. 21.

■ K62AC Riverside, Calif.—Broadcast Bureau granted CP for new UHF translator to serve Riverside on ch. 62 by rebroadcasting programs of KVCR-TV San Bernardino, Calif. Action Feb. 23.

■ K07KU Harreid, S.D.—Broadcast Bureau granted CP for new VHF translator to serve Harreid on ch. 7 by rebroadcasting programs of KCOO-TV Aberdeen, S.D. Action Feb. 23.

■ K63AD and K65AF, both Bloomington, Utah—Broadcast Bureau granted CP's for two new UHF translators to serve Bloomington on ch. 63 by rebroadcasting programs of KORK-TV Las Vegas and ch. 65 by rebroadcasting programs of KUTV-TV Salt Lake City. Action Feb. 23.

## Other action, all services

■ FCC extended time for filing comments and reply comments on proposal to revise FCC fee schedule to March 14 and March 28 respectively. Action Feb. 26.

■ FCC adopted rules to clarify filing of applications for ant. changes where possible airspace problems are presented (Doc. 19582). Action March 2.

## Ownership changes

### Applications

■ KMAU-TV Wailuku, Hawaii—Seeks assignment of license from John S. Young Associates Inc. to Heftel Broadcasting—Maui Inc. for \$110,000 (includes non-competition agreement). Buyers: Heftel Broadcasting Corp., (90%), et al. Principals of Heftel Broadcasting are Joyce and Cecil Heftel who own KGMB-AM-FM-TV Honolulu and KPUA-TV Hilo, Hawaii. They have also applied to purchase WJAS-AM-FM Pittsburgh, WROR(FM) Boston and KDNA(FM) St. Louis. Ann. Feb. 22.

■ WDMV(AM) Pocomoke City, Md.—Seeks assignment of license from Agintour Corp. to Leisure Time Communications Inc. for \$200,000. Sellers: Agintour Corp. is licensee of WHEX(AM) Columbia, Pa. Ernest Tannen, president (90%), et al. Mr. Tannen owns WEEZ(AM) Chester, Pa., and owns 50% of WYRE(AM) Annapolis, Md. Buyers: Joseph F. McInerney, president (22%), Paul C. Stokes Jr., vice president (20%), et al. Mr. McInerney is former partner in Washington public relations firm of McInerney, Marsh, Kilduff & Matthews. Mr. Stokes has real estate and other interests in Rehoboth Beach, Del., and Ocean City, Md. Ann. Feb. 23.

■ WORK(AM) York, Pa.—Seeks assignment of



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license from Associated Broadcasters Inc. to Music Fair Enterprises Inc. for \$575,000. Sellers: Clair R. McCollough, vice president, et al. Buyers: Music Fair Enterprises produces non-Broadway theatrical productions and owns and operates five theatres in Pennsylvania, New York, Maryland, New Jersey and Florida. Principals: Sheldon H. Gross, president (10%), Leon M. Guber, vice president (11%), et al. Mr. Guber also owns 50% of Valley Forge Tavern, Valley Forge, Pa. Ann. Feb. 23.

## Actions

■ **WJOI(AM)-WQLT(FM)** Florence, Ala.—Broadcast Bureau granted assignment of licenses from WJOI Radio Inc. to JOI Radio Inc. and Big River Broadcasting Co., respectively, for \$214,000. Sellers: James W. Elliott, president, et al. Buyers: Sam C. Phillips (60%), et al. Mr. Phillips is principal of both JOI Radio and Big River Broadcasting. He owns 50% of WLIZ(AM) Lake Worth, Fla., and has extensive music publishing interests in Nashville. Action Feb. 21.

■ **KAAT(AM)** Denver—Broadcast Bureau granted transfer of control of Radio Colorado Corp. from Alex Englander (50% before, none after) to John H. Gayer (50% before, 100% after). Consideration: \$10,000. Principal: Mr. Gayer owns 85% of KFNF(AM) Shenandoah, Iowa. He also owns 70% of Big Country Radio Inc., applicant for new FM in Steamboat Springs, Colo., and 55% of Radio Vail Inc., applicant for new FM in Vail, Colo. Action Feb. 23.

■ **WWCO(AM)** Waterbury, Conn.—Broadcast Bureau granted assignment of license from January Enterprises Inc. to Winnepeg Corp. for \$405,000. Sellers: Merv Griffin (100%). Buyers: Peter M. Marcus (52%), et al. Mr. Marcus, formerly promotional manager of KTKT(AM) Tucson, Ariz., has restaurant interests in New Jersey. Action Feb. 23.

■ **WMAI-FM** Panama City, Fla.—FCC denied objection by Citizens for Progressive Radio and granted assignment of license from Mus-Air Inc. to Bay Country Broadcasting Co. for \$80,000. Sellers: John Patronis, president, et al. Buyer: E. L. DuKate, sole owner. Mr. DuKate, former stockholder in Bay Video Inc., permittee of WBVI-TV Panama City, owns Bay Bellanca Sales, aircraft sales, and has minority interest in Happy Bikes Inc., motorcycle amusement firm. Action March 2.

■ **WOMN(AM)** Decatur, Ga.—Broadcast Bureau granted assignment of license from WOMN Inc. to George H. Buck Jr. for \$150,000. Sellers: Vassar L. Eslinger, president, et al. Buyer: Mr. Buck (100%). Mr. Buck owns WHVN(AM) Charlotte, N.C. and 99% of WCOS-AM-FM Columbia, S.C. Action Feb. 27.

■ **New AM station** (call letters not assigned), Flora, Ill.—Broadcast Bureau granted assignment of CP from The Virginia Broadcasting Corp. to Flora Broadcasting Co. for \$6,500. Sellers: Richard K. Holt, secretary, et al. Virginia Broadcasting is licensee of WPRC-AM-FM Lincoln, and WCMY(AM) Ottawa, both Illinois. Mr. Freeland owns WFWL(AM) Camden, and WKTA-FM McKenzie, both Tennessee, and WNOI-FM Flora. Action Feb. 21.

■ **WXLN(AM)** Potomac-Cabin John, Md.—Broadcast Bureau waived three-year holding requirement and granted transfer of control of Seven Locks Broadcasting Co. from Herbert and Ethel Norman, et al. (100% before, none after) to Christ Church of Washington, D.C. (none before, 100% after). Consideration: \$212,400. Principal: McArthur Jollay, et al. Mr. Jollay is president of Christ Church, non-profit group. Action Feb. 22.

■ **WTHM-AM-FM** Lapeer, Mich.—Broadcast Bureau granted assignment of Sheill Broadcasting Co. to David R. Sommerville and John F. Sommerville dba WTHM Inc. for \$167,110. Sellers: Stuart E. Sheill, president, et al. Buyers: David and John Sommerville (each 50%). Both John and David Sommerville are employed at WSM(AM) Marine City, Mich., which is owned by their father. Action Feb. 22.

■ **KMPL-AM-FM** Sikeston, Mo.—Broadcast Bureau granted assignment of license from Semo Broadcasting Corp. to Delta Radio Corp. for \$270,000. Sellers: H. G. Sharp Jr., treasurer, et al. Buyers: John C. David (52%) and John E. David (48%). John C. David formerly was station manager of KINK(FM) Portland, Ore. John E. David is vice president and general manager of Fiberite Corp., plastics firm in Winona, Minn. Action Feb. 22.

■ **KARR(AM)-KOPR(FM)** Great Falls, Mont.—Broadcast Bureau granted assignment of license from Radio-TV Enterprises to Greater Montana Broadcasting Inc. for \$325,000. Sellers: Pat M. Goodover, president, et al. Buyers: Alan H. Cummings (100%). Mr. Cummings owns WLTD(AM) Evanston, Ill., WNAM(AM) Neenah-Menasha, Wis., and WRRR(AM) Rockford, Ill. He also is administrator of private investments and has car washing firm franchises in area. Action Feb. 21.

■ **KAJO(AM)** Grants Pass, Ore.—Broadcast Bureau granted assignment of license from James O. Wilson Jr. and Phil Jackson, dba Grants Pass Broadcasting Co. to James O. Wilson Jr. and Elzie B. Parker, dba Grants Pass Broadcasting Co. for \$135,000. Buyers: Mr. Wilson (85%) and Miss Parker (15%). Under agreement, Mr. Wilson

will be general manager of station and Miss Parker manager. Action Feb. 15.

■ **WKKR(AM)** Pickens, S.C.—Broadcast Bureau granted renewal of license and assignment of license from Pick Radio Co. to Mark Media Inc. for \$90,000. Sellers: Frank D. Ferguson Jr. and Franklin D. McClure. Buyers: J. Ardell and Remelle K. Sink (together 100%). The Sinks own WKYK(AM) Burnsville and WCSL(AM) Cherryville, both North Carolina. Action Feb. 21.

■ **KRLY(FM)** Houston—Broadcast Bureau granted transfer of control of Zantanon Limited from partnership of Robert S. Anderson and Homer L. Bruce to Robert S. Anderson. Principal: Mr. Anderson is president and general manager of KRLY. Action Feb. 22.

■ **KGRO(AM)** Pampa, Tex.—Broadcast Bureau granted acquisition of positive control by James B. Hughes (49% before, 99% after) through purchase of stock of Kermit S. Ashby (50% before, none after). Consideration: \$85,000. Principal: Mr. Hughes, president and general manager of KGRO, owns 50% of KCAS(AM) Slaton, Tex. Action Feb. 15.

■ **WFMR(FM)** Milwaukee — Broadcast Bureau granted assignment of license from Fine Arts Broadcasters Inc. to Koss Broadcasting Corp. for \$350,000. Sellers: William Dunn, president, et al. Buyers: John C. Koss, treasurer (95%), et al. Mr. Koss owns 52% of Koss Corp., Milwaukee, stereophonic firm. He also owns International Leasing, Milwaukee, and is director of both Heritage Bank of Whitefish Bay and James Eaton Weeks Interior Designs Inc., Milwaukee. Action Feb. 23.

## Cable

### Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Feb. 27 and March 2 (stations in parentheses are TV signals proposed for carriage):

■ **Teleprompter of Florida Inc.**, Clermont, Fla., (WESH-TV Daytona Beach, WFTV, WDBO-TV and WSWB-TV, all Orlando, WEDU, WFLA-TV, WTVT and WUSF-TV all Tampa and WTOG St. Petersburg, all Florida; WTCG Atlanta; WLTW Miami; WMFE-TV Orlando, Fla.).

■ **Teleprompter of Florida Inc.**, Mascotte, South Lake county, Groveland and Minneola, all Florida. (WESH-TV Daytona Beach, WFTV, WDBO-TV, WMFE-TV and WSWB-TV, all Orlando, WEDU, WFLA-TV, WTVT and WUSF-TV, all Tampa and WTOG St. Petersburg, all Florida; WTCG Atlanta; WLTW Miami.).

■ **Northwest Illinois TV Cable Co.**, East Galesburg, Ill. (WSNS-TV Chicago).

■ **Northwest Illinois TV Cable Co.**, Knoxville, Ill. (add WSNS-TV Chicago).

■ **Television Transmission Co.**, LaSalle and Spring Valley, both Illinois (add WSNS-TV Chicago).

■ **Television Transmission Co.**, Oglesby, Ill. (add WSNS-TV Chicago).

■ **Iowa Video**, Fort Madison, Iowa, and Mt. Pleasant Cablevision, Mt. Pleasant, Iowa (WSNS-TV Chicago).

■ **Community Antenna Systems Inc.**, Council Grove, Kan. (KBMA Kansas City, Mo.).

■ **Georgetown Cable TV**, Georgetown, Ky. (WLWT and WCET, both Cincinnati; WKPC-TV Louisville, Ky.).

■ **Adrian Cablevision Inc.**, Adrian, Mo. (WDAF-TV, KCMO-TV, KMBC-TV, KCPT-TV and KBMA-TV, all Kansas City, Mo.; KOAM-TV Pittsburg, Kan.; KODE-TV Joplin, Mo.).

■ **Tele-Media Co.** of Mercer County, Celina, Ohio (WLIO-TV Lima and WHIO-TV and WLWD, both Dayton, all Ohio; WANE-TV, WKJG-TV, and WPTA, all Fort Wayne, Ind.; WXIX-TV Cincinnati; WOSU-TV Columbus, Ohio; WIPB Muncie, Ind.; WCET Cincinnati).

■ **American Television and Communications Corp.**, Delaware, Ohio (WBNS-TV, WLWC-TV, WTVN-TV and WOSU-TV, all Columbus, WUAB-TV Lorain, WKBF-TV Cleveland and WXIX-TV Cincinnati, all Ohio).

■ **Community TCI of Ohio Inc.**, Middletown, Fairfield, Hamilton and Franklin, all Ohio (WUAB Cleveland).

■ **Ultracom of Okmulgee, Inc.**, Okmulgee, Okla. (WKY-TV, KWTV and KETA, all Oklahoma City; KTEW, KOTV, KTUL and KOED-TV, all Tulsa and KTEA Ada, both Oklahoma; KFPW-TV Fort Smith, Ark.; KXII Ardmore, Okla.).

■ **Frontier Cablevision Inc.**, Stillwater, Okla. (add KPLR-TV St. Louis; KDTV Dallas; KTVT Fort Worth).

■ **Cox Cablevision Corp.**, Warrenton, Ore. (requests certification of existing system).

■ **Multi-Channel Cablevision Inc.**, Brookville, Pa. (WICU Erie, Pa.; WSTV-TV Steubenville, Ohio; WJNL Johnstown and WOPC Altoona, both Pennsylvania).

■ **Communicable Inc.**, York Haven borough, Mount Wolfe borough, East Manchester township and Manchester borough, all Pennsylvania (WGAL-TV Lancaster, WTPA and WHP-TV, both Harrisburg, Pa.,

WSBA-TV York and WLYH-TV Lebanon, all Pennsylvania; WMAR-TV, WBAL-TV, WJZ-TV and WBFF, all Baltimore; WITF Hershey, Pa.; WPHL-TV Philadelphia).

■ **Beeville Cable TV Services Inc.**, Beeville, Tex. (KEDT-TV Corpus Christi, Tex.).

■ **Highlands Cable Television Inc.**, Granite Shoals, Tex. (KDTV Dallas, added; KNCT Belton, Tex., deleted).

■ **See-Mor Television of Yoakum Inc.**, Yoakum, Tex. (KVUE-TV Austin, Tex.).

■ **Community Television of Utah Inc.**, Weber county (all unincorporated areas), Utah (KWGN-TV Denver; KMUV and KTXL-TV, both Sacramento, Calif.; KUTV, KSL-TV, KCPX and KUED, all Salt Lake City; KBYU-TV Provo, Utah; KOET Ogden, Utah).

■ **Cablevision Service Inc.**, Warren AFB, Wyo. (KWGN-TV, KOA-TV, KRMA-TV, KLZ-TV and KBTU, all Denver; KTNE-TV Alliance, Neb.; KYCU-TV Cheyenne, Wyo.).

### Final actions

■ **Cable TV Bureau** granted following operators of cable television systems certificates of compliance: Diversified Communications Inc., Littleton, N.H. Action Feb. 14; Gra-Tex Colorvision Co., Grapeland, Tex.; Huntington CATV Inc., Huntington, Ind.; WSML Inc., Lewisburg, Tenn. Action Feb. 20; Cablecom-General of Northern California Inc., San Pablo, Calif.; Video Link Ltd., Menallen township, Getman township and Masontown, all Pennsylvania; Northwest Illinois TV Cable Co., Monmouth and Galesburg, both Illinois. Actions Feb. 22; Northeastern Pennsylvania TV Cable Co., Archibald borough, Blakely borough, Abington township, Scott township, South Abington township, Glenburn township, Clarks Green borough, Clarks Summit, Dalton borough, Factoryville borough, La Plume township and Hughestown borough, all Pennsylvania. Actions Feb. 23.

■ **Cable TV Bureau** granted following operators of cable television systems certificates of compliance: Northeastern Pennsylvania TV Cable Co., Exeter township, Pittston and West Pittston borough, all Pennsylvania. Action Feb. 23; Mahoning Valley Cablevision Inc., Warren, Ohio; Television Transmission Co., Peru, Ill.; Cable TV Service Co., Mendota, Ill. Actions Feb. 26.

■ **Flagler Beach, Fla.**—FCC granted certificate of compliance to Flagler Cable Company Inc. and authorized it to carry following signals: WESH-TV Daytona Beach, WDBO-TV and WFTV(TV), both Orlando and WJXT(TV) and \*WJCT(TV), both Jacksonville, all Florida. Oppositions by Rust Craft Broadcasting Co., licensee of WJKS-TV Jacksonville, and ITT Community Development Corp., real estate developer in Flagler county, were denied. Action March 2.

■ **Orlando and Winter Park, both Florida**—FCC granted certificate of compliance to Orange Cablevision Inc. to carry following Florida signals: WESH-TV Daytona; WDBO-TV, WFTV, \*WMFE-TV, WSWB-TV, all Orlando; \*WEDU(TV) and WUSF-TV, both Tampa; WCIX-TV and WLTW(TV), both Miami; \*WUFT(TV) Gainsville, and WTOG(TV) St. Petersburg. Petition by Florida Central East Coast Educational Television Inc., licensee of WMFE-TV, objecting to carriage of WEDU and urging that grandfathered status of WUFT be revoked, was denied. Action Feb. 21.

■ **Lawrence, Mass.**—FCC granted certificate of compliance to Greater Lawrence Community Antenna Inc. and authorized it to carry following signals: WBZ-TV, WCVB-TV, WNAC-TV, WGBH-TV, \*WGBX-TV, WSBK-TV and WQTV(TV), all Boston; WKBG-TV Cambridge, Mass.; WSMW-TV Worcester, Mass.; WMUR-TV and WXP-TV, both Manchester, N.H.; \*WENH-TV Durham, N.H.; WCSH-TV Portland, Me.; WJAR-TV and WPRI-TV, both Providence, R.I. Opposition by New Boston Television Inc., licensee of WSBK-TV, to out-of-market signals of WCSH-TV, WJAR-TV and WPRI-TV, was denied. Action Feb. 21.

■ **Boardman township, Ohio**—FCC granted certificate of compliance to Armstrong Utilities Inc. and authorized it to carry following Ohio signals: WFMJ-TV, WKBN-TV and WYTV(TV), all Youngstown; \*WVIZ-TV, WKBF-TV and WUAB-TV, all Cleveland. Opposition by WKBN Broadcasting Corp., licensee of WKBN-TV, was denied. Action March 22.

### Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Feb. 27. Reports include applications for permission to install and operate CATVs, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ **Garden Grove, Calif.**—City council revoked franchise that was granted in 1968 to International Cable Television.

■ **Harrisburg, Ill.**—City council granted franchise to Southern Illinois Cable TV Inc., West Frankfort, Ill.

■ **North Spokane, Wash.**—Community Antenna Systems has applied to county commissioners for franchise.

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**Sales Manager.** AM. \$25,000 base + generous incentive for right person. Immediate opening. Send resume and references to Box C-70, BROADCASTING.

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**AM Sales.** Top rated Oklahoma small market growth area station has immediate opening for experienced, or willing AM salesman. Call Michael McKee, Sales Manager for appointment or further information. KWCO, Box 770, Chickasha, Okla. 73018. 405-224-2890. EOE.

**Ambitious salesman** and part time announcer northern Illinois area. Send resume and picture. Box C-120, BROADCASTING.

**Ohio major market FM Rocker** seeks dedicated, aggressive local salesman. Salary 7-10M plus commission. Box C-154, BROADCASTING.

**WMBR, Jacksonville, Florida** needs experienced salesman. A fine opportunity for a good aggressive man.

**Top station with number one ratings** and extensive national press seeks aggressive, ambitious Sales Manager. Write Box 1288, Savannah, Ga. 31402.

### Help Wanted Sales Continued

Fully automated AM station in Colorado needs Sales Manager and/or Salesmen who can really sell on the street, interested in community involvement, looking for a job with advancement and buy-in capabilities. Our station is located in smog-free Western Colorado about 80 miles from Aspen and Vail, 45 min. from some of the finest skiing, hunting and fishing in Western America. If you live on the far outskirts of our area it will take you about 5 min. to get to work. It is truly beautiful country. Looking for security, some good money, peace of mind and a chance to get to know your family again—get in touch with us. Mesa Broadcasting Co., Box 340, Grand Junction, Colorado 81501.

### Help Wanted Announcers

**Announcer.** Bright morning man, sign on until 9:00 A.M. Top production experience. For growing CW station in Southeast suburban medium market. Send resume, air check and snapshot. Box B-96, BROADCASTING.

Rising station in major Eastern market seeks enthusiastic announcer, experienced in classical format; operate own board. Send resume and tape to Box B-128, BROADCASTING.

**Announcer—good voice,** some experience, small town or rural background, willing to work hard and learn all phases of broadcasting leading eventually to management. Tape and resume. Box C-39, BROADCASTING.

Top rated bright MOR station in Eastern medium market seeks housewife slot personality. Send tape, resume and salary requirements to Box C-99, BROADCASTING.

Ready for a top 10 Morning Show? Well, if you're ready, we will give you every chance to prove your merit. Send tapes and resumes. Sorry, nothing returned. Our need is urgent. Please respond. Box C-125, BROADCASTING.

East Coast top market needs a night time talk show host. We are looking for a person of contemporary motivation. Naturally a good voice and past success help. We urge you to forward tapes and resume. We will be in touch promptly. Box C-126, BROADCASTING.

**Exceptional opportunity** for experienced announcer strong in production. Established small town (30,000) AM daytime/FM full time. Good salary, fringes. 100 miles southwest of Chicago. Send complete resume and air check to Box C-133, BROADCASTING.

Growing Florida group needs 1st ticket men/women. All airshifts. Engineering, sales, for future expansion. All fringes with a straight company. Write Box C-162, BROADCASTING.

Medium market top rated 24 hour Country, looking for young, mature, experienced, announcer with creative production ability. Permanent position, good advancement opportunity. Send tape and resume to PD. KRZY, Box 3280, Albuquerque, N.M. 87110.

**KYOK-Houston-leading Soul station** in the Southwest has immediate opening for strong experienced jock. Send tape and complete resume to Rick Roberts, Box B218, Houston, Texas 77004.

April opening: Adult sounding entertainer for 7-noon. University market. Send tape, resume to Jerry Collins, WASK, Lafayette, Ind: 47902.

New Hampshire. Versatile production oriented announcer for mini market automated daytimer. Warm, friendly delivery. No dj work. 5 day week. Start at \$7,000. Send resume, news and production tape (non-returnable) to Al Severy, WASR, Wolfeboro, N.H.

Contemporary Country station, number one in Clarksville, Tennessee-Ft. Campbell-Hopkinsville, Kentucky market, needs first phone combo man for afternoon drive/night engineer duties. Must be bright and exciting on air, strong on production. Only 45 miles from Music City. Want top flight man. Send tape to Jack Mayer, WDXN, Box 724, Clarksville, Tennessee 37040.

Christian AM & FM needs two dedicated mature announcers for night broadcasting. Sacred programming 24 hours. Sales and news possibilities. Send resume and tape to Jack P. Rabito, Operations Manager, WIVE, Box 272, Ashland, Va. 23005. 703-798-4711.

Christian radio stations need two announcers with interest in other phases of broadcasting. Sales optional. Reply WJSM Radio, Martinsburg, Pa. 16662.

### Help Wanted Announcers Continued

The Great American Talent Hunt. WKBW radio will select ten "personalities" from all tapes submitted for our 6 to 10 PM shift. Ten entertainers will compete "on the air" for the position. One show per jock. Send tapes and resumes to: Great American Talent Hunt, WKBW Radio, 1430 Main St., Buffalo, NY 14209.

New Hampshire Association of Broadcasters Job Bank has openings for experienced announcers, salesman and technicians. Send your resume, tape and minimum salary requirements to NHAB Job Bank, Box 900, Wolfeboro, N.H. 03894.

### Help Wanted Technical

Chief. 5KW Directional. Must be experienced with both directional and audio. Top pay. Good equipment. Located within sight of Blue Ridge Mts. Tell us how much you need. Box B-127, BROADCASTING.

Major market East Coast AM needs first phone strong on maintenance to join pro technical staff. Salary commensurate with experience. Box B-221, BROADCASTING.

Wanted: Chief Engineer for Southwest Virginia, AM-FM, Stereo, SCA, automation, Background Music. Must be strong on maintenance. No announcing. Send complete resume in first letter plus salary requirements. Box B-235, BROADCASTING.

Chief engineer for Coastal Carolina AM/FM. Send salary desired and resume to Box C-110, BROADCASTING. Insurance offered.

Chief 5KW directional. 50,000 W automated FM Stereo, both programed 24 hours daily. Must be strong on maintenance. Fine equipment. Beautiful, Central Virginia City. Send complete resume with references, salary requirements, etc. Box C-150, BROADCASTING.

Chief needed immediately in city of 17,000 for AM-FM station with automation and background music. Strong on maintenance. Announcing helpful but not necessary. Contact Al Kahn, WAGR, Lumberton, N.C.

First phone man to read transmitter meters. Age no barrier. WAMD, Aberdeen, Md. 21001.

Quality first class engineer for AM-FM Stereo automation and auxiliary services, chief open to right man. Desire competent airwork. Equal Opportunity Employer. Write WHFB, Benton Harbor, Mich. 49022. 616-927-3581.

NYC Rock and Roll Stereo FM needs dedicated engineer. Must be well versed in modern audio processing, care and feeding of Stereo carts, as well as all technical aspects of FM broadcasting. The need is now, the salary and benefits good. If engineering is more than just your job, you could be the one we're looking for. Contact: Engineering Department, WPIX-FM-TV, 220 East 42 St., NYC.

Enthusiastic chief engineer for interesting job at excellent facility. 1 KW directional AM and 50 KW FM. WBNR, Beacon, N.Y. and WSPK-FM, Poughkeepsie, N.Y. 914-831-1260.

Chief engineer wanted capable of supervising and properly maintaining 5,000 AM remote control station plus separated automated FM station. Position will be open July 1st. Six-day week. Three weeks vacation. Hospital and retirement plans. Company owned Jeep available for all transportation. References and detailed outline of experience mandatory, as well as personal interview. Contact H. M. Thayer, Box 427, Kingston, NY 12401.

### Help Wanted News

News Director for Kansas radio station in a town of 40,000. Send tape, photo and resume. Box C-82, BROADCASTING.

Wanted a full time newsmen to work with veteran News Director at successful small market, Missouri station. Box C-164, BROADCASTING.

Metromedia's WASH needs an articulate, energetic morning newscaster who can do it all. This is a prime spot for a creative, aware broadcast journalist who understands "people news" and wants to talk to the newsmakers of Washington. Send recent air check of full news shift and a complete resume with references to Bob Hughes, WASH, 5151 Wisconsin Avenue, N.W., Washington, D.C. 20016. Metromedia is an Equal Opportunity Employer.

Aggressive newsmen. News oriented station in news oriented area. Send tape and resume WBNR, Beacon, N.Y. 12508.



## Help Wanted Programing, Production, Others

Experienced Country jock needed by major Ohio broadcaster. References will be checked. Send tape and resume to Box B-245, BROADCASTING. Equal Opportunity Employer.

Promotion Director. Dominant Top 40 station in top 10 market is looking for a "heavy" to handle advertising, off-air promotion, publicity and press relations. Please send resume, examples of work, and salary requirements in confidence. Box C-112, BROADCASTING.

## Situations Wanted Management

Let me help you make more money. Over 15 years successful sales management. Desire GM in medium or large market. Box C-14, BROADCASTING.

GM-30—strong sales, programing. 10 years experience, successful background. Character, credit A-1. Family wants permanent home. Box C-48, BROADCASTING.

General Manager first class engineer. Twenty five years radio. Family man. Presently employed. Desires management position in Southeast with working interest possibility. Box C-67, BROADCASTING.

Currently successful Director-GM. Station being sold. Community involved. Sales oriented, honest, professional; creative. Seeks successful, mature facility. \$18,500. Box C-109, BROADCASTING.

Broadcast Executive all-around multi-station trouble shooter with extensive experience in all phases of radio/TV at the highest management level including FCC regulations, union negotiations, financial operations, acquisition, personnel management, etc., is looking for challenging, rewarding, new opportunity. Box C-113, BROADCASTING.

Experienced Prog-Rock salesman in top 5 market will relocate for Free Form format. Have done and can do air shift and promotion. 1st ticket, veteran, BBA, single, 26. Box C-131, BROADCASTING.

Young experienced broadcaster currently PD public radio station seeking new environment. Degree, married, 3rd. Seeking programing/announcer with advancement possibilities. Write Box C-166, BROADCASTING.

Young major market group vice president tired of "The Big City" hassles wants to bring an outstanding array of talents to station with beautiful mental and geographical environment in U.S. or Canada. Fully experienced in management, programing, sales, promotion; loves morning shows (holds first ticket); cable, newspaper and TV experience. Excellent graphic/print artist. Strong on community, local involvement. Michael Linder, 10415 Country Club Rd., Woodstock, Ill. 60098. 815-338-4638.

General Sales Manager. Major medium markets but will consider all. \$158,000 sales increase 1972 at last station. Married, mature, no hang-ups. Just a hard worker, knowledgeable and very available. Impeccable references, superb sales record. 301-248-5767 evenings.

Want twenty-two years success, college, references, family, used for your successful manager, newsmen, pd, announcer? Phone Neil Lovett; 205-489-5080.

Corporate financial officer AM, FM, TV, CATV, 14 years experience with group ownership including responsibility for all financial, accounting and administrative functions at the decision making level with knowledge of general business procedures, FCC obligations, budgeting, etc., seeks a challenging position in return for growth opportunity. 301-730-5123.

## Situations Wanted Sales

Salesman announcer. Also production and copy. Professional broadcaster over 10 years experience. Will consider any size market. Box C-66, BROADCASTING.

Announcer desires to learn sales, Midwest university graduate, experienced, sports/sales position ideal. Box C-135, BROADCASTING.

Salesman experience in radio, retail, direct and everything in between. Goal: management. Middle age, first phone. Community minded. Box C-147, BROADCASTING.

## Situations Wanted Announcers

Astral traveling via Antelope Freeway to talk to the people on the corner. DMS good, 5 years experience with 1st. PD and news experience. Box C-60, BROADCASTING.

First phone experienced announcer in top 100 markets. Will relocate. Now employed with number one top 40 ratings. Box C-72, BROADCASTING.

## Situations Wanted Announcers Continued

Very hard worker, reliable, experienced announcer, tight, 1st phone, degree. Presently working in small TV radio market. Box C-117, BROADCASTING.

Available late April. Experienced young first phone can do personality. No kid-stuff. Not interested in typical small town situation. Mature, dependable and looking for future in Louisiana or Coastal Mississippi. Family. Box C-122, BROADCASTING.

First phone announcer. 1 year experience MOR. Would like Contemporary MOR or Top 40. Prefer D.C., Md., or Pa. Box C-134, BROADCASTING.

Expert on MOR small market radio desires announcer-programing or announcer-sales position in Northeast. Experienced. 1st. Box C-144, BROADCASTING.

Southern states only. Black stable announcer. MOR or Soul. 4 1/2 years, veteran. 1st class license. PD, music, sales. Seeking established firm. Box C-146, BROADCASTING.

South Florida. First phone MOR or Mod Country announcer, strong on news. Three years experience, 27, single. Want permanency and advancement. Box C-149, BROADCASTING.

Experienced sportscaster, dj desires sports directorship. Would do air work. 1st phone. Midwest. Box C-151, BROADCASTING.

Hard worker looking for a start. 1st phone and good broadcasting training. Money not important. I'll prove my value. Steve Payton, 4103 E. Lake, Minneapolis, Minn. 55406.

USAF radio Vietnam (Contemporary), also MOR, play-by-play, news experience. 1st phone. Wife school teacher. Will relocate. Gary Sutton, 403 S. Main, Ada, Ohio.

Five years experience, first phone, college AA will receive BA May 12. Currently employed. Looking for opportunity with MOR or Top 40. Ray McCarty, 1703 7th, Des Moines, Iowa.

Serious career man looking for better market. 25, 1st phone. Experienced. Good MOR, tele-talk, interview, personality. Veteran. Paul Ketzenberger, 529 N. Prairie, Galesburg, Ill. 61401.

Experienced Top 40 personality with first phone in medium market. Prefer return to Calif., but will go anywhere for right challenge. Call 812-426-0486, evenings.

Gene Springer, first phone, Country dj, 5000 watt experience KGCX, Sidney, Montana. 701-572-2165, person to person only.

6 years as announcer newscaster in Midwest, strong voice, 3rd. Financially secure. Would like Midnight show, warmer weather, above average money, small to medium market. Prefer Contemporary, Rock or Country. Box C-92, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-106, BROADCASTING.

Country hick with third. Interested in Louisville area. Box C-111, BROADCASTING.

DJ, tight board, authoritative news. Good commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box C-114, BROADCASTING.

Perfectionist. Small market experience, third endorsed looking for small or medium market MOR. 24 hour-a-day man. Box C-130, BROADCASTING.

Announcer, 3rd endorsed. MOR/Golden formats, PBP, base salary, year experience. Box C-142, BROADCASTING.

Experienced jock, young, third endorsed, veteran, top-forty format, preferably in a warmer climate. Anything considered. Ray Williams, Route 1, Prentice, Wisc. 54556.

1st job. College grad, BA Mass Communications, 3rd endorsed, 4 years on college stations as newsmen and dj, public address work, board experience. Mark Anderson, 257-34 149th Ave., Rosedale, N.Y. 11422. 212-LA 7-1730.

School grad, seeking dj position. Will go anywhere. Hard worker, very dependable. 3rd. Jerry Kowalsky, 22 Radburn La., Port Jefferson Station, N.Y. 11776.

Ready now, broadcasting school grad with fine voice. 3rd endorsed, can also do sales, college radio experience, college degree. Responsible, hard worker. Prefer East. 201-445-3389.

A good man is hard to find. 1 1/2 years KCSB Santa Barbara including 6 months as GM. Presently at KFJC Los Altos, 3rd endorsed, good production, creative and hard working, will relocate immediately, send for resume and air check. David Rowe, Box 8203, San Jose, Calif. 95155.

## Situations Wanted Announcers Continued

Mr. Dynamite. 3rd endorsed, 2 years dj, tight board, good news, sports, commercials. Young, single, will relocate. 212-375-7736, ask for AI.

Metro MOR or Talk. Consider summer replacement with full time possibilities. Prefer Northeast, but will consider other areas. Box C-71, BROADCASTING.

Telephone talk host. Available now due to format change. Experience includes Los Angeles. Looking for station that wants a unique talk show. Good ratings and demographics. Box C-77, BROADCASTING.

Experienced CW with production abilities. College graduate. Box C-152, BROADCASTING.

Good announcer and/or talk show host. Have been in radio since '64 and seen all aspects. Sincere and warm projection to audience. Available March 28. Box C-157, BROADCASTING.

If you are a major market station and lean toward the neighborly personality approach, I'm your man. 32, 10 years experience, college major broadcasting. Would like good relaxed professional atmosphere. MOR Contemp to CW. Prefer Midwest. 615-824-7145.

Experienced announcer, newsmen, copywriter, college background, seeks permanent position, CW, MOR. Relocate, references. Ray White, Box 61, Merry Hill, N.C. 27957. 919-482-2693.

Contemporary MOR or Soft Progressive Rock pd strong manager type, capable, conscientious, hard working, honest, innovative, organized, seasoned pro. If you need numbers, call J. Solo, 512-341-4900 after 6 P.M.

Okinawa, working for Contemporary here 3 years, 2 years Ohio. 30, single, dependable, fine references. Station status now not secure due to Japanese reversion. Looking for move into Hawaii or Calif. operation with professional creative staff that cares. I want to grow! For air check, info. Write: Jim Wilson Joro, CPO Box 4, Nahe, Okinawa, Japan.

"He doesn't assault your ears." A quote taken from a letter I received from a listener while working for a major market Top 40 FM. I feel this describes me best. Joe Mizway, 5968 Turney Rd., Cleveland, Ohio 44125.

DJ, distinct projection, imaginative intros, expressive commercials, tight board, climactic news. 17 Mohican, Lake Hiawatha, N.J. 07034.

8 year pro. Wants to move up. MOR, Top 40, news. Steady, no floater. Let's talk. Bruce Fletcher, 312-246-1121.

## Situations Wanted Technical

Transmitter operator, first phone. With present job 21 years. Going remote control, must leave. Good references. Box C-95, BROADCASTING.

Transmitter operator. First phone. Radio or TV. Going remote. 21 years with present AM station. References. Box C-129, BROADCASTING.

First phone technician seeking my first position as broadcast engineer. College broadcasting experience and technical graduate. Willing to work hard to receive well rounded training from the right chief. Richard Alexander, Box 8452, Rochester, NY 14618.

Experienced chief wants a challenging position at Contemporary station. Good track record and references including directional work. Box C-36, BROADCASTING.

FCC licensed engineer. Repair, maintenance, operation, quotes, contracts, own tools, car. Experienced all powers. Box C-139, BROADCASTING.

Chief available for interview during NAB. Available within one year. Experienced in design, installation, maintenance, and proof. Boss pleased. Have also done production, news, and announcing. Member of IEEE, SBE and AES. Nonsmoker. Nondrinker. Robert Herman, Sheraton Park Hotel. After convention: 303-733-6751.

Seattle area, hotel Experienced chief. Proven ability both AM and FM. Above average announcer and production. Howard McDonald, Box 1806, Springfield, Mo. 65805. Available in June.

## Situations Wanted News

Wire service broadcast editor; news director experience. 25, degree, 1st phone, RTNDA. Seeks new challenge with dynamic news operation. Box C-123, BROADCASTING.

Sports announcer, experienced in play-by-play, interview programs, writing and delivering news board work, 3rd endorsed. Interested in Ill., Mich., Wisc. Box C-137, BROADCASTING.

## Situations Wanted News Continued

News director 13 years Midwest radio TV seeks opportunity to mold news operation into #1 product. Box B-238, BROADCASTING.

Sports is my business: Sports Director, college grad, 3 years experience. Major college football and basketball, minor league baseball play-by-play. Looking for move to larger market, considerable sales experience. Possible sports-sales combination. Number one in present market. References alone are worth a look. Box C-19, BROADCASTING.

R TV grad, University of Illinois, heavy on sports, seeks PBP position in any size market. Can also handle news. Married, 26. Excellent references. Tape, resume available. Box C-74, BROADCASTING.

Medium market news director desires reporter position in major market. Experienced, mature, team man. Box C-86, BROADCASTING.

Mature medium market newsmen. Five years experience. Seeks permanent position in West Coast major market. Box C-87, BROADCASTING.

Best newsmen in Hudson Valley, New York. Must demand minimum \$200/week. Box C-121, BROADCASTING.

13 years experience with college play-by-play football, basketball, baseball. Looking for full time sports. Top references. Box C-124, BROADCASTING.

Ambitious young man desires position as sportscaster with television or radio station. For complete resume please write Mr. Robert Page, Box C-127, BROADCASTING.

Sports director radio/TV 10 years experience. College graduate, play-by-play all sports. Looking for medium market. Will do short board shift if necessary. Box C-148, BROADCASTING.

Happy talk. News director/DJ desires all night talk show. Have creative ideas. Entertaining warm and opinionated. 30, single, have extensive travel background. Call 617-963-5981

Ex WCFL (Chicago) newsmen, talk show host, documentaries production man looking. Documentaries won three awards in last two years. Looking for radio or TV. Will relocate for the right station. Write: Howie Kaplan, 6414 N. Ridge, Chicago, Ill. 60626.

Radio news director experienced, currently employed. Seeking dynamic station, southwest N.J. or Pa. 201-454-3703, 9-12 A.M.

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.

Newsworthy potential Communication Arts, college senior, with one year light television production experience with NYC network, seeks entry level/trainee position within broadcast journalism. Prefer NYC vicinity, but will relocate for solid career opportunity. Write E. Wald, 30 West 69th St., NYC, NY 10023.

## Situations Wanted Programing, Production, Others

Young, intelligent, musically knowledgeable seeking first PD or APD slot. 4 years experience with first phone desire small or med market Upper Midwest, Rocky Mtn. states or Pacific NW. Can do play-by-play too. Box C-69, BROADCASTING.

Experienced public radio programmer producer, BA, married, 29. If you're after the best, send for excellent credentials. Box C-116, BROADCASTING.

Professional with 5 years of production/research experience in TV network news, seeks community news type job as producer or production coordinator in New York area. Box C-132, BROADCASTING.

Major market PD, Assist. GM looking for growth opportunity. Solid background with 15 years encompassing dj, news director, TV on and booth announcing, excellent production, sales, degrees. References, employed. Worked all formats, prefer MOR & Country. Five figures only for a top guy. Box C-138, BROADCASTING.

Program director of Drake consulted number one FM'er. Available to aggressive medium to large West Coast station. Particulars upon request. Box C-159, BROADCASTING.

Want challenge. #1 talk host in Chi for 3 years. Journalist. No track record better. Seek news management/on-air combo. News anchor, talk, sports. Not excluding television news or talk. Why a change? I'm in a rut! Box C-161, BROADCASTING.

How would you decide? Mini features using Contemporary legal decisions. For free sample week, contact Nick Isenberg, 303-322-2356, 2890 Elm St., Denver, Colo. 80207.

## TELEVISION

### Help Wanted Sales

TV Account Executive. Group owned CBS affiliate offers excellent management opportunities for the right man. This professional local salesman will have an established account list in a top fifty market. Send resume to Box C-43, BROADCASTING. An Equal Opportunity Employer.

General Sales Manager. Immediate opening with CBS affiliate in top 50 Northeastern market. Send resume and recent photograph to Box C-167, BROADCASTING. All replies confidential.

### Help Wanted Announcers

Weatherman-Announcer. Opening for professional to perform nightly weather and night booth announcing. Send tape, resume. WSAV-TV, Savannah, Ga.

### Help Wanted Technical

California major market VHF in one of the nation's fastest growing areas needs studio technician. Requirements include first class radio license; minimum 3 years experience; maintenance and operation ability; technical school graduate or equivalent technical education. Wage scale \$220.00 to \$250.00 per week. An Equal Opportunity Employer. Write Box C-88, BROADCASTING.

Modern, well equipped UHF television station in central California has openings for experienced and well qualified transmitter and studio engineers. Studio engineers must be capable of VTR maintenance. Send resume and availability to Box C-97, BROADCASTING.

Chief engineer, position open at station expanding in Midwest. All new RCA equipment. Box C-156, BROADCASTING.

Wanted: One broadcast engineer. Must be FCC licensed, experienced and competent. Work with RCA equipment. Contact chief engineer, KVRL-TV, 3935 Westheimer, Houston, Texas 77027.

Television maintenance engineers. Transmitter engineering positions now open. Applicants must have thorough technical training, experience with modern broadcasting equipment, and ability to train personnel. Two-year contract with relocation expenses, housing and excellent benefits. Send resume to Chief Engineer, Station KVZK, Pago Pago, American Samoa 96799.

Southwest Florida AM-FM-TV station looking for CE strong in TV. Administrative as well as technical ability required. Immediate opening. Contact Frank Nodine, WINK, Box 1060, Fort Myers, Fla. 33902.

Assist. Chief Engr.- UHF experience maintenance studio transmitter. Ideal community, ABC affiliate. Equal Opportunity Employer. Apply Chief Engineer, WXLTV, Box 940, Sarasota, Fla. 33578.

TV maintenance technician for new station. First phone. IVC equipment. Write Box 5077, St. Thomas, US Virgin Islands 00801.

An opening exists for a mobile technician in the Detroit area. Experience in maintaining and operating VR 3000 and color cameras in the field is a prime requisite. Extensive travel may be necessary. Resumes and inquiries should be made to Editel Productions, Incorporated, 24151 Telegraph Rd., Southfield, Mich. 48075. Phone 313-353-1660.

Television Technician: Experienced in studio color systems including color cameras, video tape recorders, and film chains, must have 1st class phone license. Send resume to: Robert Pincumb, Instructional Services, Ferris State College, Big Rapids, Mich. 49307.

### Help Wanted News

KXTV Channel 10, CBS affiliate, Sacramento, is seeking applications for an experienced TV meteorologist for daily weather casts. Should know how to communicate in an interesting as well as informative way. Send resume, VTR and salary requirements to: Cal Bollwinkel, KXTV, Box 10, Sacramento, CA 95801.

### Help Wanted Programing, Production, Others

Executive producer with extensive experience in all phases of creative production. Top public TV facility in SE. Send resume to Box C-57, BROADCASTING.

Continuity department head wanted for medium market station. Must be able to come up with commercial ideas, follow through with copy, handle details of 3 man department. Work in new building with creative young staff. Contact Craig Lawrence at 605-336-1300 for further information.

### Situations Wanted, Management

Seeking new management opportunity with progressive television broadcaster. Successful general sales management experience with related responsibilities in programing and promotion. Bottom line oriented. Age 34. Could be just what you need. Best references. Box C-40, BROADCASTING.

## Situations Wanted Sales

Aggressive television sales manager will lead and motivate. Prefer East or Southeast. Top industry references. Unusual circumstances makes this individual available. Box C-115, BROADCASTING.

Regional, national sales management 20 years experience, proven 300% increase in 1972. Personal reason dictates immediate change. Have top 10 experience also U experience. Call 703-222-8389. Top record both in sales and sales management. College graduate, non drinker. Box C-141, BROADCASTING.

6 years experience prior to BA in Broadcast Management; including Marketing, Advertising, Accounting. Seeks position in TV sales. Resume sent on request. Call or write David Meckle, 954 Eigenmann, Bloomington, Ind. 47401. 812-337-2226.

Sales manager available immediately. 16 years excellent track record AM and TV. National regional sales manager for 4 TV and 2 AM. Constant increases, even when national averages down 19%. Average increase up 45%. Relocate. Buy in. Box 683, Tyler, Texas 75701 214-592-6280.

## Situations Wanted Announcers

10 years radio college broadcast major. Want to try television in the Midwest. Strong news and entertainment emcee background. Young, good appearance. Tape resume, references on request. 615-824-7145.

## Situations Wanted Technical

Talented TV maintenance engineer looking to settle in a warm climate with a growing station. Presently chief engineer. Box C-103, BROADCASTING.

Working chief and operations manager seeks change. Experienced in large and small markets, VHF, UHF and construction. Box C-108, BROADCASTING.

Engineering manager, 23 years all phases of broadcasting. Construction, operation, proofs, renewals, union negotiations. Able to meet any challenge. Seeking stability. Available at NAB convention. Box C-143, BROADCASTING.

Progressive chief with major construction experience seeks new challenge. Box C-171, BROADCASTING.

Graduate RCA technician Black NY metropolitan area desired. Kirk Wilkey, 3566 Bronxwood Ave., Bronx, N.Y. 10469. 212-655-5832.

## Situations Wanted News

Network radio news correspondent looking for challenging TV anchor and/or reporting position. Fifteen years experience. Excellent broadcast journalist with wide range of experience. Good references. Prefer Midwest or East Coast. Box C-41, BROADCASTING.

Sports is my bag—make it yours! Sports pro-PBP (all sports), commentary, and talk experience. Currently employed as major market sports director but seek change of scenery. Radio and/or TV. Have talent—will travel. Box C-100, BROADCASTING.

Balanced, unique. On air media critic. Straight talk, not gossip to help your viewers cope. BS/MS in TV-R plus perspective born from experience. Box C-128, BROADCASTING.

Young, talented woman with major market broadcasting experience seeks news reporting or producer/host position. MA Film, Radio, TV. Box C-136, BROADCASTING.

TV journalist seeks television news. Three years broadcast directing, writing, announcing experience, one year cable anchor experience. Hard worker, good references. Give me a chance. Box C-160, BROADCASTING.

Digging reporter, awards, top references, good voice, everything you want. I need a challenge, commensurate salary. Prefer D.C., state capital, or city loaded with corruption. Will consider aggressive radio. Box C-170, BROADCASTING.

Young aggressive graduate wants work immediately. Experienced in filming, reporting, plus sales oriented. For resume write J. B. Cutsinger, 823 8th St., Sheldon, Iowa 51201.

## Situations Wanted Programing, Production, Others

Television producer director with outstanding network and local credits is seeking management opportunity in program/production area. Can provide resume and interview at NAB convention in Washington, March 25th. Box C-4, BROADCASTING.

Producer/Director. 3 years experience. BS degree. Looking for new challenge. Now upper Midwest. Will relocate. Box C-119, BROADCASTING.

## Help Wanted Programing, Production, Others Continued

Production pro with six years as Director and Unit Production Manager for major production companies. Take charge problem solver who meets production deadlines and client relations with enthusiasm and drive. Employed but in pursuit of new challenge. Box C-163, BROADCASTING.

Female, 23 years. BA in Mass Communications. Experience in radio news, TV production assistant, copywriting and advertising. Looking for job in same or related areas. 312-882-5233.

## CABLE

### Help Wanted Sales

Manager Advertising Sales. Largest Cable Television System in US seeks experienced, self-motivated, dedicated, professional person who is willing to "take-on" the broadcasting industry. System operated by country's second largest MSO—plenty of room for growth. San Diego market. Start immediately. Send resume to John Long, Mission Cable TV, Box 3224, Fletcher Hills Station, El Cajon, Calif. 92020.

## WANTED TO BUY EQUIPMENT

Gates BC-1J transmitter. Operational or non-operational. WMOV, Ravenswood, W. Va.

Spotmaster and Tapecaster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

Would like to buy a used VU meter for Ampex 351, in good condition. Send details to KAIN, 113 3rd Street South, Nampa, Idaho 83651.

## FOR SALE EQUIPMENT

Collins 10 Watt FM transmitter-exciter, A830-1. Excellent condition, must sell \$500. 212-884-8162. Box C-140, BROADCASTING.

Cohu 9840 encoder \$2600. Like new. Box C-145, BROADCASTING.

Marli-Used, reconditioned and new Marli equipment in stock. Immediate delivery. Terms available. BESSCO, 8585 Stemmons, Dallas, Texas 75247. 214-630-3600.

Used single channel console, \$595. KXEN, Box 28, St. Louis, Mo. 63166.

Cradle heads, Houston Fearless, MCH3, \$295. WLVT-TV, 215-867-4677. Jerry Richards.

New Moseley ADP-220 transmitter automatic logging system, \$5900. Contact T. A. Bone, WPRI-TV, Providence, R.I. Phone 401-521-4000.

16mm TV film projectors, Bell-Howell, 614EVMS, \$995. WLVT-TV, 215-867-4677. Jerry Richards.

We have the equipment. Do you have the need? For Sale Collines twin board, Raytheon board, Raytheon limiters, Misc amps, Gates remote control, RF amps, Hewlett Packard FM freq. Modulation meter. Best offer. Reply to WLYN, Box 631, Lynn, Mass. 01903.

Color phase equalizer, Ward TA860, \$1,995. WLVT-TV, 215-867-4677. Jerry Richards.

Video Switcher, 7x3 plus 5x2, solidstate, Sarkes VIS-75, \$1,995. WLVT-TV, 215-867-4677. Jerry Richards.

RCA TR3 Videotape player, mono, \$4,995. WLVT-TV, 215-867-4677. Jerry Richards.

Sixteen mm Bell & Howell JAN projectors, excellent shape. One 614 CDTV, \$1,550.00; one 614 CBVM, \$1,150.00 FOB, complete with pedestals. Medallion TV, 213-652-8100.

Rebuilt teletype sets: Weather, news, stocks. Telecommunications, Box 4117, Alexandria, Va.

Automation Bargains—Trade-in Sale—Control Centers. 1 Big IGM 630-16. 2 yrs old, 16 Channel with Digital Clock, Card Reader, IBM Logging Typewriter, and lots of Bells & Whistles. Cost New \$24,000. As is \$4,500. 1 Gates SP-10CS Stereo. 2 yrs. old. Includes Criterion Deck. Tone Detectors, 2 RA-1, Digital Clock, Spare Programmer & Miscellaneous. Working Condition. As is \$3,000. 1 BPI AR-1000. Complete Mono System with 4 Carousels, 2 Carts, 2 Racks. (4 yrs. old, traded in on larger system). As is \$8,000. 1 Schafer 1200. As is \$750. 1 Schafer 800 Stereo. 3 yrs. old. As is \$2,200. 6 Used Scully 270-1 and 270-2. As is \$1,400-\$1,600. 1 Frieden 7102 Comm. Terminal with Tape Punch & Reader. 1 yr. old. As is \$2,500. Many miscellaneous items. Call or write "The Innovators in Automation." Broadcast Products, Inc., 660 Lofstrand Lane, Rockville, Md. 20850, (301) 424-4700.

## For Sale Equipment Continued

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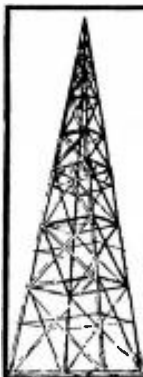
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# Profile

## Carrying the flag for broadcast journalism: Chuck Harrison of RTNDA

Chuck Harrison wants reporters around whenever government decisions are being made that affect people's lives. "If the doors are shut on the press, whether by a judge in a courtroom or by a couple of school-board members in a local community, then you might as well not have any freedom-of-information laws on the books," he says, his customary low-key manner heightened by his concern.

When Mr. Harrison gets going on the subject of the people's right to know, he discards his occupational hat (news director of WGN-AM-TV) in favor of his larger, extra-curricular hat (president of the Radio Television News Directors Association). "Let me give you a concrete example that illustrates this issue of freedom of information," he continues, warming to the subject. "I've got a matter on my desk right now of a criminal trial in Indiana where the judge has just ruled that only one reporter is going to be allowed to cover the trial. This is something we've got to fight.

"The first thing we're doing is alerting the regional director of RTNDA in that area to get into contact with people close to the judge and try to put pressure on him to change his procedure." (There are eight regional directors of the RTNDA, four at-large directors and a total of 960 members of the organization.) "If he persists in this illegal procedure, then we will resort to added pressure—getting the news directors to speak to Rotary Clubs in the state, Kiwanis Clubs, organizations like that, to drum up local support against the judge's ruling. Driven to the extreme, of course, we could hire our own lawyer and get out an injunction against the judge. But right now I'm being very careful about how we expend our limited national treasury because the way things are going we may need every penny of it on the matter of shield laws."

The RTNDA is proposing a model shield law that would in effect protect a newsman from having either to disclose the names of confidential sources or to turn over unpublished notes and unused outtakes in any judicial proceeding, except when a charge of libel is involved.

He is not, however, as worked up as some other news executives are over the Nixon administration's distrust of the media because in his view, "from the beginning of our history, every administration has had its bloody bouts with the press. The government and the press have always had an adversary relationship with one another."

If important matters like shield laws and freedom-of-information statutes are



Charles Francis Harrison—news director, WGN-AM-TV Chicago and president, Radio Television News Directors Association; b. July 18, 1920, Minneapolis; BA in journalism and speech, Augustana College, Rock Island, 1949; reporter, WIBU(AM) Poinette, Wis., 1938-40; news director, WHBF-AM-TV Rock Island, Ill., 1940-42 and 1945-52; U.S. Air Force, 1942-45; news director, WFIL-AM-TV Philadelphia, 1952-56; news director, WCKT-AM-TV Miami, 1956-58; news director, WMBD-AM-TV Peoria, Ill., 1958-60; news director, WEEK-TV Peoria, Ill., 1960-68; news director, WAVE-AM-TV Louisville, Ky., 1968-70; appointed news director of WGN-AM-TV Aug. 31, 1970; m. Eloise Pratt, 1943.

not enough to fill Mr. Harrison's extra-curricular hours, there will be a number of regional RTNDA conferences this spring that will keep Mr. Harrison plane-hopping just about every weekend. One of the most controversial items on the agenda for these conferences, according to Mr. Harrison, will be the whys and wherefores of covering an airplane hijacking in progress. "We'll have to start talking about things like our obligation to the passengers aboard an aircraft whose pilot is taking orders from a guy pointing a gun at his head."

Mr. Harrison is aware of the problems of, in his words, "the young guy in a small community who is running what is, in effect, a one-man news operation. If he is willing to give up one of his Saturdays to attend a regional RTNDA conference, then we will do our best to give him a crash course in some of the things it's vital for him to know. And I'm talking about practical things, like

how to pry information out of his local school board."

Mr. Harrison is not lacking the necessary experience to deal with the problems of broadcast journalism; he started in it at the age of 18, and, with three years out for World War II duty as an Air Force pilot, he has been in it ever since. With no children to tie him down, he has felt no compunction about pulling up roots whenever his judgment told him it was time to move on. He has worked for eight different news organizations so far, ranging all the way from the prize winners to the one particular station that forced him to clear his news ideas with the sponsors before going ahead with them.

John Mies, the news director of WLS-TV Chicago and a friend of Mr. Harrison's, suggests that WGN-TV being an independent station "gives him plenty of time to devote to outside activities such as the RTNDA. As news director of a network-owned or -affiliated station," Mr. Mies continues, "he might not be able to separate himself from the organization enough to take on the battles that the RTNDA has to get involved in."

Mr. Harrison's experience has made him something of a crusader for what he calls "the nuts-and-bolts basics of good news writing" and he tries to instill these basics into whoever is willing to listen to him at RTNDA seminars and workshops.

Mr. Harrison's basics are offended, however, over charges by TV critics Norman Mark, of the *Chicago Daily News*, and Ron Powers, of the *Chicago Sun-Times*, that WGN-TV news is doing a poor job of covering the community. "For my money," he says, "these critics would like to see news stories put into neat little pigeon-holes according to skin color. . . . TV news involves sending out the most important or most interesting events of the moment to the largest group of people, not chopping up stories into neat little bags."

Chuck Harrison is proud of the professionalism of today's broadcast-news operations because he remembers the pre-World War II days when, as a teenager, he got \$15 a month from the National Youth Administration to put together a weekly radio program with the help of WIBU(AM) Poinette, Wis. "There were no ground rules for radio news in those days," he says. "You'd chase a fire, you'd cover the city-council meeting, but you wouldn't be doing anything that could be called original reporting. And radio did the best job it had done up to that time when it broadcast the story of the Ohio River flood of 1937. But I'm afraid if you listened to tapes of that coverage today you would find them laughable."



# Editorials

## One that nobody wins

There may never be a clear-cut end to the dispute over CBS-TV's cancellation, only three days beforehand, of its scheduled broadcast of Joseph Papp's *Sticks and Bones*. Certainly the end was not in sight last week.

The dispute raised questions about the fundamental process of television networking. Should network program decisions be made by vote of the affiliates? If so, how many negative votes should be decisive? Should the same weights of voting apply to the week-in, week-out series and to the special program produced under exceptional circumstances for exceptional display at exceptional expense?

Or should network management, having selected a program and underwritten its production, abide by its original judgment, no matter how many affiliates refuse to clear? After all, each network owns television stations that can collectively deliver perhaps a fourth of all the nation's television homes, or enough potential audience to make an exercise of artistic principle worth while.

Just as there will probably be no clear-cut end to this dispute, there can be no clear-cut answers to the questions it has provoked. For all its appearance of monolithic repression of individuality, television networking is the delicate result of perpetual negotiations, between network and program supplier, between network and affiliate. Contrary to Mr. Papp's impression of Bob Wood last week, nobody is in absolute control.

It is reasonable to assume that CBS management may have had at least some doubts about *Sticks and Bones* when the production was translated from the stage to the intimacy of the television screen. In both timing and content, it would be expected to arouse something more than passive reaction.

Once affiliate rejections began to snowball—and it is reasonable to assume that the more outraged affiliates conveyed their feelings to their fellows—whatever doubts the CBS management originally had must have been magnified. On Tuesday one CBS spokesman said, when asked how many affiliates had rejected the program: "Sixty-nine, going on a hundred." With sentiment running like that, it would have taken a steadfast CBS management indeed to retain absolute confidence in the acceptability of the program.

There is also to be assumed a taint of political consciousness, though CBS denies it. It is hard to believe that network officials would shut their minds to the probable response of a John O. Pastore to strong stuff about sex and violence or of the legion of congressional patriots and the White House to the scheduling of a starkly antiwar drama while prisoners of war were still being returned on every network news show.

Nobody emerges as a hero from this sequence. But neither are there villains in the piece. Perhaps a service would be performed if the network did broadcast the show some time after passions have subsided. The audience in markets where the program was cleared could then make its own judgments.

## None a day

Miles Laboratories, Elkhart, Ind., sent an executive vice president to Washington last week to tell what a swell job the company is doing to educate little children to eat right. As related to Senator George McGovern, who may believe it for all we know, and his Select Committee on Nutrition and Human Needs, the story went like this:

Last June, appalled by the low quality of programming and high incidence of other advertising, Miles withdrew its kiddies'

vitamin commercials from Saturday-morning television. Since then Miles has been acting as a "contributor of material on nutrition education for use in children's programming," to use the language of the mimeograph that the emissary took to Washington. Translated, that means that Miles is trying to get television broadcasters to give free rides to messages of 60-second and three-and-a-half-minute duration confirming the virtues of vitamins and nutrients in human diets. It is, of course, no more than coincidence that Miles bottles the ingredients it extols and credits itself at the end of each message.

If Miles Labs could bottle gall, it would need a boxcar full of gallon jugs to cart off the supply its spokesman carried to Washington. Hopefully stations will be harder to impress than senators, who like to hear of a good deed, provided it costs no votes or deflection of campaign funds. If Miles quit buying television time out of disrespect for children's programs and revulsion at what it thought was a clutter of non-program messages, it can hardly stake a claim now to free presentation of its messages in the same programming and amid the same commercials. Here is one self-serving pitch, disguised as public service, that stations may reject out of hand.

## Roll call

Listed elsewhere in this issue are the 201 members of the U.S. Senate and House of Representatives who have affixed their names to bills that would restore stability to broadcast-license renewal. It is important to emphasize that none of these bills would immunize the slothful or deceitful broadcaster from petitions to deny renewal of his license or from competing applications for his facility. They would merely give the qualified incumbent reasonable protection against the frivolous petition, the coalition drafted to perpetuate some foundation grant or the gambling syndicate put together by a speculative law firm.

Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, is to hold hearings this week on these bills and related matters. Broadcasters must count on the testimony's persuasion of still other members of both houses to add their support to renewal relief. In any case, the names of those now on the record are presented here in the belief that they should willingly submit to a tallying against the final outcome and in the hope that they will remain true to their commitments through the flak that the opposition will put up.



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United Nations Photo

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Any person, group or publication assigned permanently or temporarily to cover a UN story is eligible. Journalists from any country may submit tear sheets, mounted clippings, scripts or memos describing available tapes or films. (An English translation, please, with entries in another language.)

Enter now for this important award which is sponsored again this year by International Telephone and Telegraph Corporation. Send entries to Deadline Club Awards, c/o Leigh Smith, 39th floor, One Gulf & Western Plaza, New York, N.Y. 10023.

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Every piece in the flow is essential. However, it would be a lot more profitable, for broadcasters, station reps and advertising agencies, if there weren't so many ways for communications to break down and for paperwork to pile up.

Broadcast Data Base is the independent company that provides the entire broadcast/advertising community the overview and means for day-to-day control.

BDB keeps information and dollars flowing in the right direction... for everyone.

How?

BDB gives stations and their reps access to a continually updated data base provided and maintained by the advertising agency.

When the station and the agency are in complete harmony about broadcast schedules, many positive things begin to happen. Trafficking and billing problems disappear. With discrepancies cut dramatically, there's more inventory to sell and average spot dollar values climb. Prompt, trouble-free agency payments result immediately along with lower administrative costs.

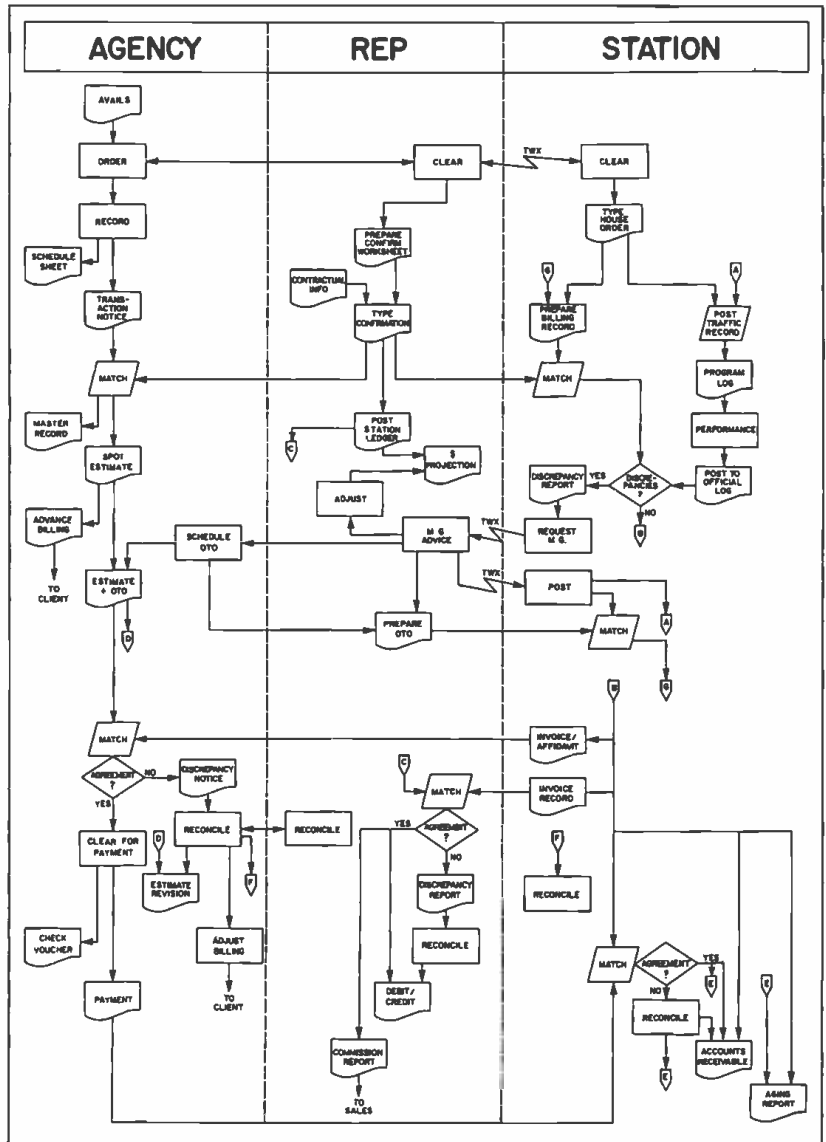
Why not make 1973 the most profitable year yet for your station. You ought to find out now more about how BDB can help you and your rep strengthen your entire business relationship with customers like Young & Rubicam, J. Walter Thompson, Benton & Bowles, Foote, Cone & Belding, Compton, Grey, SSC&B, Grey-North, Needham Harper & Steers, N. W. Ayer. These and other agencies participating in the BDB service represent over \$750 million in national spot advertising. And there's more coming.

BDB can show you how effectively its service works for you in just a few minutes. There are no start up costs or changes in any of your current internal systems. You can start enjoying immediately all of the benefits that BDB provides.

Broadcast Data Base service ... it does make a difference.

*For a free wall-size reproduction of this Spot TV Flow Chart, send your name and address on your letterhead.*

# This is what happens on every Spot Television sale.



**BROADCAST data base, inc.**

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