



# ***Broadcasting***

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

FTC lowers new boom on major drug firms, charges misleading advertising  
The market turns bullish for spot TV, buying up sharply over year-ago slump  
Political spending pinch is on as candidates, media near elections  
Seed money for network production first question in wake of Justice suits

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**PETRY TELEVISION**  
**now represents The Leake Industries Stations:**

TULSA **KTUL-TV**  
LITTLE ROCK **KATV**

Edward Petry & Co., Inc.



Rank among all regularly  
scheduled network series:

## **Gomer Pyle- USMC**

### **Daytime**

1970-71 ..... No. 3  
1969-70 ..... No. 2

### **Prime Time**

1968-69 ..... No. 2  
1967-68 ..... No. 3  
1966-67 ..... No. 10  
1965-66 ..... No. 2  
1964-65 ..... No. 3

**Private Gomer Pyle  
reporting for duty!"**

**In Los Angeles,  
Boston,  
Windsor-Detroit,  
Cleveland,  
St. Louis,  
Minneapolis,  
Houston,  
Tampa-St. Petersburg,  
Miami,  
Providence,  
Portland, Ore.,  
Nashville,  
New Orleans.**

**Naturally,  
the situation is well  
in hand.**

When Private Gomer Pyle was assigned to network duty, he commanded attention like a four-star general.

A time-period winner and a Top 10 performer in prime-time! And again, a time-period winner and a Top 10 performer in his first two complete daytime seasons!

Now, Gomer Pyle-USMC is ready to take command in your market.

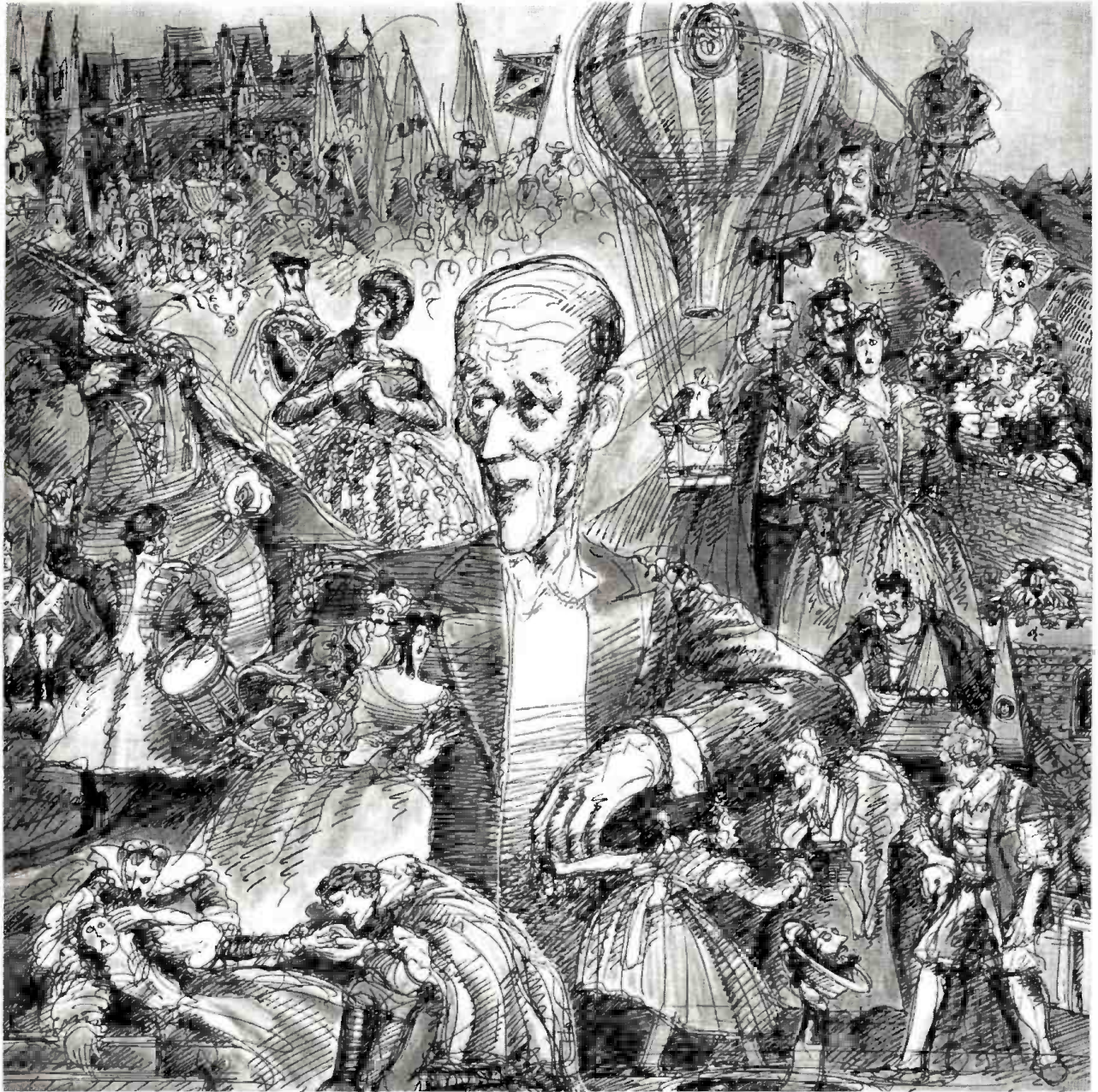
Another great sitcom from

**Viacom**

Source: NTL, Oct.-Apr., 1964-71. Average audience estimates and shares. Subject to qualifications available on request.



# Texaco presents the Metropolitan Opera's salute to Sir Rudolf Bing.



On April 30, the world's great opera stars will perform highlights of the Metropolitan Opera Gala for Sir Rudolf Bing on CBS-TV.

For the last 22 years, Sir Rudolf, General Manager of the Metropolitan Opera, has been a dynamic force in the cultural life of the country. Now he is about to retire. To commemorate this event, many of the world's

great opera stars will gather at the Met to pay tribute to the great impresario in the best way they can, with individual performances of their most famous roles.

Texaco, which sponsors the Metropolitan Opera radio broadcasts each season, is especially pleased to bring you the most stirring moments of Sir Rudolf Bing's farewell in a one-hour CBS-TV special.



## Tune in the Texaco Metropolitan Opera Gala, April 30, CBS-TV.

9:30-10:30 p.m.. Eastern Daylight Time. Consult local time listing in other areas.

Advertising claims of the three major drug companies are challenged by FTC. It says statements by makers of Bayer aspirin, Bufferin, Anacin and other leading products may be true but must first be validated. See . . .

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## Broadcasting

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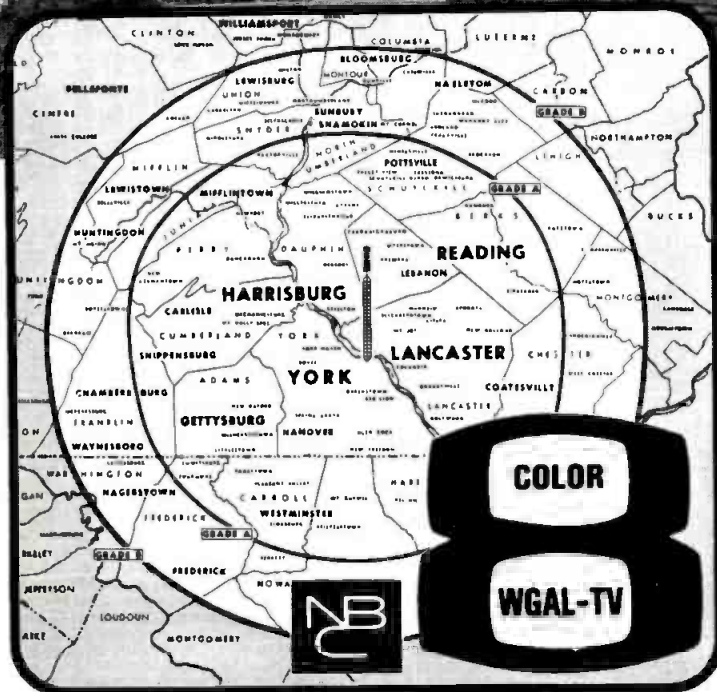
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# Famous Landmarks in the Channel 8 market



**ROBERT FULTON BIRTHPLACE:** This early home of pioneer steamship builder, artist, inventor and engineer is located in Lancaster County. It is an outstanding tourist attraction. Remembered chiefly for having built the "CLERMONT," Robert Fulton was also a fine painter and versatile inventor.



WGAL-TV is one of the country's pioneer television stations. Today, its highly-respected call letters are the best-known in its coverage area. This recognition is the result of 22 years of balanced programming.

## WGAL-TV

### Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco

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

## Justice is served

First casualty of Justice Department's suit against three TV networks and Viacom International Inc. is reported to be proposed merger of Columbia Cable Systems Inc. into Viacom (BROADCASTING, March 13). Announcement of termination of merger can be expected this week with Columbia Cable citing suit as reason for ending transaction, which would have involved exchange of stock valued at about \$37.5 million.

## Escalation

If McGraw-Hill gets its FCC-approved acquisition of five Time-Life television stations past chicano and black groups that opposed it and now threaten court appeals, settlement may set new marks for acquiescence to minority demands. Word is that spinoff of one top-50-market station may be price protesters will exact. From start, minority groups have complained that sale raises anti-competitive issues. Four T-L stations—KOGO-TV San Diego, KLZ-TV Denver, WFBM-TV Indianapolis and WOOD-TV Grand Rapids, Mich.—are in top-50 markets. Fifth is KERO-TV Bakersfield, Calif.

Tight security was imposed on negotiations last week as extended expiration date (May 1) of sales contract between Time-Life and McGraw-Hill neared. It was learned, however, that at one stage in earlier negotiations, minority groups, represented by Albert H. Kramer of Washington-based Citizens Communications Center, wanted one station or substantial piece of one as gift for themselves in addition to spinoff of other property.

## KFI deadline?

Although reports over years of imminent sale of KFI(AM) Los Angeles, NBC outlet, have proved erroneous, there's likelihood now that station will be sold this summer—probably at highest figure ever paid for radio station. Trustees of estate of Earle C. Anthony on April 13 notified select list of prospective bidders that offers would be entertained up to July 1 and that if considered satisfactory, station would go to highest, best-qualified bidder. Donald Ford, Los Angeles attorney, is sole voting trustee. Main beneficiaries of Anthony estate are California Institute of Technology and University of California.

Most active in recent negotiations for 640 khz, 50 kw clear channel, has been WGN Continental, through Ward Quaal, president, who now divides his time between offices in Chicago and Los Angeles. Cox Broadcasting Co., which reportedly had made \$15-million offer, is understood to have withdrawn its bid. Among those who received April 13 notice, presumably because they had

evinced prior interest, were General Electric Broadcasting Co. and Globe-trotter Communications.

## Price list

ABC-TV's asking prices for its 1972-73 prime-time schedule are circulating among agencies. NBC-TV's were out earlier (BROADCASTING, April 10); CBS-TV's comparable figures not yet available. For its new shows, ABC has tagged winter (highest) rates per 30-second commercial unit as follows: *The Rookies*, \$25,000; *Temperature's Rising*, \$23,000; *The Paul Lynde Show*, \$23,000; *Julie Andrews Show*, \$29,000; *The Men*, \$27,000, and *The Streets of San Francisco*, \$27,000. Highest priced ABC show is veteran hit, *Marcus Welby*, priced at \$42,000 per 30 year ago, \$43,000 next fall.

## Trade deals

Extent of broadcast business that barter represents may become clearer next year when FCC issues broadcast-financial reports for 1972. Broadcasters will be instructed to break out their barter volume so that FCC can calculate industry totals. For 1971, however, barter may create inflationary effect on total financial reports. For that year broadcasters have been told to assign dollar values to barter deals and include in total revenues.

Some broadcasters are concerned about possibility that barter deals and other trade-outs will distort revenue figures. They say there's no accurate way to estimate fair value of programs, services or materials derived from trades of commercial time.

## Holy Toledo

What would it cost to wire entire market size of Toledo, Ohio, (58th) with modern cable system? Figure given one interested entrepreneur was "in neighborhood of \$20 million." Buckeye Cablevision Inc., owned 80% by *Toledo Blade* and *Times* and 20% by Cox Cablevision Corp., has franchise, with more than 410 miles of plant installed and double that figure projected. System has in excess of 15,000 subscribers with potential of about 50,000.

## Everybody

American Research Bureau reportedly has devised way to assure representation of both unlisted-phone homes and non-phone homes in survey samples for its local-market TV and radio reports. It will be introduced in this fall's reports for New York and Los Angeles radio and TV, according to ARB sources, and can be used in other markets if required. ARB officials call it "methodological breakthrough" and "significant improve-

ment," and credit it to R. R. Ridgeway, company's research vice president.

Full documentation is scheduled for disclosure just before technique is put to work this fall, delay until then presumably being based on competitive considerations. Audience-measurement services have frequently been criticized for failure to cover unlisted-phone homes on theory those homes view and listen less than others, but recent, independently conducted viewing study showed they watch more, not less (BROADCASTING, March 20).

## Budget balance

What was initially seen as deficit fiscal year for National Association of Broadcasters ended April 1 with about \$200,000 surplus on gross income of \$3.1 million. With increased expenses resulting from bolstering of its government-relations operations as well as cost-of-living increases, NAB has current budget of \$3.25 million for fiscal 1972-73. During lean period of last fiscal year it managed to keep its station membership of approximately 4,000 constant, along with some 300 associates. Since last January, membership has been increased by net of 50 stations.

## Stern conglomerate

Senator Fred Harris (D-Okla.) and farm groups, who were granted free time last week on NBC and its WRC-TV Washington to counter railroad-sponsored ads supporting Surface Transportation Act (see page 26) are using Stern Concern, Los Angeles creative firm, to produce 60-second rebuttal. Stern Concern is sister organization of Washington's Stern Community Law Firm, which along with Center for Law and Social Policy filed complaint about NBC ads on behalf of Senator Harris and farm interests. But it's not first production effort by Stern Concern. At news conference this week Stern law firm will outline other TV and radio production work it's been engaged in.

## Next phase

Radio broadcasters who have been itching to use audio cassettes in place of cartridges or reel-to-reel tapes for commercials and even for short musical selections (cassettes are cheaper and more compact) are eagerly anticipating agreement on standards. Already approved by special cassette-standards committee of National Association of Broadcasters and under consideration by NAB's engineering advisory committee, prospective criteria are said to provide compatibility among different machines as well as use in automated stations. Standards are due for submission to NAB's radio board at its June meeting in Washington and okay is expected.

## FCC, Jack Anderson again on payola kick

FCC officials are expected to meet soon with columnist Jack Anderson and probably his associate, Les Whitten, in hopes they can provide leads commission can use in investigating payola.

FCC Chairman Dean Burch, in second letter to Mr. Anderson on subject last week, said he would like to arrange meeting, at columnist's earliest convenience, to obtain information he can provide. Setting of date will await return this week of chief investigator, William Ray, who is in Hawaii, on investigation.

Mr. Whitten, who developed information on which Anderson columns on payola were written, said he and Mr. Anderson will cooperate. "We have good stuff. But I don't know what they [commission] will do with it."

Mr. Burch, in his letter, acknowledged concern Mr. Anderson expressed in earlier letter to chairman about confidentiality of his sources (BROADCASTING, April 10). Mr. Burch said he appreciated Mr. Anderson's concern, that commission is concerned about its sources, too.

Mr. Burch's letter was received on same day second Anderson column on payola was published. It centered on alleged practice of supplying drugs to programmers by promotion men and artists in return for increased air-play. Anderson column also charged fixing of charts in one music trade publication in exchange for drugs. No names were mentioned.

Largest portion of column was devoted to letter said to have been written by Stan Gortikov, president of Record Industry Association of America, calling on record executives to investigate within their companies and weed out offenders.

Besides commission, column attracted attention of Federal Narcotics Bureau. It also asked for additional information. Mr. Anderson is expected to cooperate with bureau.

## Friends of the Earth, NBC bury the hatchet

NBC and Friends of the Earth have agreed to "amicable termination" of FCC proceeding aimed at determining whether NBC's WNBC-TV New York had discharged fairness-doctrine obligations in connection with commercials promoting sale of leaded gasoline and automobiles.

Two sides, in letter filed with commission on Friday (April 21), noted that issue probably could not be resolved before mid-summer, and that commission's fairness-doctrine inquiry might result in guidelines that would

supersede issues involved in FOE case.

Accordingly, letter said, both sides believe "amicable termination of the current proceedings regarding past programming would best serve the public interest."

Commission began examining station's anti-pollution programming after U.S. Court of Appeals in Washington, in benchmark decision in August, overruled commission and held that commercials for leaded gasoline and cars raise fairness doctrine issue (BROADCASTING, Aug. 23, 1971).

Letter said that FOE believes that settlement will "facilitate the concentration of energies on present and future programming on automobile pollution."

FOE is also represented as having taken account of WNBC-TV's "cooperative response" when city of New York asked for broadcasters' assistance in campaign to focus public attention on automobile-produced air pollution problems in New York City.

Station plans to air messages produced by New York City Environmental Protection Agency, to provide continual coverage of auto-pollution/mass-transit issues. Letter was signed by Jerome J. Shestack, for NBC, and Geoffrey Cowan, for FOE.

## GOP convention switch would help networks

There is difference of opinions among TV network news organizations as to effect on them if Republican National Convention moves from San Diego to Miami Beach.

Move was just possibility as of Friday (April 21). Miami Beach City Council put off making bid to Republican National Committee to move convention after RNC objected to switching date from Aug. 21 to Aug. 14.

ABC and CBS sources estimated Friday that if move was made it would

## Moon color gets better

Those excellent color-TV pictures from moon and Apollo 16's command module result from use of new computerized process that enhances picture to 35mm film-like clarity. Process is invention of Canadian-born John Lowry, director of Image Transform Inc., North Hollywood, Calif., which was founded last January. Video pictures from astronauts are reconstituted by National Aeronautics and Space Administration in Houston, sent to Image Transform in Hollywood, and returned to Houston for distribution to networks, all in matter of seconds. Image Transform's work is said to be two-fold: noise reduction (up to 80% according to company spokesman) and enhancement of picture.

cut their coverage costs at least \$500,000 each; NBC said change would make "no appreciable difference" in its costs. Move would, however, give all three more space to work.

ABC and CBS authorities indicated savings from having both conventions in Miami Beach—Democrats convene there July 10—would come from such factors as not having to transport equipment to San Diego from Miami Beach and in having to handle costly projects such as major construction, laying cable and installing telephones only once instead of twice. In addition, it was noted, cost of AT&T facilities to get coverage to New York for network feeds is lower from Miami Beach than from San Diego.

NBC sources did not amplify their estimate that moving to Miami Beach would not materially affect their costs.

## Talks continue on cable copyright fees

With cable operators now on record at Senate Copyright Subcommittee and copyright representatives expected to follow suit soon, two industries' spokesmen met again Friday (April 21) in New York to continue hammering at question of cable's copyright fees.

Senate subcommittee last week received general views of National Cable Television Association, which said it continues to support in almost every detail fee proposals in pending copyright bill. However, it asked for exemption of independent systems with less than 3,500 subscribers.

Copyright representatives, who speak for diverse constituencies, were reportedly slow to advance specific fee proposals of their own but are now said to be doing so. That group has said it expects to file views with subcommittee this week, but representatives couldn't be reached after meeting for updated comment.

## Reyes to throw down gauntlet in Washington

Some or all radio and television stations in Washington, D.C., are expected to face license-renewal challenges this summer from Mexican-American groups in city. Licenses are due for renewal Oct. 1.

Domingo Nick Reyes of National Mexican - American Anti - Defamation Committee, said efforts to gain access for Spanish-surnamed Americans to radio and television stations in Washington apparently "is not going to work out."

He said issues on which petitions to deny would be based include alleged lack of "employment parity" for Spanish-surnamed, of "relevant" community





# "The Lucy-Desi Comedy Hour"

Thirteen more laughs from Viacom.

Big ones, as usual.

Thirteen hour-long spectacles that take Lucy and Desi from a Mexican fiesta to the Sun Valley slopes to Tokyo's Ginza.

Along the way they're joined by such great comedy stars as Red Skelton, Maurice Chevalier, Edie Adams, Fred MacMurray, Danny Thomas and Bob Cummings.

**In their network debuts, the 13 hours drew a phenomenal 52% average share of the television audience!**

Now, these G-rated, all-family favorites are available for the first time for syndication on your station.

Another great sitcom from

**Viacom**

Source: NTI share of audience estimates, 1957-60. Subject to qualifications on request.



# "I've Got a Secret"

SCHEDULED FOR FALL '72 ST

Because of  
"I've Got a Secret's"  
performance  
here...

(With Steve Allen as host)

|                                                                                                                                                                                 |                                                                                                                                                          |                                                                                                                                                                                                                                                               |                                                                                                                                                             |                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| <b>ALBANY</b><br>#1 Homes 117,500<br>#1 Rating 30<br>#1 Share 48<br>#1 Tot. Women 103,600<br>#1 Women 18-49 43,900<br>Women Under 50 42%                                        | <b>ATLANTA</b><br>#1 Homes 139,100<br>#1 Rating 21<br>#1 Share 32<br>#1 Tot. Women 133,200<br>#3 Women 18-49 62,100<br>Women Under 50 47%                | <b>BALTIMORE</b><br>#1 Homes 202,900<br>#1 Rating 29<br>#1 Share 41<br>#1 Tot. Women 172,200<br>#2 Women 18-49 87,300<br>Women Under 50 51%                                                                                                                   | <b>BOSTON</b><br>#1 Homes 418,800<br>#1 Rating 29<br>#1 Share 40<br>#1 Tot. Women 408,300<br>#2 Women 18-49 157,800<br>Women Under 50 39%                   | <b>BUFFALO</b><br>#1 Homes 29<br>#1 Rating 29<br>#1 Share 40<br>#1 Tot. Women 28<br>#1 Women 18-49 17<br>Women Under 50     |
| <b>CHICAGO</b><br>#1 Homes 523,800<br>#1 Rating 22<br>#1 Share 36<br>#1 Tot. Women 481,700<br>#1 Women 18-49 208,900<br>Women Under 50 43%                                      | <b>CLEVELAND</b><br>#1 Homes 315,300<br>#1 Rating 26<br>#1 Share 39<br>#1 Tot. Women 287,200<br>#2 Women 18-49 114,500<br>Women Under 50 40%             | <b>COLUMBUS, O.</b><br>#1 Homes 140,500<br>#2 Rating (by one point) 26<br>#2 Share (by one point) 38<br>#1 Tot. Women 135,100<br>#2 Women 18-49 58,500<br>Women Under 50 43%                                                                                  | <b>DALLAS</b><br>#1 Homes 201,200<br>#1 Rating 26<br>#1 Share 38<br>#1 Tot. Women 190,700<br>#1 Women 18-49 66,100<br>Women Under 50 35%                    | <b>DETROIT</b><br>#1 Homes 27<br>#1 Rating 27<br>#1 Share 38<br>#1 Tot. Women 27<br>#2 Women 18-49 17<br>Women Under 50     |
| <b>FRESNO</b><br>#1 Homes 57,600<br>#1 Rating 29<br>#1 Share 40<br>#1 Tot. Women 53,700<br>#2 Women 18-49 26,300<br>Women Under 50 49%                                          | <b>GRAND RAPIDS/KALAMAZOO</b><br>#1 Homes 120,000<br>#1 Rating 30<br>#1 Share 45<br>#1 Tot. Women 103,800<br>#2 Women 18-49 48,000<br>Women Under 50 46% | <b>GREEN/WINSTON-SALEM</b><br>#1 Homes 89,700<br>#1 Rating 26<br>#1 Share 39<br>#1 Tot. Women 81,000<br>#1 Women 18-49 42,800<br>Women Under 50 53%                                                                                                           | <b>GREEN/ASH/SPART</b><br>#1 Homes 99,600<br>#1 Rating 24 (tie)<br>#1 Share 36 (tie)<br>#1 Tot. Women 87,300<br>#1 Women 18-49 44,300<br>Women Under 50 51% | <b>INDIANAPOLIS</b><br>#1 Homes 18<br>#1 Rating 18<br>#1 Share 18<br>#1 Tot. Women 16<br>#1 Women 18-49 6<br>Women Under 50 |
| <b>JOHNSTOWN/ALTOONA</b><br>#1 Homes 76,400<br>#2 Rating (by one point) 23<br>#2 Share (by one point) 38<br>#1 Tot. Women 75,200<br>#1 Women 18-49 41,200<br>Women Under 50 55% | <b>KANSAS CITY</b><br>#1 Homes 140,500<br>#1 Rating 26<br>#1 Share 42<br>#1 Tot. Women 127,700<br>#3 Women 18-49 42,300<br>Women Under 50 33%            | <b>LOUISVILLE</b><br>#1 Homes 139,900<br>#1 Rating 39<br>#1 Share 61<br>#1 Tot. Women 138,200<br>#1 Women 18-49 75,000<br>Women Under 50 54%                                                                                                                  | <b>LOS ANGELES</b><br>#1 Homes 633,800<br>#1 Rating 21<br>#1 Share 30<br>#1 Tot. Women 602,900<br>#2 Women 18-49 190,900<br>Women Under 50 32%              | <b>MEMPHIS</b><br>#1 Homes 1<br>#1 Rating 1<br>#1 Share 1<br>#1 Tot. Women 1<br>#2 Women 18-49 1<br>Women Under 50          |
| <b>MILWAUKEE</b><br>#3 Homes 109,100<br>#1 Rating 21 (tie)<br>#1 Share 37 (tie)<br>#1 Tot. Women 85,400<br>#2 Women 18-49 49,900<br>Women Under 50 58%                          | <b>MINNEAPOLIS</b><br>#1 Homes 158,800<br>#1 Rating 22<br>#1 Share 37<br>#1 Tot. Women 138,300<br>#1 Women 18-49 62,000<br>Women Under 50 45%            | <b>MOBILE/PENSACOLA</b><br>#2 Homes 54,600<br>#1 Rating 24<br>#1 Share 36<br>#1 Tot. Women 53,000<br>#2 Women 18-49 26,400<br>Women Under 50 50%                                                                                                              | <b>NASHVILLE</b><br>#1 Homes 151,900<br>#1 Rating 31<br>#1 Share 46<br>#1 Tot. Women 153,900<br>#1 Women 18-49 77,900<br>Women Under 50 51%                 | <b>NEW ORLEANS</b><br>#1 Homes 10<br>#1 Rating 10<br>#1 Share 10<br>#1 Tot. Women 10<br>#2 Women 18-49 4<br>Women Under 50  |
| <b>NORFOLK</b><br>#1 Homes 88,400<br>#2 Rating 25<br>#2 Share 38<br>#1 Tot. Women 86,600<br>#1 Women 18-49 44,900<br>Women Under 50 52%                                         | <b>OKLAHOMA CITY</b><br>#1 Homes 92,600<br>#2 Rating 23<br>#2 Share 34<br>#1 Tot. Women 87,000<br>#2 Women 18-49 34,300<br>Women Under 50 39%            | <b>PHOENIX</b><br>#1 Homes 46,900<br>#1 Rating 15<br>#1 Share 21<br>#1 Tot. Women 42,100<br>#2 Women 18-49 21,200<br>Women Under 50 50%                                                                                                                       | <b>PITTSBURGH</b><br>#1 Homes 316,000<br>#1 Rating 29<br>#1 Share 41<br>#1 Tot. Women 299,000<br>#1 Women 18-49 133,500<br>Women Under 50 45%               | <b>PORTLAND, ME.</b><br>#2 Homes 6<br>#1 Rating 6<br>#1 Share 6<br>#1 Tot. Women 6<br>#2 Women 18-49 2<br>Women Under 50    |
| <b>PROVIDENCE</b><br>#2 Homes 88,700<br>#1 Rating 24<br>#1 Share 31<br>#1 Tot. Women 86,500<br>#2 Women 18-49 39,700<br>Women Under 50 46%                                      | <b>QUAD CITIES</b><br>#1 Homes 71,700<br>#1 Rating 23 (tie)<br>#1 Share 35 (tie)<br>#1 Tot. Women 65,200<br>#2 Women 18-49 22,700<br>Women Under 50 35%  | <b>ROANOKE</b><br>#1 Homes 90,800<br>#1 Rating 34<br>#1 Share 45<br>#1 Tot. Women 88,100<br>#1 Women 18-49 39,700<br>Women Under 50 45%                                                                                                                       | <b>RICHMOND</b><br>#1 Homes 88,600<br>#1 Rating 29<br>#1 Share 43<br>#1 Tot. Women 87,500<br>#1 Women 18-49 40,900<br>Women Under 50 47%                    | <b>ROCHESTER, N.Y.</b><br>#1 Homes 6<br>#1 Rating 6<br>#1 Share 6<br>#1 Tot. Women 6<br>#2 Women 18-49 2<br>Women Under 50  |
| <b>SAN FRANCISCO</b><br>#1 Homes 293,400<br>#1 Rating 21<br>#1 Share 32<br>#1 Tot. Women 265,700<br>#2 Women 18-49 110,500<br>Women Under 50 42%                                | <b>ST. LOUIS</b><br>#1 Homes 220,700<br>#1 Rating 27<br>#1 Share 42<br>#1 Tot. Women 208,500<br>#2 Women 18-49 74,900<br>Women Under 50 36%              | <b>SPOKANE</b><br>#1 Homes 82,600<br>#1 Rating 26<br>#1 Share 41<br>#1 Tot. Women 76,700<br>#1 Women 18-49 32,100<br>Women Under 50 42%                                                                                                                       | <b>SAN DIEGO</b><br>#1 Homes 85,700<br>#1 Rating 24<br>#1 Share 36<br>#1 Tot. Women 85,200<br>#2 Women 18-49 41,900<br>Women Under 50 49%                   | <b>SOUTH BEND</b><br>#1 Homes 5<br>#1 Rating 5<br>#1 Share 5<br>#1 Tot. Women 4<br>#1 Women 18-49 1<br>Women Under 50       |
| <b>TULSA</b><br>#1 Homes 80,100<br>#1 Rating 26 (tie)<br>#1 Share 38 (tie)<br>#1 Tot. Women 71,200<br>#3 Women 18-49 26,200<br>Women Under 50 37%                               | <b>WASHINGTON</b><br>#1 Homes 195,400<br>#2 Rating 19<br>#2 Share 31<br>#1 Tot. Women 196,800<br>#1 Women 18-49 84,600<br>Women Under 50 43%             | The above ARB rating and demographic breakdown is from the last sweep book (March 1966) that "I've Got a Secret" with Steve Allen as host was programmed CBS at 8:00 PM. N.Y.T. (You can't get much closer to 7:30 PM.)<br>Complete information upon request. |                                                                                                                                                             |                                                                                                                             |

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# Secret

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- **Steve Allen as host & all-celebrity panel!**
- **From Goodson-Todman the game show people!**

• *It's no "Secret" that the above ingredients work.  
The following stations think so, they bought!...*

|                                |                        |
|--------------------------------|------------------------|
| WBRC-TV BIRMINGHAM             | WCAU-TV PHILADELPHIA   |
| WKBW-TV BUFFALO                | KATU-TV PORTLAND, ORE. |
| WBBM-TV CHICAGO                | KMOX-TV ST. LOUIS      |
| WEWS-TV CLEVELAND              | KOGO-TV SAN DIEGO      |
| WTIC-TV HARTFORD               | WTOG-TV SAVANNAH       |
| KPRC-TV HOUSTON                | KIRO-TV SEATTLE        |
| WHTN-TV HUNTINGTON             | KCAU-TV SIOUX CITY     |
| KNXT-TV LOS ANGELES            | KELO-TV SIOUX FALLS    |
| WCBS-TV NEW YORK               | WHEN-TV SYRACUSE       |
| WESH-TV ORLANDO                | KARD-TV WICHITA        |
| WSPA-TV GREEN/ASHE/SPARTANBURG |                        |

RAPIDS/WATERLOO  
Homes 85,000  
Rating 29  
Share 44  
Tot. Women 76,600  
Women 18-49 32,500  
Women Under 50 42%

NE  
Homes 59,000  
Rating 32  
Share 46  
Tot. Women 55,900  
Women 18-49 25,300  
Women Under 50 45%

ONVILLE  
Homes 107,300  
Rating 41  
Share 55  
Tot. Women 96,400  
Women 18-49 54,900  
Women Under 50 57%

Homes 168,200  
Rating 28  
Share 38  
Tot. Women 168,300  
Women 18-49 57,400  
Women Under 50 34%

ORK  
Homes 1,194,700  
Rating 21  
Share 33  
Tot. Women 1,104,800  
Women 18-49 467,300  
Women Under 50 42%

AND. ORE.  
Homes 131,800  
Rating 27  
Share 39  
Tot. Women 132,000  
Women 18-49 50,200  
Women Under 50 38%

AMENTO  
Homes 103,700  
Rating 22  
Share 32  
Tot. Women 93,500  
Women 18-49 43,500  
Women Under 50 47%

IO  
Homes 108,800  
Rating 30 (tie)  
Share 43 (tie)  
Tot. Women 100,400  
Women 18-49 54,700  
Women Under 50 54%

ES-BARRE/SCRANTON  
Homes 66,100  
Rating 28  
Share 41  
Tot. Women 67,200  
Women 18-49 23,100  
Women Under 50 34%

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ascertainment surveys on part of stations, and of programing, "in Spanish and English, by community people." Mr. Reyes is featured on Sunday noon program on WRC(AM) Washington directed to Spanish-surnamed community.

Decision on whether to move against city's more than 20 AM, FM and TV stations is yet to be made. But Mr. Reyes said project will be undertaken "by ourselves." He frequently criticizes white groups like United Church of Christ and Citizens Communications Center which aid citizens groups for allegedly "ripping off" community groups and taking over their efforts to deal with broadcast stations.

Mr. Reyes said Mexican-Americans at Georgetown University Law School and university's Spanish-surnamed community would provide assistance. He also expects help this summer from two chicano law students from University of California at Los Angeles and two Brown Berets from San Antonio and Los Angeles.

Announcement as to how Mexican-American community will conduct challenges is expected on Friday (April 28). Two days earlier, executive committee of National Chicano Media Council, composed of leading media activists among national chicano community, will meet in Washington.

## Violence is out in CBS-TV trailers

In move to de-emphasize violence in its fall schedule, CBS-TV will revise some production methods and tone down trailer promotions on five action shows, *Hawaii Five-O*, *Mannix*, *Mission: Impossible*, *Cannon* and *Gunsmoke*.

Programs will open on title, not on action, and after first commercial will start directly into first act. Trailers promoting following week's episodes will emphasize suspense, not focus on violent episodes.

CBS officials, in discussing policy with producers in Hollywood last week, also said violence would be de-emphasized in action sequences. For example, when script calls for shooting, man hit will be shown only after he is shot—"result of violence"—not while being shot, as, say, doubling up, spinning around or "slamming up against a wall." CBS officials found producer reaction mostly favorable, said objections raised were of minor nature.

## OTP explains position on satellite policy

Office of Telecommunications Policy is recommending adoption of domestic communications satellite policy it calls "phased open entry."

Proposal, which OTP says falls between complete laissez faire and kind of limited open entry recommended by FCC staff (see page 46), follows generally open-entry recommendations OTP and White House have advanced before. However, it appears to put more stress on procedures for assuring

## Prime time for Sugar Bowl

ABC-TV's telecasts of Sugar Bowl through 1974 will be in prime time for first time, it was reported Friday (April 21). College football classic will be played New Year's Eve instead of usual New Year's Day, starting this year (Sunday, Dec. 31).

that applicants for entry into new space business are financially qualified.

OTP, in comments filed with commission today (Monday), rejects staff's proposal as one that "blunts the edge of competition" and "does not fit with technological or operational distinctions."

OTP's proposed phased open entry would work in two steps:

Commission would announce intention to approve, without comparative hearings, all proposed systems demonstrating financial responsibility and technical compatibility. Financial responsibility would include ability to protect customers of existing monopoly services from impact of losses in satellite venture.

OTP says purpose of that step would be to enable applicants to reframe their proposals in accordance with actual market and regulatory conditions which they can expect to exist.

Second phase would consist of routine application of criteria announced by commission in Step 1 to proposals submitted.

Such policy, OTP says, would provide framework for "private decision-making augmented by regulatory intervention where necessary to protect essential public interest."

## Opponents cite pitfalls in new campaign act

Special three-judge panel of federal district court has taken under advisement question of whether to issue order temporarily restraining government from enforcing portions of Federal Election Campaign Act that apply to broadcasters.

Request was made in behalf of 42 licensees, who have filed suit seeking ruling that sections in dispute violate First and Fifth Amendments to Constitution.

Arthur Weinberg, counsel for broadcasters, argued in court that act, interpreted in Comptroller General's guidelines, prohibits individuals who favor candidate from buying time to support him, unless candidate gives his approval. However, he said, opponents can buy time to attack him without restriction.

He also said provision requiring broadcasters to sell candidates time at lowest unit charge discriminates against them. No one else in media has similar obligation. Suit charges this violates Fifth Amendment.

Judges were clearly interested if not sympathetic. Appeals Court Judge Harold Leventhal, sitting with panel, asked how Congress could draft law to impose

limit on spending without making candidate responsible for amount of money spent in his behalf. And Judge Gerhard A. Gesell, in response to Mr. Weinberg's argument about discrimination, said that, since broadcasters are "given state-controlled monopoly," why should they not be given special obligations?

However, in their questioning of government attorney, David Anderson, of Justice Department, judges appeared troubled by First Amendment question. Judge Leventhal said issue is "very serious." And when Mr. Anderson said no one had yet been denied free speech as result of act, Judge Leventhal said: "What about next week?"

## Chevy revamps network-TV approach

Chevrolet, long associated with *Bonanza* on NBC-TV, has "altered" network purchasing for next season. Chevrolet had not detailed its changes as of late Friday (April 21) but it was disclosed that auto company bought major position in ABC-TV's new show, *The Men* (Thursday, 9-10 p.m.) and is continuing in ABC's Saturday afternoon college football. Unclear was Chevrolet's status in *Bonanza*, which NBC next fall moves from Sunday, 9-10, to Tuesday, 8-9.

## Miller, Rigas, Marlowe to NCTA regional posts

First three of eventual nine regional directors have been elected to board of National Cable Television Association, under new election procedures.

Three were chosen by mail ballot of board and announced late last week. They are: W. Dee Miller, of American Cablevision, Lewiston, Idaho (representing five northwestern states and Alaska); John J. Rigas, president or vice president of five systems in Pennsylvania and past president of Pennsylvania Cable Television Association (representing that state, Delaware, New Jersey and Maryland); and J. Orrin Marlowe, Spectrum Communications Inc., West Springfield, Mass. (representing New England states and New York).

Revision of NCTA by-laws (BROADCASTING, Dec. 13, 1971) calls for election of three regional directors each year for three years. Others will be elected at-large during membership meeting at NCTA convention.

## Viacom International up

Viacom International Inc. reported 39% increase in net income and substantial rise in sales in first quarter of 1972 over same period last year. Gain in net income was attributed to increased sales, improved cable-TV operating expense ratios and absence of costs resulting from spin-off from CBS Inc. in first quarter of 1971.

For three months ended March 31:

|                  | 1972      | 1971      |
|------------------|-----------|-----------|
| Earned per share | \$ 0.10   | \$ 0.07   |
| Revenues         | 5,495,000 | 4,396,000 |
| Net income       | 382,000   | 275,000   |

Liz & Richard & Katharine &  
Spencer & Grace & Cary & Marilyn &  
Clark & Hedy & Rex & Deborah &  
Cedric & Jeanette & Nelson & Joanne &  
Paul & Shelley & Orson & Gina &  
Red & Doris & David & Lana & Lee &  
Vivien & Laurence & Olivia & Laurence &  
Greer & Walter & Elsa & Charles &  
Raquel & Ronald & June & Gregory &  
Kim & Karl & Margaret & Roddy &  
Ethel & Lionel & Leslie & Yul & Lauren &  
Montgomery & Jennifer & Anthony &  
Cyd & Sidney & Judy & Mickey & Ava &  
Frank & Sophia & Marlon & Angela &  
Van & Ingrid & José & Laraine & Kirk &  
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### This Week

April 24—Annual meeting, Associated Press, fol-  
lowed by luncheon, with C. Jackson Grayson,  
chairman, U.S. Price Commission, speaker. Wal-  
dorf-Astoria, New York.

April 24—"Idearama" seminar for radio sales-  
men, sponsored by *Radio Advertising Bureau*.  
Holiday inn, north, Baton Rouge.

April 24—"Idearama" seminar for radio sales-  
men, sponsored by *Radio Advertising Bureau*.  
Holiday inn, southeast, Madison, Wis.

April 24-26—Fourth Communications Satellite  
Systems Conference, sponsored by *American In-  
stitute of Aeronautics and Astronautics* and or-  
ganized by its Technical Committee on Commu-  
nications Systems. Mayflower hotel, Washington.

April 25—"Idearama" seminar for radio sales-  
men, sponsored by *Radio Advertising Bureau*.  
Holiday inn airport, Phoenix.

April 26—Annual stockholders meeting, Foote,  
Cone & Belding Communications. 10 a.m., Con-  
tinental Plaza, Chicago.

April 26—Annual spring seminar, *Missouri Radio-  
Television News Association*. Missouri Governor  
Warren E. Hearnes will be principal speaker.  
Spencer Allen, editorial director, KMOX-TV St.  
Louis, will discuss the "Problems and Pitfalls of  
Broadcast Editorializing." Chairman: Robert R.  
Lynn, KXOK(AM) St. Louis, chairman. University  
of Missouri, Columbia.

April 26-28—Spring meeting, *Pennsylvania Cable  
Television Association*, Holiday Inn, State College.

April 26-29—ABC-TV affiliates convention. Cen-  
tury Plaza hotel, Los Angeles.

April 27—"Idearama" seminar for radio sales-  
man, sponsored by *Radio Advertising Bureau*.  
Holiday inn of North Little Rock, Little Rock,  
Ark.

April 27—"Idearama" seminar for radio sales-  
men, sponsored by *Radio Advertising Bureau*.  
Holiday inn, Eau Claire, Wis.

April 27—Newsmaker luncheon, sponsored by  
*International Radio and Television Society*.  
Speaker: Miles W. Kirkpatrick, chairman, Federal  
Trade Commission. Hotel Plaza, New York.

April 27-29—Meeting, *Pennsylvania Associated  
Press Broadcasters Association*. Quality Courts  
motel, Lancaster.

April 27-29—Convention, fourth district, *Ameri-  
can Advertising Federation*. Walt Disney World,  
Bay Lake, Fla.

April 28—Annual community leadership seminar  
of *Southern California Broadcasters Association*.  
Luncheon speaker: John Torbet, executive direc-  
tor, FCC. Baxter hall, California Institute of  
Technology, Pasadena.

April 28—"Idearama" seminar for radio sales-  
men, sponsored by *Radio Advertising Bureau*.  
Holiday inn airport, Salt Lake City.

April 28-29—Annual seminar on broadcasting and  
social issues, *Federal Communications Bar Asso-  
ciation*. Two panels: "Is the News Credible?"  
with Edith Efron, author; Bill Monroe, NBC  
News; Richard Moore, special assistant to Presi-  
dent Nixon; Bill Moyers, former news secretary  
to President Johnson and former editor, *News-  
day*; Robert Lewis Shayon, University of Pennsylv-  
ania and TV-radio critic, *Saturday Review*. Also  
"Has the Romance Gone out of Broadcasting?"  
with Elie Abel, Columbia University; Eugene  
Katz, The Katz Agency; Robert Swezey, veteran  
broadcaster, and William Wright, BEST. Boar's  
Head inn, Charlottesville, Va.

April 28-30—Region 8 conference, *Sigma Delta  
Chi*. New Orleans.

April 28-30—Region 11 conference, *Sigma Delta  
Chi*. Long Beach, Calif.

April 29—Annual meeting and awards luncheon,  
*Alabama Associated Press Broadcasters Associa-  
tion*. Parliament House motel, Birmingham.

April 30 - May 5—111th semiannual technical con-  
ference and equipment exhibit, *Society of Motion  
Picture & Television Engineers*. Calvin H. Hotch-  
kiss, Eastman Kodak Co., New York, is program  
chairman. Theme is "The New Filmmaker—  
Changing Trends in Motion Picture and Television  
Production Methods." Hilton hotel, New York.

### May

May 1-2—Oral argument before FCC on do-  
mestic communications satellite issue. Washington.

May 1-3—Annual advertising seminar, *Associa-*

*tion of Canadian Advertisers*. Royal York hotel,  
Toronto.

May 1-3—Annual conference, state association  
presidents and executive secretaries, sponsored by  
*National Association of Broadcasters*. Mayflower  
hotel, Washington.

May 2—"Idearama" seminar for radio salesmen,  
sponsored by *Radio Advertising Bureau*. Holiday  
inn, Pensacola, Fla.

May 2—"Idearama" seminar for radio salesmen,  
sponsored by *Radio Advertising Bureau*. Holiday  
inn downtown, Scranton, Pa.

May 2—"Idearama" seminar for radio salesmen,  
sponsored by *Radio Advertising Bureau*. Ridpath  
hotel & motor inn, Spokane, Wash.

May 2—Tune-in '72 seminar, sponsored by *Bea-  
verbrook Commercial Broadcasting Ltd.* Nuts and  
bolts of commercial radio from organization to  
news gathering will be treated. Further details:  
Beaverbrook Commercial Broadcasting Ltd., 43  
Shoe Lane, London, EC4A3BH. Grosvenor House,  
London.

May 2-5—Annual spring meeting, *Audio Engi-  
neering Society*. Hilton hotel, Los Angeles.

May 3-4—Meeting, *Television Code Review Board*,  
National Association of Broadcasters. NAB build-  
ing, Washington.

May 3-5—Second annual conference, *National  
Friends of Public Broadcasting*, nonprofit orga-  
nization formed to build citizen support for pub-  
lic broadcasting at local level. Royal Orleans  
hotel, New Orleans (see story, page 29).

May 3-5—NBC-TV affiliates convention. Century  
Plaza hotel, Los Angeles.

May 4—"Idearama" seminar for radio salesman,  
sponsored by *Radio Advertising Bureau*. Holiday  
inn north, Lancaster, Pa.

May 4—Annual meeting of *Cowles Commu-  
nications Inc.* shareholders. Board room of Manu-  
facturers Hanover Trust Co., 350 Park Avenue,  
New York.

May 4-5—Fourth annual *Distinguished Lecture  
Series in Journalism*, sponsored by Department of  
Journalism, University of Maryland. Series, "The  
New Journalism," will feature CBS News cor-  
respondent Morley Safer and 10 other journalists.  
9 a.m., Newman Center, University of Maryland  
campus, College Park.

May 4-7—Annual convention, *American Women  
in Radio and Television*. Featured speakers: Frank  
H. Bartholomew, UPI; Dr. Robert Rosenstone,  
California Institute of Technology; Maureen  
O'Connor, San Diego councilwoman; Edgar W.

### Major meeting dates in 1972

May 4-7—Annual convention, *American  
Women in Radio and Television*. Stardust  
hotel, Las Vegas.

May 14-17—Annual convention, *National  
Cable Television Association*. Conrad Hil-  
ton hotel, Chicago.

May 15-18—*Public Radio Conference*,  
Washington Hilton hotel, Washington.

June 2-3—Second national meeting, *Asso-  
ciated Press Broadcasters Association*.  
Speakers include FCC Commissioner Rich-  
ard Wiley, Dick Eimers, director, News  
Election Service, will report on plans for  
coverage of November national elections.  
Bill Small, VP and bureau chief, CBS  
News, Washington, will be keynote speak-  
er. Sheraton-Blackstone, Chicago.

July 10-13—*Democratic national conven-  
tion*. Miami Convention Center, Miami  
Beach.

Aug. 21-24—*Republican national conven-  
tion*. San Diego Sports Arena, San Diego.

Sept. 25-28—Annual conference, *Institute  
of Broadcasting Financial Management*.  
Fairmont hotel, San Francisco.

Oct. 29 - Nov. 1—Annual convention, *Nat-  
ional Association of Educational Broad-  
casters*. Hilton International, Las Vegas.

Nov. 12-16—Annual seminar, sponsored by  
*Broadcasters Promotion Association*. Statler  
Hilton hotel, Boston.

Nov. 14-16—Annual meeting, *Television  
Bureau of Advertising*. Waldorf-Astoria  
hotel, New York.

Nov. 15-18—*Sigma Delta Chi* national  
convention. Statler Hilton, Dallas.

Nov. 26-29—Annual meeting, *Association  
of National Advertisers*. Cerromar Beach,  
Puerto Rico.

Holtz, Washington lawyer; Perry Lafferty, CBS; Louis Rowlett, Motivation Research Center, Austin, Tex.; Sonny and Cher, entertainers. Stardust hotel, Las Vegas.

May 4-7—25th Anniversary Conference, *Western States Advertising Agencies Association*. Hotel Del Coronado, Coronado, Calif.

May 5—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Gold Key inn, Orlando, Fla.

May 5—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn of Seattle-Tacoma, Tacoma, Wash.

May 5-6—Policy conference, sponsored by *New York Law Journal* and the *Cable Television Information Center*. Topic will be tapping the potential of CATV. Focus will be on new opportunities and problems for CATV in light of recent FCC regulations. Beverly Wilshire hotel, Los Angeles.

May 5-6—22d annual convention, *Kansas Association of Broadcasters*. Featured speakers will include CBS Vice Chairman Frank Stanton. Ramada inn, Topeka.

May 5-6—Second annual *National Educational Film Festival*. The competition recognizes excellence in educational film-making. Contact: NEFF, 5555 Ascot Drive, Oakland, Calif. 94611.

May 5-6—Region 5 and 6 conference, *Sigma Delta Chi*, combined with national awards presentation ceremonies and spring board meeting. Milwaukee.

May 5-7—Convention, *Illinois News Broadcasters Association*. Shcraton-Joliet motor inn, Joliet.

May 6—Convention, *Iowa Broadcast News Association*. Hotel Savery, Des Moines.

May 8—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn east, Albuquerque, N.M.

May 9—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn of Moorhead, Moorhead, Minn.

May 9—National Quadraphonic Radio Committee panel, sponsored by Consumer Electronics Group, *Electronics Industries Association*. Panel, first of series on quadraphonic sound, will be moderated by Norman Parker of Motorola Inc. and will examine various systems. EIA headquarters. Washington.

May 9—Annual meeting of *Metromedia Inc.* shareholders. 205 East 67th Street, New York.

May 9—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn south, Dayton, Ohio.

May 9-10—CBS-TV affiliates convention. Century Plaza hotel, Los Angeles.

May 10—*Wilson Hicks International Conference on Visual Communications*. Program will cover aspects of broadcast, print and mixed media. Registration is \$75. Contact: PR office, University of Miami. Otto G. Richter Library, main campus, University of Miami.

May 10-11—Annual spring convention, *Illinois Broadcasters Association*. Principal speakers: James Hulbert, National Association of Broadcasters; Andrew M. Ockershausen, Evening Star Stations, chairman of radio board. NAB; Dr. James E. Corbally, University of Illinois; Roland S. Honet Jr., CATV consultant to Illinois Communications Commission; Jerome Lanet, Federal Trade Commission, and Anthony R. Martin-Trigona, public interest advocate. Holiday inn east, Springfield.

May 11—"Idearama" seminar for radio salesmen, sponsored by *Radio Advertising Bureau*. Holiday inn of Colorado Springs, Colo.

May 11-12—Meeting, *Kentucky Associated Press Broadcasters Association*. Executive inn, Louisville.

May 12—Carbon Mike Awards luncheon, sponsored by *Pacific Pioneer Broadcasters*, honoring Ozzie and Harriet Nelson. Sportsmen's lodge, North Hollywood.

May 11-13—Annual management conference, *Iowa Broadcasters Association*. Roosevelt hotel, Cedar Rapids.

May 11-13—Annual spring conference, *Oregon Association of Broadcasters*. Speakers will include: FCC Commissioner Charlotte Reid; Vincent T. Wasilewski, National Association of Broadcasters, and Fred E. Baker, N. W. Ayer/F. E. Baker Advertising, Seattle, chairman of the American Advertising Federation. Representative John Delleback (D-Ore.) and Frank J. Dye, Fred Meyer Inc. Inn at Spanish Head, Lincoln City.

May 12-13—Third annual country radio seminar. King of the Road motor inn, Nashville.

May 14-17—Annual convention, *National Cable Television Association*. Conrad Hilton, Chicago.

May 14-17—Annual convention and public affairs conference, sponsored by *American Advertising Federation*. Two panels will discuss "Advertising and the Law" and "The Government at Work" in an attempt to explore the relationship between

government and ad industry. Among featured speakers are Miles W. Kirkpatrick, Federal Trade Commission; John Elliott Jr., Ogilvy & Mather; Charles Yost, National Advertising Review Board; Esther Peterson, Giant Food Inc.; Tom Benham, Opinion Research Corp.; Senator Frank Moss (D-Utah); Dr. Yale Brozen, University of Chicago; Willie Mae Rogers, Good Housekeeping Institute, and Dr. Harland Randolph, Federal City College. Washington. Shoreham hotel, Washington.

May 15—Annual meeting *Ogilvy & Mather International*. 3 p.m., 2 East 48th Street, New York.

May 16—Annual meeting, *International Radio and Television Society*. Waldorf-Astoria, New York.

May 16—Annual stockholders meeting, *ABC Inc.* 7 West 66th Street, New York.

May 16-18—*Public Radio Conference*. Washington Hilton hotel, Washington.

May 16, 18—*Senate Commerce Committee* hearing on truth-in-advertising bill (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753). 9:30 a.m., Room 5110, New Senate Office building, Washington.

May 17—Broadcast industry forum sponsored by Chicago chapter, *American Women in Radio & Television*. Speakers: Willard E. Walbridge, Capital Cities Broadcasting. Houston, past chairman National Association of Broadcasters; Robert Wells, Harris stations and former FCC commissioner; Thomas Wall, Washington lawyer and president of Federal Communications Bar Association; Ward Quaal, WGN Continental Broadcasting. Marianne Campbell, AWRT president, moderator. Conrad Hilton hotel, Chicago.

May 17-19—Consumer journalism conference, Graduate School of Journalism, Columbia University, New York.

May 18—Sixth annual Belding Awards competition sponsored by the *Advertising Club of Los Angeles*. Competition winners and scholarship students to be honored at a banquet. Beverly Wilshire hotel, Beverly Hills.

May 18-19—Annual spring meeting, *Washington State Association of Broadcasters*. Tye motor inn, Olympia.

May 18-19—Conference on "Electronics 1985" by *Electronic Industries Association* to explore economic, political and social environment and relationship to electronics industry. Conrad Hilton, Chicago.

May 19-21—Meeting, *Alaska Associated Press Broadcasters and Newspapers*. Nugget inn, Nome.

May 20—Meeting, *California Associated Press Radio-Television Association*. Fairmont hotel, San Francisco.

May 21-24—Annual symposium on theater, TV and film lighting, sponsored by the *Illuminating Engineering Society*. Pick Congress hotel, Chicago.

May 21-25—Annual convention, *Pennsylvania Association of Broadcasters*. Xanadu, Grand Bahamas Island.

May 25—Spring managers meeting, *New Jersey Broadcasters Association*. Former FCC Chairman Rosel Hyde will be among speakers. Douglass College campus, Rutgers University, New Brunswick.

May 25—Annual membership meeting and "Broadcaster of the Year" award, *International Radio and Television Society*. Hotel Plaza, New York.

May 25-26—Spring convention, *Ohio Association of Broadcasters*. Hospitality Motor Inn, Toledo.

May 26-27—Meeting, *Florida Associated Press Broadcasters Association*. Holiday inn, Jacksonville Beach.

May 31—*Senate Commerce Committee* on National Institute of Advertising, Marketing and Society bill (S. 1753). 9:30 a.m., Room 5110, New Senate Office building, Washington.

## June

June 1-3—Annual convention, *Canadian Advertising and Sales Association*. Queen Elizabeth hotel, Montreal.

June 2-3—Second national meeting, *Associated Press Broadcasters Association*. Speakers include FCC Commissioner Richard Wiley, Dick Eimers, director, News Election Service, will report on plans for coverage of November national elections. Bill Small, VP and bureau chief, CBS News, Washington, will be keynote speaker. Sheraton-Blackstone, Chicago.

June 6-8—Annual convention, *Armed Forces Communications & Electronics Association*. Featured speakers: Irving K. Kessler, RCA; Dr. Eberhardt Reicht, assistant secretary of defense for telecommunications. Sheraton Park hotel, Washington.

June 8—Meeting, *Tennessee Associated Press Broadcasters Association*. Holiday inn, Gatlinburg.

June 8-9—Policy conference, sponsored by *New York Law Journal* and the *Cable Television Information Center*. Topic will be tapping the poten-

**M&H**

# TENTH ANNIVERSARY

We're pleased that this year we are celebrating our tenth anniversary as consultants to television and radio stations in this country, Canada and the Caribbean.

It's been a fast ten years, a decade that has seen major improvements in television news presentation, and placed new demands on management's knowledge of programs and people. A great burst of new problems related to the industry has been seen at both local and government levels.

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# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

# TELEVISION

Executive and publication headquarters  
BROADCASTING-TELECASTING building,  
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Phone: 212-757-3260.

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David Berlyn, Rocco Famighetti, *senior editors*.  
John M. Dempsey, Helen Manasian, Michael Shain, *assistant editors*.

Robert L. Hutton, *sales manager*; Eleanor R. Manning, *institutional sales manager*; Gregory C. Masfield, *Eastern sales manager*; Susan Hirata, Harriette Weinberg, *advertising assistants*.

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.  
Morris Gelman, *senior correspondent*.  
Bill Merritt, *Western sales manager*.  
Sandra Klausner, *assistant*.

CHICAGO: Midwest advertising sales representative, Bailey & Co., David J. Bailey, *president*, P.O. Box 562, Barrington, Ill. 60010. Phone: 312-381-3220.

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

LONDON: Dudley D. Carroll Jr., *advertising sales representative*, c/o American Magazine Group, 27 Maddox Street, London, W1. Phone: 01-499-1661.

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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tial of CATV. Focus will be on new opportunities and problems for CATV in light of recent FCC regulations. Gotham hotel, New York.

June 8-10—Annual spring meeting, *Missouri Broadcasters Association*. Rock Lane Lodge, Table Rock Lake, Branson.

June 8-13—Spring meeting, *North Carolina Association of Broadcasters*. Melia Castilla hotel, Madrid.

June 11-14—Sixth annual *Consumer Electronics Show*, sponsored by *Electronics Industries Association*. McCormick Place, Chicago.

June 11-14—Spring meeting, *Georgia Association of Broadcasters*. Principal speakers: Lee Loevinger, Washington lawyer and former FCC commissioner; Vincent T. Wasilewski, president of National Association of Broadcasters; John Gwin, Cox Cable Communications, chairman of National Cable Television Association; John Torbert, FCC, and Herbert G. Klein, White House director of communications. Callaway Gardens, Pine Mountain, Ga.

June 11-30—*National Institute for Religious Communications*, co-sponsored by Loyola University and the Institute for Religious Communications. Loyola University, New Orleans.

June 12-22—"Short Course in Statistical Methods and Advanced Quality Control," sponsored by *Purdue University division of mathematical sciences*. Course fee is \$400. Contact: Conference division, c/o Carl Jenks, 116 Purdue Memorial Center, Purdue University, Lafayette, Ind. 47907.

June 18-21—Annual conference, *Association of Industrial Advertisers*. Sheraton-Boston, Boston.

June 19-21—International Conference on Communications, jointly sponsored by the *Communications Society of the Institute of Electric and Electronic Engineers* and the Philadelphia section of IEEE. Marriott Motor hotel, Philadelphia.

June 19-24—*19th International Advertising Film Festival*. Venice, Italy.

## OpenMike®

### Gracious exit

EDITOR: I want to thank you and your staff for the kindness shown me during the time I was under consideration for appointment to the FCC.

Judge Ben Hooks is a very fine gentleman, and I am sure that the President acted wisely in his selection.—*Revius O. Otique Jr., attorney, New Orleans*.

### The doctor dissents

EDITOR: Your editorial (April 3) about Senator [John O.] Pastore's hearings on the report of the Surgeon General's Advisory Committee does your magazine and the broadcasting industry a disservice. In view of the testimony given by committee members, by the surgeon general, by the network presidents, by [the president of the National Association of Broadcasters] and by other witnesses, it is hard to understand how you can call this study "largely inconclusive."

Furthermore, your comments seriously misrepresent both the tone and the intention of the many witnesses, including the three network presidents, who acknowledged that the scientific evidence now calls for some kind of action. The "action" is one of a shared responsibility among the industry, the public and the government. Those of us of more moderate persuasion who clearly recognize the complex problems in making an appropriate response to this new scientific evidence can only be persuaded toward intemperate alternatives if responsible journals such as yours continue to dismiss the significance of the research findings while, at the same time, raising false alarms about the consequences of any action other than the status quo.—*Dr. Eli A. Rubinstein, professor of psychiatry, State University of New York, Stony Brook. (Formerly vice-chairman, Surgeon General's Scientific Advisory Committee on Television and Social Behavior)*

(The thrust of BROADCASTING's editorial was that the creation of an outside system to monitor and presumably correct television programming was both unwise and dangerous. The editors hold to that view. Dr. Rubinstein cites correctly the editorial's passing reference to the surgeon general's report as being "largely inconclusive." The editors continue to consider that an accurate characterization

of the research findings and that any further construction was blackjacked out of witnesses—including the surgeon general—who did not want to tell Senator Pastore what he did not want to hear. They believe also, as the editorial said, that "In none of these observations [about the research findings or the Pastore hearings concerning them] is there an intention to excuse broadcasters for any insensitivity to the effects of their programming—all of it—on audiences of all ages." We welcome Dr. Rubinstein's characterization of BROADCASTING as a responsible journal, and believe it not irresponsible to suggest that broadcasters exercise their own responsibility without the aid of a central authority.)

### Foreign exchange

EDITOR: I wonder if you'd consider mentioning in your [letters] column my wish to exchange program ideas, views and segments with interested fellow announcers in the U.S. The ABC is the Australian government's noncommercial radio-TV service. We also operate Radio Australia. For my part, I work in areas of fine music and "middle of the road"—personality programs. Sydney is a market of three million, and we operate with a 50 kw on a clear channel.—*Max C. Ambrose, Australian Broadcasting Commission, Sydney*.

### Who's on first?

EDITOR: I notice in the April 10 BROADCASTING that KIOI(FM) San Francisco will have the "first four-channel FM broadcast . . . on regular basis May 1." Regularly scheduled quadrasonic broadcasts began on our station Feb. 9. This is pointed out as promptly as possible so that KPAT-FM will get proper credit, and so that 50 years from now there's no KDKA vs. KCBS (KQW) controversy as to who's first.—*Ollie Hayden, vice president and general manager, KPAT-FM Berkeley, Calif.*

(BROADCASTING's story should have added that KIOI's quadrasonic plans were under the "discrete" system, which requires FCC approval. KPAT-FM is quadrasonic under the "matrix" system, which does not. A comprehensive analysis of the two systems appeared in BROADCASTING, April 3.)

### Pleased by profile

EDITOR: I thought [senior editor] David Berlyn did an outstanding job on [the "Week's Profile," April 3], and I am deeply grateful for his very compli-



mentary remarks. Just about everyone I talked with at the National Association of Broadcasters convention in Chicago mentioned the article. What a fine tribute to your publication's effectiveness. Congratulations on the splendid work you are doing, and thanks again for your thoughtfulness.—A. O. Knowl-

*tion, director, Media Services, General Foods, White Plains, N.Y.*

### All in the family

EDITOR: On the surface, the advertisement placed in the April 10 issue of BROADCASTING by Stainless Inc. is sim-

ply another testimonial ad. However, it should be pointed out that WICZ-TV, the company that is so generous with its praise, is owned by the company it is praising. Stainless Inc. is the licensee of WICZ-TV.—George Schwartz, Department of Communications, Graham Junior College, Boston.

## MondayMemo

*from Arthur W. Schultz, Foote, Cone & Belding, Chicago*

## Consumer movement can be good for advertising

The consumer movement could usher in a period of restricting legislation and controls.

But it need not, if business listens and reacts by evaluating the movement to find ways to cater more closely to consumer needs, desires and wants.

Such an awareness by business could be the beginning of a restoration of confidence in business and help to bring about an increase in advertising effectiveness.

Already there are concrete signals of a positive response. For example, the advertising industry has responded by establishing a self-policing effort.

The total advertising bill in 1970 was about \$20 billion. If effectiveness had been increased 10%, American industry could have saved \$2 billion in one year.

The consumerism movement can give another plus to advertising in forcing a reduction in the number of charlatans in our business. Moreover, well-managed and properly motivated businesses can and will increase their profitability.

Virtually all discussions regarding the business climate and trends begin and end with an expression of concern about the consumerism movement.

The intensity varies according to personal experience and the extent of a real or imagined threat to the business involved. But the undercurrent is one of apprehension and caution.

I suggest another way of judging this trend. I feel the consumerism movement is based on a fundamental change in our society and therefore is and was predictable.

If we know why it is occurring, we can determine what to do about it. My conclusions are simple: The consumerism movement is a real and growing force and it can develop into a good thing for business.

A major reason for the movement has been gross advertising abuses. These include misleading advertising, dishonest advertising, boring advertising, and advertising repeated to the extent that boredom turns into active distaste.

Who among us can forget the "White knight?" He managed to repel millions of Americans during his seemingly endless charge to sell an ordinary household cleanser.

This demeaning advertising was excused because "it sold product." So

does reasonable advertising and with the new consumer mood, crass commercialism is not reason enough.

Business is paying a far higher price than is recognized for these advertising abuses. Along with the heightened irritation with much of the advertising appearing today has come a steady erosion of advertising's effectiveness.

The degree of consumer disbelief of advertising is not generally known. It is not only quite high, but has increased alarmingly in the past 10 years.

This fact, coupled with the communication explosion, has made it much more difficult for the advertiser to reach, let alone persuade the consumer.

Being the world's most adaptable being, he or she has self-created a marvelous screen that immediately and totally blocks out most advertising that isn't personal, believable and relevant.

There is evidence that advertising's effectiveness has been reduced as much as 20% in the past 10 years. For example, the effectiveness of television commercials as measured by recall has gone down more than 20% in this period.

What can managers of business do to take advantage of the consumer movement opportunities? I would suggest these courses:

Do not overreact if attacked. Develop closer contacts with consumers and listen. Don't run scared by forsaking your aggressiveness and initiative and do not be frightened of planned actions. Make sure that you own business practices are above reproach and that you treat your consumers the way you would like to be treated.

I know of two classics.

Kimberly-Clark is the leading manufacturer of sanitary-protection products.

In 1970, the code review board of the National Association of Broadcasters began a re-examination of its longstanding prohibition of sanitary-protection advertising.

Several major manufacturers between that time and this have presented documented data strongly supporting the relaxation. Only Kimberly-Clark resisted.

It felt strongly that the risk of offending viewers in the privacy of their homes was high at this time.

It took a stand opposing the lifting of the television ban despite the clear advantage the change would give it.

To this date Kimberly-Clark has prevailed and I hope it will continue to. The decision was based on good taste and respect for consumer attitudes, rather than on sales and profits alone.

The other classic example concerns Hallmark.

Where can you find a clearer example of a company determined to bring the public quality television programming that would match the quality of its product than in Hallmark's *Hall of Fame* on NBC-TV?

Contrary to reliance on the cost-per-thousand measurements that control so much of television programming and buying—and lead to such mediocrity—Hallmark has always placed distinction and taste above all other considerations.

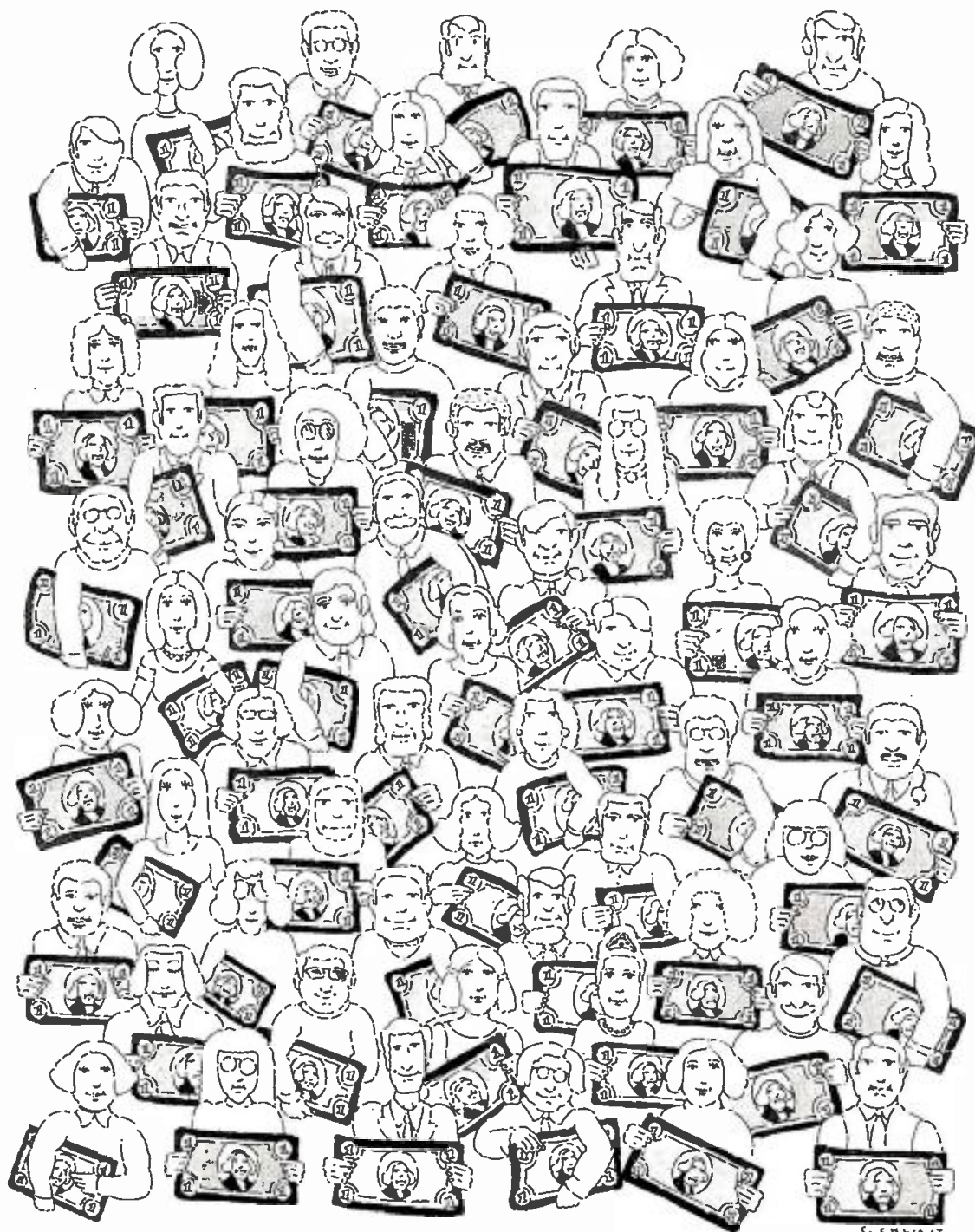
Who can question the decision when we view Hallmark's success?

I believe the consumers are trying to help us. I hope we will let them.



*Arthur W. Schultz has come up through the ranks at Foote, Cone & Belding, Chicago, from trainee to board chairman. He was elected chairman of Foote, Cone & Belding Communications in 1970, and since last February has also been acting general manager of the Chicago office. During his 22-year rise at FC&B, he has principally been in account work. In moving up at the agency ladder, Mr. Schultz held the positions of account executive, supervisor, senior vice president and executive vice president and general manager of FC&B, Chicago.*

# THE PEOPLE WHO SPEND THE MOST MONEY SPEND THEIR TIME WATCHING US.



Everyone knows the 18 to 49 year old is the biggest spender there is.

The question is, how do you buy him?

There simply is no better way than by buying us.  
The ABC Owned Television Stations deliver more

18 to 49 year olds, sign-on to sign-off, than any other television station group in America. Or the world.

So, if you're after the people who spend big numbers, go with the people who are number one with the 18 to 49 year olds, the ABC Owned Television Stations.



**ABC Owned Television Stations**

WABC-TV, NEW YORK; WXYZ-TV, DETROIT; WLS-TV, CHICAGO;  
KGO-TV, SAN FRANCISCO; KABC-TV, LOS ANGELES

Represented nationally by ABC Television Spot Sales, Inc.

AUDIENCE INFORMATION BASED ON ARB AND NSI ESTIMATES FEB./MAR. 1972 FOR RESPECTIVE MARKETS. SUBJECT TO QUALIFICATION AVAILABLE ON REQUEST.

Broadcasting, the business weekly of television and radio.

☐ 1 year \$14  
(Canada add \$4;  
foreign, \$6)

**1972 Broadcasting Yearbook**, the detailed source of television and radio facts and figures.

☐ \$14.50  
(If payment  
with order: \$13)

1972-1973 Broadcasting CATV Sourcebook,  
the complete guide to all CATV information

☐ \$8.50  
(If payment  
with order: \$7.50)

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[illegible]

Type of Business

[illegible]

Home? ☐ Yes ☐ No

[illegible]

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**Signature**

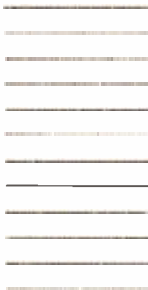
**Signature**



FIRST CLASS  
Permit No. 1208-H  
Washington, DC

BUSINESS REPLY MAIL  
No postage necessary  
if mailed in the United States

Postage will be paid by  
**Broadcasting Publications Inc.**  
1735 DeSales Street NW  
Washington, DC 20036



## FTC offers bitter pill to drug firms

Cracks down on pain-killer ads of big three,  
says claims may be true, but first must be validated

The Federal Trade Commission challenged the advertising claims, mostly those made in TV advertising, by a trio of drug companies that account for two-thirds of the total \$330 million over-the-counter pain-killer market. The total advertising budget of the challenged firms is in the order of \$80 million annually—of which almost \$78 million is spent in TV and radio.

Charged last week with false and misleading advertising were American Home Products Corp. (Anacin and Arthritis Pain Formula), Bristol-Myers Co. (Bufferin, Excedrin and Excedrin PM) and Sterling Drug Inc. (Bayer Aspirin, Bayer Children's Aspirin, Cope, Vanquish, and Midol).

Also cited were the advertising agencies for the three pharmaceutical firms: Clyne Maxon Inc. and John F. Murray Advertising Agency Inc., for American Home Products; Ted Bates & Co. and Young & Rubicam, for Bristol-Myers, and Dancer-Fitzgerald-Sample, for Sterling Drug.

The trade commission, announcing its intention to file formal complaints, carefully distinguished its charges: That the challenged claims are misleading, not because the products do not kill pain, but because some of the claims have not been validated.

Typical claims cited by the FTC re-

late to those used by Bayer Aspirin and Bayer Children's Aspirin, that they are superior in terms of therapeutic effects to other aspirins; Cope, that it is more effective in relieving headache pain than other proprietary drugs; Vanquish, that it will cause gastric discomfort less frequently than other over-the-counter analgesics; Midol, that it contains an effective antispasmodic that helps stop menstrual cramps; Bufferin and Excedrin, that they relieve pain faster than aspirin, and that they relieve twice as much pain as the same dosage of aspirin; Excedrin PM, that it will relieve more pain than aspirin and that it is an effective mild sedative; Anacin, that it is more effective for the relief of pain than any other nonprescription internal analgesic.

And, the FTC added, there is no competent or reliable scientific evidence that these drugs relieve nervous tension and similar symptoms and enable persons to cope with ordinary stresses of everyday life as some imply.

Not only that, but the trade commission said some contain caffeine or aspirin which, to those with certain medical conditions, can be dangerous and that these ingredients are not disclosed in advertising. Some, the FTC added, claim special ingredients that are nothing but aspirin.

In seeking relief, the FTC not only asked for the questioned practices to be stopped, and to require affirmative disclosure that there is caffeine and/or aspirin in the products, but it used a new twist on what is now a standard provision for corrective advertising.

In 10 or 12 previous cases, the FTC asked that at least 25% of all advertising for one year be devoted to informing the public that certain claims had been adjudged misleading by the FTC. In only one case has this provision become part of the settlement: Profile Bread.

In the drug case, however, the FTC has asked that 25% of all advertising expenditures, excluding production costs, be devoted to correcting the questioned advertising—and that this must be run separately from all other advertising and must run in the same medium and in the same market as the original advertising. And, for TV and radio, the trade agency specified that the corrective advertisements must run in the same time periods and during the same seasonable periods as did the challenged advertising. And, it said, this should be for two years.

Trade Commissioners Paul Rand Dixon and Everette MacIntyre dissented from this portion of the complaint.

Both Bristol-Myers and Sterling Drug



These are the 10 analgesic products, by three major drug firms, whose advertising is termed misleading by the FTC.

issued statements denying the charges. Frank K. Mayers, president of Bristol-Myers Products, noted that this is the third time the FTC has challenged his company's advertising. In 1961, the agency brought a complaint against Bufferin and Excedrin advertising, then dropped it in 1964, he said. Again in 1967, he said, the FTC proposed trade regulations for all analgesic advertising: these were dropped last year. As to last week's charges, Mr. Mayers declared: "Bufferin, Excedrin and Excedrin PM are superior analgesic products. This fact is supported by massive scientific evidence and confirmed through use by millions and millions of consumers."

There was no statement from American Home Products.

During a news conference, Robert Pitofsky, director of the FTC's Bureau of Consumer Protection, said that Bufferin spent 35% and Anacin, 44% of sales on advertising. He also stated that the FTC litigation is based on five principles: misleading claims of comparative superiority, misuse of scientific tests and studies, misuse of medical surveys, misleading terminology and failure to identify common ingredients.

The FTC charges were announced the same day that the Food and Drug Administration of the Department of Health, Education and Welfare published findings by the National Academy of Sciences/National Research Council on the effectiveness claims for 14 pain-relieving and antifever drugs and 18 antacid products.

Only one of the drugs on the FTC's challenged list was noted in the FDA report, part of a continuing study of the safety and efficacy of over-the-counter drugs. This was Bufferin, which was termed "effective" in the relief of pain, "possibly effective," for "mild temporary tension," but "ambiguous and misleading" for the statement that it is "twice as fast as aspirin."

As is customary, the respondents have 10 days to notify the FTC that they want to discuss the prospective charges and possibly come to a consent judgment. Otherwise, or in the event negotiations fail, the FTC issues the formal complaint and the case goes to hearing before one of the agency's hearing examiners.

## Chance to be first

*Television broadcasters missed a good chance of coming in on the side of the angels in the current analgesic advertising controversy. Last December, the TV code review board recommended the code be amended to require identification of an ingredient by its common name or by an easily understood description when a nonprescription drug advertisement refers to an ingredient in a manner relating to the product's efficacy.*

*At the January TV board meeting in Florida, this recommendation was returned to the review board for clarification and further study. Drug manufacturers had objected that the provisions as drafted would place drug products with combination ingredients at a disadvantage.*

In New York, advertising and agency leaders—and attorneys specializing in the field—tended to feel the FTC was a long way from winning this one. They pointed out that the trade commission has challenged analgesics advertising a number of times and in various ways over the past several years and had never made any of its challenges stick. One source, not connected with any of the companies or agencies named by the FTC but a close follower of advertising regulatory issues, added: "It is my information that the FTC has a very poor case this time too."

It also was emphasized that FTC's authority to order corrective advertising has never been tested in court—a deficiency they considered sure to be corrected if FTC pursues last week's cases.

The only corrective advertising run thus far was agreed to voluntarily by Profile bread and "was pretty mild stuff," one source noted. In that case, he added, it also resulted in "a very good commercial." He saw the success of Profile's corrective ad as the genesis of FTC's insistence that corrective ads in the analgesics case be run separately from regular commercials.

Agencies named by the FTC withheld comment. Broadcast sources with whom they've consulted from time to time, however, indicated that from the

early reports of the FTC's action it was apparent the commission was dealing with "inference and intent." It was their belief the advertising companies would "fight this all the way; it will be in the courts for years."

It was noted that "the advertisers have been saying the same thing—though words may be changed—about their products for years."

Basically, these sources indicated, Anacin has, for about 14 years, advertised on television about its "three ingredients" which "work three ways." That was changed some years back to promote the product as containing "the pain reliever preferred by doctors," and as being able to relieve a headache "and its tension."

In other themes: Bufferin basically promotes the idea of the relieving ingredient speedily moving into the bloodstream and not just "faster acting"; Excedrin, which when introduced a few years back, injected an entirely new ad theme, by talking of "extra strength"; Bayer promotes the quality of its aspirin.

## Insiders say consumers need information

A survey conducted by Grey Advertising, New York, among marketing-advertising executives concludes there is a need for some form of consumer protection and recommends as a solution an emphasis on informational advertising of products and services.

The results of the study, based on replies from 3,500 advertisers, media, advertising agency and other personnel, are published in the April issue of *Grey Matter*, the agency's newsletter.

The survey reveals that respondents are strongly opposed to giving increased regulatory power to such government agencies as the FCC and the Federal Trade Commission. But they felt that the most effective way of regulating advertising would be through closer cooperation between advertisers and the government and through self-regulation, either by the National Advertising Review Board or by other forms of industry self-policing.

## How much those pain-relievers matter in radio-TV billings

There is almost \$78 million annually of TV and radio advertising involved in the products whose advertising was challenged last week by the Federal Trade Commission. The 1971 expenditures in broadcast advertising for the identified products are shown in these tables.

|                          | Radio       |             |             |
|--------------------------|-------------|-------------|-------------|
|                          | Network     | Spot        | Total       |
| Anacin (American Home)   | \$ 172,000  | \$1,380,400 | \$1,552,400 |
| Bayer (Sterling)         | 752,000     | 38,200      | 790,200     |
| Midol (Sterling)         | 75,000      | 84,300      | 159,300     |
| Bufferin (Bristol-Myers) | 37,000      | —           | 37,000      |
| Totals                   | \$1,030,000 | \$1,502,900 | \$2,538,900 |

|                          | Television   |              |              |
|--------------------------|--------------|--------------|--------------|
|                          | Network      | Spot         | Total        |
| American Home Products   |              |              |              |
| Anacin                   | \$14,004,400 | \$11,223,100 | \$25,227,500 |
| Arthritis Pain Formula   | 1,363,900    | 1,324,100    | 2,688,000    |
| Bristol-Myers            |              |              |              |
| Bufferin                 | 7,915,500    | 6,327,200    | 14,242,700   |
| Excedrin                 | 7,180,500    | 2,472,000    | 9,652,500    |
| Excedrin PM              | 3,518,400    | 263,800      | 3,782,200    |
| Sterling drug            |              |              |              |
| Bayer                    | 13,233,100   | 1,607,400    | 14,840,500   |
| Bayer Children's Aspirin | 1,878,000    | 675,900      | 2,553,900    |
| Cope                     | —            | 1,700        | 1,700        |
| Vanquish                 | 651,600      | 1,437,400    | 2,089,000    |
| Midol                    | —            | 300,000      | 300,000      |
| Totals                   | \$49,745,400 | \$25,632,600 | \$75,378,000 |



# Spot-TV getting up a head of steam

Major TV reps say business is running as much as 14% ahead of 1971's opening months

Spot-TV business this spring is on the move. The upward surge in billings moreover would appear to be happening now—in the month of April.

According to a reading of the marketplace last week, the momentum in spot began in the first quarter but is significant for the first time this year in business placed for the second quarter.

For TV business over-all, a spot breakthrough could not be better timed. The TV networks claim to be in a seller's market, particularly in prime-time sales for the fall and local sales show no signs of weakening.

For most reps—there are but few dissenters—the swing is noticeable, traceable and good news. As put by one rep: "The world is back to normal. It's nice to be busy again."

According to a sampling of major TV reps in New York, spot business in first-quarter 1972 was up over 1971 in virtually every case. Increases ranged from a low of 3-4% to a high of 13-14%. In general, the gain came to about 10% in the first quarter.

The first trace of spot movement this year was noticed just after the first of the year. A sudden jump in advertiser-agency requests for availabilities was followed closely by increased sales (BROADCASTING, Jan. 31).

Stations and station reps were dubious at first. Activity had churned as suddenly at times before during the slow spot-business years of 1970 and 1971, and these had proved short-lived.

But it was soon apparent that all television business, including national and regional spot, was moving at last and with some of its old vigor (BROADCASTING, March 6).

Now in the spring, spot business has blossomed. April may well be the turning point for 1972.

One station rep said its business gained 30-31% in April, another put the increase at 23-24%, and others reported rises of 5% on up to 15% as against April of last year.

Still other station reps responded with bullish comments rather than in percentages: "The pendulum swung dramatically in April,"; "April business is very good,"; "Ahead of last year and going up,"; "Well ahead."

Spot-sales authorities, however, acknowledged that the first-quarter increase in business, while welcome, was not, after all, conclusive. It was noted that first-quarter 1971 had been a "disaster" in spot.

Second quarter 1972 is something else. The comparable April-June period in 1971 was strong—probably the best all that year. Reps now project gains of 11% to 12% in this year's second quarter over a year ago.

Television Bureau of Advertising spokesmen, aware of spot-TV's mounting momentum, said it now looks as if

its estimate, made in late 1971, of a 5% rise in national/regional spot this year was understated. TVB now believes that the television industry may be comparing 1972 spot business with 1970's rather than with 1971's.

Spot-TV business was down in both those years. National and regional spot billings dropped by 1.5% in 1970, according to official FCC calculations and estimates of the decline in 1971 vary from 3% to 8%.

TV station salesmen only a month ago hesitated to project business beyond the first few months of this year. They then estimated a first-quarter gain, over the comparable 1971 period, or about 8%. Now they are showing increased confidence—and their first-quarter estimates have accordingly been pegged higher.

Many noted that the current gains in their spot business have been realized in the face of—and despite—increased regionalized buying by several of the biggest advertising agencies (J. Walter Thompson, McCann-Erickson, Young & Rubicam and Dancer-Fitzgerald-Sample).

Sales executives pointed to a host of factors, which they said have contributed to what now is believed to be a certain comeback for spot in first-half 1972.

Among these factors are a restored confidence in the economy coupled with a recovery in network sales; loosening of advertiser budgets (as one rep noted, "and without many new-product launchings"); a reduction in station inventory in a political year; more activity by the airlines and by auto companies, and, said one executive, with all this: "Prices at the station level are firming up."

Though not necessarily a reflection of a direct relationship, the movement in spot business has been coincident with the start of the television networks' fall-selling season. If spot-TV salesmen could be generally described as very busy, the network sales departments were frenetic.

Agencies confirmed last week that compared with past years, there are now more advertisers "up front"—early buyers negotiating with networks for positions in multiprogram packages ("Closed Circuit," April 17).

## BRAG to sound off for Buffalo radio

A movement to promote Buffalo, N.Y., for radio advertising, nationally and regionally—and to persuade local advertisers to switch from newspapers to radio—has begun.

Seven Buffalo radio stations have formed the Buffalo Radio Association Group. The first planned activity is a major presentation to local advertisers

and agencies in June. This will be followed with a meeting for national and regional advertisers and agency men.

Paul A. Butler, WBEN-AM-FM, was named president of the organization. Others elected: Laurence A. Levite, WYSL(AM) and WPHD(FM), vice president; Donald C. Mullins, WUFO(AM), assistant treasurer; James Fox and Charles G. Blaine, Buffalo lawyers, secretary and assistant secretary, respectively.

In addition the following stations have joined BRAG (membership is open to all radio stations in both Erie and Niagara counties): WADV(AM), WEBR(AM), WGR-AM-FM, WWOL-AM-FM.

The Buffalo organization is the fourth association of broadcasters on a market-wide basis. Others are in New York City, Chicago, and Southern California.

## The big contributors to 1970's campaign

Media executives dot published list of those who gave \$25,000 or more

A list of 117 individuals who contributed \$25,000 or more to political campaigns in 1970 was published last week by *The New York Times*. The list—based on a larger compilation by the Citizens Research Foundation, Princeton, N.J.—included broadcasters, publishers, motion-picture executives, congressmen and other public figures.

Following are some samples from the *Times* list and the party affiliation of the candidates who received the funds ("R" for Republican, "D" for Democrat and "C" for conservative):

Senator J. Glenn Beall Jr. (R-Md.), contributions to his own senatorial campaign, \$30,200; Robert S. Benjamin, film executive with United Artists Corp., \$37,400 (D); Loren M. Berry, member of the board of directors of Mutual Broadcasting Corp., \$29,750 (R); Edgar Bronfman, president of Joseph E. Seagram & Sons, distillers, \$87,825 (D); Patrick J. Frawley Jr., chairman of the executive committee of Schick Electric, \$39,250 (R); Bob Hope, comedian, contributions to California Governor Ronald Reagan, \$25,000 (R); Bailey K. Howard, chairman of Field Enterprises Inc., publisher and owner of WFLD-TV Chicago, contributions to former astronaut John Glenn's unsuccessful Senate primary race in Ohio, \$50,000 (D).

David S. Ingalls Jr., vice chairman of Taft Broadcasting Co., family contributions to Ohio campaign of Senator Robert Taft Jr., his cousin, \$88,000

(R); Arthur C. Nielsen, chairman of A. C. Nielsen Co., \$25,000 (R); Richard L. Ottinger, former New York representative, to his unsuccessful Senate campaign, \$161,000 (family gifts brought total to \$3,920,089) (D); Arnold M. Picker, chairman of United Artists Corp., \$65,000 (D); New York Governor Nelson Rockefeller, to his own re-election campaign, \$77,500 (total family contributions were \$4,502,566, all but \$133,033 of it to governor's campaign) (R).

Pierre Salinger, former press secretary to President Kennedy and now vice president of Continental Airlines, \$25,400 (D); Howard J. Samuels, chairman and president of New York's Offtrack Betting Corp. and former under secretary of commerce, to his unsuccessful primary race for the New York Democratic gubernatorial nomination, \$125,000 (D); Representative James H. Scheuer (D-N.Y.), to his re-election campaign, \$126,440; Samuel Schulman, president of Seattle Supersonics basketball team and chairman of San Diego Chargers football team, \$41,250 (R); Norton Simon, founder and stockholder of Norton Simon Inc., diversified company engaged in TV production, \$1,350,000 to his own unsuccessful California campaign for Republican senatorial nomination (plus \$530,000 from his wife) and \$31,480 to other Republican candidates; Frank Sinatra, singer, mostly to Governor Reagan, \$34,500 (R).

Jennifer Smith, wife of Malcolm E. Smith Jr., who owns WLIX(AM) Islip, N.Y., for her husband's unsuccessful campaign for House as Republican-Conservative, \$183,000 (total family contributions); Theodore Sorenson, former aide to President Kennedy and now a New York lawyer, for his losing primary bid for Democratic senatorial nomination, \$40,000 (with wife).

Gene Tunney, retired prize fighter, to campaign of his son, Senator John V. Tunney (D-Calif.), \$123,475 (includes contributions of Senator Tunney's brother, Jonathan); DeWitt and Lila Wallace, founders and co-chairmen of *The Reader's Digest*, \$41,700 (R, C); Senator Lowell Weicker Jr. (R-Conn.), family contributions to his campaign, \$92,000; John Hay Whitney, member of the board of directors of Corinthian Broadcasting Co., \$47,750 (R); John D. Wrather Jr., chairman and president of Wrather Corp., TV producer, \$38,250 (R).

### CCC: all the way with PGW

Group-owner Combined Communications Corp., Phoenix, has named Peters, Griffin, Woodward as national sales rep for all its TV stations.

The PGW appointment, announced in New York last week, followed by a few months CCC's acquisition of KBTB-TV Denver and KARK-TV Little Rock, Ark., from Mullins Broadcasting Co. CCC's other TV stations are KOCO-TV Oklahoma City and KTAR-TV Phoenix. PGW previously had repped KBTB.

## How much the candidates can spend

### GAO puts \$14.25-million limit on campaign for highest offices, sets Senate, House ceilings

Amounts that federal-office candidates may spend on communications media in the 1972 election campaigns have been announced by Comptroller General Elmer B. Staats, whose General Accounting Office is responsible, along with the secretary of the Senate and the clerk of the House, for keeping track of political expenditures and contributions.

The Federal Election Campaign Act, which went into effect April 7, covers spending in each primary, primary runoff, special election or general election. The law limits media spending to 10 cents per eligible voter, or \$50,000, whichever is more. Of that amount, only 60% may be spent in broadcast media (TV, radio and CATV.) Non-broadcast media covered are newspapers, magazines and periodicals, billboards and telephones.

For the general election, presidential and vice presidential candidates may spend \$14,250,509 each for all communications media; 60% of it, or \$8,550,305, for broadcast media.

For House candidates the limit is \$52,150, of which \$31,290 may be allocated to broadcast. For the House races the \$50,000 minimum is used because no district (except the District of Columbia and Puerto Rico) exceeds 500,000 persons of voting age. Added to the \$50,000 is 4.3%, the increase in the Cost-of-Living Index in 1971, to bring the total limit to \$52,150. The District of Columbia and Puerto Rico use the 10-cents formula.

For Senate candidates, and presidential and vice presidential candidates in primary elections, spending limitations vary according to the voting-age population, as shown in the table at right.

| State/Congr. district | Media limit  | Broadcasting limit |
|-----------------------|--------------|--------------------|
| Ala.                  | \$ 235,614   | \$ 141,368         |
| Alaska                | 52,150       | 31,290             |
| Ariz.                 | 124,013      | 74,408             |
| Ark.                  | 135,173      | 81,104             |
| Calif.                | 1,417,020    | 850,212            |
| Colo.                 | 155,616      | 93,370             |
| Conn.                 | 214,441      | 128,665            |
| Del.                  | 52,150       | 31,290             |
| D.C.                  | 54,549       | 32,729             |
| Fla.                  | 510,131      | 306,079            |
| Ga.                   | 314,986      | 188,992            |
| Hawaii                | 53,402       | 32,041             |
| Idaho                 | 52,150       | 31,290             |
| Ill.                  | 773,176      | 463,906            |
| Ind.                  | 358,062      | 214,837            |
| Iowa                  | 196,501      | 117,901            |
| Kan.                  | 158,849      | 95,309             |
| Ky.                   | 226,018      | 135,611            |
| La.                   | 240,099      | 144,059            |
| Me.                   | 68,942       | 41,365             |
| Md.                   | 272,223      | 163,334            |
| Mass.                 | 404,997      | 242,998            |
| Mich.                 | 599,725      | 359,835            |
| Minn.                 | 260,020      | 156,012            |
| Miss.                 | 145,707      | 87,424             |
| Mo.                   | 333,030      | 199,818            |
| Mont.                 | 52,150       | 31,290             |
| Neb.                  | 104,613      | 62,768             |
| Nev.                  | 52,150       | 31,290             |
| N.H.                  | 52,463       | 31,476             |
| N.J.                  | 510,966      | 306,580            |
| N.M.                  | 65,396       | 39,238             |
| N.Y.                  | 1,310,321    | 786,193            |
| N.C.                  | 354,307      | 212,584            |
| N.D.                  | 52,150       | 31,290             |
| Ohio                  | 735,524      | 441,314            |
| Okl.                  | 184,611      | 110,767            |
| Ore.                  | 151,444      | 90,866             |
| Pa.                   | 841,180      | 504,708            |
| R.I.                  | 68,838       | 41,303             |
| S.C.                  | 175,433      | 105,260            |
| S.D.                  | 52,150       | 31,290             |
| Tenn.                 | 278,272      | 166,963            |
| Tex.                  | 775,366      | 465,220            |
| Utah                  | 69,672       | 41,803             |
| Vt.                   | 52,150       | 31,290             |
| Va.                   | 326,042      | 195,625            |
| Wash.                 | 239,264      | 143,558            |
| W. Va.                | 123,700      | 74,220             |
| Wis.                  | 301,844      | 181,106            |
| Wyo.                  | 52,150       | 31,290             |
| Puerto Rico           | 164,898      | 98,939             |
| U.S. Total            | \$14,250,509 | \$8,550,305        |

### BAR reports: television-network sales as of April 9

CBS \$181,042,500 (36.6%); NBC \$163,336,600 (33.1%); ABC \$149,612,000 (30.3%)\*

| Day parts         | Total minutes week ended April 9 | Total dollars week ended April 9 | 1972 total minutes | 1972 total dollars   | 1971 total dollars   |
|-------------------|----------------------------------|----------------------------------|--------------------|----------------------|----------------------|
| Monday-Friday     |                                  |                                  |                    |                      |                      |
| Sign-on-10 a.m.   | 70                               | \$ 433,000                       | 943                | \$ 5,984,600         | \$ 6,000,400         |
| Monday-Friday     |                                  |                                  |                    |                      |                      |
| 10 a.m.-6 p.m.    | 1,001                            | 6,887,700                        | 12,930             | 95,732,800           | 89,864,200           |
| Saturday-Sunday   |                                  |                                  |                    |                      |                      |
| Sign-on-6 p.m.    | 337                              | 3,864,300                        | 4,348              | 62,531,500           | 49,459,100           |
| Monday-Saturday   |                                  |                                  |                    |                      |                      |
| 6 p.m.-7:30 p.m.  | 92                               | 1,682,100                        | 1,260              | 25,960,100           | 22,181,300           |
| Sunday            |                                  |                                  |                    |                      |                      |
| 6 p.m.-7:30 p.m.  | 12                               | 181,700                          | 190                | 4,853,500            | 8,486,100            |
| Monday-Sunday     |                                  |                                  |                    |                      |                      |
| 7:30 p.m.-11 p.m. | 401                              | 18,724,700                       | 5,545              | 276,309,200          | 271,891,600          |
| Monday-Sunday     |                                  |                                  |                    |                      |                      |
| 11 p.m.-Sign-off  | 154                              | 1,758,800                        | 1,859              | 22,619,400           | 15,743,800           |
| <b>Total</b>      | <b>2,067</b>                     | <b>\$33,532,300</b>              | <b>27,075</b>      | <b>\$493,991,100</b> | <b>\$463,626,500</b> |

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



# 4 REASONS WHY WCCO RADIO IS BIGGER THAN TV

The George Foster Peabody Award is one of the highest honors available to a broadcaster. WCCO Radio has just won it for the fourth time. The latest for our program, "The Heart of the Matter," cited as a "unique approach to public education in cardiovascular disease and treatment."

Does a radio station that earns such consistent recognition for outstanding achievement also earn listener recognition? WCCO Radio does. Overwhelmingly.

For four years in a row, WCCO Radio has been "bigger than tv" in the Minneapolis-St. Paul market. Delivering larger average quarter-hour audiences than any television station in the area. According to 1971 ARB data, WCCO Radio wins 15 out of 16 points of comparison.\*

So, we're doubly honored. Four times over.

\*Source: Based on ARB estimates. Radio: April-May and Oct.-Nov. 1971. TV: Jan., Feb.-March, May, Oct., Nov. 1971. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

**WCCO RADIO**  
**MINNEAPOLIS/ST. PAUL**  
REPRESENTED BY CBS RADIO SPOT SALES



## Law firm fears political-ad trap

### Glaser & Fletcher seeks revision in newly issued campaign guide lines

New regulations by the U.S. comptroller general governing the campaign-spending activities of candidates for federal offices have been attacked by a Washington communications law firm.

In a letter to Comptroller General Elmer B. Staats, Glaser & Fletcher expressed the fear that broadcast stations "may be in grave danger of criminal or other sanctions" if deficiencies in the wording of a portion of the regulations are not amended.

The firm specifically referred to a provision of the regulations—issued on March 24—regarding expenditures made for or on behalf of an election candidate. The regulations were formulated to implement the Federal Election Campaign Act, which sets a maximum on expenditures for candidates for federal office (see story, page 22).

The provision states that an expenditure for broadcast time made by any person is deemed to be an expenditure on behalf of a certain candidate if the message broadcast involves that candidate's "participation by voice or image or advocates his candidacy" or if it "identifies the candidate directly or by implication, or advocates his candidacy." The provision states that the amount charged by the station for this message shall be credited against the applicable campaign-spending limitation set by Congress.

As it is presently written, the law firm argued, the provision mandates that any reference made on a commercially sponsored broadcast to a qualified candidate for federal office—even a statement in opposition to the candidate—would automatically create a licensee obligation under the new expense-limit certification requirements of Section 315 of the Communications Act. The 315 amendment states that licensees that sell time for political broadcasts must obtain a certification from the affected candidate that the amount charged for the broadcast will be credited to his expenditure limitation.

But if a candidate refuses to provide such a certificate, Glaser & Fletcher argued, the licensee is faced with two undesirable courses of action. "On the one hand," it said, "he can refrain from charging for the broadcast use in question. On the other hand, assuming he, nevertheless, 'willfully and knowingly' charges for such time, he may subject himself to criminal prosecution—for a felony."

Furthermore, the firm said, the situation is "aggravated" by the fact that no date has been set by the federal statutes for commencement of the certification requirements other than for the offices of President and Vice President, and that no definition has been supplied for

the term "legally qualified candidate."

In the absence of these guidelines, Glaser & Fletcher said, licensees are led to conclude that certifications must be obtained any time reference is made to congressional candidates in a sponsored broadcast. And theoretically, it continued, it may be deducted that a "legally qualified candidate" means anyone legally eligible to serve in these offices.

The firm asked that the comptroller general rule on the questioned provision to the extent that a campaign expenditure, subject to the restrictions of the congressional act, has not been made when "the circumstances do not at least tend to indicate" that the time had not been purchased "to further the candidacy of the candidate who thus participated or was identified." It also requested that candidates be exempted from the provision when appearing on regularly scheduled broadcasts, newscasts or certain special broadcasts.

(Another law firm, which is representing a number of licensees in a suit aimed at having provisions of the act applicable to broadcasters declared unconstitutional [BROADCASTING, April 10], contends that the regulation already says what the Glaser & Fletcher firm would have it say—that the language applies only to those endorsing a candidate. Indeed, Smith & Pepper argues that, in permitting those who wish to attack a candidate to buy time without obtaining certification from the candidate, the act is guilty of "invidious" discrimination.)

Robert L. Higgins, legal aide in the newly established Office of Federal Elections, said that while the Glaser & Fletcher interpretation was apparently based on a "very broad reading" of the comptroller general's regulations, it nevertheless "raises some facts that we'll have to consider." He noted that while it was obviously not Congress's intention to create the burden on licensees described in the law firm's letter, the wording of the provision as formulated by the comptroller general's staff might have "inadvertently" provided basis for that interpretation.

And upon learning of the Glaser & Fletcher communication, Milton Gross of the FCC's complaints division, expressed similar concern that the firm's interpretation "raises some complicated questions that we'll have to look into."

Representatives of OFE will reportedly meet with FCC staff members in the near future to discuss the problem.

## Chisholm to address AAF's convention

The American Advertising Federation has added Representative Shirley Chisholm (D-N.Y.), the nation's first black congresswoman and candidate for the Democratic presidential nomination, to its roster of speakers at its combined national convention and government affairs conference in Washington May 14-17.

Mrs. Chisholm will address a brunch Sunday, May 14.

Others listed to speak at the AAF

meeting: Senator Frank Moss (D-Utah), Charles Yost, former UN ambassador and chairman of the National Advertising Review Board; John Elliott, Ogilvy & Mather; Miles Kirkpatrick, Federal Trade Commission chairman; Willie Mae Rogers, Good Housekeeping Institute; Esther Peterson, consumer adviser, Giant Food Inc.; Dr. Harland Randolph, president of Washington's Federal City College; Professor Yale Brozen, University of Chicago; Mayor Walter Washington, District of Columbia; John Reilly, Washington lawyer and former FTC commissioner; Ira Millstein, New York lawyer; Robert Pitofsky, FTC; Mark Silbergeld, Public Interest Research Group, Washington; Ted Sorensen, New York lawyer and aide to the late President Kennedy; Tom Beham, Opinion Research Corp., Princeton, N.J.; Kenneth Mason, Quaker Oats Co., and Oscar Lubow, Doyle Dane Bernbach.

## ACT tries to put third strike to TV

### Seeks requirement that nutritional information be included in food ads

Action for Children's Television, a Boston area-based group that already has asked the FCC and the Federal Trade Commission to act on advertising in children's TV programs, has filed a third petition with the FTC—but this one has a twist.

In its latest filing, submitted April 14, ACT not only asked the agency to promulgate trade regulations forbidding the advertising of foods and other edibles on children's TV programs, but also recommended that the regulations require that food advertising in adult TV programs contain beneficial nutritional information.

ACT last winter asked the FTC to ban the advertising of vitamin pills and of toys to children on TV programs directed at children. These petitions were filed in November and December 1971, respectively.

In the newest petition, ACT said that the major food products advertised on children's TV programs were for sweetened cereals, cakes, cookies, candies, drinks and drink sweeteners and that all were bad for children's physical well-being.

ACT also filed supporting statements from various organizations, such as United Cerebral Palsy Association ("... At present advertising on television programs for children stresses the opposite of good nutritional practices.") and the American Dental Association ("[We] support your efforts to eliminate the advertising of candies, sweetened breakfast cereals, etc. Certainly it is difficult to persuade a child to limit his intake of sweets when he sees so much television advertising aimed specifically at him.").

Among other arguments, ACT claim-

# DID YOU EVER SEE A LION WITH EGG ON ITS FACE?



Recent advertisements have ranked our PRIME TIME off-syndication movies right up with the "other guys" best off-network first runs.

It's a flattering comparison, but not a fair one—because you pay so much less for our films, that you'd have budget left over to buy theirs.

*Don't Take This Lion Down.*

*They compare the movies.*

*You compare the prices!*

PRIME TIME SHOWCASE are top off-syndication movies "creamed" from over 2,000 features.

**UNITED ARTISTS**

- Apache
- Bandido
- The Big Sleep
- The Boss
- Brother Orchid
- The Hound of the Baskervilles
- The Indian Fighter
- Inherit the Wind
- The Kentuckian
- Key Largo
- Marty
- Mr. Skeffington
- Mystery of the Wax Museum
- New York Confidential
- Old Acquaintance
- Patterns
- Pork Chop Hill
- Run Silent, Run Deep
- To Have and Have Not
- Trapeze
- Twelve Angry Men
- Vera Cruz
- The Wonderful Country

**LOOK, LET'S LAY THE CARDS ON THE TABLE. THIS IS WHAT YOU CAN GET FROM THE OTHER GUYS:**

| UNITED ARTISTS                | PRIME TIME                    | SCENIC GEMS                   | UNITED ARTISTS                | PRIME TIME                    | SCENIC GEMS                   |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Apache                        | Apache                        | Apache                        | Apache                        | Apache                        | Apache                        |
| Bandido                       | Bandido                       | Bandido                       | Bandido                       | Bandido                       | Bandido                       |
| The Big Sleep                 | The Big Sleep                 | The Big Sleep                 | The Big Sleep                 | The Big Sleep                 | The Big Sleep                 |
| The Boss                      | The Boss                      | The Boss                      | The Boss                      | The Boss                      | The Boss                      |
| Brother Orchid                | Brother Orchid                | Brother Orchid                | Brother Orchid                | Brother Orchid                | Brother Orchid                |
| The Hound of the Baskervilles | The Hound of the Baskervilles | The Hound of the Baskervilles | The Hound of the Baskervilles | The Hound of the Baskervilles | The Hound of the Baskervilles |
| The Indian Fighter            | The Indian Fighter            | The Indian Fighter            | The Indian Fighter            | The Indian Fighter            | The Indian Fighter            |
| Inherit the Wind              | Inherit the Wind              | Inherit the Wind              | Inherit the Wind              | Inherit the Wind              | Inherit the Wind              |
| The Kentuckian                | The Kentuckian                | The Kentuckian                | The Kentuckian                | The Kentuckian                | The Kentuckian                |
| Key Largo                     | Key Largo                     | Key Largo                     | Key Largo                     | Key Largo                     | Key Largo                     |
| Marty                         | Marty                         | Marty                         | Marty                         | Marty                         | Marty                         |
| Mr. Skeffington               | Mr. Skeffington               | Mr. Skeffington               | Mr. Skeffington               | Mr. Skeffington               | Mr. Skeffington               |
| Mystery of the Wax Museum     | Mystery of the Wax Museum     | Mystery of the Wax Museum     | Mystery of the Wax Museum     | Mystery of the Wax Museum     | Mystery of the Wax Museum     |
| New York Confidential         | New York Confidential         | New York Confidential         | New York Confidential         | New York Confidential         | New York Confidential         |
| Old Acquaintance              | Old Acquaintance              | Old Acquaintance              | Old Acquaintance              | Old Acquaintance              | Old Acquaintance              |
| Patterns                      | Patterns                      | Patterns                      | Patterns                      | Patterns                      | Patterns                      |
| Pork Chop Hill                | Pork Chop Hill                | Pork Chop Hill                | Pork Chop Hill                | Pork Chop Hill                | Pork Chop Hill                |
| Run Silent, Run Deep          | Run Silent, Run Deep          | Run Silent, Run Deep          | Run Silent, Run Deep          | Run Silent, Run Deep          | Run Silent, Run Deep          |
| To Have and Have Not          | To Have and Have Not          | To Have and Have Not          | To Have and Have Not          | To Have and Have Not          | To Have and Have Not          |
| Trapeze                       | Trapeze                       | Trapeze                       | Trapeze                       | Trapeze                       | Trapeze                       |
| Twelve Angry Men              | Twelve Angry Men              | Twelve Angry Men              | Twelve Angry Men              | Twelve Angry Men              | Twelve Angry Men              |
| Vera Cruz                     | Vera Cruz                     | Vera Cruz                     | Vera Cruz                     | Vera Cruz                     | Vera Cruz                     |
| The Wonderful Country         | The Wonderful Country         | The Wonderful Country         | The Wonderful Country         | The Wonderful Country         | The Wonderful Country         |

**THIS IS WHAT YOU CAN GET FROM US:**

**NOW IF YOU STILL DON'T SEE WHY WE'RE ASKING MORE FOR MGM MOVIES, MAYBE YOU SHOULD SPEND SOME TIME ON THE OTHER SIDE OF THE TUBE.**

ou'll get straight talk from UA-TV. No Lion!  
Contact your UA-TV sales representative.  
Tell him Leo the Lion sent you!

**United Artists Television**  
Entertainment from Transamerica Corporation

**PRIME TIME  
SHOWCASE**

ed that food advertising aimed at children invokes stress between child and parent who normally aims at supplying the child with a healthy and balanced diet. ACT added that TV could promote better nutrition by "fuller disclosure of nutritional and other information [that] might assist in making sound decisions about family food consumption."

The ACT petition to the FCC, filed in 1970, seeks an outright ban on any and all advertising in children's TV programs, as well as a requirement that stations program 14 hours of children's TV weekly. It is still pending.

## Pulse seeks to stop research 'piracy'

A vice president of The Pulse Inc. has issued a call for help in fighting the "small minority of people . . . who are using audience research data without paying for it."

In a letter circulated to the trade, George Sternberg has outlined the ways that "research piracy" can hurt those who pay for the research they use: It can weaken the support base needed for present research, prevent investment in the greater services that subscribers want, and place the burden of payment upon honest users, he said.

Mr. Sternberg said Pulse plans to "communicate individually with each station that we know to be using our research though not subscribing [and] take legal action when necessary." He said the company will demand payment not only for the research used, but also for "time and trouble" and "damages caused to our business."

## Reps' pay can't count in political charges

The FCC's complaints and compliance division last week provided some insight into proper station billing procedures under the new Federal Election Campaign Act.

Acting Division Chief Arthur Ginsburg said—in response to an inquiry by a Washington attorney—that commissions paid to sales representatives in the sale of campaign time should be considered on the same basis as compensation paid to station employees or salesmen and therefore should not be a factor in determining the lowest unit charge for political broadcasts.

Mr. Ginsburg further noted that under the FCC's new primer on campaign law (BROADCASTING, March 20), the commission paid an agency in a campaign purchase may be included in the station's lowest unit charge. But candidates who purchase time directly, he said, must be billed an amount excluding the sum usually paid in agency commissions.

Mr. Ginsburg's explanation came in answer to a hypothetical problem submitted to the commission last month by attorney Eugene T. Smith, following the issuance of the primer. Noting that, under the campaign act, candidates

must be charged a station's lowest unit rate for political spots, Mr. Smith sought an opinion on the following dilemma:

Three candidates are running for the U.S. Senate from a certain state. Candidate A goes directly to a station and purchases time; he is billed \$150. Candidate B places time through an agency; the standard 15% agency commission is taken from the amount charged him, netting the licensee \$127.50. Candidate C purchases the same amount of time and uses both an agency and a statewide sales representative, both of which receive 15%, giving the broadcaster \$105.

In such a situation, Mr. Smith asked, must the licensee rebate to candidates A and B the difference between \$150 and the amounts netted by the station, due to the lowest-unit-rate regulation?

Mr. Ginsburg's answer: No. However, he added, candidate A should have been charged only \$127.50.

Mr. Ginsburg explained that since the primer allows inclusion of agency fees in the station's lowest unit charge, candidate B should be billed \$150, since he used an agency. But candidate A, he noted, should have received a 15% reduction, since he placed the ad directly. And in the case of candidate C, Mr. Ginsburg indicated, \$150 should have been the lowest unit charge, because he used an agency and the rep commission is not considered in determining the unit-charge figure.

## NBC grants counterads to railroads' campaign

NBC last week agreed to provide free television time for countercommercials to respond to paid spots favorable to the Surface Transportation Act.

The decision was in response to a complaint lodged by the Stern Community Law Firm and the Center for Law and Social Policy on behalf of Senator Fred Harris (D-Okla.) and a number of farm groups opposed to the bill (BROADCASTING, April 10). They contended the spots, featuring former astronaut Wally Schirra and sponsored by the railroad industry, were controversial.

NBC said last week that it "does not believe the Association of American Railroads' announcements are controversial, but when the farm groups asked for time to present their spots on the proposed Surface Transportation Act, we felt it would be reasonable to provide them some."

The network will provide three one-minute countercommercials during a weekend baseball game, a nightly news show and a Friday-night movie. In addition, it will provide nine one-minute spots on its WRC-TV Washington.

The agreement, said Senator Harris, marks the first time a network has voluntarily agreed to carry counteradvertising on a controversial subject. Stations carried antismoking spots while cigarette commercials were still being aired, but under government order.

## Happy Raine drops are falling on ACT

### Woman personality sharply criticizes group's attempts to purge commercial TV

A children's-television personality who dresses in Indian costume and calls herself "Happy Raine" has heard enough criticism of her specialty from the widely publicized Action for Children's Television.

So, with the weight and support of her station, she has begun to wage an opposing campaign of her own—and, next week, she'll seek the active support of American Women in Radio and Television.

Happy Raine is actually Lorraine Lee-Benner, who appears on WCSC-TV Charleston, S.C. In public statements, and in letters to FCC Chairman Dean Burch and the National Association of Broadcasters Code Authority, she has called for forthright opposition to ACT's proposals for reforming children's television.

A fairly typical comment may be found in her letter to Chairman Burch: "These ladies [of ACT] ask the industry to bar children's personalities from doing commercials—and more than that, to absolutely ban commercials. These same personalities who have such influence to cause children to 'bug' their parents to buy something (Have parents forgotten how to say no?) also influence these same children to practice good health habits. Surely these ladies must know how happy children can be made in hospitals, crippled children's homes, clinics for retarded children with just one visit from one of these personalities. To ban commercials is to ban these people, for without revenue they cannot exist."

She also asked the board of NAB's Code Authority to conduct a "thorough investigation" of ACT's founders and offer positive assistance to stations in combating the group's influence.

Her latest quest for support involves AWRT. On her motion the "Palmetto" chapter of that organization (South Carolina and a portion of North Carolina) adopted, "as a project, opposition to the group called ACT." Next week, the national organization will be asked to adopt that project when it meets in Las Vegas.

She has also appeared on area talk shows and delivered speeches opposing the ACT approach to improving children's television. And this week, WCSC-TV will lend its editorial voice to a campaign against that same approach.

Perhaps the comment that best summarizes the entire Happy Raine campaign may be found, again, in the letter to Chairman Burch: "The television industry must not be turned into a whipping post for parents eager to hand over their parental responsibilities to Washington bureaucrats."





# Cleveland has community debates, a new eye clinic, people-to-people phones & WLYT-FM

(a brand new rock).

Cleveland has a lot going and WLYT is doing its share to help it go, helping people gain perspective on vital urban issues like open housing. People are concerned about real estate and WLYT is concerned about people. So we launched a program series which included investigative reporting, debate, dialogue, opinion and fact . . . from every side of the open housing question.

People want to know what other people think and that's why WLYT-FM keeps its "People-to-People" telephone lines open day and night. We open our studios to broadcast classes and clubs so that young people can gain some first-hand experience in a studio . . . and so that Cleveland citizens might hear what youth has to say.

We put our support behind a complete spectrum of civic activities . . . with over 200 public service announcements per week and over 2 hours of public affairs programming. From LYTING the Christmas Tree which brought gifts to hospitalized children to fielding the LYT Brigade basketball team which plays to raise money for schools. We're involved in Cleveland. And Cleveland likes it that way.

" . . . we received a regional public relations award, which covers a five-state area. Without your help, this would not have been possible. You won the award for us. You are the one station who cared to say and report on the activities of the fine young people in the community who struggle and work so hard to help in some way to make the community a better place to live . . ."

ANTHONY E. VENDELY, Junior Achievement of Greater Cleveland

" . . . The Division of Continuing Education appreciates the active part you have taken in support of our back-to-school program for adults. We are grateful that you share our concern about the great need for adult education . . ."

OLGA M. HORVATH, Cleveland Public School

" . . . As we review our just concluded and successful Welfare Fund Appeal, I realize how helpful and cooperative your station was during the period of our drive . . ."

MAURICE SALTZMAN, Jewish Community Federation of Cleveland

" . . . the new Lions Eye Clinic at St. Vincent Charity Hospital will one day be a monument to those who care and a tribute to WLYT and the entire broadcast industry"

RON CAMPANA, Lions Club of Northeastern Ohio

" . . . We certainly appreciate the sincere cooperation of WLYT-FM in our campaign . . . for neighborhood improvement . . ."

E. FRANK ELLIS, M.D., M.P.H., Director of Pubic Health, City of Cleveland

" . . . I would like to thank you for your cooperation and willingness to help make the Second Annual Business Opportunities Exposition a success . . ."

GUS HARPER  
Department of Human Resources and Economic Development,  
City of Cleveland

" . . . We have appreciated tremendously your assistance and willingness to help us bring our programs (Heights Highlights) up to the fidelity and contents standards set by your station . . ."

LEONARD FREYMAN, Director of Education  
Cleveland Heights-University Heights, City Schools District

" . . . Heights High students took over WLYT-FM for six hours Saturday. And started sparks all over the city . . ."

JANE SCOTT, Young Ohio Editor In the Cleveland Plain Dealer



The Rock of Cleveland . . . Stereo 92

## WLYT-FM

Cleveland, Ohio

Another United Broadcasting Co., Inc. Station  
Richard Eaton, President



## Cable radio: It's a whole new ball game

Comments at the FCC clearly indicate that it won't be an instant replay of cable-TV rules

Attention last week at the FCC turned to one issue in the regulatory future of cable not covered in the commission's report and order last January—carriage of local and distant radio signals. In comments submitted to the commission, there were various suggestions for policy ranging from unlimited importation of radio signals to a flat ban on radio-signal carriage.

The commission's inquiry was principally addressed to a proposed standard for radio-signal importation set forth in the compromise agreement among broadcast, cable and copyright interests brought about by the Office of Telecommunications Policy. That standard would require cable systems to carry all local AM or FM stations, respectively, if any distant AM or FM were imported. It also would require that if any local station of one type (AM or FM) were carried, all other local outlets of that type must also be on the system. The commission also asked for comment on the definition of "local" and "distant" stations, the possibility of grandfathering existing stations now carried on CATV systems, and leapfrogging provisions for radio carriage.

But at least one broadcaster—ABC—apparently thought the commission had not asked enough. Claiming that relatively little is known about the cable-radio issue, the network said that the commission should broaden its present inquiry to determine "what the present facts are." For the time being, ABC maintained, the present interim requirements for radio carriage should be strengthened to prevent importation into communities with populations of fewer than 100,000. The present interim procedures prohibit importation into towns of fewer than 50,000 that have no stations assigned to them. Importation is also prohibited in any community where all the local stations of the same type are not carried.

In terms of future policy, ABC suggested that cable systems be permitted to carry any radio signal that can readily be picked up over the air in the system's service area. It also offered a definition of the "local" station contrary to one suggested by the commission, which has designated local outlets to be those falling within 35 miles of the cable community. ABC claimed that class IV AM and class A FM stations within 15 miles of the community should be considered local; for all other classes of stations, the limit should be 25 miles. Regarding distant signals, the network

said that CATV systems in markets of more than 100,000 population should be permitted to carry only enough imported stations to attain a quota of 10 aural services.

ABC was echoed by several other broadcast interests filing pleadings in criticizing the commission for making a distinction between AM and FM services. Under the present proposal, ABC said, if a cable system imports a distant FM signal, it must carry only the local FM in its community, the AM's being disregarded. ABC asserted that if any aural broadcast signal is imported, all local stations should be given a place on the system.

The National Association of Broadcasters was equally critical of this aspect of the commission's proposal, claiming that it indicates "a disposition to treat AM and FM as separate and distinct entities in terms of affording them protection as to cable carriage of radio signals." This, NAB said, seems to conflict with the current commission attitude encouraging the transition of FM from a "somewhat specialized service" to "an integral part of one local radio service."

NAB claimed that the "major premise" from which the commission should proceed in this rulemaking is that "a local radio station should not be precluded by CATV from meeting its own local radio competitors as equally over the cable in its own community as over the air." The association further suggested that the commission be prepared to monitor all distant and local cable radio carriage, and to take precautions to insure that the quality of the radio signal over cable is "at least comparable" to the over-the-air signal.

CBS doubted whether grandfathering provisions should be included in this proceeding. The commission's proposal, CBS claimed, "would not forbid the carriage of signals now provided, but would rather compel the carriage of additional signals. There is nothing on the face of the matter to suggest that cable systems will lack the channel capacity to comply with this requirement."

While the National Cable Television Association emphasized that it "stands behind" its commitment to honor the proposal outlined in the compromise—requiring that cable carry all local stations of the same type if it carries distant signals—it took exception to the stipulation added by the commission that if one local signal is carried, all others of the same type must also be.

It further contended that the definition of a local station should be limited to those outlets licensed to the cable community. "A more expansive definition" of a local signal, NCTA argued "would be unfair and inappropriate." It claimed that if cable systems were required to carry radio signals that cannot be received at their headends on an interference-free basis, they would be compelled to go through the expense of building additional reception terminals. "Faced with the burden of these potential new costs and regulatory complexities," NCTA argued "most systems will simply not bother with radio carriage at all."

NCTA pointed to an additional problem faced by many cable firms under the present FCC proposal. Noting that most systems currently carrying radio signals do so only to provide background music for their local origination video channels (time, weather, stocks, etc.), the cable association argued that such systems should not be forced to provide an entire aural broadcast service as a result of this carriage.

NCTA also concluded that only stations licensed to the cable community should be considered local stations, and that no leapfrogging provisions should be drawn by the commission.

The "potential injury" of CATV radio carriage to local public radio outlets was emphasized in pleadings from the National Association of Educational Broadcasters and the Corporation for Public Broadcasting. Both called for "comparable safeguards" to be established for the benefit of public radio facilities as now exist for PTV (present FCC rules prohibit the importation of a distant PTV signal unless all the local public outlets give their consent). In addition, CPB advanced a proposal that would require cable systems that carry any radio signal to include a "representative proportion" of local public radio stations.

The strongest opposition to cable's expansion into radio carriage came from a number of individual radio licensees, many in small markets. They requested relief ranging from a prohibition on distant signals except in cases where no local radio station is available, to a request for a flat ban on any radio carriage whatsoever.

The small-market licensees were championed by the Community Broadcasters Association Inc., the representative organization of class IV AM's. Expressing its outright opposition to any proposal permitting distant-signal importation, the group expressed fear that importation into smaller markets of stations from urban areas would tend to fragment the audience in the local market and cause unfair competition for local advertising.



Principal speakers at the ceremonies dedicating the Broadcast Pioneers library in Washington last Wednesday (April 19) were (l to r): William Hedges, retired NBC executive, and Paul Porter, Washington lawyer and former FCC chairman, both of whom delivered addresses, and G. Richard Shafto, retired president of Cosmos Broadcasting Corp. and president of the Broadcast Pioneers Educational Foundation, who was toastmaster at the dinner for 70 Pioneers. Dr. Harold Niven, National Association of Broadcasters vice president, made the dedication presentation—the culmination of a \$750,000 fund-raising campaign began in 1968.

The library, housed in the NAB building in Washington, contains correspondence, aural history tapes, original scripts and books and magazine articles about broadcasting. Some material dates back to 1877. Catharine Heinz, formerly chief librarian of the Television Information Office, New York, is director.

## McRaney fired at WLBT, Evers regrets, disapproves

A Mississippi black civil rights leader and stockholder in one of the competing applicants for the facilities of WLBT-TV (ch. 3) Jackson, Miss., has expressed "strong regret and disapproval" about the firing of WLBT General Manager Robert McRaney by the station's interim operator.

Charles Evers made that statement last week in a telegram to officials of Communications Improvement Corp., the nonprofit group designated to run WLBT after Lamar Life Broadcasting Co. lost its license last year.

Mr. Evers, mayor of Fayette, Miss., is a director and 9% stockholder of Citizens Communications Corp., one of the firms currently engaged in a comparative hearing for authorization to operate on channel 3.

CII President Kenneth Dean told BROADCASTING that Mr. McRaney, who had been employed by Lamar as WLBT manager since 1959 and had subsequently been retained by the interim operator, was dismissed following a decision by CII directors "to have our own leadership in a management position." He claimed that CII continues to honor a provision in the FCC's interim authorization instructing the firm to "maintain continuity of staff whenever possible," contending that Mr. McRaney was the first Lamar employee let go since CII took over. He said there was no basis for Mr. Evers's statement that Mr. McRaney's dismissal was a "possibly illegal action."

Mr. McRaney said he had experienced "great difficulty" in learning the reason for his dismissal, stating that his efforts to that end had thus far been unsuccessful. He said, however, that he has "no thought at the moment" to pursue the matter. Mr. McRaney said he had had a "pleasant relationship" with Mr. Evers during his tenure at WLBT, but that Mr. Evers's remarks last week were unsolicited by him.

No successor has yet been named.

## National Friends to hear some friends

Noncommercial broadcasting's national leaders will be the featured speakers next week at the second annual conference of the National Friends of Public Broadcasting.

On the agenda in New Orleans are John W. Macy Jr., president of the Corporation for Public Broadcasting; Hartford N. Gunn Jr., president of the Public Broadcasting Service; William G. Harley, president of the National Association of Educational Broadcasters, and Chalmers W. Marquis, NAEB's executive vice president.

In addition, Washington attorney Patricia M. Wald, who served on the Sloan Commission on Cable Communications and is a member of the Ford Foundation's board of trustees, will speak on cable television.

National Friends of Public Broadcasting is a nonprofit organization established in October 1970 to build citizen support at the local level for public broadcasting.

## Food for talk at ABC affiliates

Besides agenda, there's antitrust suit, speculation over Cavett and football

ABC-TV's fall program plans are expected to share the spotlight with sales prospects and with news, sports and special programming at the annual convention of ABC-TV affiliates this week in Los Angeles.

Some 250 executives of affiliated stations are expected to attend the business sessions Thursday through Saturday (April 27-29) at the Century Plaza hotel. The convention opens with a reception Wednesday evening (April 26).

The Justice Department's antitrust suit seeking to drive all three TV networks out of program production (see page 34) seemed certain to receive prominent attention, although it was given no agenda listing. Network officials said it would be dealt with, among other subjects, by Elton H. Rule, president of ABC Inc., in a major address at the Thursday luncheon.

Two other topics not on the agenda but subject to considerable speculation might also be dealt with during the three-day meeting. One is a published report that the affiliates might be asked to pay for the collegiate football coverage they get from ABC-TV next fall. The other is speculation about the fate of the late-night *Dick Cavett Show*, based on network officials' assertions that they were taking a hard look at that show in view of the ratings gains CBS-TV has achieved with late-night movies (BROADCASTING, April 10).

Network sources, however, expressed doubt that "anything very newsworthy" would develop bearing on either of these issues during the convention. They said the college football schedule and compensation plan were due to be discussed but that stations were already carrying the games without network compensation except for games presented at night, and discounted talk of affiliates now being asked to pay for the coverage. They also said they thought talk of a possible change in late-night programming was premature.

As for what is on the convention agenda:

The Thursday-morning session, after a welcome by Richard L. Beesmyer, affiliate-relations vice president, is slated to include a status report by Marvin Antonowsky, vice president for research services, on ABC-TV's performance in major program areas, followed by previews of summer programs, daytime, children's and special programming by Martin Starger, vice president in charge of programs, and Mike Eisner, daytime program vice president.

The rationale behind the new fall schedule, night by night, is to be presented by Mr. Starger and Edwin Vane, nighttime program production vice president, on Thursday afternoon,



along with clips from some of the new shows. They will return to complete their presentation Friday morning after a program that includes a screening of the new *Paul Lynde Show*, a talk by Elmer Lower, president of ABC News, a report on late-night programming and two seminars, one on news moderated by William Sheehan, vice president and director of TV news, and one on sales led by James T. Shaw, vice president in charge of network sales.

James E. Duffy, ABC-TV president, is scheduled to deliver the closing address Friday afternoon following a report by Roone Arledge, president of ABC Sports, and a summation of the two-day presentation by Frederick Pierce, ABC-TV vice president for planning and assistant to the president.

The affiliates are expected to have a meeting of their own on Saturday morning, and the affiliates board of governors will also meet with network executives Saturday, with a news conference then closing out the convention proceedings.

## Full house: AWRT fills convention bill

While the National Association of Broadcasters struggles with an image problem about holding its 1975 convention in Las Vegas (BROADCASTING, April 17), American Women in Radio and Television formulated its final program for its annual convention at the

Stardust hotel in that city next week (May 3-7).

Added to the program, which will feature a keynote address by Clay T. Whitehead, director of the Office of Telecommunications Policy, have been two panels: "Media and the Teen-Age Vote," to be moderated by John McClay, Taft Broadcasting Co., and "Media and Changing Life-Styles," to be moderated by Monty Hall, TV personality.

Other speakers include Leon Drew, WBBM-TV Chicago; Edgar W. Holtz, Washington lawyer; Maureen O'Connor, San Diego councilwoman; Robert Rosentone, California Institute of Technology; Perry Lafferty, CBS; Steve Mills, ABC; Joseph Smith, Warner Bros.-Reprise Records, and Stanley Robertson, NBC.

## WSBC-WXRT renewed over chicano objections

The FCC last week denied what it called an informal objection against the license-renewal applications of WSBC(AM)-WXRT(FM) Chicago by the Latin-American Task Force for Community Broadcasting.

The commission had said that while a petition to deny the stations' renewals filed by the task force in November 1970 (BROADCASTING, Nov. 30, 1970) was submitted too late to be considered on a formal basis, it would nevertheless review the group's allegations on merit.

The FCC found, however, that the task force had raised no substantial material questions about the operation of WSBC-WXRT that would warrant designation of the applications for hearing.

The task force had alleged that the stations' management failed to exercise adequate control over their foreign-language programming (both stations carry a mixture of foreign language fare); that the licensee, Wsbc Broadcasting Co., had failed to adequately ascertain the needs of the chicano community; had violated the fairness doctrine on occasions; had employed announcers speaking mediocre Spanish, and not allotted adequate Spanish programming.

The commission found no substantiation for the charges and renewed the WSBC and WXRT licenses until Dec. 1, 1973, the date upon which they would have expired had renewal not been held up by the task force's challenge.

## Changing Hands

### Announced

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

■ **WGNE-AM-FM** Panama City, Fla.: Sold by Mrs. Stella Collins to Frederick L. Lindholm and Donald G. McCoy for \$152,000. Mr. Lindholm was formerly general manager of KMEN(AM) San Bernardino-Riverside, Calif., and program director of KQRS-AM-FM Minneapolis. Mr. McCoy was formerly sales manager of KMEN and a sales representative of KFXM(AM)-KDVO(FM) San Bernardino-Riverside. WGNE operates on 1480 khz with 500 w day. WGNE-FM is on 98.5 mhz with 100 kw and an antenna 120 feet above average terrain. Broker: Sovran Inc., Dallas.

■ **KITT(FM)** San Diego: Sold by Fred and Dorothy Rabell to Shepard Broadcasting Co. of California, owned 60% by Shepard Broadcasting Co. of Ohio (John Shepard, president), 25% by Gilbert J. Gans and 15% by Joseph Mullen. Original announcement "Changing Hands," April 3) indicated purchasing group as Messrs. Shepard, Gans and Mullen individually. Price remains \$325,000. Application for FCC approval filed April 17.

■ **WRMS(AM)** Beardstown, Ill.: Sold by R. W. (Woody) Sudbrink to David MacFee for \$70,000. At same time Mr. Sudbrink sold associated *Illinoisian Star*, daily newspaper in Beardstown, to Merle Griffith, Independence, Iowa, publishing official. Mr. Sudbrink retains ownership of WLYF(FM) Miami, WRIZ(AM) Coral Gables, Fla., and KYND(FM) Pasadena, Tex. Mr. MacFee is program director of WLYF. WRMS is a daytimer on 790 khz with 500 w.

### Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 55).

■ **KISD(AM)** Sioux Falls, S.D.: Sold by



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# \$425,000

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72-20

Starr Broadcasting Group Inc. to Deck Communications Corp. for \$700,000. Starr, a publicly owned group station owner, is selling KISD in compliance with FCC regulations barring ownership of more than seven AM stations by a single entity. It already owns seven with the commission's approval of Starr's purchase of KABL-AM-FM Oakland-San Francisco two weeks ago (BROADCASTING, April 17). Deck Communications is 98% owned by Stanley T. Deck. Mr. Deck is principal owner of KDIX-AM-TV Dickenson, Kan., and a CATV system there. He also controls a broadcast equipment leasing firm in Dickenson. KISD is on 1230 khz with 1 kw day and 250 w night.

■ WAAA-AM-FM Winston-Salem, N.C.: Sold by Seymour Schneidman and others to Robert B. Brown and others for \$483,000. Mr. Brown owns WORD-(AM) Spartanburg, S.C. WAAA operates daytime on 980 khz with 1 kw. WAAA-FM is on 107.5 mhz with 40 kw and an antenna 290 feet above average terrain.

■ KJCF(AM) Festus, Mo.: Sold by Glynn J. Rice and others to James W. Higgins and Harold L. Wright for \$325,000. Mr. Wright is editor and publisher of the *Festus News-Democrat*. Mr. Higgins has an interest in nine Missouri land-development companies and is director and stockholder of Airport Bank of St. Louis. KJCF operates full time on 1400 khz with 1 kw day and 250 w night.

### Cable television

■ Wometco Enterprises Inc., Miami, announced that its cable-TV subsidiary, Wometco Communications Inc., has bought the CATV system in Plattsburgh, N.Y., from Dimension Cable TV Inc., a subsidiary of Bartell Media Corp., New York. System has approximately 2,400 subscribers. Transaction was handled through LaRue Media Brokers, New York.

### Station's tapes erased; fired employe sought

An employe of WEZL(FM) Charleston, S.C., who allegedly erased the station's programing tape library, was being sought by local police and the FBI late last week, according to the station.

Drayton Cooper, vice president and general manager of WEZL, claimed that the employe, who had been given his termination notice, entered the station the night of April 15, erased all the middle-of-the-road programing tapes supplied by Bonneville Programing Services, New York, and did some property damage. Mr. Cooper estimated the total loss at \$12,000.

Bonneville was notified of the incident at 12:30 a.m. Sunday (April 16), Mr. Cooper said, and the 61 tapes in the library were re-dubbed at Bonneville's WRFM(FM) New York and shipped to WEZL by 11 a.m. He noted that WEZL had been a subscriber to the service for less than a week.

## Jobs still sore spot with minorities

### Pressure tactics, push on employment called for at NATAS seminar

Tony Brown, producer of public television's *Black Journal*, issued a challenge last week to "all the members" of the National Association of Broadcasters to dispatch their representatives to Washington the last three days of May for a mass minority-recruitment drive at Howard University. Then he put out a similar call to "any black with any experience at all in television, films, radio or journalism" to "get your resume together" and show up at Howard during the same period to meet with the NAB representatives.

"And at the end of those three days," Mr. Brown said, "let's have a nice fat list of names of blacks who've actually been given salaried positions in broadcasting instead of the usual crap about 'we'd love to hire more blacks but we just can't find any that are qualified.'"

Mr. Brown, who is also dean of the School of Communications at Howard, delivered his remarks last Tuesday night (April 18) at a seminar in New York on "Television and the Minorities." Later in the discussion, he summed up his position by saying,

"This kind of activist pressure, coupled with an emphasis on real, solid training in the fundamentals of broadcasting, is the best way for blacks to make progress in the communications media."

Geraldo Rivera, another panelist, who is a news reporter for WABC-TV New York, agreed with Mr. Brown. "Direct action may be passé in civil rights," he said, "but the TV networks are ripe for this kind of pressure because they're running scared, particularly with the current Justice Department antitrust suit."

Mr. Rivera lashed out at his employers for "giving only one hour a week to minority programing and putting that one program [*Like It Is*] in the middle of a Saturday afternoon when nobody is home to watch it. I quit the show in disgust a couple of weeks ago because I couldn't stand the charade."

Then he said to the mostly black audience, "If you people walked out of this hall right now and headed over to the offices of the vice president and general manager of WABC in order to stage a sit-in, I guarantee you that within a matter of weeks we'd have at least two hours, maybe more, of minority-group programing on the station."

A third panelist, William H. Brown III, chairman of the Equal Employment Opportunities Commission, said that on the basis of the hearings he has conducted in the past few years relating to charges of discrimination in the TV industry "I'm convinced that the people at the top in the three networks are not

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totally committed to equal opportunity. Or, if they are, then they're certainly not making their commitment clear to the men underneath them who do the actual hiring and firing."

Another panelist, Roy O. Danish, director of the Television Information Office, said that more blacks have been hired by the networks in the last few years than ever before and that, from the standpoint of programming, "Today's TV executive is learning to think black."

Panelist John Summers, general counsel for the NAB, echoed Mr. Danish's optimism, saying that "there are now 858 black students around the country training for jobs in broadcast journalism. The FCC is about to lift the freeze on new AM radio station franchises, and I foresee blacks having no trouble getting their share of these new franchises, particularly since the capital outlay for equipment will be only a fraction of what it is in television."

Another panelist, Ted Ledbetter, president of the Urban Communications Group, saw cable TV as the best hope for future black ownership and black jobs in production. "And universities like Howard," he said, "are training blacks not only in production but also in areas like communications law and the sociology of mass media so that we'll be properly prepared when the opportunities open up."

The panel discussion, moderated by Ossie Davis, the actor-director, was sponsored by the New York chapter of the National Academy of Television Arts and Sciences.

## Kaiser wants to sell its radio properties

Kaiser Industries Corp., Oakland, Calif., parent of Kaiser Broadcasting, intends to sell its three radio properties some time this year. This information is contained in Kaiser's annual report for 1971.

In a letter to shareholders, Edgar F. Kaiser, chairman, and E. E. Trefethen Jr., president, said that sale of the radio stations "would enable Kaiser Broadcasting to devote its energies and resources to more rapid development of its primary interest"—operation of its six UHF television stations.

Kaiser's three radio stations up for sale are KFOG(FM) San Francisco, WJIB(FM) Boston and WCAS(AM) Cambridge, Mass. According to the annual report, KFOG and WJIB are operating in the black. The report also indicates that only WKBD-TV Detroit, of all the Kaiser UHF properties, is profitable.

Total revenues of Kaiser Broadcasting, the report discloses, increased 15% to \$15.3 million in 1971 from \$13.3 million in 1970. During the same period, the operating loss of the Kaiser Industries subsidiary was reduced 42% to \$2.8 million from \$4.8 million. UHF properties continuing to show a loss are KBHK-TV San Francisco; KBSC-TV Corona-Los Angeles; WKBG-TV Boston-Cambridge; WKBF-TV Cleveland and WKBS-TV Burlington, N.J.-Philadelphia.

## Activists make mark on Bay Area sale

### In buying KABL stations, Starr promises extensive participation to community groups

Starr Broadcasting Corp. committed itself to more than spending \$10.8 million when it acquired KABL-AM-FM Oakland-San Francisco from the McLendon Corp. In agreements with two community groups, it made some of the most far-reaching commitments a broadcaster has yet made in the present era of citizen activism.

Starr promised one group that it will be permitted to nominate three of seven members of a KABL Inc. board of directors that Starr will establish "in order to assure continuing minority input at the station's policy level."

Starr promised both groups that it will hire—"at salaries sufficient to secure qualified persons"—"liaison assistants" whom the groups will nominate. The assistants would maintain contact with minority groups in the community and help Starr develop programming to meet their needs.

And Starr told both groups it will establish a full-time permanent news bureau in Oakland, which will be staffed by two minority-group members who will be regular full-time employees of the KABL-AM-FM staff.

The promise to accept three nominations to a seven-member board of directors was made to the California La Raza Media Coalition. The other group with which agreement was reached is the Community Coalition for Media Change. Both groups have been active in filing petitions to deny renewal applications in the San Francisco Bay area.

However, no petitions to deny the KABL sale had been filed with the commission. A spokesman for Starr said the purchaser had sought the groups out, and that there had not been "any threats." He said Starr had entered into discussions with the groups with an "affirmative" attitude, and with a view toward doing "something for the community."

The commitments were contained in separate letters that Starr filed with the commission, along with the application to acquire the stations, in November 1971. However, the letters did not come to light until last week, after the commission had already approved the assignments (BROADCASTING, April 17).

Many of the other provisions of the two agreements are similar. They commit Starr to produce news specials and editorials geared to community problems, and to employ minority-group members in proportion to their percentage population of the cities of San Francisco and Oakland. Starr says that all such employees will be given equal opportunity for advancement. But in addition, in its agreement with the Community Coalition, it promises to train a black "of suitable talent so that, within three years," he will be elig-

ible to take a management-level post.

Starr also promised to provide a total of \$60,000 in scholarship funds, to aid "needy" local persons in acquiring training or pursuing academic courses in the field of communications. The Community Coalition will help Starr select recipients for seven \$1,000 scholarships per year for a three-year period. La Raza will help Starr pick recipients for one \$13,000 scholarship to be awarded each year over the same period.

## FCC's game plan explained to Hill

### Progress report given by Burch to Senate appropriations group

FCC Chairman Dean Burch appeared before a Senate appropriations subcommittee last Thursday (April 20) on the commission's fiscal 1973 budget request.

The commission, which detailed its request before a House appropriations unit last month (BROADCASTING, March 20), is seeking \$32.8 million in new appropriations with an additional \$1,373,000 included in a budget amendment.

Chairman Burch outlined the commission's activities for the Senate subcommittee last week and provided a timetable for FCC action on a number of pending issues.

He said oral arguments on domestic-satellite applications will be held May 1-2 and decisions will be made, hopefully, before the end of next month; petitions for reconsideration of the CATV rules will be the subject of meetings May 8-9, and the fairness-doctrine inquiry will be completed by the end of the year, some aspects by early summer.

On children's television, he said, the commission is studying the surgeon general's TV-violence report "intensely," plans further briefings by social psychologists and will convene public panel discussions this spring. He noted the children's unit is preparing a presentation for the FCC on a petition by Action for Children's Television, calling for elimination of all commercials from children's programming.

The FCC chairman also said the commission is in the process of drafting a final report and order on the license-renewal proceeding. He noted the FCC is also attempting "to supply more nearly definitive guidelines on the quality of past broadcast record that will entitle a renewal applicant to a 'plus of major significance' and a reasonable expectation of renewal if challenged in a comparative hearing."





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## Threat to program development

If antitrust suits stick, who's to finance the high risks of new-show creation?

The Justice Department's civil antitrust suits to put the TV networks out of the program production business (BROADCASTING, April 17) would cut independent producers off from more than \$75 million a year in "seed money" they have been getting from the networks to help finance new productions. That is the estimate—from unofficial but usually informed sources—of the three networks' combined "program development" outlays in an average recent year—for prime time alone. It is also, thus far, the only hard reality to emerge from the wake of speculation left by Justice's action.

The total would vary from year to year and from network to network, but on the average, according to these sources, it comes to about 25% of an estimated \$300 million the three networks pay for prime-time entertainment programing. A Justice Department spokesman said in announcing the suits that this sort of financial assistance by the networks was one of the targets of the litigation, even though the networks take no ownership interest in the programs thus developed, because they have a "vested interest" in buying product they helped finance and therefore act anticompetitively.

Whether independent producers would or could afford to take all the financial risks in developing new programs with production values comparable to today's shows—and do so entirely on speculation—remains to be seen. In the past, network authorities and many producers have contended that the risks are too great. Last week, however, most network officials were not talking—about almost any phase of the suits or their likely consequences. Aside from reasserting their confidence in ultimate victory, they took the position that the matter had been turned over to their lawyers, and lawyers are notorious for not talking.

The nonnetwork sources who put prime-time development outlays at about \$75 million also noted that the networks recover much of this money—not in program ownership interests but in use of pilot programs thus produced as series elements, as made-for-TV movies or as special programs. Other sources estimated that unrecovered program-development expenditures of the three networks total \$18 million to \$20 million a year.

In Washington, meanwhile, observers were still trying to fathom the motives,

and inspiration, behind the department's actions. Administration sources flatly denied that the suits were "politically motivated"—at least to the extent that they were triggered by the White House as part of an effort to "get" the networks: to some, the suits seemed an effort to intimidate networks whose news coverage administration officials had frequently criticized as biased against President Nixon.

And the denials were given some credence by the apparent surprise the department's action caused White House officials who might have been expected to be aware of it in advance. Herbert G. Klein, White House director of communications, indicated he learned of the department's plans from a network official at the National Association of Broadcasters convention in Chicago on April 10—the day that antitrust division officials informed network attorneys that the suits were to be filed.

Mr. Klein immediately put in a long-distance call to a colleague at the White House who said he was similarly in the dark and who had to call the Justice Department to get confirmation.

There were reports that the department, which had been checking into network operations for evidence of anti-

trust law violations since the 1950's, completed work on the suits as much as a year-and-a-half ago, and that antitrust division officials lawyers had simply persuaded department officials that the time to file them had arrived. Whatever his personal feelings might be, the speculation goes, Acting Attorney General Richard Kleindienst was in no mood to block the suits, given the trouble his nomination as attorney general had encountered as a result of the department's settlement of an antitrust suit against International Telephone & Telegraph Corp.

One curious aspect of the suits is that they seem out of date. They say the networks have used their control over access to prime time to gain ownership interest in most of the programs they now broadcast. But the most recent year cited in the suits is 1967, when, they say, CBS had ownership interests in 68% of its prime-time entertainment programs (73% if feature films are excluded), NBC in 68% (74% not counting feature films) and ABC in 86% (93% without feature films). (As a basis for comparison, the suits say that the respective figures in 1957 had been 49%, 43% and 31%). A department spokesman said simply the figures for 1967 were the most recent available. They were apparently mined from the material supplied to the FCC in its 11-year proceeding that led to adoption of the prime-time access rule, in 1970.

Moreover, that rule, which prohibits top-50 market television stations from taking more than three hours of net-



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work programing between the hours of 7 and 11 p.m. has changed the network business. More important, in view of the department's charge that the networks force suppliers to grant them financial interests in their programs, so have two rules adopted with it—one barring networks from domestic program syndication, the other prohibiting them from acquiring "any financial or proprietary interest," except the right to network exhibition, in programs they do not produce themselves.

As a result, CBS has spun off its syndication business to Viacom International Inc., which is also a defendant in the case. However, NBC and ABC are continuing to operate their syndication businesses under a waiver granted by the commission.

Nevertheless, the relief sought by the department includes requests that the networks be prohibited from obtaining any interest other than the right of first-run exhibition in television programs and from engaging in syndication.

The department cites three-year-old figures in sketching the scope of the networks' involvement in program production. It says that together, they spent \$840 million for programing in 1969, and received in excess of \$1,510,000,000. NBC spent more than \$310 million and received more than \$570 million in return, according to the department. CBS spent more than \$250 million and almost twice that amount back—\$520 million; ABC's expenditures were in excess of \$275 million, its return more than \$410 million.

Motion-picture production—which networks could continue but only for theatrical release if the government wins its case—is dealt with at length in the federal complaints. ABC, through ABC Circle Films and ABC Pictures Corp., and with a budget estimated at \$30 million in 1967 alone, is said to have produced more than 25 feature films. CBS, in the same year, the department noted, formed Cinema Center Films to produce feature films and allocated \$60 million to that project; it has produced more than 20 feature films.

The department also said that ABC entered into a motion-picture distribution arrangement with Cinerama Inc., while CBS has a similar arrangement with National General Corp. NBC, which does not produce theatrical films, is said to have contracted with MCA Inc. in 1966 for the production of motion pictures designed for national showing.

In one of the few formal comments last week, William S. Paley, CBS chairman, told the company's annual shareholders meeting that "although the [Justice] department's intentions in some specifics are not known at this point in the proceedings, its main objectives appear to be two: first, to take away from the networks some, if not all, of the responsibility which they now exercise for their program schedules; second, to prevent the networks from producing any television entertainment programs

or feature films." He also said that "in all probability, the ultimate resolution [of the case] by the courts is many years away. But our counsel are confident that the issues at stake will be resolved in our favor. However, even if they should be decided substantially in favor of the Justice Department, assuming that our responsibility for our network schedule remains generally intact, the economic impact on CBS would be minimal. On the other hand, in the unlikely event that the network was denied responsibility for the selection of programs which make up the television network schedule, the results could be disastrous from the point of view of the public."

Mr. Paley also said—as CBS-TV President Robert D. Wood had told affiliates the week before—that if networks were stripped of all responsibility for their schedules, the clock would be set back "20 years or more to the days when entertainment in both television and radio networking was mainly selected and controlled by advertising agencies and advertisers" and, "beyond that, stations and networks would be reduced to mere conduits."

He also noted, as had Mr. Wood, that preventing networks from producing entertainment programs or feature films "is also the objective of the suit brought in 1970 against ABC and CBS by seven motion-picture companies which now supply over 50% of prime-time television entertainment programing, compared to [CBS-TV's] 8.2%."

Mr. Paley said "we have been vigorously contesting this attempt by the motion-picture companies to suppress competition, and for the same reasons we will refuse to acquiesce in the Justice department's demands, which we believe have no merit, legally or otherwise."

## CBS-TV nails down pro-football dates

CBS-TV, beginning its 17th year of National Football League coverage this fall, will pick up 83 regular-season games, three preseason contests and four postseason games, it was announced last week.

Exclusive coverage of preseason package, all at night, begins Friday, Aug. 25 (Washington Redskins vs. Detroit Lions), followed by games Saturday, Sept. 2 (Dallas Cowboys at Kansas City Chiefs) and Sunday, Sept. 10 (Minnesota Vikings at Miami Dolphins).

Regular-season play starts Sunday, Sept. 17, with CBS to carry 64 National Conference contests and 19 inter-conference. The games will be broadcast regionally and coast-to-coast.

Postseason play begins Saturday, Dec. 23, and Sunday, Dec. 24—National Conference playoff games, followed by the National Football Conference championship on Sunday, Dec. 31, and the American Football Conference-NFC Pro Bowl (date to be announced).

## The contenders for Emmy honors

'All in Family', 'Brian's Song' lead with 11 nominations

A total of 224 nominations for Emmy awards of the National Academy of Television Arts and Sciences were announced April 13 by Robert F. Lewine, president of the academy (BROADCASTING, April 17). Eligible for this year's honors were broadcast achievements from March 1, 1971, through March 2, 1972.

The complete list of nominees:

Outstanding series—comedy—award(s) to executive producer(s) and/or producer(s): *All in the Family*—CBS—Norman Lear, producer; *The Mary Tyler Moore Show*—CBS—James L. Brooks and Allan Burns, executive producers—David Davis, producer; *The Odd Couple*—ABC—Jerry Belson and Gary Marshall, executive producers—Jerry Davis, producer; *Sanford and Son*—NBC—Bud Yorkin, executive producer—Aaron Ruben, producer.

Outstanding series—drama—award(s) to executive producer(s) and/or producer(s): "Columbo", *NBC Mystery Movie*—NBC—Richard Levinson and William Link, executive producers—Everett Chambers, producer; "Elizabeth R", *Masterpiece Theatre*—PBS—Christopher Sarson, executive producer—Ronald Travers and Mark Shivas, producers; *Mannix*—CBS—Bruce Geller, executive producer—Ivan Goff and Ben Roberts, producers; *Marcus Welby, M.D.*—ABC—David Victor, executive producer—David J. O'Connell, producer; *The Six Wives of Henry VIII*—CBS—Ronald Travers and Mark Shivas, producers.

Outstanding single program—drama or comedy—a single program of a series or a special program—award to executive producer(s) and/or producer(s): "Brian's Song", *Movie of the Week*—ABC—Paul Junger Witt, producer—Nov. 30, 1971; "Jane Seymour", *The Six Wives of Henry VIII*—CBS—Ronald Travers and Mark Shivas, producers—Aug. 15, 1971; "The Lion's Cub", "Elizabeth R", *Masterpiece Theatre*—PBS—Christopher Sarson, executive producer—Ronald Travers and Mark Shivas, producers; "Sammy's Visit", *All in the Family*—CBS—Norman Lear, producer—Feb. 19, 1972; "The Snow Goose", *Hallmark Hall of Fame*—NBC—Frank O'Connor, producer—Nov. 15, 1971.

Outstanding variety series—musical—award(s) to executive producer(s) and/or producer(s) and star (if applicable): *The Carol Burnett Show*—CBS—Joe Hamilton, executive producer—Arnie Rosen, producer—Carol Burnett, star; *The Dean Martin Show*—NBC—Greg Garrison, producer—Dean Martin, star; *The Flip Wilson Show*—NBC—Monte Kay, executive producer—Robert Henry, producer—Flip Wilson, star; *The Sonny and Cher Comedy Hour*—CBS—Allan Blye and Chris Bearde, producers—Sonny and Cher, stars.

Outstanding variety series—talk—award(s) to executive producer(s) and/or producer(s) and star: *The David Frost Show*—syndicated—Peter Baker, producer—David Frost, star; *The Dick Cavett Show*—ABC—Jack Rollins, executive producer—John Gilroy, producer—Dick Cavett, star; *The Tonight Show Starring Johnny Carson*—NBC—Fred De Cordova, producer—Johnny Carson, star.

Outstanding single program—variety or musical—a single program of a series or a special program—award(s) to executive producer(s) and/or producer(s) and star (if applicable):

A. Variety and popular music: *The Flip Wilson Show* (with Sammy Davis Jr., Lily Tomlin and Ed McMahon)—NBC—Monte Kay, executive producer—Robert Henry, producer—Flip Wilson, star—March 2, 1972; Jack Lemmon in "S Wonderful", "S Wonderful", "S Wonderful", *Bell System Family Theatre*—NBC—Joseph Cates, executive producer—Martin Charnin, producer—Jack Lemmon, star—Jan. 17, 1972; *Julie and Carol at Lincoln Center*—CBS—Joe Hamilton, producer—Julie Andrews and Carol Burnett, stars—Dec. 7, 1971; *The Sonny and Cher Comedy Hour*—(with Tony Randall)—CBS—Allan Blye and Chris Bearde, producers—Sonny and Cher, stars—Jan. 31, 1972.

Outstanding single program—variety or musical—a single program of a series or a special program—award(s) to executive producer(s) and/or producer(s) and star (if applicable):

B. Classical music: *Beethoven's Birthday: A Celebration in Vienna with Leonard Bernstein*—CBS—James Krayner, executive producer—Hum-





1971; Alexander Singer, "The Invasion of Kevin Ireland," *The Bold Ones—The Lawyers*—NBC—Sept. 26, 1971.

Outstanding directorial achievement in drama—a single program: Paul Bogart, "Look Homeward, Angel," *CBS Playhouse 90*—CBS—Feb. 25, 1972; Fielder Cook, *The Homecoming—A Christmas Story*—CBS—Dec. 19, 1971; Patrick Garland, "The Snow Goose," *Hallmark Hall of Fame*—NBC—Nov. 15, 1971; Tom Gries, "The Glass House," *The New CBS Friday Night Movies*—CBS—Feb. 4, 1972; Buzz Kulik, "Brian's Song," *Movie of The Week*—ABC—Nov. 30, 1971.

Outstanding directorial achievement in comedy—a single program of a series with continuing characters and/or theme: Peter Baldwin, "Where There's Smoke, There's Rhoda," *The Mary Tyler Moore Show*—CBS—Feb. 12, 1972; John Rich, "Sammy's Visit," *All in the Family*—CBS—Feb. 19, 1972; Jay Sandrich, "Thoroughly Unmilitant Mary," *The Mary Tyler Moore Show*—CBS—Nov. 6, 1971.

Outstanding directorial achievement in variety or music—a single program of a series: Art Fisher, *The Sonny and Cher Comedy Hour* (with Tony Randall)—CBS—Jan. 31, 1972; Tim Kiley, *The Flip Wilson Show* (with Petula Clark and Redd Foxx)—NBC—Dec. 16, 1971; David Powers, *The Carol Burnett Show* (with Carol Channing and Steve Lawrence)—CBS—Oct. 6, 1971.

Outstanding directorial achievement in comedy, variety or music—a special program: Roger Englander, "Liszt and The Devil," *New York Philharmonic Young People's Concert*—CBS—Feb. 13, 1972; Walter C. Miller and Martin Charnin, "Jack Lemmon in 'S Wonderful,' 'S Wonderful,' 'S Gershwin,'" *Bell System Family Theatre*—NBC—Jan. 17, 1972; David P. Powers, *Julie and Carol at Lincoln Center*—CBS—Dec. 7, 1971.

Outstanding achievement in choreography—a single program of a series or a special program: Ernest O. Flatt, *The Carol Burnett Show* (with Mel Torine and Nanette Fabray)—CBS—Nov. 17, 1971; Tom Hansen, *The Fabulous Fordies*—NBC—Feb. 29, 1972; Alan Johnson, "Jack Lemmon in 'S Wonderful,' 'S Wonderful,' 'S Gershwin,'" *Bell System Family Theatre*—NBC—Jan. 17, 1972.

Outstanding writing achievement in drama—a single program of a series with continuing characters and/or theme: Steven Bochco, "Murder by the Book," "Columbo," *NBC Mystery Movie*—NBC—Sept. 15, 1971; Jackson Gillis, "Suitable

## Paulsen quits campaign trail

Comedian Pat Paulsen, who lost several TV assignments because he was deemed a bona fide candidate for political office under Section 315 of the Communications Act (BROADCASTING, Jan. 31), has withdrawn as a candidate for the Republican presidential nomination. He said "the restrictions put upon my career and my employment by the FCC throughout the past four months" were the reason for his decision.

The FCC earlier had turned down Mr. Paulsen's request for declaratory relief regarding the 315 equal-opportunities obligations incurred by stations carrying his appearance on entertainment programs.

for Framing," "Columbo," *NBC Mystery Movie*—NBC—Nov. 17, 1971; Richard L. Levinson and William Link, "Death Lends a Hand," "Columbo," *NBC Mystery Movie*—NBC—October 6, 1971.

Outstanding writing achievement in drama, original teleplay—a single program: John D. F. Black, "Thief," *Movie of the Week*—ABC—Oct. 9, 1971; Jack Sher, "Goodbye, Raggedy Ann," *The New CBS Friday Night Movies*—CBS—Oct. 22, 1971; Allan Sloane, *To All My Friends On Shore*—CBS—Feb. 25, 1972.

Outstanding writing achievement in drama, adaptation—a single program: William Blinn, "Brian's Song," *Movie of The Week*—ABC—Nov. 30, 1971; Paul W. Gallico, "The Snow Goose," *Hallmark Hall of Fame*—NBC—Nov. 15, 1971; Earl Hamner, Jr., *The Homecoming—A Christmas Story*—CBS—Dec. 19, 1971; Tracy Keenan Wynn, "The Glass House," *The New CBS Friday Night Movies*—CBS—Feb. 4, 1972.

Outstanding writing achievement in comedy—a single program of a series with continuing

characters and/or theme: Norman Lear and Burt Styler, "The Saga of Cousin Oscar," *All in the Family*—CBS—Sept. 18, 1971; Philip Mishkin and Alan Levitt, "Mike's Problem," *All in the Family*—CBS—Nov. 20, 1971; Burt Styler, "Edith's Problem," *All in the Family*—CBS—Jan. 8, 1972.

Outstanding writing achievement in variety or music—a single program of a series: Herbert Baker, Hal Goodman, Larry Klein, Bob Schiller, Bob Weiskopf, Sid Green, Dick Hills and Flip Wilson, *The Flip Wilson Show* (with Sammy Davis, Jr., Lily Tomlin and Ed McMahon)—NBC—March 2, 1972; Phil Hahn, Paul Wayne, George Burditt, Coslough Johnson, Bob Arnott, Steve Martin, Bob Einstein, Allan Blye and Chris Bearde, *The Sonny and Cher Comedy Hour* (with Carroll O'Connor)—CBS—Jan. 10, 1972; Don Hinkley, Stan Hart, Larry Siegel, Woody Kling, Roger Beatty, Art Baer, Ben Joelson, Stan Burns, Mike Mariner and Arnie Rosen, *The Carol Burnett Show* (with Tim Conway and Ray Charles)—CBS—Jan. 26, 1972.

Outstanding writing achievement in comedy, variety or music—a special program: Anne Howard Bailey, "The Trial of Mary Lincoln," *NET Opera Theatre*—PBS—Feb. 14, 1972; Martin Charnin, "Jack Lemmon in 'S Wonderful,' 'S Wonderful,' 'S Gershwin,'" *Bell System Family Theatre*—NBC—Jan. 17, 1972; Bob Ellison, Marty Farrell and Ken and Mitzi Welch, *Julie and Carol at Lincoln Center*—CBS—Dec. 7, 1971.

Outstanding achievement in music composition—A. For a series or a single program of a series (in the first year of music's use only): Charles Fox, *Love, American Style*—ABC—series: William Goldenberg, "Lady In Waiting," "Columbo," *NBC Mystery Movie*—NBC—Dec. 15, 1971; Pete Rugolo, "In Defense of Ellen McKay," *The Bold Ones—The Lawyers*—NBC—Nov. 14, 1971; B. For a special program: Carl Davis, "The Snow Goose," *Hallmark Hall of Fame*—NBC—Nov. 15, 1971; Michel LeGrand, "Brian's Song," *Movie of The Week*—ABC—Nov. 30, 1971; John T. Williams, "Jane Eyre," *Bell System Family Theatre*—NBC—March 24, 1971.

Outstanding achievement in music direction of a variety, musical or dramatic program—a single program of a series or a special program: Van Alexander, *The Goldiggers Chevrolet Show* (with Fess Parker)—Syndicated: James E. Dale, *The Sonny and Cher Comedy Hour* (with Jean Stapleton and Mike Connors)—CBS—Feb. 7, 1972; Elliott Lawrence, "Jack Lemmon in 'S Wonderful,' 'S Wonderful,' 'S Gershwin,'" *Bell System Family Theatre*—NBC—Jan. 17, 1972.

Outstanding achievement in music, lyrics and special material—a series or a single program of a series or a special program written for television: Billy Barnes, *Rowan and Martin's Laugh-In* (with Liza Minnelli)—NBC—Nov. 8, 1971; W. Earl Brown, *The Sonny and Cher Comedy Hour*—CBS—series: Ray Charles, "The Funny Side of Marriage," *The Funny Side*—NBC—Sept. 12, 1971.

Outstanding achievement in art direction or scenic design—A. For a dramatic program or feature length film made for television; a single program of a series or a special program: Ben Edwards, "Look Homeward, Angel," *CBS Playhouse 90*—CBS—Feb. 25, 1972; Gibson Holley, art director, Lucien Haffley, set decorator, "Encore," *Mission: Impossible*—CBS—Sept. 25, 1971; Stanley Morris, "The Snow Goose," *Hallmark Hall of Fame*—NBC—Nov. 15, 1971; Jan Scott, "The Scarecrow," *Hollywood Television Theatre*—PBS—Jan. 10, 1972.

B. For a musical or variety single program of a series or a special program: Paul Barnes and Bob Sansom, art director, Bill Harp, set decorator, *The Carol Burnett Show* (with Vincent Price and Edie Gorme)—CBS—Feb. 9, 1972; Romain Johnston, *The Flip Wilson Show* (with Petula Clark and Redd Foxx)—NBC—Dec. 16, 1971; E. Jay Krause, *Diana!—ABC*—April 18, 1971; René Lager, art director, Robert Checchi, set decorator, *The Glen Campbell Show* (with John Wayne)—CBS—Sept. 14, 1971.

Outstanding achievement in costume design—a single program of a series or a special program: Ret Turner and Bob Mackie, *The Sonny and Cher Comedy Hour* (with Art Carney)—CBS—Feb. 21, 1972; Ret Turner, *The Fabulous Fordies*—NBC—Feb. 29, 1972; Elizabeth Waller, "The Lion's Cub," "Elizabeth R," *Masterpiece Theatre*—PBS—Feb. 13, 1972.

Outstanding achievement in make-up—a single program of a series or a special program: Harry C. Blake, "Gideon," *Hallmark Hall of Fame*—NBC—March 26, 1971; Nick Marcellino, Leonard Engleman and John F. Chambers, "Pickman's Model," *Rod Sterling's Night Gallery*—NBC—Dec. 1, 1971; Frank Westmore, "Kung Fu," *Movie of The Week*—ABC—Feb. 22, 1972.

Outstanding achievement in cinematography for entertainment programming—A. For a series or a single program of a series: Lloyd Ahern, A.S.C., "Blueprint for Murder," "Columbo," *NBC Mystery Movie*—NBC—Feb. 9, 1972; Charles G. Clarke, "The Only Way to Go," *Arnie*—CBS—Jan. 8, 1972; Robert L. Morrison, *Hawaii Five-O*—CBS—series.

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New York, Chicago, Atlanta, Boston, Dallas, Detroit,  
Los Angeles, Philadelphia, St. Louis, San Francisco.



B. For a special or feature length program for television: Joseph Biroc, "Brian's Song," *Movie of The Week*—ABC—Nov. 30, 1971; Ray Henman, "The Snow Goose," *Hallmark Hall of Fame*—NBC—Nov. 15, 1971; Jack A. Marta, "Duel," *Movie of The Weekend*—ABC—Nov. 13, 1971.

Outstanding achievement in cinematography for news and documentary programming—for a series, a single program of a series, a special program, program segments or elements within. A. Regularly scheduled news programs and coverage of special events: William Bryan, "Pontiac Bussing," *NBC Nightly News*—NBC—Dec. 20, 1971; Vo Huynh, "Beautiful Vietnam," *NBC Nightly News*—NBC—April 22, 1971; Kyung Mo Lee, "Seoul Hotel Fire," *NBC Nightly News*—NBC—Dec. 25, 1971; Peter McIntyre and Lim Youn Choul, "Dacca," *NBC Nightly News*—NBC—Dec. 18, 1971; Hoang Trong Nghia and Vo Suu, "Viet Casualties," *NBC Nightly News*—NBC—Feb. 10, 1972; Charles A. Ray, "West Virginia Flood," *NBC Nightly News*—NBC—Feb. 27-28, 1972; Larry Travis, "Nitrogen Kills Columbia River Fish," *CBS Evening News With Walter Cronkite*—CBS—May 11, 1971.

B. Documentary, magazine-type or mini-documentary programs: Philippe Cousteau, "Forgotten Mermaids," *The Undersea World of Jacques Cousteau*—ABC—Jan. 24, 1972; Philippe Cousteau and Michel Deloire, "The Unsinkable Sea Otter," *The Undersea World of Jacques Cousteau*—ABC—Sept. 26, 1971; Michel Deloire, "Octopus, Octopus," *The Undersea World of Jacques Cousteau*—ABC—Dec. 21, 1971; Thomas Priestley, *Venice Be Damned!*—NBC—May 21, 1971; Jacques Renoir, "A Sound of Dolphins," *The Undersea World of Jacques Cousteau*—ABC—Feb. 25, 1972.

Outstanding achievement in film editing for entertainment programming—A. For a series or a single program of a series: Edward M. Abrams, "Death Lends a Hand," "Columbo," *NBC Mystery Movie*—NBC—Oct. 6, 1971; Richard Bracken, Gloriette Clark and Terry Williams, *The Bold Ones—The Lawyers*—NBC—series: Joseph T. Derwin Sr., "Spell Legacy Like Death," *Longstreet*—ABC—Oct. 21, 1971.

B. For a special or feature length program made for television: Gene Fowler, "The Glass House," *The New CBS Friday Night Movies*—CBS—Feb. 4, 1972; Bud S. Isaacs, "Brian's Song," *Movie of The Week*—ABC—Nov. 30, 1971; Ken Pearce, "The Snow Goose," *Hallmark Hall of Fame*—NBC—Nov. 15, 1971.

Outstanding achievement in film editing for news and documentary programming—for a series, a single program of a series, a special program, program segments or elements within—A. Regularly scheduled news programs and coverage of special events: Gerald C. Breese, "Native Hawaiians," *NBC Nightly News*—NBC—Sept. 23, 1971; George L. Johnson, "Slaughter in East Pakistan Village of Subhadya," *NBC Nightly News*—NBC—Dec. 2, 1971; Darold Murray, "War Song," *NBC Nightly News*—NBC—April 26, 1971.

B. Documentary, magazine-type or mini-documentary programs: James Flanagan and Samuel Cohen, "Earthquake!" *The Monday Night Special*—ABC—Feb. 14, 1972; Spencer David Saxon, "Monkeys, Apes and Man," *National Geographic Society*—CBS—Oct. 12, 1971; John Soh, "The Forgotten Mermaids," *The Undersea World of Jacques Cousteau*—ABC—Jan. 24, 1972.

Outstanding achievement in film sound editing—a single program of a series or a special program: Jerry Christian, James Troutman, Ronald Lavine, Sidney Lubow, Dick Raderman, Dale Johnston, Sam Gaylor, John Stacy and Jack Kirschner, "Duel," *Movie of The Weekend*—ABC—Nov. 13, 1971; Colin C. Mout, Charles L. Campbell and Roger A. Sword, "The Forgotten Mermaids," *The Undersea World of Jacques Cousteau*—ABC—Feb. 24, 1972; Harold E. Wooley, Paul Laune, Marvin Kosberg, George Emick, Ralph Hickey, Wayne Fury and Monty Pearce, "Brian's Song," *Movie of The Week*—ABC—Nov. 30, 1971.

Outstanding achievement in film sound mixing—a single program of a series or a special program: William J. Montague and Alfred E. Overton, "Brian's Song," *Movie of The Week*—ABC—Nov. 30, 1971; George Porter, Roy Granville and Ed Nelson, "The Forgotten Mermaids," *The Undersea World of Jacques Cousteau*—ABC—Jan. 24, 1972; Theodore Soderberg and Richard Overton, "Fireball Forward," *The ABC Sunday Night Movie*—ABC—March 5, 1972.

Outstanding achievement in technical direction and electronic camerawork—a single program of a series or a special program: Louis Fusari, technical director, Ray Figelski, Rick Lombardo, Wayne Osterhoudt and Jon Olson, cameramen, *The Flip Wilson Show* (with Petula Clark and Redd Foxx)—NBC—Dec. 16, 1971; Helmo Ripp, technical director, Albert Camoin, Frank Gaeta, Eugene Martin and Donald Mulvaney, cameramen, "Jack Lemmon in 'S Wonderful,' 'S Marvelous,' 'S Gershwin,'" *Bell System Family Theatre*—NBC—Jan. 25, 1972; O. Tamburri, technical director, Don Mulvaney, Jon Olson and Bob Keys, cameramen, "Gideon," *Hallmark Hall of Fame*—NBC—March 26, 1971.

Outstanding achievement in lighting direction—a single program of a series or a special program,

## For TVS on May 25: Sports and more sports

TVS Television Network, New York, reports that it has signed 103 stations to date to carry a live, four-hour program of two sports events on May 25 from 7:30-11:30 p.m. NYT.

TVS said the second annual All-Star NBA-ABA players basketball game will be telecast from 7:30-10 p.m., followed by the heavyweight championship bout between Joe Frazier and Ron Stander. TVS said approximately 60% of the commercial time on the coverage already has been sold, but declined to specify the advertisers at this time.

produced for electronic television only: John Freschi, "Gideon," *Hallmark Hall of Fame*—NBC—March 26, 1971; William Klages, *Good Vibrations from Central Park*—ABC—Aug. 19, 1971; John R. Nance, *The Flip Wilson Show* (with Petula Clark and Redd Foxx)—NBC—Dec. 16, 1971.

Outstanding achievement in video tape editing—a single program of a series or a special program: Frank Herold, "Paradise Lost—Part II," *NET Playhouse on The 30's*—PBS—March 4, 1971; Pat McKenna, "Hogan's Goat," *Special of The Week*—PBS—Oct. 11, 1971; Mike Wenig, "The Twentieth Century Follies," *The ABC Comedy Hour*—ABC—Feb. 16, 1972.

Outstanding achievement in live or tape sound mixing—a single program of a series or a special program: Bill Cole, *Bing Crosby and His Friends*—NBC—Feb. 27, 1972; Norman H. Dewes, "The Elevator Story," *All in The Family*—CBS—Jan. 1, 1972; Dave Williams, *The Flip Wilson Show* (with Petula Clark and Redd Foxx)—NBC—Dec. 16, 1971.

Following are "The Areas" where there is a possibility of one award, more than one award, or no award in each—special classification of outstanding program and individual achievement—an award for unique program and performer achievement, which does not fall into a specific category, or is not otherwise recognized: A. General programming: Gregory G. Harney, executive producer, Russell Morash and Tom Burrows, producers, *The Advocates*—PBS—series; Ruth Lockwood, producer, Julia Child, hostess, *The French Chef*—PBS—series; Don Meier, producer, *Mutual of Omaha's Wild Kingdom*—synd—series: David Prowitt, producer, "The Pentagon Papers," *PBS Special*—PBS—June 21, 1971; Ron Miller, producer, *The Wonderful World of Disney*—NBC—series.

B. Docu-Drama: Robert Larson and Warren Bush, executive producers, Robert Guenette, producer, "The Plot to Murder Hitler," *Appointment With Destiny*—CBS—Dec. 9, 1971; Christopher Ralling, producer, *The Search for the Nile—Paris I-IV*—NBC—Jan. 25, Feb. 1, 15, 22 and 29, 1972.

C. Individuals: Michael Hastings and Derek Marlow, writers, *The Search for the Nile—Paris I-IV*—NBC—Jan. 25, Feb. 1, 15, 22 and 29, 1972; Jess Paley, cinematographer, "The Plot to Murder Hitler," *Appointment With Destiny*—CBS—Dec. 9, 1971; Brian Tufano and John Baker, cinematographers, *The Search for the Nile—Paris I-VI*—NBC—Jan. 25, Feb. 1, 15, 22 and 29, 1972; George Porter, David Ronne Roy Granville and Edward Nelson, film sound mixers, "Showdown at O.K. Corral," *Appointment With Destiny*—CBS—Feb. 28, 1972; William Morris, technical director, Robert Bernstein, Philip Fontana, Richard Kerr, Jessel Kohn, Morton Levin, John Morreale and Michael Rebach, cameramen, *25th Annual Anniette Perry (Tony) Awards*—ABC—March 28, 1971.

Outstanding achievement in sports programming—an award for creative program achievements in sports and for achievements by individuals contributing to such programs or to the coverage of sporting events: Roone Arledge, executive producer, *ABC's Wide World of Sports*—ABC—series: Roone Arledge, executive producer, Chet Forte and Dennis Lewin, producers, *NFL Monday Night Football*—ABC—series; Scotty Connal, executive producer, Lou Kusserow, producer, *Rose Bowl Game*—NBC—Jan. 1, 1972; Lou Kusserow, producer, *World Series (Baseball)*—NBC—Oct. 1971; Jack Perkins, correspondent, "The Perkins Piece," *XI Olympic Winter Games*—NBC—Feb. 2 through 13, 1972; William P. Kelley, technical director, Jim Culley, Jack Bennett, Buddy Joseph, Mario Ciarlo, Frank Manfredi, Corey Leibie, Gene Martin, Cal Shadwell, Billy Barnes and Len Charbonneau, cameramen, *AFC Championship Game*—NBC—Jan. 2, 1972.

Outstanding achievement in children's programming—an award for creative program achievements and for achievements by individuals contributing to children's programs: David D. Connell, executive producer, Samuel Y. Gibbon Jr., producer, *The Electric Company*—PBS—series; David D. Connell, executive producer, Jon Stone, producer, *Sesame Street*—PBS—series; George W. Riesenberger, lighting director, *Sesame Street*—PBS—Jan. 5, 1972; John Scott Trotter, music director, *Play It Again, Charlie Brown*—CBS—March 28, 1971.

Outstanding achievement in daytime drama—an award for creative program achievements and for achievements by individuals contributing to daytime programming, not including drama: Henry Jaffe, executive producer, Fred Tatashore, producer, Dinah Shore, star, *Dinah's Place*—NBC—series; Merrill Heatter and Robert Quigley, executive producers, Bill Armstrong, producer, *The Hollywood Squares*—NBC—series; Paul Lynde, *The Hollywood Squares*—NBC—series; Peter Marshall, *The Hollywood Squares*—NBC—series.

Outstanding achievement in religious programming—an award for creative program achievements and for achievements by individuals contributing to religious programs: Father Ellwood E. Kieser, executive producer, John Meredyth Lucas, producer, *Insight*—synd—series: Martin J. Kneeb Jr., executive producer, Stan Hersh and Melvin Hersch, producers, *This Is The Life*—synd—series: Alfredo Antonini, music director, *And David Went*—CBS—April 11, 1971; Lon Stucky, lighting director, "A City of The King," *Contact*—synd—syndicated.

Outstanding achievement in any area of creative technical crafts—an award for individual technical craft achievement deemed singularly outstanding, which does not fall into a specific category, and is not otherwise recognized: Pierre Goupil, Michel Deloire and Yves Omer, underwater cameramen, "Secrets of the Sunken Caves," *The Undersea World of Jacques Cousteau*—ABC—March 19, 1971; Robert Guenette, David Wolper, Warren Bush and Nicholas Webster, for re-creation of vintage film, "The Plot to Murder Hitler," "The Last Days of John Dillinger," "Showdown at O.K. Corral," "Appointment With Destiny"—CBS; Edie Panda, hairstylist, "U.S.A.," *Hollywood Television Theatre*—PBS—May 4, 1971.

## It's bushwhacking time in Lubbock

### Promotion contest sparks series of strategies to grab back TV audience

The contest goes by different names at different times, but its basic idea is familiar to nearly everybody. A radio or television personality selects at random the name of an area resident, calls while on the air, asks a simple question about something the station just broadcast ("What was our last commercial?") "How much money is in the jackpot?" and awards a prize for the correct answer. It's a bright, harmless, garden-variety way to build and involve an audience.

Except in Lubbock, Tex., where the whole thing took a weird turn.

Normally, the contests are run during daytime movies or at similarly innocuous moments. But when State Telecasting Co. of Columbia, S.C. took over Lubbock's KCBT-TV (ch. 11) last year, it found the only other VHF in town, KLBK-TV (ch. 13) running a contest during all three of its newscasts—and, whether or not the contest had much to

do with it, KLBK-TV also enjoyed a firm lead in the news ratings.

Initially, KCBT-TV concentrated its competitive energies on building a news staff and improving its coverage. (Robert McKinsey, its general manager, still says the idea of contests during the news "is against every tenet I have as a broadcaster.") But early this year, a local UHF—KSEL-TV (ch. 28)—got into the act with a similar contest during its news. At that point, KCBT-TV decided it had to strike back.

The method it chose was also a kind of "contest"—but one designed to end all contests during news time and then promptly self-destruct. If they're going to broadcast the questions on their newscasts, said KCBT-TV, we'll broadcast the answers.

That's exactly what the station did. All it had to do was monitor the other stations; so when KLBK-TV, for example, picked up the phone to ask a listener what its last commercial was, KCBT-TV would run a crawl under its news broadcast telling its own viewers that the answer was "Smith's Grocery Store." or whatever. A viewer could thus win one station's prize by watching the other.

Outraged, KLBK-TV retaliated by cutting its audio during the calls so neither its competitor nor anyone else would know which of several possible questions might be asked. Not to be outdone, KCBT-TV offered new bait: Any listener who was called by one of the other stations—and who gave the wrong answer because he had relied on KCBT-TV—could call that station. It would match the prize money.

By this time, the outside world was beginning to learn of this three-ring version of free enterprise. Mr. McKinsey told the rating services what he was doing and why. KLBK-TV wrote the National Association of Broadcasters about the case; NAB, perplexed, urged the parties to settle it privately.

They did, after a fashion. KLBK-TV dropped the game from its newscasts. KSEL-TV—a struggling UHF that really didn't mind the publicity—kept its game going. And KCBT-TV—which says it has pulled much closer in the metropolitan ratings during this whole episode—is still crawling the UHF's answers across its screen.

## ABC sticks with winners

### Network talks its schedule to Hollywood NATAS

The new fall prime-time programming on ABC-TV was the feature attraction last week at a meeting of the Hollywood chapter of the National Academy of Television Arts and Sciences. An overflow crowd of local academy members—mostly interested in "who's doing the casting?"—was told that ABC-TV is returning more evening shows to their same time slots in the fall than the other two networks, as well as coming

*Steve Mills, ABC-TV VP, on the network's new line-up:*

"It's nice to know some people have such trust in us, particularly when others have antitrust in us."

in with fewer new programs. Steve Mills, ABC-TV vice president of current film programming, West Coast, who conducted the session, quipped: "It's nice to know some people have such trust in us, particularly when others have antitrust in us."

Among the more interesting sidelights of the fall ABC-TV schedule pointed out at the meeting:

Policemen in the new Monday night hour drama, *The Rookies*, will serve a fictional S.C.P.D., not the L.A.P.D. (although the series will be filmed in Los Angeles), or any other specific police department because the producers don't want their scripts subject to municipal approval.

In order to get strong story material for the pilot episode of the half-hour *Paul Lynde Show*, the producers resorted to the unusual and apparently expen-

sive expediency of purchasing and then adapting a legitimate Broadway production, "Howie."

Sam Rolfe, producer of "The Delphi Bureau" segments of the new Thursday night trilogy, *The Men*, played the semantics game by assuring all that his programs would contain "no sex and violence" such as were rife throughout the pilot production, but that hopefully they would have "a lot of fun and adventure."

"Assignment: Vienna," another part of that same trilogy, was supposed to have been filmed entirely in Munich but a quick switch to Austria had to be made after the initial episode when it was discovered that the German city is in the throes of construction for the Summer Olympic games.

*Kung Fu*, scheduled to substitute for *Alias Smith and Jones* every fourth week on Saturday nights, so far has received a "giant order" from ABC-TV for the production of only three episodes.

In complete contrast, Quinn Martin's production of *Streets of San Francisco*—described as a "current *Naked City*"—has a firm order for 26 episodes.

Last week's preview of the new season on ABC-TV was one of three such preview sessions being conducted by the local TV academy on successive Tuesday evenings. CBS-TV previously previewed and explained its new shows. Next is NBC-TV.

## Adults-only TV programs?

Representative Joseph P. Addabbo (D-N.Y.) said last week he plans to introduce legislation early next month requiring that all TV programs be given violence ratings by the FCC.

In a statement last Monday (April 17), the congressman said the measure he is drafting will direct the commission to approve ratings and appoint a Program Advisory Committee to recommend them. The panel would comprise an equal number of industry representatives and consumers.

According to Mr. Addabbo, the ratings could be similar to the voluntary motion-picture code ratings: "G"—general audiences; "PG"—parental guidance recommended, and "A"—recommended for adults only. They would precede each program.

Mr. Addabbo said the system is needed "to warn parents when programs are going to contain violence, bloodshed or other material not suited for viewing by children." He added that he was "sorry that the television industry has not taken such action on a voluntary basis as the motion-picture industry has."

The congressman also said he would seek the cooperation of newspapers and television guide publications to preface all programs listed with the rating approved by the FCC.

While violence levels are difficult to determine, he said, the experience of the motion-picture industry shows that ratings can be both fair and useful.



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## NPACT funds are trimmed

### CPB's budget decision will affect coverage of national conventions

The board of directors of the Corporation for Public Broadcasting last week approved the budget for next season's national programming—with one stern exception.

The board sliced \$400,000 from a proposed \$1.6-million grant to the National Public Affairs Center for Television and decreed that the money be distributed to other public-affairs producers. In so doing, the board said, it intended to encourage "diversity" in the public-affairs field.

However, the immediate effect of the budget cut is to eliminate NPACT's hope of providing any lengthy coverage of the national political conventions. The production center may still do some kind of pre-convention coverage or other supplementary reporting, on special broadcasts and on its series, *A Public Affair*. But serious coverage on the convention floor is apparently out.

NPACT's total budget will be cut 13% as a result of the board's action. It receives \$1.4 million from the Ford Foundation and will now receive \$1.2 million rather than \$1.6 million from CPB. The redistribution leaves unchanged the total of \$4 million to be allocated to public affairs.

James Karayn, president of NPACT, said the budget cut "has not crippled us—but it obviously has its effect."

The CPB board did not specify what other public-broadcasting organizations are to receive the money, but it apparently wanted the funds distributed outside the major production centers. Some industry sources wondered last week what an organization could do

with \$400,000 if it lacked substantial permanent staff and other resources with which to attempt public affairs.

However, many thought the board's session last week in New York was, on balance, a good one. They cited the board's willingness to approve almost intact a broad set of budget proposals; its stated disinclination to make program-by-program judgments; and its decision to accept public affairs as a valid activity for public broadcasting.

(Even board member John P. Wrather, president of Wrather Corp.—and once a vocal opponent of PTV public-affairs programs—reportedly told the board members that the law and

FCC regulations clearly make public affairs a necessary part of the PTV station's broadcast day.)

The board approved a total budget of \$17 million for national programs to be distributed by the Public Broadcasting Service. The figure was based upon the assumption that Congress will ultimately give CPB \$45 million for fiscal 1973, as recommended by the Nixon administration.

The basic breakdown: \$6.1 million for children's and "family" programs; \$3.3 million for "cultural and performance" programs, such as *Hollywood Television Theater* and others; and \$4 million for public affairs.

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### Record quarter for MPC

Metromedia Producers Corp., New York, reported last week that the company grossed \$10 million in U.S. syndication for the first three months of 1972, topping its gross for the entire year of 1971 by \$2 million.

A. Frank Reel, president of MPC, said that in 1971 the company grossed \$8 million in domestic syndication, a record figure at that time. He noted that the 1972 first-quarter gross does not reflect revenues from theatrical-film production, network-TV production and foreign distribution.

Contributing to the sales surge, according to Ken Joseph, MPC vice president in charge of syndication, were *The Merv Griffin Show*, sold in more than 50 markets; *That Girl*, recently released and sold in 19 markets; *Truth or Consequences*, 154 markets; *The National Geographic Society Specials*, 97 markets, and *Mayberry, R.F.D.*, 67 markets.



## Drinkwater punished for news staging

**CBS newsman is out second time for violation of policy**

Correspondent Terry Drinkwater of the Los Angeles bureau of CBS News has been suspended without pay for the second time since last September.

CBS News confirmed last week that Mr. Drinkwater was placed on a leave of absence without pay on March 18 for "his admitted violation of a CBS News policy." The suspension will be in force until June 30, at which time, CBS News said, he is expected to return to the Los Angeles bureau.

"The violation concerned Mr. Drinkwater's use of a part-time CBS News messenger to purchase dynamite in Oregon to illustrate the point that explosives can be easily purchased in that state," a CBS news statement said. "In his narration of the story, broadcast on *CBS Evening News* of Oct. 18, 1970, Drinkwater failed to identify this filmed scene as a demonstration."

A CBS News spokesman said company policy is that in staging of news events, "nothing should be done to create an erroneous impression of time, place, event, person or fact."

The spokesman added that the suspension was ordered 18 months later because "the matter just recently came to our attention."

Mr. Drinkwater also was suspended by CBS News from Sept. 1, 1971, to Nov. 30, 1971. The spokesman said this concerned an interview Mr. Drinkwater conducted for a news program on pop wine. He said CBS News considered the segment "questionable" and it was not used on the air.

Meanwhile, a spokesman for the House Investigations Subcommittee said last week that the unit has still not decided whether to hold a hearing on news staging (BROADCASTING, March 20). A subcommittee staffer was in Los Angeles last summer interviewing CBS News employees about news practices (BROADCASTING, Aug. 9, 1971).

## FCC changes mind, says KNX was fair

The FCC has reversed a March 1971 staff decision in which it was said that CBS owned-and-operated KNX(AM) Los Angeles had violated the fairness doctrine by a 1969 broadcast of an editorial advocating judicial reform in the state of California.

The original decision stemmed from

the station's refusal to allow Thomas Slaten, a student at Southwestern University, to reply to the editorial. Mr. Slaten had originally claimed to represent the school's entire student body, but later withdrew that statement. As a result, KNX determined that Mr. Slaten "would not be an adequate spokesman" for proponents of a contrasting view.

The FCC Broadcast Bureau, in ruling that KNX violated the fairness doctrine, had rejected CBS's contention that the issues raised in the editorial were not controversial. In requesting reconsideration from the staff action, however, CBS had supplied evidence that it had contacted some 550 individuals and groups in an attempt to solicit an opposing viewpoint. No request for reply time followed, it claimed.

The commission ruled that while the Broadcast Bureau assessment of the controversy of the KNX editorial "was correct," and that while CBS's handling of the matter "was at times inconsistent and left much to be desired," it could not find that CBS was unreasonable in its over-all treatment of the issue so as to commit a fairness violation.

However, the commission cautioned CBS and other licensees that a station's selection of a spokesman to offer rebuttal to a given broadcast may not be based on what the licensee believes to be the spokesman's personal motives but rather the consideration should be based on "the licensee's obligation to afford reasonable opportunity for the presentation of contrasting views."

## NOW up in arms over B-M documentary

The National Organization for Women has denounced ABC, Bristol-Myers and the National Institutes for Health for "perpetuating sex-role stereotyping" in *Life and Death in the American Woman*, a one-hour ABC-TV documentary Bristol-Myers is sponsoring April 27 at 10 p.m. NYT.

"We're angry because they refused to consult with our own medical and health specialists in the writing of the script and in the editing of the film," said Betty Harragan, a New York spokesman for the Chicago-based women's-rights group. "And now they won't even screen the film for us."

"So although we haven't seen it yet, we've seen some of the working ideas it's based on and it looks to us like a lot of discredited junk. I'm particularly shocked that a tax-sponsored government agency like the NIH should be associated with such misinformation in this day and age."

ABC had no comment on the NOW statement.



NBC News cameraman Vo Huynh (above), correspondent Rex Ellis and soundman Phan Bach Dang were wounded April 7 in a mortar attack while filming a tank battle near Dong Na, South Vietnam. Vo Huynh, the most seriously injured, was hit in the neck by shrapnel and is now in a hospital outside Saigon.

## San Diego, Miami Beach briefings set by AP

A series of workshops and panels will be held at the second annual national meeting of the Associated Press Broadcasters Association in Chicago June 2-3.

Keynote speaker at the meeting will be William Small, vice president and Washington bureau chief of CBS News. Others scheduled to address the meeting are FCC Commissioner Richard Wiley; John Summers, general counsel of the National Association of Broadcasters, and Rocky Pomerance and Ray Hoobler, the respective police chiefs of Miami Beach and San Diego. Mr. Pomerance and Mr. Hoobler will provide broadcasters with background information on their preparations for the Democratic convention in Miami Beach in July and the Republican convention in San Diego in August.

Co-chairmen of the meeting are Frank Balch, WJOY(AM) Burlington, Vt., and Eddie Barker, KDFW-TV Dallas.

## '60 Minutes' report draws Hruska's fire

Senator Roman Hruska (R-Neb.) has sharply criticized CBS-TV's *60 Minutes* program of April 9.

In a statement in the *Congressional Record* April 13, Senator Hruska complained that the report of a House Government Operations Subcommittee on the Law Enforcement Assistance Administration was "loaded with bias" and had been leaked to CBS's Mike Wallace in time for presentation on *60 Minutes*. The House report and telecast he said

The House report and telecast, he said, "present a distorted view of a major federal program."

The senator also said that he was "appalled to find that the CBS editors eliminated virtually every reference to the constructive programs funded by LEAA," an agency created by Congress to assist state and local governments in planning crime-reduction programs.

He said the "inaccurate and incomplete" picture of LEAA presented attempted to discredit a vital program "on the basis of a few examples that grossly fail to reflect the sum of LEAA activity."

He contended that "certain members of the other House, in collusion with sensation-seekers at CBS, are equally dedicated to personal, partisan gain at the expense of a program that has made significant progress. . . ."

At the same time, said Senator Hruska, the "honor and credibility of . . . journalists has been tarnished by the misleading character of the Mike Wallace-CBS program." Whether distortion was intentional or not, he added, "one must wonder if he can believe anything he sees on CBS in the future."

The *60 Minutes* program on April 16 carried excerpts from the senator's statement. Also quoted was a letter to CBS from Representative Dante Fascell (D-Fla.) saying the LEAA story "is the essence of what good investigative reporting is all about." Mr. Fascell noted the story "clearly made the point that, while crime must be brought under control, the way to do it is not by the insensitive and wasteful expenditure of public funds." And, he concluded: "Congratulations . . . for a job well done."

## N.J. wants better coverage from N.Y.

New Jersey is making its most concerted effort to pressure the seven New York VHF television stations into devoting more time on their news shows to coverage of New Jersey.

The Coalition for Fair Broadcasting, which is made up of elected officials, union leaders and civic organizations in New Jersey, has arranged a series of meetings with representatives of the seven stations over the next few weeks to discuss a formula for coverage that would satisfy the coalition, and keep it from filing license-renewal challenges against one or more of the stations with the FCC.

"The trouble is that none of the New York stations has a systematic approach to dealing with news of New Jersey," said Gordon MacInnes, executive director of the Wallace-Eljabar Fund, which is financing the coalition. "When a state official is indicted on sensational charges, we get thorough coverage from the New York stations, but when there's a tax-commission policy report that's vital to the future of New Jersey residents, the coverage is lousy."

Mr. MacInnes added that only WNBC-TV has a full-time correspondent working exclusively on news of New Jersey.

## Democrats lose again at FCC

**They're denied reply time for NBC, CBS specials; related case goes to court**

The Democratic National Committee has failed again to get FCC support for a fairness-doctrine complaint filed in connection with televised appearances of President Nixon.

And, in a related development, the DNC has gone to court again, in an effort to overturn a commission decision rejecting an earlier complaint based on similar facts.

The DNC, in the FCC proceeding, was seeking comparable time to respond to a one-hour prime-time interview President Nixon gave Dan Rather, on CBS, on Jan. 2, and to a one-hour prime-time program on NBC, in which John Chancellor narrated a day in the life of the President, on Dec. 21, 1971.

The DNC contended that both broadcasts, just before announcement of the President's entry into 1972 presidential election campaign, were political and partisan, and discussed controversial issues in a manner favorable to the administration. It also argued that as the party out of power, it has an automatic right to respond to presidential appear-

ances, under both the fairness doctrine and the First Amendment.

The commission noted that it had rejected the automatic-right-of-reply argument in disposing of a previous DNC complaint, and that it had been upheld by the U.S. Court of Appeals in Washington (BROADCASTING, Feb. 7).

In disposing the fairness doctrine argument generally, the court said the DNC had not presented evidence that either NBC or CBS had failed in its over-all programming to provide reasonable opportunity for the presentation of views in opposition to those of the President's.

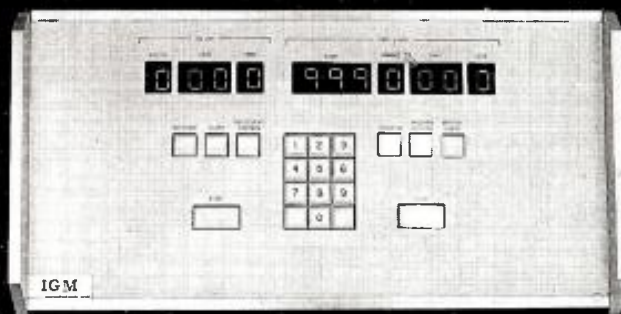
The DNC court suit was aimed at overturning a commission decision, on Feb. 3, rejecting a complaint about network refusals to grant the DNC time to respond to a series of broadcasts by the President and Treasury Secretary John Connally. In the broadcasts, dating back to Aug. 15, the President and Mr. Connally discussed the administration's new economic policy.

## Move to keep program off KUTV fails

A Utah judge has refused to block KUTV-TV Salt Lake City from showing *Thou Shalt Not Kill*, an NBC-TV documentary based on interviews with two men convicted of murder in that state.

Judge Bryant H. Croft said the program does not pose a clear danger to a

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fair trial—there will probably be no further trial—and offers no other ground for judicial intervention.

A petition to prevent the broadcast over KUTV had been filed by Jimi Mitsunaga, attorney for the two men. Against the wishes of his own clients, who had let it be known that they wanted the program shown, the attorney argued that its airing in Utah could damage the hope of a fair trial, should another trial be granted.

But Judge Croft found nothing in the free press-fair trial guidelines of Utah or the American Bar Association that would prohibit the station from running the network documentary—particularly since five years have elapsed since their conviction and no new trial is likely to be granted.

The two men, Myron Daryl Lance and Walter Bernard Kelbach, were charged with four slayings in a series of six that occurred in northern Utah during Christmas week of 1966. They were convicted of two, and sentenced to death, but a series of appeals has brought the case to the Supreme Court, which will be asked to rule on the constitutionality of the death penalty.

*Thou Shalt Not Kill*—which includes a filmed segment produced by KUTV three years ago—explores the events behind the crimes and the prisoners' attitudes toward their victims, their lives, and life in general. The program was scheduled for broadcast last Tuesday (April 18), but was pre-empted for a special report on Vietnam and had not been rescheduled as of late last week.

## Eight affiliate with black networks

Mutual Broadcasting System has reported the addition of five stations to the list of affiliates of the newly formed Mutual Black Network. They are WGRT (AM) Chicago; WUST (AM) Washington; WWIN (AM) Baltimore; KVOV (AM) Las Vegas and WENZ (AM) Richmond, Va. A spokesman said April 14 that 30 stations have signed contracts or agreed to join the network, which will supply approximately 100 five-minute news and sports programs per week, starting May 1, oriented to black listeners.

Meanwhile, the newly formed National Black Network reported it had signed WAWA-AM-FM Milwaukee and WLOU (AM) Louisville as NBN affiliates. NBN plans to start in June.

## Safer on 'New Journalism'

CBS News Correspondent Morley Safer and 10 print journalists will participate in the fourth annual Distinguished Lecture Series to be presented next month at the University of Maryland by its Department of Journalism.

The series, "The New Journalism," is scheduled for May 4-5.

Other lecturers include author Gay Talese; Ben Bagdikian, press critic and assistant managing editor of *The Washington Post*, and Jack Newfield, editor of *The Village Voice*.

## It's got a secret: the government

Too many secrets, in fact, say Washington newsmen to newspaper group

"The amount of government activity continues to increase manifold and the number of bureaucrats who feel it necessary to hide things increases hourly. Damn few people in this town feel the public really has the right to know anything until they are ready to reveal it. . . ."

That's Bill Small, director of CBS News's Washington bureau, to Robert M. White II, editor and publisher of the *Mexico (Mo.) Ledger* and chairman of the freedom of information committee of the American Society of Newspaper Editors. Mr. Small's remarks, and those of 27 other Washington correspondents commenting on secrecy in government, were released by Mr. White at the ASNE meeting in Washington last week.

Of the total 28 queried, 19 correspondents said secrecy has increased; eight said it is about the same, and one (Peter Lisagor of the *Chicago Daily News*) said "more information is available today."

Most respondents who felt there is more secrecy than ever before in Washington were particularly critical of the executive branch. A number also cited Vice President Agnew's attacks on the media as indicating the administration's viewpoint.

Besides Mr. Small, seven other broadcast journalists were included in the compilation. Among them:

Herb Kaplow, NBC News: "One of the elements I believe has further restricted the flow of information from the government over the past years has been the increase in personnel dealing with public information. . . . There is now a thicker layer of bureaucracy between the reporter and his government source."

Edward P. Morgan, ABC News: "Increased . . . and it's a scandal."

Dan Rather, CBS News: "Secrecy has increased considerably during the past eight years in the upper tiers of government, decreased slightly at lower levels. This is especially true in the executive branch."

Bill Monroe, NBC News: "I don't feel I have a good answer to the question. If secrecy is not actually increasing, certainly the threat of it is. I believe the long-term trend is toward more secrecy—a matter of government complexity and international security."

## Hijacker on the air

KWKW (AM) Pasadena, Calif., and KMEX-TV Los Angeles were both involved in the April 13 hijacking of a Frontier Airlines jetliner over New Mexico. The chicano hijacker forced the plane to land in Los Angeles and demanded air time to broadcast a protest against the

treatment of Mexican-Americans. The hijacker's protest, delivered in Spanish and lasting about 35 minutes, was carried live on KWKW. In addition a cameraman from KMEX-TV went aboard the plane and filmed part of the proceedings. The hijacker later surrendered to authorities.

## White House newsmen decry Kaplow dismissal

Twenty-two White House correspondents, including some of the best-known names in American journalism, have sent a telegram of protest to NBC News President Reuven Frank following his removal of Herbert Kaplow from the White House beat.

The telegram—an apparently unprecedented action by a group of working journalists—expresses their "strongest disappointment" at the removal of Mr. Kaplow and the "apparently insensitive manner in which the dismissal was handled." After rumors about it had circulated for weeks, Mr. Kaplow was finally told that he would be removed from the beat. What galled the correspondents—conscious as they are of the beat's sensitivity and visibility—was that Mr. Kaplow was apparently among the last to know and that neither he nor anyone else has been given a reason.

Whatever the reason, his fellow correspondents found Herb Kaplow's reporting to be "an outstanding example of both fairness and toughness." They said the removal was a "personal and professional injustice."

The list of those who signed includes three of Mr. Kaplow's network counterparts: Dan Rather and Robert Pierpoint of CBS News and Tom Jarriel of ABC News.

In a wire of response last week, Mr. Frank said the move was a routine transfer of the sort that is a regular part of a correspondent's life. So far, however, Mr. Kaplow has not been transferred anywhere.

Mr. Kaplow has been replaced as White House correspondent by Richard Valeriani, NBC News State Department correspondent since January 1970 and before that on assignment at the White House and abroad.

The signers (in alphabetical order):

Gary Axelson, *Metromedia*; Aldo Beckman, *Chicago Tribune*; Forrest Boyd, Mutual Broadcasting System; Frank Cormier, Associated Press; Don Fulsom, UPI Audio; Paul Healy, *New York Daily News*; John Horner, *Washington Evening Star*; Mr. Jarriel; Carrol Kilpatrick, *Washington Post*; Frances Lewine, AP; Allen Lido, Golden West Broadcasting Inc.; John Osborne, *The New Republic*; Mr. Pierpoint; Mr. Rather; Jerrold Schecter, *Time*; Martin Schram, *Newsday*; Robert Semple Jr., *New York Times*; Gaylord Shaw, AP; W. B. Sprague Jr., Voice of America; Al Sullivan, United States Information Agency; Lucien Warren, *Buffalo Evening News*, and Fay Gillis Wells, Storer Broadcasting.



## WNBC morning man claims one record

Only ratings will tell if others will follow for Imus's air humor

It is rare that an air-personality achieves such success that he can actually make records of the material he does on the air. And because he has to be on the air every day, it is even rarer that the material is good enough to go beyond the fleeting moments of a work-day morning with enough staying power and humor to make a comedy album. There is, however, a new morning man in New York who has done just that.

His name is Don Imus. He works for WNBC(AM). His album is called *Imus in the Morning—1,200 Hamburgers to Go*. And lest one think that its being released on the RCA label means it's an in-home deal, let the record show the arrangements were made before Mr. Imus was hired away from WGAR(AM) Cleveland to take over the morning spot in New York to do top-40 music and talk.

The album—its title is drawn from one of his better-known stunts in Cleveland, where he telephoned a McDonald's hamburger stand posing as a National Guard sergeant and ordered lunch for the troops—contains some of the bits that made Imus in the Morning, as he calls himself, so popular at WGAR that a \$50,000 salary wasn't enough to hold him. His trademark is an iconoclastic, off-color, outrageous brand of humor that earned him almost as many enemies in public life (his targets) as it has fans among the general public. Mr. Imus has several continuing characters that he uses as vehicles for commenting on attitudes and news of the day, among them a character who sounds very much like former President Lyndon Johnson (called "Judge Hangin", who says such things as "mah fellow-Americuns, are you tired of being pushed around by those pinko, pansy, commie socialist bed-wetters?"), another voice for the Right Rev. Billy Sol Hargis who runs "America's only truly religious amusement park," and Hy from Hollywood ("What's Bette Davis been up to? Well, tinsel town showbiz freaks, she's had all her teeth pulled hoping to land the lead in the Moms Mabley story...").

"I don't think the album is going to get much airplay here on WNEW(AM) or WOR(AM)," says Perry Bascom, general manager of WNBC. "But my guess is that in Philadelphia and Cleveland and Boston—places where they are not



Imus: New talk of the town in New York

in direct competition with him—it should do very well."

Imus in the Morning's principal competition, John Gambling at work, far outranks him in the latest rating books (January's), but Mr. Bascom hopes to see better fruit from his \$100,000-a-year investment in the April books. Don Imus has not been above taking pokes at Mr. Gambling in advance. His theme—"Gambling, your rambling days are through... it's raining, it's pouring, it's Imus in the morning"—is run six or seven times during every show. The jingle may get to Mr. Gambling before the ratings do.

### Sauce for the goose

Canadian Secretary of State Gerard Pelletier has indicated that U.S. entertainers may eventually face stiffer requirements for work in Canada—apparently in retaliation for the treatment Canadian artists allege they are receiving in the U.S. The official cited reports that work visas were held up by the U.S. State Department in what appears to be an attempt to force them to miss bookings. "While we hate to take steps of this kind," he said in an April 2 speech, "there comes a time when Canada has to conclude that our entertainers are not being treated fairly."

### Next on charts: 'Fly Me'

National Airlines "Fly Me" commercial jingle has received such favorable reaction, according to the airline, that it's being released as a 45-rpm single on the Crescendo label. The campaign has been on both radio and TV since Oct. 4.

## Insiders scorn music-drugs tie-in

Does rock music encourage young people to use drugs? "Baloney," Stanley Gortikov, president of the Recording Industry of America, told the National Commission on Marijuana and Drug Abuse.

Appearing before a hearing of the commission in Los Angeles on April 12, Mr. Gortikov said, "Music is an outlet, not the source for life-styles of people." He also said that country music might appear preoccupied with, but is not accused of, promoting marital infidelity.

Joe Smith, president of Warner Bros. Records, told the commission that "the shakers and movers" in the music business "don't sit around dreaming up campaigns to sell cocaine, nor do writers think of clever ways to refer to drugs in their songs." He also stressed that of some 11,000 albums and single records produced each year, "I can't think of 10 songs that blatantly go into drugs or say 'try marijuana'."

The hearing in Los Angeles is part of a nationwide study the commission is making in order to produce recommendations for a national policy.

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## They're still far apart on satellites

**Proponents of restricted entry, unrestricted entry, other special interests vie in comments before FCC**

The FCC staff's proposal for the establishment of a limited-entry domestic communications-satellite system is coming under heavy administration fire.

The Department of Justice, in comments filed with the commission on Wednesday, expressed strong disagreement with the staff's proposal that companies utilizing similar satellite technologies be required to share a common space segment (BROADCASTING, March 20).

A policy of unrestricted entry—one in which anyone with the financial qualifications could go into the satellite communications business, subject only to technical and antitrust considerations—would best serve the public interest, the department said; it would increase the potential diversity of service offerings and rates, encourage the development of new and different technologies and provide the widest latitude for entrepreneurial skill.

The argument has been made before, by the White House and the Office of Telecommunications Policy. And it was to be made again, on Friday (April 22), by OTP, which missed the Wednesday deadline for comments in the round of pleadings that precedes an oral argument to be held before the commission on the issue on May 1 and 2.

The commission will meet on the issue on May 3, in an effort to decide the policy issues involved. The commission hopes to complete work on establishing domestic communications policy—a project on which it has labored for six years—by the end of May.

The commission staff's proposal is designed to balance the benefits to be obtained from the competition of an open-entry plan against the financial risks of permitting unrestricted open entry at a time when the market for domestic communications-satellite service is still limited.

The companies involved in the eight proposals for satellite systems that have been filed with the commission generally split on the key issue of entry.

AT&T and Communications Satellite Corp., which have proposed a joint venture (Comsat has also applied for a separate space segment), Western Union Telegraph Co., and Hughes Aircraft Co., which has filed jointly with four companies of GTE, opted for the open-entry plan.

MCI Lockheed, Fairchild Industries Inc. and RCA Global Communications Inc. and RCA Alaska Communications Inc., which filed jointly, and Western Telecommunications Inc., support the

limited-entry plan, although some suggest qualifications. MCI Lockheed, for instance, suggests that applicants deemed qualified to operate separate systems—as is true of MCI Lockheed—should be free to join with non-Bell applicants.

Under the staff proposal, Fairchild as well as MCI Lockheed would be free to pursue their applications as proposed. WU and Hughes/GTE could own "a common space segment on a cost-sharing basis," with WTCI and the RCA applicants given the option to share that segment or to proceed independently with different satellite technology. Comsat and AT&T could own a common space segment B on a cost-sharing basis.

The same general split occurred among the applicants in connection with the staff proposals for limitations on Comsat and AT&T designed to prevent them from using each other and their resources to achieve an unfair advantage over others in the space communications business. AT&T is a 29% stockholder of Comsat and its prime international customer. The staff would force Comsat to choose between owning and operating a segment dedicated to AT&T and one to serve others. It also would permit AT&T, at least initially, to use satellites only for its noncompetitive services—interstate message toll and wide-area telephone.

Comsat said the election that would be forced on it would actually "dissipate" the advantages of competition by prohibiting it from competing for a substantial portion of the domestic market. And AT&T said the limitation that would be imposed on it is "potentially the most damaging," because it would interfere with its ability to choose the most efficient way of serving its customers.

But some applicants feel the limitations do not go far enough, particularly since the commission staff would permit Comsat and AT&T to engage in joint ownership of a segment that Comsat would manage.

Fairchild said that with AT&T's monopoly traffic as a base, Comsat could limit its investment risk. MCI Lockheed said that, in view of its relationship to Intelsat and AT&T, the only appropriate role for Comsat would be that of a partner of AT&T's in a system limited to providing AT&T's non-competitive services.

Broadcasters, both commercial and public, appeared largely as interested spectators—more interested in the service that would be offered them than in

details of how the system is to be structured.

The three networks, in a joint filing, support the staff proposal which contains provisions they feel permit flexibility for potential users and satellite applicants to negotiate ownership arrangements, long-term leasing agreements and other matters. The networks have been approached by six of the satellite applicants interested in their business, but they have not yet ruled out the possibility of establishing a satellite system of their own.

One matter of particular concern to the networks involves the switchover from a terrestrial to a satellite system of program transmission, assuming they choose to make that switch. Can it be accomplished smoothly, particularly if some of the receive-only earth stations are to be independently owned? (The networks foresee a system in which 151 markets would be served by earth stations, 29 of them having transmit-receive capability and the remainder receive-only, at least initially.)

The networks do not oppose such ownership; they said they simply want to point up the problems they see. But they say it might be desirable that a single entity be responsible for the complete circuit including receive-only stations.

The National Cable Television Association sees it as "very definitely in the cable industry's best interest for each cable operator to have the option of owning the earth station serving his system." But that was not all it liked in the staff report. NCTA feels the limited open-entry concept will develop domestic-satellite operations that are in the cable industry's best interests.

The Corporation for Public Broadcasting, the Public Broadcasting Service, and National Public Radio, in a joint filing, expressly said they were not concerned with whether the commission adopts a policy of restricted or unrestricted entry. But if it is the former, they said, the commission should implement its policy in a way that would not, as a practical matter, prevent applicants from providing the free service to public broadcasting that several have promised.

They also said that no system should be authorized to serve the three commercial networks unless it can also meet public broadcasting's requirements. Otherwise, they said, public broadcasting might be left with no usable distribution facilities.

The public-broadcasting forces, noting that there is general agreement that public broadcasting is entitled to preferential treatment, urged the commission to state as a matter of policy that public broadcasting will be given "preferential rate treatment at the very least." The staff had suggested that consideration

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of specific proposals be taken up at a later date—a position generally endorsed by those filing last week.

However, one discordant note was sounded, by the Justice Department. "Subsidization of transmission facilities for educational entities may be in the public interest," the department said, "but we do not believe that common carriers or others choosing a particular mode of transmission . . . should be singled out for special burdens."

But the department did not oppose special treatment. It said only that if common carriers are to have special burdens placed on them, the commission should announce its plans far enough in advance for the carriers to consider the obligations in making their investment decisions.

## Rediffusion gets bigger foothold in U.S.

Rediffusion Ltd., London, a diversified company involved in the manufacture and distribution of communications products and systems, has formed Rediffusion Inc., Saugus, Mass., to extend its activities in the U.S. market.

The company last week also announced that Robert E. Weissman had been appointed executive vice president of the new Rediffusion subsidiary. He formerly was president of Spencer-Kennedy Laboratories, Winchester, Mass.

Rediffusion Ltd. operates cable systems and manufactures and markets TV sets, records, electronic components, cable-TV equipment, music distribution systems and special systems for the educational and industrial fields.

For more than a year, Rediffusion Ltd. has been testing its two-way multi-channel cable system known as Dial-a-program in Dennis Port, Mass., in cooperation with a local cable-TV operator. The pilot program has included about 200 families in a direct-dial access network to 12 channels, embracing both entertainment and community service. One such service was a hook-up with a local grocery store, enabling customers to see the items they were purchasing and to place their orders at home.

A spokesman said the company is

ready to market the system in the U.S. and believes its first application will be for hospitals, schools and institutions.

## Sarnoff sees boom in consumer products

A consumer electronics market in 1980 amounting to over \$15 billion annually was forecast by Robert W. Sarnoff, RCA chairman, last week, as he predicted a major surge of new business for TV as new prospects materialize.

Speaking at the dedication of a new \$2-million RCA Design Center in Indianapolis, RCA's consumer electronic products manufacturing headquarters, Mr. Sarnoff noted that before the end of this decade, advances in communications technology and design, such as home video recording, cable services, two-way personal and business communications in sight, sound and signal, plus related programing and maintenance services, "will generate a new consumer electronics industry growth that could equal or surpass the boom in color during the 1960's."

Meanwhile, the Electronic Industries Association reported last week that manufacturer sales of color and monochrome TV sets to dealers for the first quarter of this year were ahead of last year. Color TV sales for the first three months were 1,667,861, up 24.6% over the comparable period last year. Sales of black and white TV sets in the same period totaled 1,253,304, up 7.7%.

Total radio set sales to dealers, on the other hand, were down 6.3%, although FM sets registered a 24.8% gain, to 890,154 sets.

EIA also reported that imports of color TV receivers for the first two months of this year were down 14.3% from the same period last year, but black and white sets were up 25.6%. Home radio imports were up 23.3%, but car radios were down by 0.5%.

Video tape equipment, however, almost doubled, reaching 6,399 from 1971's 3,524, a gain of 81.6%.

U.S. exports of color TV sets jumped by 190.6%, to 16,824; monochrome sets slumped to 7,908, down by 13.6%. Home radios also were down by 17.7%, but auto radio exports jumped by 35.2%, and video tape equipment by 14.3%.

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### Justice suits occasion little market reaction

ABC and CBS stock prices continued to slip early last week following the Justice Department's antitrust suits against the TV networks (story page 34), but rallied Thursday (April 20). Prices of major film companies, which would appear to be major beneficiaries of Justice Department's suits, showed little change.

ABC, whose prices slid 3¼ points to 71½ on the day the suits were announced (April 14), was down to 69½ at last Thursday's closing—but that represented a gain of 1¼ from the day before. CBS, off 2½ to 54¾ on April 14, dropped another point but was up to 53½ at Thursday's close. RCA, parent of NBC, closed at 39¼ on April 14, was at 35½ last Thursday, up ¾ on the day. Viacom International, named a co-defendant with CBS, went from 26¾ on April 14 to 23¾ last Wednesday but advanced fractionally to close Thursday at 24¼.

Stock prices of major film companies closed Thursday at or near the levels at which they were trading before the suits were filed.

### CBS stockholders hear some happy talk

William S. Paley, chairman of CBS Inc., told the company's stockholders at their annual meeting last Wednesday (April 19) that CBS enjoyed "a remarkable year" in 1971 and was off to "a fast start" in 1972 with first quarter increases of 14% on sales and 89% on earnings (BROADCASTING, April 17).

He also told the meeting, held in Chicago, that "CBS has now enjoyed four consecutive quarters in which sales and earnings increased over the previous year's comparable quarter, and the outlook for the continuation of this trend is excellent. Bolstered by a more robust economy, we expect 1972 sales and earnings to be well ahead of 1971 levels. The prospects for 1973 are also bright, with the sizable costs of covering the 1972 presidential election year behind us, and continued economic progress expected."

Mr. Paley said the CBS/Broadcast Group's first-quarter performance had been "noteworthy" and that, in addition, CBS's diversification program was beginning to contribute substantially to the company's financial picture, representing 23% of CBS sales and pretax profits in 1971.

The stockholders also saw pictures of CBS and its diversification—a slide presentation by Dr. Frank Stanton, vice chairman and chief operating officer, profiling CBS and varied nonbroadcast

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activities and its broadcast operations.

The stockholders meeting was the first for Charles Ireland since his election as CBS president last fall. He was introduced by Mr. Paley, who told the shareholders that "as we press forward with our plans for the future, we are especially fortunate to be able to call on Mr. Ireland's many talents and his special experience."

## Fuqua wants to drop annual meetings

Shareholders of Fuqua Industries Inc., meeting in Atlanta last week, approved a proposal to eliminate the company's annual meetings.

In a proxy statement the company said that, subject to approval by the New York Stock Exchange, it would drop formal stockholders meetings. Shareholders would vote directly in writing on measures rather than submit their votes to proxy committees.

A NYSE spokesman said last week the exchange is studying the advantages and disadvantages of annual meetings and will announce its findings this fall.

Chairman of the company, J. B. Fuqua, said that there were only 12 shareholders at the meeting last week and that this proved annual meetings were not democratic because few shareholders were able to attend.

## Cox Broadcasting off to strong '72 start

Cox Broadcasting Corp., Atlanta, achieved solid gains in revenues and net income for the first quarter of 1972, the company reported last week.

Revenues increased 25% and net income rose 43%, according to CBC President J. Leonard Reinsch. In the broadcasting division, he said, profits rose substantially and revenues increased 11%, with television showing somewhat higher gains than radio. National spot sales were particularly strong, he added.

Mr. Reinsch said he looked for significant gains in the broadcasting division in the second quarter, with revenues 12-15% higher than the 1971 period.

The share of CBC's net income from Cox Cable Communications, of which CBC owns 56.3%, was \$212,296 for the 1972 period vs. \$110,738 in 1971—a 92% increase.

Mr. Reinsch said CBC's program production and distribution division showed "marked improvement" for the first quarter, reflecting in part additional revenues from the motion picture "Willard." ("Ben," the sequel to "Willard," will be released in June.)

For the three months ended March 31:

|                    | 1972       | 1971       |
|--------------------|------------|------------|
| Earned per share   | \$ 0.31    | \$ 0.22    |
| Revenues           | 17,100,754 | 13,716,098 |
| Net income         | 1,812,359  | 1,269,838  |
| Shares outstanding | 5,836,000  | 5,802,000  |

## Metromedia revenues hit high mark for quarter

Metromedia Inc. reported record revenues of \$40,791,869 for the first quarter of this year, an increase of 14% over the \$35,675,638 reported for first quarter of 1971.

Net income amounted to \$882,240, which is more than five times the \$160,921 of last year and second highest level for a first quarter.

Net income per share rose to 15 cents against 3 cents last year. The cash flow of \$3,623,067 was said to represent the highest amount for a first quarter in the history of the company.

"The record revenues of the first quarter," said John W. Kluge, chairman and president, "reflect a significant improvement in advertising expenditures generally, and, in particular, a greater market share of our radio and television stations based upon increased audience levels."

|                  | 1972       | 1971       |
|------------------|------------|------------|
| Earned per share | \$ 0.15    | \$ 0.03    |
| Revenues         | 40,791,869 | 35,675,638 |
| Net income       | 882,240    | 160,921    |

## \$224,819 to Kluge in '71

John W. Kluge, board chairman and president of Metromedia Inc., was listed as the company officer with the highest aggregate remuneration during 1971 in a proxy statement accompanying Metromedia's notice of its annual meeting.

Stockholders will meet May 9 at Metromedia's Telecentre at 205 East 67th Street, New York.

Mr. Kluge received total pay of \$244,819 last year. Two others listed in the proxy were Ross Barrett and Arthur T. Birch, both group vice presidents, who were paid \$106,681 and \$103,825 respectively, in 1971.

## Top-echelon pay reported by ABC

The proxy statement detailing new long-term contracts for ABC Chairman Leonard H. Goldenson and President Elton H. Rule (BROADCASTING, April 17), also showed 1971 payments to the company's chief officers.

In fiscal 1971, Mr. Goldenson as president, and Simon B. Siegel, as executive vice president (now retired), were ABC's highest paid officers. Mr. Goldenson was paid \$125,000 in salary, \$86,400 in additional compensation deferred; Mr. Siegel, \$130,214 in salary, additional compensation of \$36,000 paid and \$36,000 deferred; Mr. Rule, then as group vice president and president of the broadcasting division, \$125,000 in salary, \$28,800 in additional compensation paid; Samuel H. Clark, group vice president, \$100,000 in salary, \$24,000 in additional compensation paid, and Everett H. Erlick, group vice president and general counsel, \$85,000 in salary and \$21,600 in additional compensation paid. Also ad-

ditional were estimated annual benefits which were registered under ABC's retirement plan.

The proxy statement, which accompanied the notice of ABC Inc.'s annual stockholders meeting May 16 in New York, designated Martin J. Schwab, president, treasurer and chief financial officer, United Merchants and Manufacturers, New York, as a board member. He would succeed Charles T. Fisher III, president, National Bank of Detroit, who will not stand for re-election at the May 16 meeting because of new commitments that conflict with scheduled ABC board meetings.

## Company Reports

■ Chris-Craft reported increase in sales and decrease in loss before taxes for six-month period ended Feb. 29. However, because of lower tax credits (\$107,000 vs. \$1,800,000 last year) and "extraordinary cost of a proxy contest," net loss applicable to common shares was almost equal to 1971 fiscal year.

The TV division showed improvement, with sales up and income off only few percentage points. But TV division income dropped below last year's because KCOP-TV Los Angeles, one of Christ-Craft's three stations, "continued to be soft."

|                  | 1972      | 1971      |
|------------------|-----------|-----------|
| Earned per share | \$ (0.63) | \$ (0.64) |
| Revenues         | 29,920    | 26,889    |
| Net income       | (2,496)   | (2,445)   |

■ Transamerica Corp., San Francisco-based conglomerate and parent of United Artists Corp., reported earnings increased 51% for first quarter, with UA's performance described as "excellent."

|                    | 1972        | 1971        |
|--------------------|-------------|-------------|
| Earned per share   | \$ 0.34     | \$ 0.23     |
| Revenues           | 463,144,000 | 364,213,000 |
| Net income         | 22,032,000  | 14,597,000  |
| Shares outstanding | 64,571,000  | 63,782,000  |

NOTE: Net earnings and earned per share based on income after capital gains.

■ Kansas State Network Inc. reported broadcasting and CATV revenues for second fiscal quarter 12% ahead of last year's second quarter and net income down 3% from last year.

|                  | 1972      | 1971      |
|------------------|-----------|-----------|
| Earned per share | \$ 0.09   | \$ 0.09   |
| Revenues         | 1,620,203 | 1,485,881 |
| Net income       | 134,233   | 139,610   |

■ American Television and Communications Corp., Denver, major cable-TV operator, reported record revenues and earnings for first nine months of current fiscal year as well as for latest three-month period.

|                  | 1972       | 1971      |
|------------------|------------|-----------|
| Earned per share | \$ 0.26    | \$ 0.06   |
| Revenues         | 10,773,355 | 8,171,625 |
| Net income       | 948,985    | 427,984   |

NOTES: 1972 figures restated to reflect January 1972 acquisition of Two M's Cable Inc.



for as a pooling of interests.

1971 figures restated to reflect June 1971 acquisition of Capitol Cablevision Corp. and January 1972 acquisition of Two M's Cable Inc., both accounted for as poolings of interest.

■ Dun & Bradstreet Inc. reported first-quarter earnings and revenues higher in 1972 than in 1971. (Figures for first

1971 quarter have been restated to include take-over of Corinthian Broadcasting Corp., which went into effect on May 27, 1971.)

Broadcasting revenues was said to have reached record highs in first quarter, recovering from "depressed level" of a year ago. National time sales were

up 30% and local time sales 17%. Network revenues were down 9% because of "reduction in prime time programed by the network."

For first quarter ended March 31:

|                  | 1972    | 1971    |
|------------------|---------|---------|
| Earned per share | \$ 0.57 | \$ 0.50 |
| Revenues         | \$1,742 | \$2,612 |
| Net income       | 7,322   | 6,398   |

## BroadcastingStockIndex

A weekly summary of market activity in the shares of 112 companies associated with broadcasting.

|                                                | Stock symbol | Exch. | Closing April 19 | Closing April 12 | Net change in week | % change in week | High 1972 | Low     | Approx. shares out (000) | Total market capitalization (000) |
|------------------------------------------------|--------------|-------|------------------|------------------|--------------------|------------------|-----------|---------|--------------------------|-----------------------------------|
| <b>Broadcasting</b>                            |              |       |                  |                  |                    |                  |           |         |                          |                                   |
| ABC                                            | ARC          | N     | 67 7/8           | 75 1/2           | - 7 5/8            | - 10.09          | 76 1/4    | 51 1/4  | 7,095                    | 481,573                           |
| ASI COMMUNICATIONS                             | ASIC         | O     | 2 1/2            | 2 1/2            |                    |                  | 5         | 2 1/8   | 1,815                    | 4,537                             |
| CAPITAL CITIES                                 | CCB          | N     | 59 1/2           | 59 1/2           |                    |                  | 64 1/4    | 48      | 6,236                    | 371,042                           |
| CBS                                            | CBS          | N     | 53               | 57 1/2           | - 4 1/2            | - 1.82           | 57 1/2    | 45 1/2  | 27,829                   | 1,474,937                         |
| CDX                                            | CDX          | N     | 43 1/2           | 46 5/8           | - 3 1/8            | - 6.70           | 49 3/4    | 36 1/4  | 5,827                    | 253,474                           |
| GROSS TELECASTING                              | GCG          | A     | 19 1/2           | 22 1/8           | - 2 5/8            | - 11.86          | 23 7/8    | 12 1/4  | 800                      | 15,600                            |
| LIN                                            | LINB         | O     | 20               | 20 3/4           | - 3/4              | - 3.61           | 22 3/8    | 15 1/2  | 2,294                    | 45,880                            |
| MOONEY                                         | MOON         | O     | 10 1/4           | 9 7/8            | + 3/8              | + 3.79           | 10 1/4    | 4       | 250                      | 2,562                             |
| PACIFIC & SOUTHERN                             | PSOU         | O     | 17               | 17 5/8           | - 5/8              | - 3.54           | 18 1/4    | 10 3/8  | 1,930                    | 32,810                            |
| RAHALL COMMUNICATIONS                          | RAHL         | O     | 9                | 9 1/4            | - 1/4              | - 2.70           | 29        | 8       | 1,037                    | 9,333                             |
| SCRIPPS-HOWARD                                 | SCRCP        | O     | 23 1/2           | 22 3/4           | + 3/4              | + 3.29           | 27        | 18      | 2,589                    | 60,841                            |
| SUNDERLING                                     | SOR          | A     | 23 1/4           | 24               | - 3/4              | - 3.12           | 30 3/4    | 23 1/8  | 997                      | 23,180                            |
| STARR                                          | SBG          | M     | 28 1/4           | 27 3/8           | + 7/8              | + 3.19           | 28 1/4    | 15 1/2  | 732                      | 20,679                            |
| TAFT                                           | TFB          | N     | 49 5/8           | 53 3/8           | - 3 3/4            | - 7.02           | 57 1/4    | 41 3/4  | 3,707                    | 183,959                           |
| <b>Broadcasting with other major interests</b> |              |       |                  |                  |                    |                  |           |         | <b>TOTAL</b>             | <b>63,138 2,980,407</b>           |
| ADAMS-RUSSELL                                  | AAR          | A     | 6                | 7                | - 1                | - 14.28          | 8 3/4     | 5 5/8   | 1,250                    | 7,500                             |
| AVCO                                           | AV           | N     | 17 1/4           | 18 3/8           | - 1 1/8            | - 6.12           | 20 7/8    | 15 7/8  | 11,489                   | 198,185                           |
| BARTLETT MEDIA                                 | BMC          | A     | 5 1/4            | 5 3/4            | - 1/2              | - 8.69           | 7 1/8     | 4 1/2   | 2,254                    | 11,833                            |
| BOSTON HERALD-TRAVELER                         | BHLD         | O     | 13               | 13               |                    |                  | 30        | 11      | 589                      | 7,657                             |
| CHRIS-CRAFT                                    | CCN          | N     | 8 1/8            | 8 1/8            |                    |                  | 8 3/4     | 5 5/8   | 3,980                    | 32,337                            |
| COMBINED COMMUNICATIONS                        | CCA          | A     | 40 1/4           | 37 1/2           | + 2 3/4            | + 7.33           | 42 1/2    | 30 1/8  | 2,534                    | 101,993                           |
| COWLES COMMUNICATIONS                          | CWL          | N     | 11 1/8           | 10 5/8           | + 1/2              | + 4.70           | 12 1/2    | 10      | 3,969                    | 44,155                            |
| DUN & BRADSTREET                               | DNB          | N     | 73               | 70 1/2           | + 2 1/2            | + 3.54           | 76 1/2    | 63      | 12,867                   | 939,291                           |
| FUQUA                                          | FOA          | N     | 26 1/8           | 27 1/2           | - 1 3/8            | - 5.00           | 27 3/4    | 20 7/8  | 8,120                    | 212,135                           |
| GABLE INDUSTRIES                               | GBI          | N     | 29 1/2           | 30 3/4           | - 1 1/4            | - 4.06           | 32 1/4    | 24      | 1,872                    | 55,224                            |
| GENERAL TIRE & RUBBER                          | GY           | N     | 29 1/4           | 29 5/8           | - 3/8              | - 1.26           | 32 5/8    | 24 5/8  | 19,483                   | 569,877                           |
| ISC INDUSTRIES                                 | ISC          | A     | 8                | 8 3/4            | - 3/4              | - 8.57           | 9 1/8     | 6       | 1,646                    | 13,168                            |
| KANSAS STATE NETWORK                           | KSN          | O     | 6 5/8            | 6 3/4            | - 1/8              | - 1.85           | 7 1/2     | 6 1/2   | 1,621                    | 10,739                            |
| LAMB COMMUNICATIONS                            | LMB          | D     | 3 1/2            | 3 3/4            | - 1/4              | - 6.66           | 4 7/8     | 2       | 475                      | 1,662                             |
| LEE ENTERPRISES                                | LNT          | A     | 27               | 28 3/4           | - 1 3/4            | - 6.08           | 28 3/4    | 17 1/2  | 3,289                    | 88,803                            |
| LIBERTY CORP.                                  | LC           | N     | 20 3/4           | 20 3/8           | + 3/8              | + 1.84           | 21 1/4    | 17 1/2  | 6,753                    | 140,124                           |
| MEREDITH CORP.                                 | MDP          | N     | 26 1/2           | 27 1/8           | - 5/8              | - 2.30           | 30 3/4    | 23 1/4  | 2,772                    | 73,458                            |
| METROMEDIA                                     | MET          | N     | 33 3/4           | 35 7/8           | - 2 1/8            | - 5.92           | 38 7/8    | 27 1/4  | 5,995                    | 202,331                           |
| MULTIMEDIA INC.                                |              | O     | 44               | 43 1/2           | + 1/2              | + 1.14           | 44        | 14      | 2,408                    | 105,952                           |
| OUTLET CO.                                     | OTU          | N     | 18               | 18 3/4           | - 3/4              | - 4.00           | 19 3/8    | 14 3/4  | 1,334                    | 24,012                            |
| POST CORP.                                     | POST         | O     | 27 3/4           | 29 1/4           | - 1 1/2            | - 5.12           | 30        | 9       | 912                      | 25,308                            |
| PUBLISHERS BROADCASTING CORP.                  | PUBB         | D     | 2 1/8            | 2 3/8            | - 1/4              | - 10.52          | 4 7/8     | 1 5/8   | 919                      | 1,952                             |
| REEVES TELECOM                                 | RBT          | A     | 4 1/8            | 3                | + 1 1/8            | + 37.50          | 4 1/8     | 2 3/8   | 2,292                    | 9,454                             |
| RIDDER PUBLICATIONS                            | RPI          | N     | 33 3/4           | 33 1/2           | + 1/4              | + .74            | 34 1/2    | 26      | 9,146                    | 308,677                           |
| ROLLINS                                        | ROL          | N     | 52               | 51 1/4           | + 3/4              | + 1.46           | 53 1/2    | 44 3/4  | 12,131                   | 630,812                           |
| RUST CRAFT                                     | RUS          | A     | 35 1/8           | 31 3/8           | + 3 3/4            | + 11.95          | 35 1/8    | 24      | 2,318                    | 81,419                            |
| SCHERING-PLOUGH                                | SGP          | N     | 97               | 97 1/2           | - 1/2              | - .51            | 98        | 82 5/8  | 25,174                   | 2,441,878                         |
| STORER                                         | SBK          | N     | 37               | 42 7/8           | - 5 7/8            | - 13.70          | 43 1/4    | 31      | 4,223                    | 156,251                           |
| TIME INC.                                      | TL           | N     | 57 3/4           | 59               | - 1 1/4            | - 2.11           | 64 3/4    | 55 3/8  | 7,278                    | 420,304                           |
| TURNER COMMUNICATIONS                          |              | O     | 5 1/4            | 5 1/2            | - 1/4              | - 4.54           | 5 5/8     | 2       | 1,328                    | 6,972                             |
| WASHINGTON POST CO.                            | WPD          | A     | 34 1/4           | 33 1/4           | + 1                | + 3.00           | 34 1/2    | 23 1/2  | 4,753                    | 162,790                           |
| WOMETCO                                        | WOM          | N     | 24 7/8           | 23 1/2           | + 1 3/8            | + 5.85           | 24 7/8    | 18 1/2  | 5,815                    | 144,648                           |
| <b>CATV</b>                                    |              |       |                  |                  |                    |                  |           |         | <b>TOTAL</b>             | <b>170,989 7,230,901</b>          |
| AMECO                                          | ACU          | O     | 3 1/8            | 3                | + 1/8              | + 4.16           | 12 3/4    | 1 1/2   | 1,200                    | 3,750                             |
| AMERICAN ELECTRONIC LABS                       | AELBA        | O     | 6                | 7 7/8            | - 1 7/8            | - 23.80          | 9 3/4     | 3       | 1,670                    | 10,020                            |
| AMERICAN TV & COMMUNICATIONS                   | AMTV         | O     | 41 1/8           | 41 5/8           | - 1/2              | - 1.20           | 43 1/2    | 17 1/4  | 2,434                    | 100,098                           |
| BURNUP & SIMS                                  | BSIM         | D     | 42 3/4           | 44               | - 1 1/4            | - 2.84           | 44        | 11 1/2  | 3,061                    | 130,857                           |
| CABLECOM-GENERAL                               | CCG          | A     | 14 1/8           | 15 1/4           | - 1 1/8            | - 7.37           | 18 1/4    | 14      | 2,395                    | 33,829                            |
| CABLE INFORMATION SYSTEMS                      |              | O     | 4                | 3 1/2            | + 1/2              | + 14.28          | 4 3/4     | 1 3/4   | 955                      | 3,820                             |
| CITIZENS FINANCIAL CORP.                       | CPN          | A     | 13 7/8           | 14 5/8           | - 3/4              | - 5.12           | 15 1/4    | 12 1/4  | 2,385                    | 33,091                            |
| COLUMBIA CABLE                                 | CCAB         | O     | 23               | 27 1/2           | - 4 1/2            | - 16.36          | 29        | 18 3/4  | 900                      | 20,700                            |
| COMMUNICATIONS PROPERTIES                      | COMU         | O     | 17 1/4           | 19               | - 1 3/4            | - 9.21           | 27 3/8    | 11 1/8  | 1,906                    | 32,878                            |
| COX CABLE COMMUNICATIONS                       | CXC          | A     | 31               | 32               | - 1                | - 3.12           | 33 7/8    | 23 1/4  | 3,555                    | 110,205                           |
| CYPRESS COMMUNICATIONS                         | CYPR         | O     | 17 1/8           | 18 3/8           | - 1 1/4            | - 6.80           | 18 3/8    | 7       | 2,707                    | 46,357                            |
| ENTRON                                         | ENT          | A     | 6 5/8            | 7 1/2            | - 7/8              | - 11.66          | 9         | 3 3/4   | 1,320                    | 8,745                             |
| GENERAL INSTRUMENT CORP.                       | GRL          | N     | 24 3/4           | 26 1/2           | - 1 3/4            | - 6.60           | 29 1/4    | 20 3/4  | 6,371                    | 157,682                           |
| LVO CABLE INC.                                 | LVOIC        | O     | 15 3/4           | 16               | - 1/4              | - 1.56           | 16 1/2    | 6 3/4   | 1,466                    | 23,089                            |
| STERLING COMMUNICATIONS                        | STER         | O     | 6 1/2            | 6 1/2            |                    |                  | 7 3/4     | 3 1/2   | 2,162                    | 14,053                            |
| TELECOMMUNICATIONS                             | TCOM         | O     | 30               | 30 3/8           | - 3/8              | - 1.23           | 30 3/8    | 15 1/2  | 2,856                    | 85,680                            |
| TELEPROMPTER                                   | TP           | A     | 33 3/4           | 35 1/4           | - 1 1/2            | - 4.25           | 37 1/2    | 28 1/8  | 13,236                   | 446,715                           |
| VIACOM                                         | VIA          | N     | 23 5/8           | 27 7/8           | - 4 1/4            | - 15.24          | 28 1/2    | 15 1/2  | 3,791                    | 89,562                            |
| VIKOA                                          | VIK          | A     | 16 1/4           | 17 7/8           | - 1 5/8            | - 9.09           | 19 3/4    | 8       | 2,344                    | 38,090                            |
| <b>Programming</b>                             |              |       |                  |                  |                    |                  |           |         | <b>TOTAL</b>             | <b>56,714 1,389,221</b>           |
| COLUMBIA PICTURES                              | CPS          | N     | 13 3/8           | 13 5/8           | - 1/4              | - 1.83           | 14 7/8    | 9 1/8   | 6,342                    | 84,824                            |
| DISNEY                                         | DIS          | N     | 169              | 156              | + 13               | + 8.33           | 174 7/8   | 132 3/4 | 13,223                   | 2,234,687                         |
| FILMWAYS                                       | FWY          | A     | 6 3/8            | 6 3/8            |                    |                  | 8         | 5 3/4   | 1,832                    | 11,679                            |
| GULF & WESTERN                                 | GW           | N     | 42               | 43               | - 1                | - 2.32           | 44 3/4    | 28      | 15,816                   | 664,272                           |
| MCA                                            | MCA          | N     | 33               | 35 1/2           | - 2 1/2            | - 7.04           | 35 7/8    | 25 5/8  | 8,165                    | 269,445                           |

|                            | Stock<br>symbol | Exch. | Closing<br>April 19 | Closing<br>April 12 | Net change<br>In week | % change<br>In week | High    | 1972<br>Low | Approx.<br>shares<br>out<br>(000) | Total market<br>capitali-<br>zation<br>(000) |           |
|----------------------------|-----------------|-------|---------------------|---------------------|-----------------------|---------------------|---------|-------------|-----------------------------------|----------------------------------------------|-----------|
| MGM                        | MGM             | N     | 20 1/2              | 18 7/8              | + 1 5/8               | + 8.60              | 21 1/2  | 17 1/4      | 5,895                             | 120,847                                      |           |
| MUSIC MAKERS               | MUSC            | O     | 3                   | 3 1/4               | - 1/4                 | - 7.69              | 3 1/2   | 1 1/8       | 534                               | 1,602                                        |           |
| TELE-TAPE PRODUCTIONS      |                 | O     |                     | 1 1/8               |                       |                     | 2 7/8   | 1           | 2,190                             | 2,463                                        |           |
| TRANSAMERICA               | TA              | N     | 22 3/4              | 22 3/4              |                       |                     | 23 1/2  | 18 1/8      | 64,418                            | 1,465,509                                    |           |
| 20TH CENTURY-FOX           | TF              | N     | 14 1/4              | 15                  | - 3/4                 | - 5.00              | 17      | 11 3/8      | 8,562                             | 122,008                                      |           |
| WALTER READE ORGANIZATION  | WALT            | O     | 2                   | 2                   |                       |                     | 4 1/8   | 1 3/8       | 2,414                             | 4,828                                        |           |
| WARNER COMMUNICATIONS INC. | WCI             | N     | 44                  | 44                  |                       |                     | 47 5/8  | 31 1/4      | 16,221                            | 713,724                                      |           |
| WRATHER CORP.              | WCO             | A     | 13 3/8              | 14 3/8              | - 1                   | - 6.95              | 17 7/8  | 9 7/8       | 2,164                             | 28,943                                       |           |
| Service                    |                 |       |                     |                     |                       |                     |         |             | TOTAL                             | 147,776                                      | 5,724,831 |
| JOHN BLAIR                 | BJ              | N     | 20 1/8              | 19 1/4              | + 7/8                 | + 4.54              | 20 3/4  | 16 3/4      | 2,600                             | 52,325                                       |           |
| COMSAT                     | CO              | N     | 62 1/2              | 65 7/8              | - 3 3/8               | - 5.12              | 75 3/8  | 56 5/8      | 10,000                            | 625,000                                      |           |
| CREATIVE MANAGEMENT        | CMA             | A     | 15                  | 15 1/4              | - 1/4                 | - 1.63              | 15 1/2  | 9 3/8       | 969                               | 14,535                                       |           |
| DOYLE DANE BERNBACH        | DOYL            | O     | 27                  | 27 1/8              | - 1/8                 | - .46               | 28 1/2  | 24          | 1,872                             | 50,544                                       |           |
| ELKINS INSTITUTE           | ELKN            | O     | 3                   | 3 1/4               | - 1/4                 | - 7.69              | 16 3/8  | 3           | 1,664                             | 4,992                                        |           |
| FODTE, CONE & BELDING      | FCB             | N     | 11 1/4              | 11 5/8              | - 3/8                 | - 3.22              | 12 1/8  | 10 5/8      | 2,181                             | 24,536                                       |           |
| GREY ADVERTISING           | GREY            | O     | 15 1/2              | 16 1/4              | - 3/4                 | - 4.61              | 18      | 9 1/4       | 1,209                             | 18,739                                       |           |
| INTERPUBLIC GROUP          | IPG             | N     | 24 3/4              | 24 1/4              | + 1/2                 | + 2.06              | 28 3/4  | 23 1/2      | 1,673                             | 41,406                                       |           |
| MARVIN JOSEPHSON ASSOCS.   | MRVN            | O     | 17 3/4              | 16 3/4              | + 1                   | + 5.97              | 17 3/4  | 5 7/8       | 825                               | 14,643                                       |           |
| MCCAFFREY & MCCALL         |                 | O     |                     | 14                  |                       |                     | 16 1/2  | 7           | 585                               | 8,190                                        |           |
| MOVIELAB                   | MOV             | A     | 2 5/8               | 3                   | - 3/8                 | - 12.50             | 3 1/8   | 1 5/8       | 1,407                             | 3,693                                        |           |
| MPD VIDEOTRONICS           | MPD             | A     | 5 3/8               | 5 3/8               |                       |                     | 7 1/8   | 3 1/8       | 547                               | 2,940                                        |           |
| A. C. NIELSEN              | NIELB           | O     | 49 1/8              | 49 3/8              | - 1/4                 | - .50               | 50      | 37 5/8      | 5,299                             | 260,313                                      |           |
| OGILVY & MATHER            | OGIL            | D     | 55                  | 55 1/2              | - 1/2                 | - .90               | 55 1/2  | 24          | 1,096                             | 60,280                                       |           |
| PKL CO.                    | PKL             | A     | 6 5/8               | 7 3/8               | - 3/4                 | - 10.16             | 9 1/2   | 6 3/8       | 778                               | 5,154                                        |           |
| J. WALTER THOMPSON         | JWT             | N     | 44 1/4              | 44 1/4              |                       |                     | 46      | 40 1/4      | 2,707                             | 119,784                                      |           |
| WELLS, RICH, GREENE        | WRG             | N     | 22 1/8              | 22                  | + 1/8                 | + .56               | 27 7/8  | 19 5/8      | 1,618                             | 35,798                                       |           |
| Manufacturing              |                 |       |                     |                     |                       |                     |         |             | TOTAL                             | 37,030                                       | 1,342,872 |
| ADMIRAL                    | ADL             | N     | 22 3/4              | 23 1/4              | - 1/2                 | - 2.15              | 27      | 17 1/8      | 5,163                             | 117,458                                      |           |
| AMPEX                      | APX             | N     | 8 5/8               | 9 1/8               | - 1/2                 | - 5.47              | 15 1/8  | 7           | 10,873                            | 93,779                                       |           |
| CARTRIDGE TELEVISION INC.  |                 | O     | 38 1/4              | 39                  | - 3/4                 | - 1.92              | 43 1/2  | 16 1/2      | 2,083                             | 79,674                                       |           |
| CCA ELECTRONICS            | CCAE            | O     | 6                   | 6 1/4               | - 1/4                 | - 4.00              | 6 1/4   | 2 1/4       | 881                               | 5,286                                        |           |
| COLLINS RADIO              | CRI             | N     | 19 1/2              | 19 3/4              | - 1/4                 | - 1.26              | 19 7/8  | 13 3/8      | 2,968                             | 57,876                                       |           |
| COMPUTER EQUIPMENT         | CEC             | A     | 3 3/8               | 3 3/8               |                       |                     | 4 5/8   | 3           | 2,404                             | 8,113                                        |           |
| CONRAC                     | CAX             | N     | 36 1/4              | 38 3/8              | - 2 1/8               | - 5.53              | 39 3/8  | 27 1/8      | 1,259                             | 45,638                                       |           |
| GENERAL ELECTRIC           | GE              | N     | 68 3/4              | 68 3/4              |                       |                     | 70 3/4  | 58 1/4      | 182,128                           | 2,521,300                                    |           |
| HARRIS-INTERTYPE           | HI              | N     | 52 1/2              | 50 3/4              | + 1 3/4               | + 3.44              | 59      | 48 1/4      | 6,344                             | 333,060                                      |           |
| MAGNAVOX                   | MAG             | N     | 40                  | 44                  | - 4                   | - 9.09              | 52 1/4  | 40          | 17,476                            | 699,040                                      |           |
| 3M                         | MMM             | N     | 146 7/8             | 147 7/8             | - 1                   | - .67               | 149 5/8 | 129 1/4     | 56,281                            | 8,266,271                                    |           |
| MOTOROLA                   | MOT             | N     | 97 3/8              | 99 1/2              | - 2 1/8               | - 2.13              | 104 7/8 | 80          | 13,411                            | 1,305,896                                    |           |
| RCA                        | RCA             | N     | 38 1/4              | 40 1/4              | - 2                   | - 4.96              | 45      | 36 3/4      | 74,352                            | 2,843,964                                    |           |
| RSC INDUSTRIES             | RSC             | A     | 3 5/8               | 3 3/4               | - 1/8                 | - 3.33              | 4 3/8   | 2 7/8       | 3,458                             | 12,535                                       |           |
| TELEVISION                 | TIMT            | O     |                     | 9 1/4               |                       |                     | 13 3/4  | 6           | 1,050                             | 9,712                                        |           |
| WESTINGHOUSE               | WX              | N     | 53                  | 52 1/2              | + 1/2                 | + .95               | 54 7/8  | 43          | 86,927                            | 4,607,131                                    |           |
| ZENITH                     | ZE              | N     | 47                  | 48 1/8              | - 1 1/8               | - 2.33              | 50 1/2  | 41 3/8      | 19,025                            | 894,175                                      |           |
|                            |                 |       |                     |                     |                       |                     |         |             | TOTAL                             | 486,083                                      | 1,900,908 |
| GRAND TOTAL                |                 |       |                     |                     |                       |                     |         |             | 961,730                           | 20,569,140                                   |           |

Standard & Poor Industrial Average

121.89

122.93

- 1.04

A-American Stock Exchange  
M-Midwest Stock Exchange

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

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

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

## Fates&Fortunes®

### Broadcast Advertising

**John Chervokas**, VP and creative director, Grey Advertising, New York, appointed senior VP and executive creative director, McCann-Erickson there. He will head one of agency's three creative groups.

**Thomas Ong**, senior VP and creative director, Dancer-Fitzgerald-Sample, New York, joins Clyne Maxon there in similar capacity.

**James Curfman**, director of marketing, product manager and national sales manager, Clinton E. Frank, Chicago, named VP and account supervisor. **John Frede**, VP and management supervisor, Earle Ludgin & Co., Chicago, succeeds Mr. Curfman on Motorola account as

VP and account supervisor. **David Tracy**, media planner, Clinton E. Frank, Chicago, appointed media supervisor.

**Richard J. Kelliher**, VP for sales, Metro-media Producers Corp., New York, named VP, sales, Metromedia Radio there.

**Hal Riney**, VP and creative director, BBDO, San Francisco, named executive VP and creative director, Botsford Ketchum/Ketchum, MacLeod & Grove there.

**Glenn Giere**, VP, The Production Department, New York, TV-commercials producer, named president. He succeeds **James Hayes**, who joins Grey Advertising there.

**John J. Freymuller**, head of his own PR firm, Philadelphia, joins Harry P. Bridge Co., advertising and PR firm, there as VP for PR.

**Jerome R. Davis**, with Lawler Ballard Little Advertising, Norfolk, Va., named VP and director of client services.

**Robert F. Carney Jr.**, with station division sales staff, Blair Television, New York, appointed New York sales manager of ABC station affiliates selling group there. Mr. Carney succeeds **Neil Kennedy** who moves to sales manager of NBC affiliates group for Blair.

**Terrence S. Ford**, with local sales staff, WFAA-TV Dallas, appointed regional sales manager.

**Ed O'Berst**, director of marketing and

research, CBS Radio Spot Sales, New York, appointed director of sales planning and research, RKO Radio Representatives there.

**Theodore M. Gronek**, associated with St. Louis office of Peters, Griffin, Woodward, TV representative, appointed director of media and market research, Krupnick & Associates, agency here.

**James L. Ransom**, assistant account executive, Benton & Bowles, New York, joins Kenyon & Eckhardt there as account executive.

**Howard Englander**, copywriter, Knox-Reeves Advertising, Minneapolis, appointed associate creative director. **Shirley Ann Wirt**, media buyer, Grey Advertising, New York, joins Knox-Reeves in same capacity.

**Dean C. Gamanos**, **Gary DePaolo** and **Barry M. Weintraub** join Dancer-Fitzgerald-Sample, New York, as account executives. They were in similar capacity, respectively, with William Esty; Scali, McCabe and Sloves and Lennen & Newell, all New York.

**Roger Baron**, timebuyer, Leo Burnett Co., Chicago, appointed media supervisor.

**Bruce A. Lawrence**, sales manager, WROW-AM-FM Albany, N.Y., appointed local sales manager, WTNH-TV New Haven, Conn.

**Mark Conrad**, former sales representative with Southern division, Katz Agency, TV representative, New York, appointed sales manager, WFRC-TV Greenville, S.C.

**Robert Baker**, account representative, Storer Television Sales, New York, appointed national sales manager, WSPD-TV Toledo, Ohio. **Doug Simm**, local sales manager, WSPD-TV, appointed general sales manager.

**Bruce A. Houston**, former president and general manager of WPAW(AM) Syracuse, N.Y., appointed general sales manager, WRC-AM-FM, Washington.

**Jim Lavelle**, former Atlanta manager, Katz Agency radio sales, appointed general sales manager, WKLS(FM) here.

## The Media

**Ieber H. Smith**, general manager of NBC-owned KNBR-AM-FM San Francisco, named VP of NBC Radio division.

**Russ Stewart**, senior VP, Field Enterprises, Chicago, named executive VP and general manager of its WFLD-TV here. He succeeds **E. H. Shomo** who died April 15 (see page 55).

**Ken Dowe**, director of national operations for McLendon station group, Dallas, assumes additional duties as general manager of its KNUS(FM) there.

**Nat Asch**, VP and general manager of Metromedia's KMET(FM) Los Angeles, named to new post of VP for creative services for Metromedia Radio, West Coast. **David Moorhead**, VP and general manager of Metromedia's WMMR-

## Screen Gems revamps

In reorganization of its West Coast studio production operation, Screen Gems has elevated Art Frankel from VP, business affairs to newly created post of VP in charge of studio affairs. **Henry Colman**, VP of current programming for Paramount TV, Hollywood, resigns to join Screen Gems in similar position. **Robert Lovenheim** and **Joseph Goodson** have been named to head newly established department of program development. Mr. Lovenheim as director of dramatic and long-form program development and Mr. Goodson as director of comedy and short-form program development. New production setup has been in making since **Leonard Goldberg** resigned as VP in charge of production earlier in year (BROADCASTING, Jan. 17).

(FM) Cleveland, succeeds him at KMET.

**John L. Russell**, city controller, Ithaca, N.Y., joins Roy H. Park Broadcasting there as VP for finance. He succeeds **Robert A. Patterson** who resigns with no future plans announced.

**Joseph Hudgens**, VP for programs, KRNT-TV Des Moines, Iowa, and **J. W. Sneller**, chief engineer, KRNT-TV, elected VP's of KRNT broadcast division of Cowles Communications, comprising KRNT-AM-FM-TV.

**Phyllis M. Lauletta**, personal secretary to Ward Quaal, president, WGN Continental Broadcasting Co., Chicago, elected assistant secretary of company. Mrs. Lauletta's appointment was made coincident with that of **E. Boyd Seghers Jr.** as VP of WGN Continental Broadcasting (BROADCASTING, April 17).

**Richard Zell**, with Palmer Broadcasting, Naples, Fla., joins Daniels & Associates, Denver-based CATV firm, as VP. **Ed Dart**, former associate director, Texas Cable Television Association, named VP and manager of Daniel's Southwest divisional office, Dallas.

**Thomas H. Anderson**, president, FCB Cablevision, Irvine, Calif., subsidiary of Foote, Cone & Belding Communications, named chairman. **Byron W. Mayo**, VP and management supervisor, FC&B, San Francisco, named president and chief operating officers of FCB Cablevision.

**Keith Burcham**, VP and general manager, Coachella Valley Television, cable system, Palm Desert, Calif., joins newly formed Cablevision Properties, Denver, as president.

**Donald O. Williams**, VP and general manager, Mission CATV, San Diego, named VP of California Community Television Association.

**F. Calvin Louderback**, assistant VP of New Jersey Manufacturers Association, Trenton, N.J., appointed to New Jersey Public Broadcasting Authority there, which operates New Jersey's public and educational TV system.

**Peter M. Lancellotti**, sales manager,

WPAW(AM) East Syracuse, N.Y., appointed general sales manager.

**Horace F. Wilhelm**, general sales manager, WFBR(AM) Baltimore, appointed assistant treasurer.

**Alexander Lobeck**, general sales manager, KBLU-AM-TV Yuma, Ariz., appointed station manager, WEAU-AM-FM Evanston, Ill.

**Dino Ianni**, general manager, WKYC-AM-FM Cleveland, appointed to similar position with KOSI-AM-FM Aurora, Colo.

**Glenn A. Tryon**, general manager, WQBS-AM-FM San Juan, WPRP-AM-FM Ponce, and WORA-AM-FM-TV Mayaguez, all Puerto Rico, appointed manager, WKYO(AM) Caro, Mich.

**Billy Foxx** formerly with WHAT(AM) Philadelphia, appointed manager of noncommercial WRTI-FM there.

## Programing



**Mr. Tannenbaum** He was appointed production chief last May.

**John L. Angier**, attorney for ABC Circle Entertainment, Hollywood, part of ABC-TV program department, promoted to director, business affairs for unit which is responsible for production of network's *Movie of the Week*, *Movie of The Weekend* and two-hour features.

**Daniel B. Aron**, national sales manager, No Soap Radio, New York, named executive VP for sales of radio-TV commercial sound-track operator.

**Albert J. Sicignano**, executive assistant to VP in charge of worldwide sales and distribution, ABC Pictures, named VP.

**Louis A. Falcigno**, manager of operations and planning and director of network operations, Management Television Systems, New York-based closed-circuit TV firm, joins Spanish International Network there as VP for operations of its worldwide closed-circuit telecasts.

**Leonard B. Kaufman**, producer of TV series *O'Hara, U.S. Treasury*, appointed executive producer of worldwide closed-circuit telecasts for Spanish International Network, beginning with *Le Mans Classic*, June 10-11.

**Ross Donaldson**, VP, program development, West Coast, Los Angeles, KNBC-TV resigns after 21 years with NBC network to form R and R Productions, Hollywood, independent production operation.

**Terry J. Donohue**, production unit manager, National Educational Television, New York, joins National Teleproduc-



tion Corp., Indianapolis, as director of operations.

**Ron Fell**, music director and production coordinator, KNBR-AM-FM San Francisco, appointed program manager.

**Leonard S. Sanna**, film supervisor, WTNH-TV New Haven, Conn., appointed production manager.

**Jeffrey Hark**, production manager, WLYH-TV Lancaster-Lebanon, Pa., appointed to similar position with WFBG-TV Altoona, Pa. **Philip Gay**, production manager, Park City Communications, subsidiary of WLYH-TV, succeeds Mr. Hark.

**Robert L. Collins**, director of programming, WRIT(AM)-WFWO(FM) Milwaukee, assumes additional duties as VP. **Bob Sherwood**, air personality and promotion director, WRIT, appointed assistant program director.

## Broadcast Journalism

**John Bennett**, regional membership executive for AP in Washington state, Oregon and Idaho, appointed broadcast executive for AP's Western division, succeeding **Thomas P. Coleman**, who retires after 20 years of AP service.

**Mike Stein**, news director, WNEW(AM) New York, appointed news manager for ABC's American Entertainment Radio Network.

**Lois Craddock**, former anchorman, WLWT(TV) Cincinnati, appointed to similar position with WKYC-TV Cleveland.

**J. Spencer Kinard**, news manager, KSL-AM-FM-TV Salt Lake City, appointed news director. He succeeds **Ted Capener** who becomes Washington correspondent for stations' licensee, Bonneville International Corp. Mr. Capener succeeds **Wes Vernon** who earlier this month joined CBS Radio News.

**Richard H. Briggs**, news director, WRDQ-TV Augusta, Ga., appointed to similar position with WSPA-AM-FM-TV Spartanburg, S.C.

**Barbara Matusow**, former reporter and assignment editor, CBS News, New York, joins WNBC-TV there as news writer. **Tim Knight**, who produced public affairs series for WNET(TV) New York, joins WNBC-TV as news writer.

**Bill Willis**, newsman, WCAP-TV Dallas-Fort Worth, appointed assistant for public affairs.

**Colin Dougherty**, with news staff, KJEO(TV) Fresno, Calif., appointed news director.

**Mike Patrick**, sportscaster, WJXT(TV) Jacksonville, Fla., appointed sports director.

**Marilyn Mitchell**, producer at KGBS(AM) Los Angeles, appointed to newly created post of consumer affairs editor.

**Robert Navias**, newsman with WNAE(AM) Bridgeport, Conn., appointed sports director.

**Jack Nigro**, sports director, noncommercial WRTI-FM Philadelphia, joins WYSP(FM) there in similar capacity.

**Bill Johnson**, news director, KIXL-AM-FM Dallas, joins KMBZ(AM)-KMBR(FM) Kansas City, Mo., in similar capacity.

## Music

**Roger Karshner**, VP-promotion, Capitol Records, Hollywood, appointed director of music development for Hanna-Barbera Productions, North Hollywood, Calif.

**Madge Bruner**, formerly with University of Florida music center, Gainesville, joins noncommercial WJCT(FM) Jacksonville, Fla., as music director.

**Carolyn Machado**, assistant music director, KRLA(AM) Pasadena (Los Angeles), Calif., appointed music director.

**Chris Feder**, in private business, New York, appointed music director, WLIR(FM) Garden City, N.Y.

## Promotion

**James A. Folsom**, associate producer and PR director of Arthur Godfrey radio series, appointed co-manager of station services for Television Information Office, New York. Mr. Folsom will cover New England, southeast, south central and mountain states, Maryland and District of Columbia. **Harry Levinson** is TIO's manager for rest of country.

**Laurence Frank**, New York press representative for Metro-Goldwyn-Mayer, appointed New York advertising and publicity manager.

**Tom Jones**, editor, *Homebuyers* magazine, Los Angeles, joins Edward Shaw & Associates, PR firm, Beverly Hills, Calif., as account executive.

**Arnold D. Wallace**, with WCAU-TV Philadelphia, appointed manager of community relations.

**Sue Smith**, assistant promotion manager, WKRC-TV Cincinnati, appointed promotion manager. **Maye Johnson**, with news staff, WCIN(AM) Cincinnati, joins WKRC-TV as public service director. **Pat Cross**, with First National Bank of Cincinnati, joins WKRC-TV as assistant public service director.

## Equipment & Engineering

**Caywood C. Cooley Jr.**, formerly with Jerrold Electronics, Philadelphia-based broadcast and CATV equipment manufacturer, joins Magnavox Co., Manlius, N.Y., as VP of CATV division. **Daniel**

## Macdonald recovering

**Representative Torbert Macdonald** (D-Mass.), chairman of House Communications Subcommittee, underwent surgery last Monday (April 17) in Massachusetts General hospital after complications developed from earlier surgery performed April 7. Original operation was to remove intestinal polyps which doctors said were benign. Date of Mr. Macdonald's return to his office is unknown.

**J. Morgan**, professional placement and personnel administration supervisor, Magnavox Co., Fort Wayne, Ind., appointed manager, industrial relations, Magnavox CATV Division, Manlius.

**William V. Watkins**, sales engineer for Altec Lansing Co., New York, joins JBL professional equipment division, James B. Lansing Sound Inc., Los Angeles, as Eastern regional sales engineer.

**R. Dave Thompson**, field administrator, University Sound division of LTV Ling Altec, Oklahoma City, appointed sales manager for University Sound and Altec Lansing, Anaheim, Calif.

**Jerrold P. Gunderson**, marketing supervisor, closed-circuit TV, General Electric, New York, appointed to newly created position of sales manager for GE's video display equipment operation.

**Dean Scott**, general manager, Gerity Cablevision, Bay City, Mich., joins TM Communications of Florida, Tampa-based CATV operator, as director of engineering for state.

**Thomas V. Johnson** and **John A. Nast**, with technical staff, WJRT-TV Flint, Mich., appointed technical chiefs.

**Jerry Goroway**, national sales manager Audio Dynamics, New Milford, Conn., joins Benjamin Electronic Sound Co. Farmingdale, N.Y., as national sales manager for its Elac/Miracord automatic turntable and Elac cartridge line.

## Allied Fields

**Leonard H. Goldenson**, chairman of ABC Inc., re-elected chairman of United Cerebral Palsy Association, of which he was a co-founder.

**Irwin S. Elyn**, chief, transfer branch FCC's Broadcast Bureau, Washington has joined National Association of Broadcasters there as assistant general counsel. Mr. Elyn joined FCC in 1963 NAB legal department now consists of **John Summers**, general counsel, and two assistant general counsels—**Louis Knight** and Mr. Elyn.

**Neal K. McNaughten**, chief of communication systems branch in FCC emergency communications division Washington, appointed chief of commission's rules and standards division. He succeeds **Harold Kassens**, appointed assistant chief of FCC Broadcast Bureau (BROADCASTING, Feb. 14). Mr. McNaughten for past six months has been assistant to Executive Director **John A. Torbet**, in an advisory capacity to broadcasters on phase II economic procedures.

**Harry Fine**, assistant chief of research division, FCC office of chief engineer appointed chief engineer in charge of research.

**Representative John Brademas** (D-Ind.) will receive Recording Industry Association of America's fourth annual cultural award for leadership in Congress in fields of education, the arts and humanities. Award will be presented April 25 dinner in Washington.

## Deaths



**Edgar T. Bell, 79**, pioneer broadcaster and former executive VP and general manager, KWTW-TV, Oklahoma City, died April 15 at his home there after lengthy illness. Mr. Bell began career in broadcasting in

1928 as general manager of WKY(AM) Oklahoma City. In 1935 he also assumed general managership of KJZ(AM) Denver. Both stations then were owned by Oklahoma Publishing Co., one of first newspaper

owners to enter broadcast field. Mr. Bell became executive VP and general manager of KWTW when it went on air in 1953 and held post until health reasons forced retirement in 1968. He is survived by his wife, Betty, and one daughter.



Mr. Shomo

**E. H. (Ernie) Shomo, 64**, president of Field Communications Corp. and general manager of its WFLD-TV Chicago, died April 15 at his home in Glenview, Ill., of heart attack. Before becoming Field president in 1967, he

had been VP of CBS Radio and general manager of WBBM-AM-FM Chicago. He joined CBS in 1936. Mr. Shomo is survived by his wife, Lorraine, one daughter, one son and one stepson.

**Martin E. Pinsker, 45**, director of programming, CBS Radio, died April 13 in Lenox Hill hospital, New York, where he was undergoing tests for heart operation. He joined CBS Radio in 1957 and held various program-executive posts.

**Clair B. Russell, 58**, retired engineer, Voice of America, Washington, died April 13 at Medical College of Virginia hospital, Richmond, Va., of cancer. Mr. Russell is survived by his wife, M. Elizabeth, two daughters and two sons.

## ForTheRecord

As compiled by BROADCASTING, April 11 through April 18, 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—direction antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational. HAAT—height of antenna above average terrain. CARS—community antenna relay station.

### New TV stations

#### Rulemaking action

■ Melbourne, Fla.—FCC proposed amendment of table of assignments for TV stations to substitute ch. 56 for ch. 31 at Melbourne.

#### Call letter applications

- Coast Community College District, Huntington Beach, Calif.—Seeks \*KOCE-TV.
- Redwood Empire Broadcasting Co., Santa Rosa, Calif.—Seeks KFTY-TV.
- Virginia Broadcasting Corp., Charlottesville, Va.—Seeks WVIR-TV.

#### Call letter action

■ Maryland Public Broadcasting Commission, Hagerstown, Md.—Granted \*WWPB-TV.

### Existing TV stations

#### Final actions

■ John W. Pettit, FCC general counsel, in response to request by NBC, extended to April 17 time for NBC to respond to commission's interim memorandum opinion and order on remand released Feb. 22. Commission had requested NBC to submit its current plans for making time available for presentation of opposing viewpoint to certain advertisements for large-engine automobiles and leaded gasoline presently carried on WNBC-TV New York. Action April 11.

■ San Francisco—FCC granted waiver of rules to Bay Area Educational Television Association (\*KQED-TV) ch. 9 and \*KQEC-TV ch. 12 (San Francisco) for period of time ending July 5. Action April 5.

■ \*WMBE-TV Orono, and satellite stations at Presque Isle and Calais, all Maine—FCC granted University of Maine (\*WMBE-TV ch. 12 and its satellite stations WMEM-TV ch. 10 Presque Isle and WMED-TV ch. 13, Calais) rule waivers per-

mitting three stations to use joint station identification for 90 days, through July 5 and to maintain one program log at WMBE-TV for all three stations. Action April 5.

■ KDUH-TV ch. 4, Hay Springs, Neb.—Broadcast Bureau granted CP to install aux. trans. at main trans. and ant. location. Action April 10.

#### Action on motion

■ Hearing Examiner Isadore A. Honig in Montgomery, Ala. (Alabama Educational Television Commission) for renewal of licenses for \*WAIQ-TV, set certain procedural dates and postponed hearing to Aug. 9 at location in Birmingham, Ala., to be announced later. (Docs. 19422-30). Action March 29.

#### Other actions

■ Review board in New York TV proceeding, granted motion by Forum Communications Inc. for extension of time to May 5 to file oppositions to motion by WPIX Inc. to enlarge issues. Applications of WPIX Inc., for renewal of license of WPIX-TV ch. 11 and of Forum Communications Inc., for new station to operate on ch. 11 at New York, were set for hearing by commission in order released Oct. 28, 1969 (Docs. 18711-2). Action April 12.

■ Review board in Ponce, Puerto Rico, TV proceeding granted Ponce Television Corp. (WRIK-TV Ponce, extension of time to May 10 to file responsive pleadings to petition by WAPA-TV Broadcasting Corp., ch. 4 San Juan, to enlarge issues. Proceeding involves application of Ponce Television to change authorized facilities of WRIK-TV (Doc. 19459). Action April 12.

■ Review board in San Juan, Puerto Rico, TV proceeding, granted petition by Radio San Juan Inc. to amend its application and file copy of

agreement for sale of WRSJ-TV Bayamon. Initial decision released Feb. 23 proposed denial of application of Radio San Juan to increase power, and for change in city of assignment from Bayamon to San Juan (Doc. 17574). Action April 12.

### New AM stations

#### Actions on motions

■ Hearing Examiner Basil P. Cooper in Eureka, Calif. (Phil D. Jackson, et al.) AM proceeding, granted request by Hansen and continued hearing to April 17; set certain procedural dates (Docs. 19294-6). Action March 30.

■ Hearing Examiner Frederick W. Dennison in Circleville, Ohio (George E. Worstell and Circleville Broadcasting Co.) AM proceeding, granted joint petition of Worstell and Circleville; approved reimbursement to Worstell of \$16,500 and dismissed with prejudice his application. (Docs. 18856, 18858). Action March 30.

#### Other actions

■ Review board in Mount Pleasant, Iowa, AM proceeding, denied petition by Pleasant Broadcasting Co. to enlarge issues against BCST Co. of Iowa. In same action board granted petition by BCST to amend its application. Proceeding involves mutually exclusive applications of Pleasant, BCST and Chariton Radio Co. for new AM at Mount Pleasant and Chariton, both Iowa. (Docs. 18594-6). Action April 12.

■ Review board in Natick, Mass., AM proceeding, granted Natick Broadcast Associates Inc. extension of time to April 27 to file exceptions to initial decision released March 14, 1972. Initial decision proposed grant of application of Home Service Broadcasting Corp. for new AM to op-

## EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
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New York—60 East 42nd St., New York, N.Y. 10017

212-687-4242  
West Coast—P.O. Box 218, Carmel Valley, California 93924  
408-375-3164

## Summary of broadcasting

Compiled by FCC April 1, 1972

|                      | Licensed | On air STA* | CP's | Total on air       | Not on air CP's | Total authorized   |
|----------------------|----------|-------------|------|--------------------|-----------------|--------------------|
| Commercial AM        | 4,343    | 3           | 18   | 4,364              | 57              | 4,421 <sup>1</sup> |
| Commercial FM        | 2,278    | 1           | 49   | 2,328 <sup>2</sup> | 14              | 2,442              |
| Commercial TV-VHF    | 503      | 2           | 6    | 511 <sup>3</sup>   | 14              | 525 <sup>2</sup>   |
| Commercial TV-UHF    | 181      | 0           | 7    | 188 <sup>3</sup>   | 66              | 254 <sup>3</sup>   |
| Total commercial TV  | 684      | 2           | 13   | 699                | 80              | 779                |
| Educational FM       | 482      | 1           | 17   | 500                | 78              | 578                |
| Educational TV-VHF   | 86       | 3           | 0    | 89                 | 2               | 91                 |
| Educational TV-UHF   | 115      | 0           | 8    | 123                | 11              | 134                |
| Total educational TV | 201      | 3           | 8    | 212                | 13              | 225                |

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes 15 educational stations.

<sup>3</sup> Indicates four educational stations on nonreserved channels.

erate on 1060 khz at Natick and denial of competing application of Natick Broadcast Associates Inc. (Docs. 18640-1). Action April 12.

■ Review board in Salem-West Derry, N.H., AM proceeding granted motion by New Hampshire Broadcasting Corp. for extension of time to April 17 to file reply to oppositions to its petition to enlarge issues. Proceeding involves applications of Salem Broadcasting Co., New Hampshire Broadcasting, Salem and Spacetown Broadcasting Corp., all West Derry, for new AMs (Docs. 19434-6). Action April 12.

■ Review board in Amarillo, Tex., AM proceeding, granted request by Broadcast Bureau for extension of time to April 24 to file responses to petition by North Texas Enterprises Inc., Amarillo, to enlarge issues. Proceeding involves applications of North Texas Enterprises Inc., Caprock Radio Inc., Panhandle Broadcasting Inc., Ozona Broadcasting Co., Friend Radio Inc., and Desert Radio for new AM to operate on 1090 khz in Amarillo, Lubbock, Plainview, and Ozona, all Texas, and Clovis and Las Cruces, both New Mexico. (Docs. 19453-8). Action April 13.

### Call letter application

■ Clark Broadcasting Co., Waterloo, Iowa—Seeks KLEU.

### Call letter action

■ Zaba Radio Corp., Ponce, Puerto Rico—Granted WZBS.

## Existing AM stations

### Final actions

■ WFTL Fort Lauderdale, Fla.—Broadcast Bureau granted CP to change ant. trans. site to east side of Northwest 21st Avenue, approximately 430 ft. south of Northwest 22nd Street, approximately 0.2 miles west of Fort Lauderdale; install new trans.; remote control permitted; conditions. Action April 12.

■ WORL Orlando, Fla.—Broadcast Bureau granted CP to install new aux. trans. to be operated by remote control from main studio location. Action April 12.

■ WCMR Elkhart, Ind.—FCC granted application by Progressive Broadcasting System Inc. (WCMR) to increase N power. Action April 5.

■ KJIN Houma, La.—Broadcast Bureau granted CP to change trans. site to Lamar Street near Highway 90 South, Houma; make changes in ant. system; remote control permitted; conditions. Action April 12.

■ WNJR Newark N.J.—FCC allotted applicants for license to operate facilities now occupied by WNJR 90 days to join group now operating station under interim authority. Action April 10.

■ WISE Asheville, N.C.—Broadcast Bureau granted CP to install new alt. main (N) and aux. (D) trans. to be operated by remote control from main studio location. Action April 12.

■ KOKN Pawhuska, Okla.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 513-A Kihekah Street, Pawhuska; conditions. Action April 12.

■ KRBC Abilene, Tex.—Broadcast Bureau granted CP to install new aux. trans. and operate by remote control from main studio site. Action April 12.

KODA and approved its application. Action Broadcasting Co. for reconsideration of action

returning its application for change of hours of KODA(AM) and approved its application. Action April 5.

■ KBKW Aberdeen, Wash.—Broadcast Bureau granted CP to install new aux. trans. Action April 12.

### Other action

■ Review board in Golden, Colo., AM proceeding, scheduled oral argument for May 2 before panel of review board on exceptions and briefs to initial decision in proceeding on application of Voice of Reason Inc. for temporary and permanent authority to operate KICM Golden. (Doc. 18710). Action April 10.

### Fines

■ KDEO El Cajon, Calif.—FCC notified Metro Communication Inc. (KDEO) of apparent liability of \$3,000 for willful or repeated failure to make proper sponsorship announcements for commercial matter broadcast in violation of Section 317 of the Communications Act of Commission rules during period from April 12 to April 20. Action April 5.

■ WWCC Bremen, Ga.—FCC notified Bremen Radio Co. (WWCC) that it has incurred apparent liability in amount of \$3,000 for violation of Communications Act by prearranging or pre-determining outcome of contest. Action April 5.

### Rulemaking action

■ FCC adopted amendments to AM rules which will restrict degree of modulation which may be employed by AM trans. (Doc. 18867). Action April 5.

### Call letter applications

■ WLYB Albany, Ga.—Seeks WQDE.

■ KBMI Henderson, Nev.—Seeks KSPY.

■ WSLs Roanoke, Va.—Seeks WSLC.

■ WMIL Milwaukee—Seeks WZUU.

■ KCGO Cheyenne, Wyo.—Seeks KCHY.

### Call letter actions

■ WRHC Jacksonville, Fla.—Granted WERD.

■ WXTR Pawtucket, R.I.—Granted WNGG.

## New FM stations

### Applications

■ \*Walnut, Calif.—Mount San Antonio Community College District. Seeks 90.1 mhz, HAAT does not apply. P.O. address 1101 North Grand Avenue, Walnut 91789. Estimated construction cost \$9,975; first-year operating cost \$1,300; revenue none. Principals: William B. Temple, Lance D. Smith, et al. Mr. Temple is president, board of trustees. Mr. Smith is vice president, board of trustees. Ann. April 6.

■ Middleton, R.I.—Bay Broadcasters Inc. Seeks 107.1 mhz, 3 kw, HAAT 300 ft. P.O. address Emerson Road, Jamestown, R.I. 02835. Estimated construction cost \$63,928; first-year operating cost \$56,739; revenue \$63,800. Principals: Louis C. Adler (50%) and Ronald L. Hickman (50%). Mr. Adler is news broadcaster for WCBs(AM) New York. He is also 50% owner of WKFD(AM) Wickford R.I. Mr. Hickman is 50% owner of WKFD. Action March 23.

■ Floresville, Tex.—Alfonso Bazan Gonzalez. Seeks 94.3 mhz, 3 kw, HAAT 99 ft. P.O. address 431 Grosvenor, San Antonio, Tex. 78221. Estimated construction cost \$15,000; first-year operating cost \$21,900; revenue \$27,280. Principle: Alfonso Bazan Gonzalez (100%). Mr. Gonzalez is sole owner of Freeway Motors Inc., San Antonio. Ann. April 6.

### Final actions

■ Bangor, Me.—FCC denied application by Bangor Broadcasting Corp. for review of review board order (released Dec. 30, 1971) denying Bangor's petition to enlarge issues against Penobscot Broadcasting Corp. in proceeding involving mutually exclusive applications of Bangor and Penobscot for new FM in Bangor. (Docs. 19165-6). Action April 5.

■ Lewiston, Me.—Stereo Corp., Broadcast Bureau granted 107.5 mhz, 50 kw, HAAT 470 ft. P.O. address 312 Pine Street, Lewiston 04240. Estimated construction cost \$65,452; first-year operating cost \$29,802; revenue \$30,000. Principals: Edward F. Bock (99%) and James I. Mitchell (1%). Mr. Bock is partner in Peat, Marwick, Mitchell, accounting firm, Cedar Rapids, Iowa. He is also treasurer and 50% owner in Hawkeye Plaza Inc., of Auke Bay Sportsmen's Club Inc., Reno. Action Cedar Rapids. Mr. Mitchell is secretary treasurer March 27.

### Actions on motions

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Publishing Company, et al.) FM proceeding, granted request of Auburn and Monroe County Broadcasting and extended to April 10, time to file proposed findings of fact and conclusions of law and to April 24, time to file reply (Docs. 18674-6). Action March 28.

■ Hearing Examiner Herbert Sharfman in Southern Pines, N.C. (William R. Gaston and The Sandhill Community Broadcasters Inc.), FM proceeding, rescheduled hearing for May 22. (Docs. 19349-50). Action March 29.

### Call letter applications

■ Salinas Union High School, Salinas, Calif.—Seeks \*KAUG(FM).

■ Christian Fellowship Mission, Sarasota, Fla.—Seeks WKZM(FM).

■ Radio Albany Inc., Albany, Ga.—Seeks WWCW(FM).

■ University of Georgia, Athens, Ga.—Seeks \*WUOG(FM).

■ Radio Free Georgia Broadcasting Foundation, Atlanta—Seeks \*WRFG(FM).

■ William Joseph Dunn, Lowell, Ind.—Seeks WLCL-FM.

■ Kirkwood Community College, Cedar Rapids, Iowa—Seeks \*KCCF-FM.

■ Manhattan Broadcasting Co., Manhattan, Kan.—Seeks KMKF(FM).

■ OEA Broadcasting Co., Williamsport, Md.—Seeks WYII(FM).

■ Rivers Country Day School, Rivers, Mass.—Seeks \*WRSB(FM).

■ Stereo Broadcasting Inc., Duluth, Minn.—Seeks KPIR(FM).

■ KMOM Inc., Great Falls, Mont.—Seeks KNUW(FM).

■ Nassau College Association Inc., Garden City, N.Y.—Seeks \*WHPC(FM).

■ American Christian College, Tulsa, Okla.—Seeks KBJH(FM).

■ Klamath Broadcasting Co., Klamath Falls, Ore.—Seeks KAGM(FM).

■ North Myrtle Beach Broadcasting Corp., North Myrtle Beach, S.C.—Seeks WNMB(FM).

■ Southwestern Inc., Memphis—Seeks \*WLYX(FM).

■ Utah School District, Vernal, Utah—Seeks \*KUIB(FM).

### Call letter actions

■ Jimmy E. Woodard, Talladega, Ala.—Granted WHTB(FM).

■ The University of Alabama, Tuscaloosa, Ala.—Granted \*WUAL-FM.

■ Ashdown Broadcasters Inc., Ashdown, Ark.—Granted KMLA(FM).

■ Illinois Eastern Junior College, Mount Carmel, Ill.—Granted \*WVJC-FM.

■ Rochelle Broadcasting Co., Rochelle, Ill.—Granted WRHL-FM.

■ Hutchinson Community Junior College, Hutchinson, Kan.—Granted \*KHCC-FM.



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■ School Board of Brunswick, Maine, Brunswick, Me.—Granted \*WBHS(FM).  
 ■ Harford Community College, Bel Air, Md.—Granted \*WHFC(FM).  
 ■ Appalachian State University, Boone, N.C.—Granted \*WASU-FM.  
 ■ Roanoke Christian School, Roanoke Rapids, N.C.—Granted \*WPGT(FM).  
 ■ Mandaree School, Mandaree, N.D.—Granted \*KRSS(FM).  
 ■ Maumee Valley Broadcasting Inc., Napoleon, Ohio—Granted WNDH(FM).  
 ■ Southeastern State College, Durant, Okla.—Granted \*KHIB(FM).  
 ■ South Carolina Educational Television Commission, Greenville, S.C.—Granted \*WEPR(FM).  
 ■ West Texas State University, Canyon, Tex.—Granted \*KWTS(FM).  
 ■ Lubbock Independent School District, Lubbock, Tex.—Granted \*KSLD(FM).  
 ■ KXLE Inc., Ellensburg, Wash.—Granted KXLE-FM.  
 ■ Stewards of Sound Radio Co., Ladysmith, Wis.—Granted WWIB(FM).

## Existing FM stations

### Final actions

■ KLAZ(FM) Little Rock, Ark.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action April 7.  
 ■ KPSE(FM) San Diego—Broadcast Bureau granted license covering changes: ERP 50 kw; ant. height 185 ft. Action April 11.  
 ■ KLZ-FM Denver—Broadcast Bureau granted request for SCA. Action April 12.  
 ■ WCRA-FM Effingham, Ill.—Broadcast Bureau granted license covering changes: ERP 50 kw; ant. height 480 ft. Action April 7.  
 ■ WTAY-FM Robinson, Ill.—Broadcast Bureau granted CP to install new trans. and ant.; make changes in ant. system; ERP 3 kw; ant. height 245 ft.; condition. Action April 11.  
 ■ WCBK-FM Martinsville, Ind.—Broadcast Bureau granted CP to install new alt. main trans. Action April 12.  
 ■ WCTW-FM New Castle, Ind.—Broadcast Bureau granted CP to install new trans.; ERP 10 kw. Action April 7.  
 ■ KHAK-FM Cedar Rapids, Iowa—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action April 11.  
 ■ KUDL-FM Kansas City, Kan.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw; ant. height 240 ft.; remote control permitted. Action April 11.  
 ■ WMAR-FM Baltimore—Broadcast Bureau granted license covering changes; ERP 29 kw horiz. and 27 kw vert.; ant. height 620 ft. Action April 11.  
 ■ WRIO-FM Cape May, N.J.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 145 ft. Action April 11.  
 ■ WORC-FM Rochester, N.Y.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 50 kw; ant. height 400 ft. Action April 7.  
 ■ \*WCLH(FM) Wilkes-Barre, Pa.—Broadcast Bureau granted CP to change trans. location to four miles south on Penobscot Knob. Wilkes-Barre; make changes in ant. system; ERP 175 w.; ant. height 1,020 ft.; remote control permitted. Action April 12.  
 ■ WLAC-FM Nashville—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 159 4th Avenue, Nashville, for aux. purposes only. Action April 11.  
 ■ KDNT-FM Denton, Tex.—Broadcast Bureau granted license covering changes; ERP 100 kw horiz. and 44 kw vert.; ant. height 265 ft. Action April 7.  
 ■ KFWD(FM) Fort Worth—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1,420 ft. Action April 7.  
 ■ WFFV(FM) Front Royal, Va.—Broadcast Bureau granted mod. of permit to change trans. location; change trans. and ant. system; ant. height 340 ft. Action April 11.

### Action on motion

■ Chief, Office of Opinions and Review, in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN(FM)] and Communicom Media), FM proceeding, dismissed petition by WHCN Inc. without prejudice to filing of pleading showing good cause and requesting acceptance of late-filed petition for reconsideration at such time as it may become appropriate. (Docs. 18805-6). Action March 30.

## Rulemaking action

■ WXYR(FM) Columbia, S.C.—FCC ruled that identification should be made if "musical selection" ends within required four-minute leeway period allowed for identification on hour and half hour, in response to request by Frank D. Ward Inc., (WXYR(FM) Columbia) for declaratory ruling on whether broadcast of group of four to six musical selections should be treated as "musical selection" under station identification rules, and therefore need not be interrupted for required station identification. Action April 5.

## Call letter applications

■ WMOB-FM Mobile, Ala.—Seeks WABB-FM.  
 ■ KMPX(FM) San Francisco—Seeks KXYC(FM).  
 ■ WDEC-FM Americus, Ga.—Seeks WIPE(FM).  
 ■ WRMN-FM Elgin, Ill.—Seeks WJKL(FM).  
 ■ KNIR-FM New Iberia, La.—Seeks KDEA(FM).  
 ■ KEEL-FM Shreveport, La.—Seeks KMBQ(FM).  
 ■ WSEO-FM Kalamazoo, Mich.—Seeks WQLR(FM).  
 ■ WMOU-FM Berlin, N.H.—Seeks WXLQ(FM).  
 ■ WMLP(FM) Franklin, N.J.—Seeks WSUS(FM).  
 ■ WSOQ-FM North Syracuse, N.Y.—Seeks WEZG(FM).  
 ■ WHNC-FM Henderson, N.C.—Seeks WXNC(FM).  
 ■ WGLN(FM) Sylvania, Ohio—Seeks WXEZ(FM).  
 ■ KTOD-FM Sinton, Tex.—Seeks KMIO(FM).  
 ■ WSLS-FM Roanoke, Va.—Seeks WSLC-FM.  
 ■ WMVM(FM) Milwaukee—Seeks WZUU-FM.

## Call letter actions

■ WGEE-FM Indianapolis—Granted WXTZ(FM).  
 ■ WLEX-FM Lexington, Ky.—Granted WLEX(FM).  
 ■ WWOM(FM) New Orleans—Granted WIXO(FM).  
 ■ WWMT-FM Mount Washington, N.H.—Granted WWMT(FM).  
 ■ WHRF-FM Riverhead, N.Y.—Granted WRCN-FM.  
 ■ WYFM(FM) Charlotte, N.C.—Granted WEZC(FM).  
 ■ WAEF(FM) Cincinnati—Granted WLQA(FM).  
 ■ KRMG-FM Tulsa, Okla.—Granted KWEN(FM).  
 ■ WATO-FM Oak Ridge, Tenn.—Granted WUUU(FM).  
 ■ KELT-FM Harlingen, Tex.—Granted KELT(FM).  
 ■ WVLE(FM) Kaukauna, Wis.—Granted WKAU-FM.  
 ■ \*WSUS(FM) Stevens Point, Wis.—Granted \*WWSP(FM).

## Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and co-terminating auxiliaries and SCA when appropriate: KBYG(AM) Big Springs, KDNT(AM) Denton, both Texas; KEXS(AM) Excelsior Springs, Mo.; KIKX(AM) Tucson, Ariz.; KLVI and KBPO(FM) Beaumont, Tex.; KPEN(FM) Los Altos, Calif.; WEEF(AM) Highland Park, Ill.; WEZE(AM) Boston; WFEA(AM) Manchester, WFTN(AM) Franklin, both New Hampshire; WICE(AM) Providence, R.I.; WICH-FM Norwich, Conn.; WMOU-FM Berlin, N.H.; WNRI(AM) Woonsocket, R.I.; WRCH-FM New Britain, Conn.; \*WRJR(FM) Lewiston, Me.; WTAW-AM-FM College Station, Tex. Action April 10.  
 ■ Broadcast Bureau granted renewal of licenses for following stations and co-terminating aux. and SCA when appropriate: KBER(AM) San Antonio, Tex.; KFBC-AM-FM Cheyenne, Wyo.; KIKK-AM-FM Pasadena, Tex.; KIXI-FM Seattle; KKGf(AM) Great Falls, Mont.; KRSB(FM) Roseburg, and KSWB(AM) Seaside, both Oregon; KWG(AM) Stockton, Calif.; WADK(AM) Newport, R.I.; WDCD(TV) Adams, Mass.; WDLF(AM) Panama City, Fla.; WERI-AM-FM West-erly, R.I.; WRYM(AM) New Britain, Conn.; WSPR(AM) Springfield, Mass. Action April 14.

## Other actions, all services

■ FCC has invited additional comments on two specific points in commission study on exclusivity of nonnetwork television programs and ways to provide freer distribution of non-network programs to UHF stations and CATV systems. (Doc. 18179). Action April 5.

■ FCC denied petition by American Federation of Television and Radio Artists (AFTRA), requesting that FCC's practice and procedure rules be amended to require that commission, in all instances of transfer or assignments of AM, FM or TV licenses give special notice of proposed action to any unions connected with transfer or assignor, and that such unions be made parties in interest. Action April 5.

## Translator actions

■ K121C North Fork and Bass Lake, both California—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action April 7.  
 ■ K131F Arnold, Neb.—Broadcast Bureau granted license covering new VHF translator. Action April 12.

## Modification of CP's, all stations

■ K11KK Natchitoches, La.—Broadcast Bureau granted mod. of CP for VHF translator to extend completion date to Oct. 7. Action April 11.  
 ■ KTMA-TV Minneapolis—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 11; granted mod. of CP to change ERP to 316 kw (vis.) and 63.1 kw (aur.); change trans. and studio location to Grams Road and Mackubin Street, Shoreview, Minn.; change type trans. and ant.; make changes in ant. structure; ant. height 1400 ft.; condition. Action April 11.  
 ■ KOMS(FM) Lebanon, Ore.—Broadcast Bureau granted mod. of CP to change studio and trans. location to 1.6 miles east of center of Lebanon; change trans.; ERP 30 kw; ant. height 285 ft. Action April 12.  
 ■ KHYM Gilmer, Tex.—Broadcast Bureau granted mod. of CP to change trans. ant. location to west at Kelsey, Tex., one mile south of Highway 154 intersection with FM 2793; change to non-directional operation. Action April 12.  
 ■ WEXM-FM Exmore, Va.—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system; ERP 27.5 kw; ant. height 275 ft.; Action April 12.

## Ownership changes

### Applications

■ KIQS(AM) Willows, California—Seeks assignment of license from Harry Lando to Willows Broadcasting Co. for \$20,000. Sellers: Harry Lando. Buyers: Anthony F. Rusnak (50%) and Charles W. Stone (50%). Mr. Rusnak was formerly general manager of WKZZ(AM) Oil City, Pa. Mr. Stone is 50% owner of KDAC(AM) Fort Bragg, Calif. Ann. April 14.  
 ■ WKMK(AM) Blountstown, Fla.—Seeks assignment of license from Peter L. Anderson, trustee in bankruptcy to Bailey Broadcasting Co. for \$13,648.34. Sellers: Peter L. Anderson, trustee, et al. Buyers: W. L. Bailey (100%). Mr. Bailey is attorney in Blountstown. He is also sole owner of real estate firm in Blountstown. Ann. April 11.  
 ■ WDEM-AM-FM Macon, Ga.—Seeks transfer of control from Marshall W. Rowland and Carol C. Rowland, et al. (jointly 100% before, none after), to Elliott Broadcasting Co. (none before, 100% after). Consideration: \$325,000. Principals: J. Marvin Elliott (81%) and Charles R. Witt (19%). Mr. Elliott is president and sole owner of Elliott Finance Co., consumer finance company in Macon. He is also president and sole owner of Guaranty Insurance Agency Inc., Macon, Ga. Mr. Elliott also has interests in real estate, credit consultation and insurance. Mr. Witt is vice president and general manager of WDEM. Ann. April 6.  
 ■ KTRY(AM) Bastrop, La.—Seeks assignment of license from Modern Communications to Jamie Patrick Broadcasting Ltd. for \$65,000. Sellers: J. D. Kulbeth, partner, et al. Buyers: James E. Patrick (26%), Diane Dupree Patrick (25%), and Charles M. Brown (49%). Mr. Patrick is station manager of KTRY. Mrs. Patrick is third grade teacher. Mr. Brown is state senator in Louisiana. Ann. April 14.  
 ■ KSWB(AM) Seaside, Ore.—Seeks transfer of control Gerald B. Dennon, Richard A. Foley, John Paine, Michael Kirkland and Robert L. Flick (jointly 100% before, none after) to Robert E. Gilbert (25%), Albert H. Karge (25%), Kenneth E. Karge (25%) and Samuel D. Kirkcladie (25%). Consideration: \$79,000. Principals: Mr. Gilbert was formerly chief engineer for KKGf(AM) Great Falls, Mont. Albert Karge is rancher near Wolf Point, Mont. Kenneth Karge was formerly salesman for KLTZ(AM) Glasgow, Mont. Mr. Kirkcladie was formerly newsmen for KLTZ. Ann. April 11.  
 ■ WWHY(AM) Huntington, W. Va.—Seeks transfer of control from George H. Clinton (80% be-

(Continued on page 64)

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Good opportunity—established station. Salary, commission. Need resume, sales record, KFRO, Longview, Texas 75601.

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Opening for advertising salesman approximately June 15. Must have car. Typing necessary. Previous experience essential. Drawing account plus commission. Apply by letter with references. Personal interview necessary. WGHQ, 82 John Street, Kingston, New York 12401.

Four more hard working salesmen needed at WGRY Radio, Grayling, Michigan. Graduates of BRASS preferred. Contact Jim Sylvester, President & General Manager, at 517-348-6181.

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Good music station in need of announcer. Basso Profundo strong on production, news and initiative. Send tape and resume to KOSI, Aurora, Colorado 80010. An equal opportunity employer. M/F

Immediate opening for experienced MOR DJ with first phone for leading station. Tape and resume to WBSM, New Bedford, Mass. 02740.

## Announcers continued

Mid-Wisconsin needs early morning farm announcer who can sell his own show. Generous salary plus commission. Apply to Manager, WCWC, Ripon, Wis.

Radio announcer air personality with production ability for leading MOR station in Walt Disney World area. Great opportunity in dynamic area. Send air check, including production spots and resume to: Bill Taylor, Program Director, WDBO, P.O. Box 1833, Orlando, Florida 32802.

Brand new AM station in North Central Ohio needs pro announcers with first phone. Format MOR/C&W. Send tape, resume and photo to WGLX, P.O. Box 161, Galion, Ohio 44833 or phone Glenn Andrews (419) 468-4664.

Wanted: experienced, modern, country-western announcer, 1st class ticket for AM station. Need some news & sales experience. Salary open. Contact Joe Orr, WHVL Radio, 717 Greenville Highway, Hendersonville, N.C. Phone 692-1600.

Coastal S.C. station is taking applications for announcers in expanding operation. Send tape and resume to Tad Fogel, WINH AM/M, P.O. Drawer W, Georgetown, S.C. 29440.

Excellent opportunity—established AM and FM station. Salary, bonus. Need resume, sales record. WLBC, Muncie, Ind. 47302 or phone Jack Craig, 317-288-4403.

Annrc . . . need move up? Opening for good man, no beginners, need dedication, we'll pay for it. Send tape, resume and picture to Rick Ramsey, WOIO, 4601 Hills & Dales Rd., N.W., Canton, Ohio 44708.

Annrc . . . midwestern power house, opening for experienced first phone, up tempo, good pay, area, and conditions. Send resume, tape, and picture to Rick Ramsey, WOIO, 4601 Hills & Dales Rd., N.W., Canton, Ohio 44708.

If you're looking for an opportunity to entertain your audience, and work in the beautiful north country, call or write Mark Lee, WOIT, Watertown, New York. First preferred.

Top 40 DJ with large market experience. First phone desired but not required. Not MOR—top 40; not scream top 40 but a warm moving blend in between. Call Tom Bell, 703-534-9625.

First phone, C&W, big voice, production. Auburn Opelika, Alabama. WAOA, Box 2329.

## Technical

Chief engineer for Memphis non-directional remote control radio station. Immediate opening. Box D-161, BROADCASTING.

Chief engineer for stable directional. Very fine equipment and pleasant family living conditions. No shift, combination or sales work. Please send salary requirements and resume to Box D-283, BROADCASTING.

AM-FM needs engineer to maintain AM-FM automation. You'll want to make your permanent home because of the warm dry climate. Older or handicapped persons don't hesitate to apply. KEPS-KINL, Eagle Pass, Texas.

First ticket engineer for maintenance and production work. No announcing. Call Ed Buterbaugh, 703-538-6937.

## News

If you are energetic, capable and can follow direction maybe you can fill our news director slot. Send tape, salary requirements and references (which will be checked). Gas, life, hospital, dental ins. furnished. We welcome replies from minority groups. Box D-157, BROADCASTING.

Newsman. Midwest radio station seeking newsman. Must be experienced. Good salary and benefits. Send audition tape and resume to Box D-192, BROADCASTING.

## News continued

Wanted: News director for better station in smaller market. Must be able to rewrite wire service copy, conduct interviews, and prepare local actualities. Send tapes and resume immediately to Buddy Dazne, KOTN Broadcast House, 920 Commerce Road, Pine Bluff, Arkansas 71601.

Experienced and conscientious newsman. Good writing essential, actualities a must. Must think local. Send tape and resume: News Director, WOBB, Box 927, Toms River, New Jersey 08753. E.O.E.

News . . . midwestern power house, man to dig and create, not just read; if you know what we need, we need what you know. Send tape, resume, picture to Rick Ramsey, WOIO, 4601 Hills & Dales Rd., N.W., Canton, Ohio 44708.

Want seasoned news director for central Illinois metro area. Sincere, hard working full time, experienced only. You must be willing to make this news department the best in an eight station market and become a part of this great community. Good voice and presentation with ability to ad-lib when necessary a must. Adult 5000 watt station. WSIV, 28 S. 4th St., Pekin, Ill. 309-346-2134.

News director. WSOY (Decatur, Ill.) a CBS affiliate, has an opening for a news director to head a three man professional news team. Excellent salary. Send resume and tape to James B. Spangler, P.O. Box 789, Decatur, Illinois 62525.

Newsman-AM rock station. For future expansion. No beginners. Good in studio editor, plus street experience. Send tape and resume to: News Director, WYSL, Buffalo, N.Y. An equal opportunity employer M/F.

Newsman for large market R & R station. Heavy on public affairs and contact with top public officials in nation's Capital. Call Joe Salvo, 703-533-3237.

## Programing, Production, Others

Production man's dream. We'll furnish good studio's, good pay, good fringe benefits and excellent working conditions at midwest station. We want a self starter who loves to produce commercials . . . an idea man . . . with good voice . . . looking for a long tenure with a young aggressive staff. Send production tape, resume, and picture with first letter. Box D-168, BROADCASTING.

Your copy sells! You turn it out quickly, allowing more time for creative production. You organize well and make deadlines. You're underpaid! We want you! Up to \$650 starting. Medium market. Midwest. Send sample copy, production tape, resume first reply. Box D-242, BROADCASTING.

Production director for leading MOR stations in dynamic Central Florida area. Must have mature voice, imagination and production ability. Send tape of production spots, air check, and complete first letter to: Bill Taylor, Program Director, WDBO, Post Office Box 1833, Orlando, Florida 32802.

PD-Tennessee, leading station 26 years, many national and local news awards, MOR, must be sharp on details and production. Send tape and resume, R. M. McKay, Jr., P.O. Box 113, Columbia, Tennessee 38401.

## Situations Wanted Management

Progressive FM, co-manager, 29. Helped build highly successful operation, top ten market. Strong sales management. Bottom line militant. High sensitivity 18-34. Wide contacts. Seeking progressive situation, major market. Box D-118, BROADCASTING.

General manager. All the ingredients of sales, programming, promotion and planning skills to build ratings and revenue. 20 years practical broadcast experience, medium and larger markets. Last 10 in key management. Consider stock purchase and/or option plan. Top industry and character references. Box D-187, BROADCASTING.

Gold mine running out? You may have the wrong map! Let me provide a new one! Box D-225, BROADCASTING.



## Situations Wanted

### Management continued

Experienced manager. Extensive regional/local sales. Available now! Box D-245, BROADCASTING.

Seek management near Charlotte, Montgomery, elsewhere in south. Sales-oriented, cost control broadcast professional. Community-active. Currently successful manager. Credentials on request. Box D-258, BROADCASTING.

President or V.P. general manager. Group or large station. Radio or television. Superb skills as executive, programmer, sales management. Special expertise Black programmed station. Many national client and agency contacts. Provable performance, results. Responsible, hard nosed, profitable! Married, dedicated, ethical, energetic. Box D-266, BROADCASTING.

Station owners. Major market pro wants crack at running your small or medium market AM-FM. An interesting and profitable plan will benefit all concerned. . . . Box D-277, BROADCASTING.

Trainee: Young veteran; 3rd endorsed; degree; relocate; 312-282-0621.

Looking . . . Need Help! I am a successful owner. New selling my station, it was #1 in sales, collections, image and ratings. My background includes everything . . . engineering, FCC, announcing, production, programming, promotion, sales, collections. Before ownership, I worked for the other guy. Top markets, #1 stations. No hang ups, under 35. Can invest; however, I am looking for a station or stations that need good take charge manager. Call today (303) 442-6400, Ext. 4.

### Sales

Young and aggressive. 15 year veteran with sales, sales management and agency experience. Available for interview in L.A. and southern Calif. area month of May. Box D-215, BROADCASTING.

### Announcers

Heavy production man—eight years experience—all formats, seeking production and airshift in mod, MOR or rock, southeast preferred . . . married, third, excellent references. Box D-15, BROADCASTING.

Disc-jockey, news, tight board, experienced, dependable. 3rd class. Married. Box D-21, BROADCASTING.

Professional announcer and/or dj looking for stable position in small to medium market. Five years experience. Box C-87, BROADCASTING.

1st phone—sports-caster desires small-medium market, 10 years broadcast experience, married, college. Box D-146, BROADCASTING.

Experienced first phone announcer, presently employed, no nights. Box D-149, BROADCASTING.

Experienced dj/newsman with sales ability. Professional approach. Will relocate anywhere in U.S. Box D-162, BROADCASTING.

Creative lvy grad with friendly, entertaining style looking for work in FM-progressive format. Hip, articulate, musically knowledgeable, third endorsed. Box D-173, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box D-176, BROADCASTING.

Experienced first phone professional. Rock, up tempo mid road, country. Box D-196, BROADCASTING.

Competent, young, married male. B.S. degree RT-journalism. 4 years experience, 3rd, seeks announcing/news. Available mid-June, will relocate. Box D-197, BROADCASTING.

22, draft exempt, college communications degree, seeking DJ and/or production position. 2½ years commercial experience, 4 years college, production director one year. Prefer progressive rock, MOR, top 40. Available May 10, prefer Eastern Pa., will relocate anywhere. Box D-212, BROADCASTING.

Disc jockey—salesman, authoritative newscaster. Dependable, creative, tightboard. Will go anywhere. Box D-213, BROADCASTING.

Relocating Boston area—May—personable, mature experienced—heavy production—1st phone. Box D-236, BROADCASTING.

Cheap—progressive dj, 2 years experience, 3rd phone. I'll start today. Tape available. Write Box D-248, BROADCASTING.

Looking for beginning, 20, draft exempt. Broadcasting school graduate with 3rd endorsed. Have opening will travel. Box D-250, BROADCASTING.

## Announcers continued

Will pick oranges—Californian desperate to return. Radio television announcer, newsman, sales. Fifteen years, third. Box D-251, BROADCASTING.

Professional soul jock can secure ratings. Will relocate. Box D-252, BROADCASTING.

Entertaining experienced dj/announcer. 1st phone. contemporary/mor. Extensive music/entertainment background. Family man. Prefer ocean view—either one. . . . Box D-254, BROADCASTING.

Avail immediately recent graduate Don Martin School of Radio & TV. Have 1st phone, can run tight board, handle any format, news, sports, etc. Like sales and promo's. Mature and willing. Go anywhere for situation with potential. Call collect 213-462-6027 or write Box D-264, BROADCASTING.

Versatile young DJ seeking employment in medium or small market. Draft exempt, 18 months experience, married, looking to settle. Box D-267, BROADCASTING.

16 years local radio. 1st phone. Good references. Small family. Late 40's, but versatile, dependable, average voice. Also assist engineering, no sales. Moderate salary. Prefer pleasant, friendly operation, central or southeast. Smith, Box D-268, BROADCASTING.

Miami and surrounding areas, full time announcer newsman. 6½ years MOR-net announcing—local news. Want to settle in Fla. with station that likes to be friendly to its employees. Box D-269, BROADCASTING.

First phone MOR announcer/newsman, 26, three years experience. Prefer south Florida. Box D-270, BROADCASTING.

Announcer, 24, from N.Y. suburban radio, looking for permanent home in New England. Experienced in MOR, contemporary, remotes, interviews, telephone talk, production, P.D., 3rd endorsement, married, one child. Box D-272, BROADCASTING.

Play by play hockey announcer available. Seven years experience. Tapes available. Will relocate. Box D-279, BROADCASTING.

Young married man seeks first announcing job in northeast. College—broadcast school graduate. Tape available. John Engrati, 3024 Fairfield Ave., Bridgeport, Conn. 203-384-2533.

1st phone, bright, experienced. Happy-sounding, 24, single. (anywhere). Sonny Stevens, 1-513-825-2430.

Experienced announcer, writing, production, news-casts, news on cable-TV, San Francisco. Will relocate. Some college. Ben Voris, 1105 Larkin, San Francisco, Calif. (415) 673-7720.

First phone—4 years experience; rock or MOR. Want medium market. Call Stephen Foster at (614) 948-2470 collect.

3 years experience; 3rd; experience as classical DJ, engineer, traffic/continuity but forte is news; anchored 30 minute news program in 4th market; professional, polished delivery; experienced stringer; impeccable references; draft-free, prefer East; air-check available; full-time or summer. Box 526-L, 2500 Cass, Omaha, Nebr. Call Jim. 402-536-3526.

Funny promotion minded first phone rock jock with music, programming copywriting experience. Available immediately call (617) 673-3955.

Florida—have done afternoon contemporary drive last 13 months in Florida. Also MD. 32 years old, 12 years experience. Sharp personality. Best record library in the country. Personal interview (813) 682-8734.

1st phone anncr. . . . young aggressive 20 yr. old dj with 2 years experience in medium/major market and 1½ years of college wants to break into rock radio. Call or write Bill Thorman, (512) 628-1083. Rt. 5, Box 320, San Antonio, Texas 78211.

1st phone jock—looking. Willing to relocate. B.A. degree. Tape and resume on request. Call Al Hopkins, 714-729-4410.

Have 3rd phone. Need experience. Willing to work. Prefer disc jockey. Greg Buggy, 412-465-4340.

1st phone, 2 years experience as top 40 announcer. Looking for engineer trainee position. Will do announcing. Preferably northeast U.S. Alan Campbell, 44 Woodland Ave., Bloomfield, Conn. 06002.

3rd phone jock, 2 yrs. experience, married, stable, good solid top 40 sound. New England preferred, but all offers considered. 402-724-5763.

Over three years experience, announcer, music director, 25. Seeking position with MOR/contemporary station. 515-682-1102.

## Announcers continued

Vampires, werewolves and dwellers of the night: enthusiastic, experienced jock is available for graveyard shift. Will drag body and 1st out into sunlight even. . . . let me put the bite on your audience. 216-371-0987.

3rd phone with endorsement—stable and versatile—seeks Pacific N.W. or Western states/up tempo MOR with good voice. Call, cable or write: Kenneth "Skip" Robinson, 12011 Pennsylvania Avenue, South Gate, California 90280. Phone: (213) 633-4615.

Creative writer and announcer duo, good production, news; college grads, seek first break. 1773 E. Main, A2, Kent, Ohio 44240.

Looking for summer replacement? I have 3rd endorsed, 2 years experience college radio in rock and MOR. Available mid-May, contact Rich Thomson, 1339 Fairmount, Wichita, Kansas 67208 (316) 685-8738 (PM's).

**\*\*Attention\*\*** Summer replacement! Announcer, first phone. Experience—WNUR Radio, News reporter/anchorman; WBBM-TV, CBS Chicago, Production Dept.; WSNS-TV Chicago, news writer/editor, Pa. Pro-trained voice. Will relocate. Wally Jones, 2335 Sheridan Road, Evanston, Ill. 60201. (312) 866-6857. **\*\*Summer replacement announcer.\*\***

### Technical

First phone chief for 10 years. AM-FM-SCA-automation. Seeking chief's position in southeast. Box D-209, BROADCASTING.

1st phone jock tired of jocking. Will spin records for your superstars. Transmitter experience. Heavy on production. Tight. Prefer MOR, enjoy rock. Two years experience L.A. Box D-222, BROADCASTING.

Chief engineer Florida or will relocate capable. Mature. Box D-233, BROADCASTING.

First phone. Radio, television transmitter experience. Competent, reliable. Any offer anywhere. Box D-271, BROADCASTING.

Radio engineer—AM/directional DM/MX studio—19 years experience in broadcasting. Prefer N.C. area. E.V. Bossieux, 2529 Woodlawn Rd., Charlottesville, Va. 22903. Phone 703-293-5489.

### News

News editor, all-news radio. Wants management. Box D-114, BROADCASTING.

Former news director. Last job Washington anchor and editor. Nine years experience. Degree. 301-622-3585 or write Box D-140, BROADCASTING.

Life is worth reporting—experienced newsman with B.J. radio-TV degree seeking new heights in major market area. Versatile—sports experience with PBP. Box D-144, BROADCASTING.

News director seeks medium market directorship or major market newsman post. Six years experience including two directorships and major market beat position. Prefer stable MOR station. Presently employed as medium market director. Box D-185, BROADCASTING.

Excellent. Young, but years of experience, including part-time work for major station in top 5 market. Plus journalism masters and bachelors from best school. No pressure to move, except my own. Box D-211, BROADCASTING.

Four years experience with major market college station. Good hard news producer, writer, reporter. Seeking permanent position. Will relocate. Have Democratic National Convention press accreditation. Try me—you'll like me. Box D-230, BROADCASTING.

Sports—play-by-play—talk show—10 years present job—married—family—final move. Box D-231, BROADCASTING.

Sports director for sports oriented station. 3 years experience. Desires medium market, but all offers considered. Box D-253, BROADCASTING.

Illinois attention . . . veteran broadcast journalist seeking return to state. 13 years radio-TV news, last 5 as News director. Let's talk at my expense. Box D-260, BROADCASTING.

Sportdirector, PBP, talk show, college graduate. . . . available now. 8 years experience. Box D-273, BROADCASTING.

Summer pro. Award winning, aggressive newsman for May-August. Three years experience. Outstanding references, any format. N.J., N.Y. Attending college. Box D-275, BROADCASTING.

News sports director, seeks position in college area. Ten years experience, with major college background. Dave Nitz, 703-229-5410.

## News continued

Interested in radio and TV combo work in news/sales/talent in New England. Recent grad will relocate and dedicate one year, to my first job. Cable or write, Gene Vito, 11603 Old River School Rd., Downey, Calif. 90241.

Truth is a defense. Four years in major markets—currently in top ten (10). Top notch voice. News is my business. For tape, resume, and salary requirements: Martin, P.O. Box 10533, Pittsburgh, Pa. 15235.

Young midwest newsmen with medium market radio/TV on-air experience seeks to relocate and expand opportunities. Can dig, write, film and edit. Jim Gibbons, 319-322-1957.

## Programing, Production, Others

News editor, all-news radio. Wants management. Box D-115, BROADCASTING.

Mature, experienced programing, announcing, sales, PBP, news, looking for permanent job in small southeastern market with real possibilities. Box D-174, BROADCASTING.

15 years experience—programing, operations. Currently jockeying in top 5 market. Want PD or OD in medium or small market. Will revitalize, rejuvenate and save you money. Bonus, have new contemporary format if you're seeking a change. Box D-218, BROADCASTING.

Experienced production manager with a degree wants to leave New York for Los Angeles or San Francisco. All formats . . . real pro . . . ready July 1st. Box D-219, BROADCASTING.

Programer—automation specialist. Major market experience. Looking for medium to major chain opportunity. If you are willing to consider automation as a tool for better quality programing rather than a substitute for it contact. Box D-221, BROADCASTING.

Personality and hard work is what I offer your market. First phone, major market experience, seek PD or MD position. Box D-237, BROADCASTING.

Clobber the competition, hire me . . . big voice . . . creative production . . . funny guy . . . 1st phone . . . currently program director. Box D-241, BROADCASTING.

Position wanted as producer-director. I'll give you in return: production experience with a top twenty independent and with the leading production house with heavy responsibilities; professional talent, ideas and education, zealous motivation. Prefer south, east. Box D-255, BROADCASTING.

Successful programer now personality/music director in top twenty-five market looking for program directorship in medium or major market or management in smaller market. Preferable in southeast. Rock or up-tempo MOR. Box D-257, BROADCASTING.

Black programer looking. 919-483-6530.

Copywriter—announcer, news. Minimal wage, mature, Blake Yri, 810 1/2 Tularosa Drive, Los Angeles 90026.

Production, creative writing, newsmen, music. College grad seeks employment. 1773 E. Main, A2 Kent, Ohio 44240.

## Television Help Wanted

### Management

Assistant Commercial manager with proven ability for VHF in beautiful growing Gulf Coast city. Box D-226, BROADCASTING.

Commercial manager with administrative ability and good track record for VHF in good southwest market. Box D-227, BROADCASTING.

TV sales manager. Management ability more important than experience. Exceptional opportunity for young, aggressive salesman ready to move up. Major market. \$24,000. Salary, plus excellent incentive. Send confidential resume to our management consultant. Ron Curtis & Company, O'Hare Plaza, 5725 East River Road, Chicago, Illinois 60631.

### Sales

VHF network affiliate, southeastern market, looking for strong, experienced account executive. Salary, commission, active account list and exceptional company benefits for the right man. Please send complete resume immediately. An equal opportunity employer. Box D-220, BROADCASTING.

## Announcers

Announcer/weatherman southeast ABC affiliate. Male or female. Send VTR immediately. Box D-180, BROADCASTING.

## Technical

Chief engineer with excellent technical qualifications and broad experience for Texas VHF. Box D-228, BROADCASTING.

South Texas station needs experienced transmitter engineer, and one trainee with first class license. Box D-229, BROADCASTING.

1st class engineer for TV transmitter—mountain location quarters furnished—excellent location for ham operation. Call M. Ernst, 307-864-2351 or write KWRB-TV Thermopolis, Wyo. 82443.

TV technician with first class license for operation of transmitter and studio equipment. Equal opportunity employer. Send resume Assistant Chief Engineer, WJKS-TV, P.O. Box 17000, Jacksonville, Florida 32216.

TV engineers, strong maintenance background on VTR's cameras, etc. Also transmitter engineer for G.E. UHF transmitter, 1st class FCC license required. Send resume to Chief Engineer, 1018 West Peachtree St., N.W., Atlanta, Georgia 30309.

## News

TV newsmen needed for late evening anchor position—must be a newsmen willing to work. Send VTR and salary requirements. Send replies to Box D-108, BROADCASTING.

Co-anchorman. Mature, authoritative. Friendly team format. Network affiliate in major southwest market. Consider strong No. 2 man ready for top spot. Box D-137, BROADCASTING.

Television anchorman . . . northern Michigan . . . small university town. Beautiful hunting, fishing, skiing, outdoor area on Lake Superior. Previous radio or TV required. Must be able to write and handle field assignments as well. Present anchorman promoted within corporation chain. Contact Don Ryan, WLUC TV, P.O. Box 460, Marquette, Michigan 49855. (906) 475-4161. A Post station.

News and weather: Iowa VHF needs experienced newsmen with some knowledge of weather to do on-camera weather plus investigative reporting and filming. B.A. or B.S. with journalism background required. Self starters only. Personal interview necessary. Good starting salary and fringe benefits in university community. Complete resume, references, photograph and audio tape or VTR with first contact. No beginners please. Phil Morgan, WOI, AM-FM-TV, Ames, Iowa 50010.

Editorial—WSFA-TV, Alabama's leading news operation, is seeking an Editorial Director to continue the station's tradition of voicing informed, enlightened opinion on Alabama news. Applicants must have writing and reporting experience. Editorials are delivered daily within the state's highest rated news program. Send sample writing, VTR, and background to WSFA-TV News, P.O. Box 2566, Montgomery, Alabama, 36105.

## Programing, Production, Others

Top 25 midwest group owned VHF seeks producer-director for summer vacation relief, May-September. All applicants must have commercial television experience. Box D-246, BROADCASTING.

## TELEVISION

### Situations Wanted Management

Program/operation manager, seeking new challenging position, 17 years TV. Strong in programing administration, film buying. Top references. Box D-223, BROADCASTING.

Experienced production manager would like to relocate. Experience includes engineering award winning producer-director, production manager, asst. program manager and local sales. Box D-238, BROADCASTING.

General manager, station manager. 19 years in TV, 9 years management. Consider any size market. Solid family man, currently self employed but not happy. Wish to return to TV. Box D-274, BROADCASTING.

Available immediately. National regional sales manager—16 years successful background, constant increase—1971 averaged 32 percent increase on one station and 48 percent on another. Contact: Pete McNea, P.O. Box 683, Tyler, Texas 75701. Call (214) 592-6280.

## Sales

Attention: Idaho, Montana, Utah, Wyoming, Colorado, Nevada. Television, radio owners or executive media corporations. Would like to be your No. 1 man. Am aggressive, knowledgeable, sales and program oriented. Financially stable with good character references. Am 42, with 21 years in all phases of radio. Television, and agency management. Desire challenge, opportunity, in any market in the intermountain west. Prefer TV including local cable operations. Would like to move within next few months. Write Box D-216, BROADCASTING.

## Technical

Experienced switcher, audio, VTR—1st phone. Prefer switching. Box D-164, BROADCASTING.

First phone, AM-TV, 25 years engineering background. Box D-201, BROADCASTING.

Experienced former working chief engineer needs employment. Box D-203, BROADCASTING.

Engineering manager. Experienced, available. Box D-206, BROADCASTING.

Chief—experienced AM-FM some TV. \$225.00 weekly minimum. Box D-214, BROADCASTING.

Permanent resident with BS and BSEE. 12 years experience in all phases of radio/television broadcasting. Box D-224, BROADCASTING.

Recommended first phone production engineer, closed circuit/broadcast. Box D-235, BROADCASTING.

Chief engineer—experienced AM, FM, TV—U and V. Best references, permanent positions only. Box D-240, BROADCASTING.

Energetic 1st phone Audio Engineer with ten years plus at New York network, production centers and television stations, has varied experiences in mixing, equalizing, multi track recording, post production mix downs and editing of taped and live, studio/on location shows and commercials. (Music productions, game shows, talk shows, news and public service). Seeking progressive television station/production center with challenging production schedule. Box D-281, BROADCASTING.

## Situations Wanted News

Newspaper reporter-photographer with TV experience, flair for features, desires TV reporting slot. Hard worker. Box D-90, BROADCASTING.

Aggressive, award-winning reporter with No. 1 news station in top 10 market seeking news operation willing to pay for excellence. Thoroughly experienced in all aspects of studio and film work. Station must have highly professional, innovative film staff and facilities. Impeccable credentials, Master's degree, married. Box D-105, BROADCASTING.

Enthusiastic, young newsmen cameraman has journalism-broadcasting BSJ, three years newspaper experience. Wants TV news. Box D-175, BROADCASTING.

TV anchorman: Top 15—professional with net bureau experience available. Fully proficient all phases broadcast journalism. Degrees, credentials, maturity, VTR, interview. Box D-179, BROADCASTING.

Returning veteran with five years radio and television announcing experience. Proven news, special events, and public relations. Broadcast specialist in military. Box D-210, BROADCASTING.

Experienced anchorman. Authoritative delivery, knowledgeable ability to deliver network and local news. Reliable, mature, cooperative, willing worker. Radio and TV background. Highest, professional, personal references. Prefer southeast. Box D-217, BROADCASTING.

Rare bird for sale—TV/radio newsmen, currently anchorman in top ten market, where I've doubled TV ratings in a year. Experienced, all phases radio and most TV, including news, PR, promotion, documentary production, writing, filming, editing, published magazine/newspaper writer, college grad with finest references, solid record of accomplishment on air plus radio-TV news director, program director, seeking challenging, well-paying position with broadcaster who demands excellence and results, and rewards them. Reply to Box D-232, BROADCASTING.

Network newsmen . . . 12 years broadcast journalist desires change of scene. Looking west of continental divide. News director, producer, anchorman or combination. Box D-247, BROADCASTING.

TV anchorman—extraordinary broadcast journalist with impeccable credentials seeks an opportunity to move from network radio into local television. Box D-256 BROADCASTING.

## Television Situations Wanted

### News continued

**Meteorologist**—AMS professional. MS degree. Strong college background in TV. Box D-262, BROADCASTING.

**Versatile TV newsmen**, five years as news director, wants to move to larger market. Strong air work, can handle all other phases of TV news. Box D-282, BROADCASTING.

**Young midwest newsmen** with medium market radio/TV on-air experience seeks to relocate and expand opportunities. Can dig, write, film and edit. Jim Gibbons, 319-322-1957.

### Programing, Production, Others

**Imagineering**—the solution to your problem. Need one? Box D-204, BROADCASTING.

**Cameraman**, floor manager, you name it! 3 years experience in educational TV. All phases. Good references. 23. Veteran. Box D-205, BROADCASTING.

**Producer-director**. Hard working eager beaver. Five years all phases studio-film production. Degree plus knowhow. Box D-207, BROADCASTING.

**Producer/director**, 22, single, BA R/TV. Willing to relocate. Personal interview at my expense. Box D-243, BROADCASTING.

**Recent graduate** anxious to exchange energy and enthusiasm for genuine learning opportunity in TV production. Excellent references. Complete resume available. Box D-244, BROADCASTING.

**Take a gamble** you won't be sorry. Young radio person desires break into television. Personable, dedicated. Will relocate. Box D-261, BROADCASTING.

**Florida broadcasters**—employed producer-director wants to complete R-TV masters this summer. If interested in young, imaginative, aggressive director, with production, direction, on-air experience and more, available August, contact Box D-276, BROADCASTING.

**Producer/directors** for network, large group, or big market station; responsible position preferably working with a team unit; to produce news-type programs presenting the realities of an event, issue or situation. Practice constant high standards of quality in remote productions and film documentaries, and possess real desire and vitality to produce quality programs. Box D-280, BROADCASTING.

**Degree in broadcasting**. Need first break. Eager to learn. Married, military complete. Jerry Hines, 442 Chacoma S.W., Albuquerque, New Mexico 87104.

**Producer/director**, 23, single, B.A., 3 years "live on-air productions," in Chicago market. 2 years with full color CBS affiliate. Will relocate anywhere. Salary negotiable. Resume available upon request. Drew Leach, 738 S. Illinois St., South Bend, Indiana 46619.

**Available May**—University graduate, degree in Radio-TV. Experience in all phases of production, including directing at public TV station. Resume available. Kevin Smith, 367 Schiedler Apts., Muncie, In. 47303. 317-289-9156.

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**We need** used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

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### For Sale Equipment

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#### PROGRAM DIRECTOR

TV Station Experience

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## News

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### For Sale Stations Continued

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| E    | Small  | Fulltime | \$225M | 20%  | SE  | Small | FM       | \$120M | \$75M |
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| W    | Metro  | FM       | 65M    | Cash | E   | Metro | Day      | 280M   | 29%   |
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(Continued from page 58)

fore, none after) to Husco Broadcasting and Electronics Corp. (none before, 80% after). Consideration: \$205,000. Principals: Richard H. Husted (36.4%), W. R. Goff Jr. (4.6%), et al. Mr. Husted is vice president, manager of WWHY. Mr. Goff is half-owner of Pianella's Dress Shop in Parkersburg, W. Va. Ann. April 11.

### Actions

■ **WGEE(AM)** Indianapolis—Broadcast Bureau granted assignment of license from Rollins Inc. to B & G Broadcasting Co. for \$400,001. Sellers: R. Randall Rollins, senior executive vice president, et al. Buyers: Velma Rena Gordon (50%) and Milton Louis Bohard (50%). Mrs. Gordon was formerly half-owner of Overseas Broadcast, advertising sales firm in Indianapolis. Mr. Bohard is general manager of WGG. Action March 27.

■ **WLVP(FM)** Franklin, N.J.—Broadcast Bureau granted assignment of license to Sussex County Stereo Inc. for \$80,000. Sellers: Carolyn M. Vander Plate, administratrix, et al. Buyer: Peter Michael Bardach (100%). Mr. Bardach is vice president of Foote, Cone and Belding, advertising agency in New York. Action April 12.

### CATV

#### Final actions

■ **Brookhaven, N.Y.**—FCC granted request by New York Telephone Co. (N.Y. Telco) for authority to continue operation of its CATV channel distribution facilities in Eagle Estates subdivision of Brookhaven, until May 1, 1972. (Doc. 18623). Action April 5.

■ **FCC** denied request by Dena Pictures Inc. and Alexander Broadcasting Co. (Seattle, Portland and Spokane Radio [SPS]) for extension of time to file comments and replies in proceeding on amendment of part 76 of the rules (importation of radio signals by cable television systems). (Doc. 19418). Action April 13.

#### Other action

■ Review board in Allentown and Bethlehem, Pa., CATV proceeding, request by WBRE-TV Inc., for extension of time to file appeal of interlocutory ruling of hearing examiner in proceeding on show cause order against Service Electric Cable TV Inc. (Doc. 19321). Action April 12.

### Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through April 18. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ **Placentia, Calif.**—Multiple-CATV owner Cable-Com General has been awarded 15-year franchise by city council.

■ **Tempe City, Calif.**—Theta Cable, subsidiary of Hughes Aircraft, has been awarded franchise by city council.

■ **Union City, Calif.**—Multiple-CATV owner LVO Cable Inc. has applied to city council for franchise.

■ **Safety Harbor, Fla.**—Teleprompter Gulf Coast CATV Corp. (owned by multiple-CATV owner Teleprompter Corp.) has been awarded 15-year franchise.

■ **Prairie Village, Kans.**—TeleCable of Overland Park Inc. has been awarded franchise by city council.

■ **Rockland, Me.**—Cablevision Inc. of Lewiston has been awarded franchise by city council.

■ **Grand Blanc, Mich.**—Multiple-CATV owner Lamb Communications Inc. has been awarded 15-year franchise by city council.

■ **Clifton Park, N.Y.**—Clifton Park Cablevision Inc. has applied to town council for franchise.

■ **Bedford, Pa.**—Bedford Improved TV Co. has applied to city council for franchise.

■ **Houston**—Greater Houston CATV Inc. and Southwest Video Corp. have applied to city council for franchise.

■ **Lynchburg, Va.**—Old Dominion Cable TV Co. of Lynchburg, Lynchburg Cable TV Inc. and multiple-CATV owner Teleprompter Corp. have applied to city council for franchise.

■ **Menasha, Wis.**—Marcus CATV Corp. and multiple-CATV owner Cypress Communications Corp. have applied to city council for franchise.

■ **Afton, Wyo.**—Star Valley TV Systems Inc. has applied to town council for franchise.

The news last December that Ancil Payne had been elected president and chief operating officer of King Broadcasting in Seattle was surprising. After all, since this company was first formed and went into the broadcasting business in 1947 it always had been led by a member of the Bullitt family. First there was Dorothy Stimson Bullitt, known as a remarkable woman of grace and ability. Of her it has been said that when her husband, A. Scott Bullitt, died in 1932 and left her sole heir of his real-estate and timber interests, "Dorothy went down to the office to see what it was all about and found she had a flair for commerce."

Mrs. Bullitt ran King Broadcasting for 18 years, relinquishing day-to-day control to her only son, Stimson Bullitt, an attorney, in 1965. Mr. Bullitt, culturally minded, with a deep interest in politics (he ran unsuccessfully for Congress), is an idea man, apparently enjoys the philosophic side of business, likes to think in terms of what's going to be 25 years from now, but dislikes the details of everyday management. Last year, in the throes of a bad earnings period, Mr. Bullitt decided that responsibility for the management of King Broadcasting should be carried by the young business man he invited into the company in 1959, Ancil Payne.

Such a change in corporate direction is important news in the Pacific Northwest. Observers of Pacific Coast business point out that when the *Los Angeles Times* sneezes, Southern California says "gesundheit," and when King Broadcasting itches, Seattle, Portland and Spokane scratch.

An overstatement? Consider the lineage and influence. A. Scott Bullitt was a prosecuting attorney in Kentucky (where a county is named after his family) whose career reached a dead end when he decided to close the race tracks. He went to Seattle to practice law, and become a mover in Democratic party politics, ran for governor (unsuccessfully), was among the original group of people to support Franklin D. Roosevelt for President, was said to have given now-Senator Warren Magnuson (D-Wash.) his first job, was rumored to be in line for a cabinet position when he died of cancer.

The woman Mr. Bullitt married came from that exclusive group of people that in the social community in Seattle—as in most pioneering areas—sort of ran the whole thing: The straits, the lakes, the rivers, most everything, are named after this coterie of families.

Some 15 years after her entry into the business world, via the Stimson Realty Co. which her father had started, Mrs. Bullitt, in 1947, moved into broadcasting by buying the interest of what was then KEVR(AM) Seattle. Now King Broadcasting is a powerful duchy, probably the most important radio-TV group serving the Pacific Northwest, group serving the Pacific Northwest.

Ancil Payne came into the King organization knowing next to nothing about broadcasting. What really im-

## New man in charge of King stations' northwest passage

pressed him about television in the early days was when an appearance by Democratic congressional candidate Helen Gahagan Douglas caused an arch conservative of Mr. Payne's acquaintance to switch his vote. By God, thought Mr. Payne, if a liberal like Helen Gahagan Douglas can reach a terribly conservative mind, it must be a tremendously effective medium.

Now he's no longer surprised. "The only problem with television," he says, "is its own success. It's so powerful and so instrumental in our lives that it's blamed for everything." Characteristically, though, Mr. Payne—a realistic, progressive thinker—won't settle for merely pat explanations. "We do have a lot of responsibilities we haven't met, obviously."

### Week's Profile



*Ancil Horace Payne—president and chief operating officer, King Broadcasting Co., Seattle (KING-AM-FM-TV, Seattle; KGW-AM-TV, KINK-FM, Portland, Ore.; KREM-AM-FM-TV, Spokane, Wash.); b. Sept. 5, 1921, Mitchell, Ore.; Lt. J.G., U.S. Navy, 1942-45; BS, University of Washington, Seattle, 1945; assistant to U.S. Representative Hugh B. Mitchell (D-Wash.), 1949-52; manager, Martin Van Lines, Anchorage, 1953-57; manager, Frontiers Oregon Ltd. (land and business investment firm), Portland, Ore., 1958-59; joined King as assistant to VP of business division, Dec. 1, 1959; VP, business division, 1963-65; VP, general manager KGW-AM-TV, KINK-FM, 1965-70; executive VP, King Broadcasting, 1970-71; president, Dec. 16, 1971; m. Valerie Dorrance Davies of Camden, N.Y., April 6, 1959; children—Anne Sparrow, 11; Allison Louise, 9; Lucinda Catherine, 5; member—NBC affiliates board of delegates; NAB special task force on license renewals.*

The corporate area of broadcasting with which he must deal responsibly now includes nine broadcast properties—an AM, FM, TV each in Seattle, Portland and Spokane. The Spokane TV is an ABC-TV affiliate, while Seattle and Portland are in the NBC-TV lineup. King Video Cable Co. owns 13 cable TV systems on the West Coast, serving some 27,000 subscribers, and is looking to expand. Northwest Mobile Television System consists of two color-equipped television trucks that are offered for contract or lease. King Screen Productions, which produces educational films for schools, once won an Academy Award for the documentary film "The Redwoods." Northwest Sound Service provides sound-mixing facilities. The real estate division owns two downtown Seattle office buildings and other properties in Washington and Canada.

Among other interests absorbed when King Broadcasting took over the Bullitt Co. (the successor to Stimson Realty), are timber holdings on Samar in the Philippines and Hollymark, a shipping company that deals in log-trading to Southeast Asia out of Hong Kong.

There have been some failures. King Broadcasting was too heavily diversified in too many areas the company knew too little about. *Seattle* magazine, for example, though a monthly publication to take pride in, had to cease publication, a victim of rising costs and slumping local economy.

One of the serious problems with diversification, it was decided, was that King couldn't provide the proper management from its thin ranks. For a number of years, with Ancil Payne as spearhead, King has been doing extensive college recruiting, bringing in new blood from the Ivy League and California to meld with the clean-scrubbed Swedes of the Pacific Northwest.

Ancil Payne, himself, was recruited by Stimson Bullitt. The two got to know each other when Mr. Payne's candidate for Congress, Hugh B. Mitchell, ran against and handily defeated Mr. Bullitt, in a Democratic primary election.

Mr. Payne, a son of the Pacific Northwest, has had political overtones throughout his life. Besides serving as assistant to Congressman Mitchell, his wife, Valerie, is the sister of a former congressman from upstate New York, John Davies. They met when she went to work in Mr. Mitchell's congressional office.

As leader of King, he thinks about the future a lot. Cable is great, he says. "It has a commanding and a viable and a fascinating future ahead. But it's ahead. It's not in the immediate future."

If Ancil Payne has anything to do about it, King will be involved in both cable and broadcasting. "We [broadcasters] keep thinking in terms of either/or," he says. "And it's not either/or. The two are complementary."

Ancil Payne lives in a harem of a wife and three daughters. "We finally got to the point where we got a male dog," he says in his charming manner, "and the son of a bitch ran off. He couldn't stand it either."



## Rejoining the audience

It is getting to be a pleasure once again to ask spot-TV salesmen: "How's business?" For much of 1970 and 1971 the question produced mostly frowns and grunts. Spot-TV business, like most other businesses, was slow all over. Now smiles are in style again.

The trickle of upturning business that was detected back in January has developed into an April gusher, as is detailed elsewhere in this issue. First-quarter spot business was up from a year ago, but that is no great claim: It probably says as much for the weakness of last year's first quarter as for the strength of this year's. With April and May sales spiraling up, however, leading station reps are now talking about second-quarter gains that for the most part range around 10% to 15%, and those would be real gains, because last year's second quarter was a reasonably solid period.

Spot TV's emergence from the recession is especially welcome because it is so long overdue. The TV networks suffered tortures for a while but started a lively comeback more than a year ago. Radio's rare combination of economy and effectiveness enabled it to show gains when other media were on the downside. Local television also continued to advance.

The good news about spot television apparently derives from several factors. One is that network-TV business is good, usually a precondition of good spot business. Another is that confidence in the general economy is growing; as that happens, advertisers who in less certain times cut back to protect the bottom line find it necessary to expand their budgets to capitalize on increased consumer spending. This process appears to be starting in earnest. Equally significant is the fact, proved in study after study, that public confidence in television, unlike confidence in the general economy, has never been shaken. Advertisers cut back; the viewers didn't.

The viewers are still out there watching, and all signs indicate that advertisers, now, will be there in increasing numbers too. It should, finally, be another good sales year.

## Fumble

The antitrust suits filed by the Department of Justice against the television networks and Viacom are monuments to government ineptitude. They are based on practices that were discontinued years ago. They would seriously weaken the current system of television-program supply without providing a realistic alternative. As legal exercises they would flunk a first-year student in a correspondence school of law.

The timing of the actions invited the suspicions it has raised. The first thoughts were, of course, of an acting attorney general, Richard Kleindienst, in trouble on confirmation to permanent appointment and needing a diversion to take minds off the ITT case. The second thoughts were of a Nixon administration that has consistently complained of the "Eastern liberalism" of network news. From those two conditions it is easy to construct a governmental conspiracy to suppress organs of unwanted journalism.

Our reporting finds no support for such a conspiracy. By every indication the White House was taken by surprise. There may be those in the administration who were pleased by the turn of events. There is no evidence they had a hand in them.

It doesn't really matter why Justice moved. The fact of its moving must be dealt with now, and it is a sad fact reflecting little reinforcement of Mr. Kleindienst's claim to

the executive or professional competence required of a United States attorney general.

One reading of the Justice Department's complaints reveals their obsolescence. They cite network equities in prime-time programming (86% for ABC, 68% for CBS and NBC) as they existed in 1967. They make no mention that the effect of FCC rules adopted since that time has been to reduce network equities almost to the vanishing point. The use of so outdated a base for action is in itself a reason to believe that the suits were indeed dusted off for a belated showing of antitrust muscle.

The remedy the courts are asked to apply is to prohibit networks from "obtaining any interest (except for the first-run right of exhibition)" in any entertainment programs, including movies, and from producing any network programming for themselves. This, applied literally, would not only remove the networks from financial participation in all entertainment programming. It would also remove them from editorial control.

Whatever happened to the government officials who demanded, after the disclosure of the quiz scandals in 1959, that the networks assume responsibility for the programs on their schedules?

What has happened to create a belief that advertisers would now seek out and underwrite a profusion of quality programming when, as recently as those extensive FCC network hearings of 1961, hands were wrung at the discovery that advertisers were in television programming for the commercial benefits to be derived?

Fortunately for the immediate future of television programming the networks have unanimously vowed to resist the government's suits. If the government persists in prosecution, a folly that may be avoided after the Kleindienst affair simmers down, it will still take years for final adjudication. Meanwhile, the networks may go their way doing their best to find programming that will command the popular support that television is accustomed to.

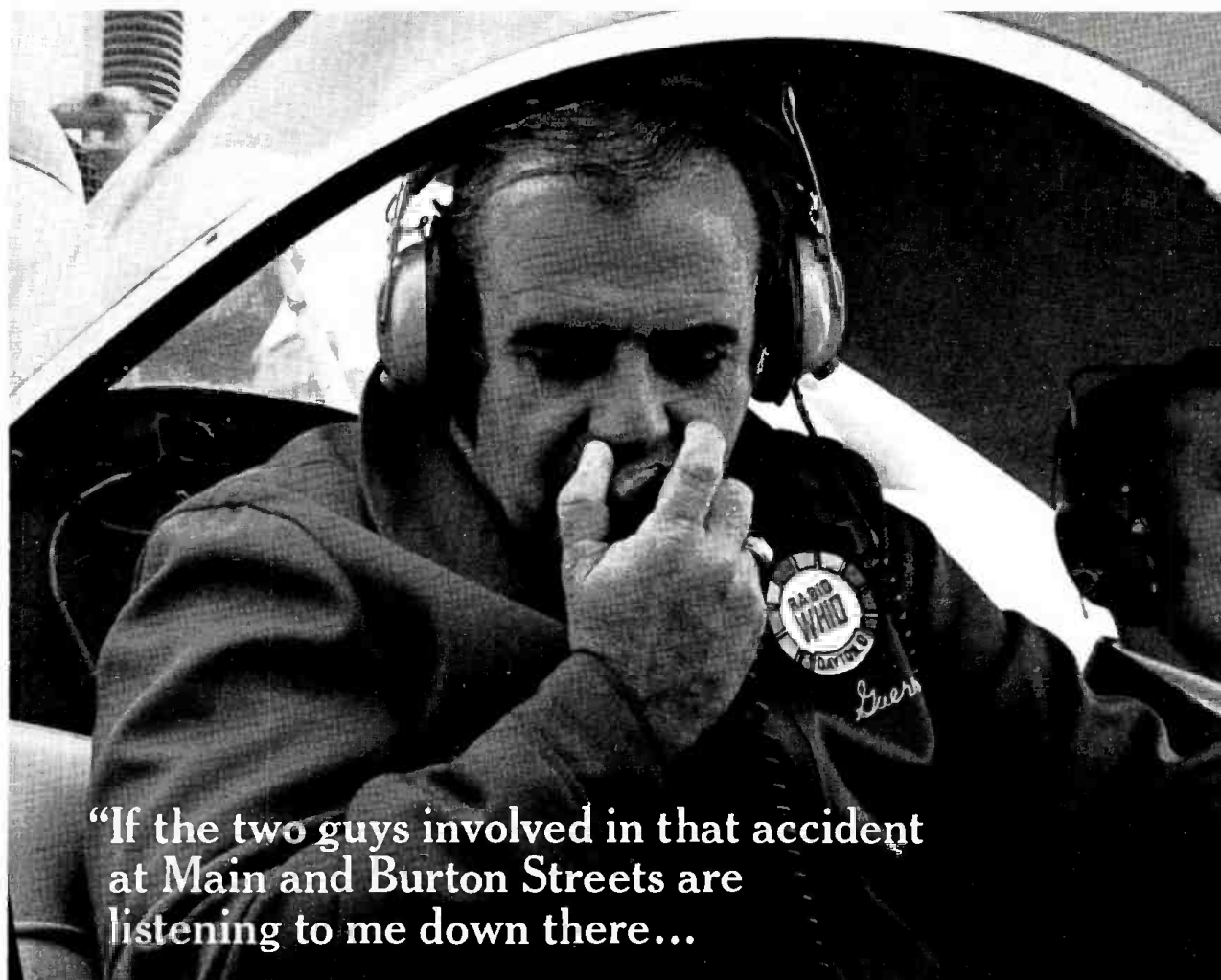
A footnote underscoring the ineptitude mentioned at the outset of this piece: The Justice Department has succeeded in uniting just about all other elements in government on the networks' side in this case. That can hardly have been part of the plan.



Drawn for BROADCASTING by Sid Hix

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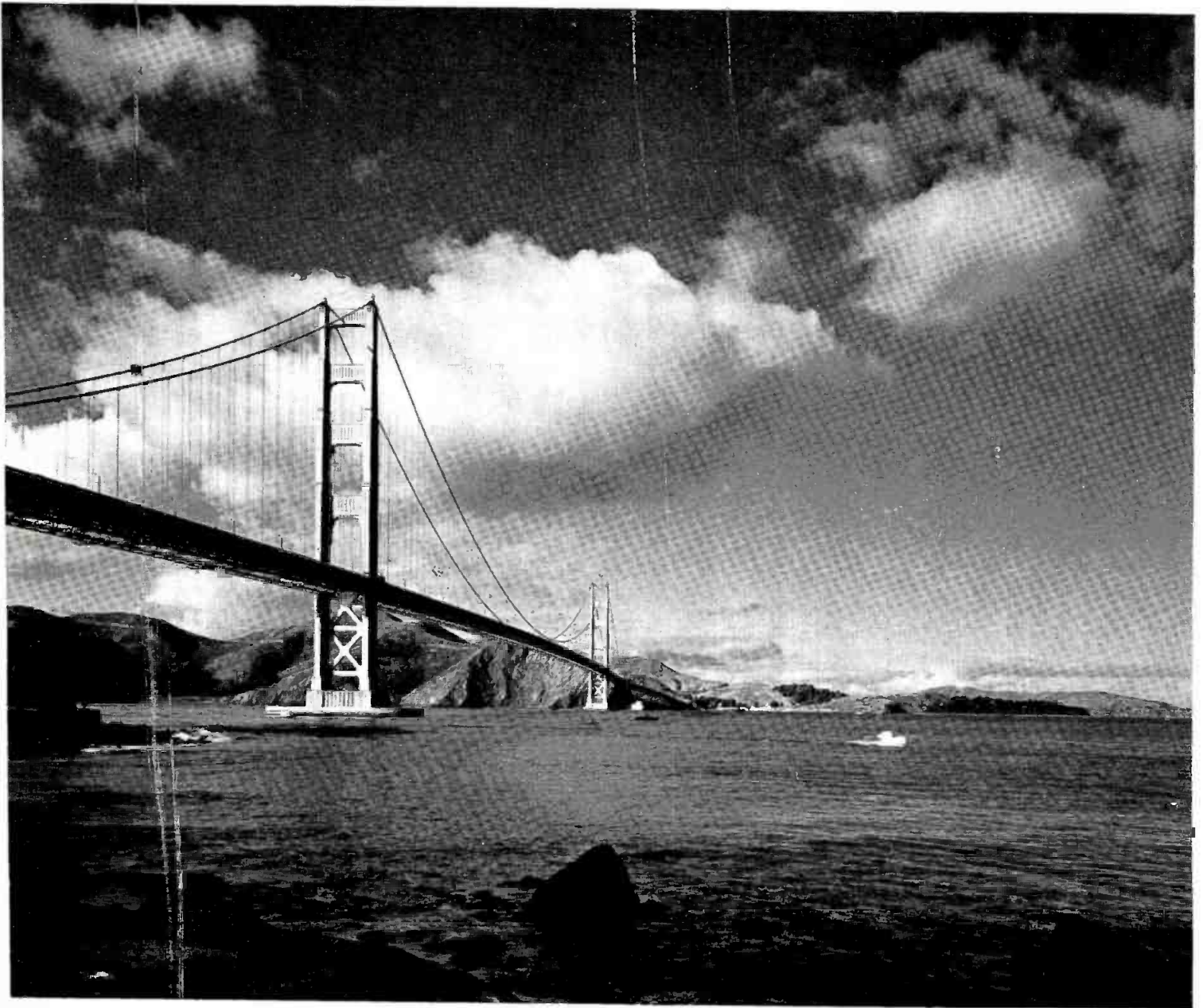


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