

Broadcast journalism at convergence of week's major news
The back-to-basics way of things in top-40 radio

Broadcasting Jan 29

The newsworthy of broadcasting and allied arts

Our 42nd Year 1973

SIOUX FALLS PUBLIC LIBRARY
SIOUX FALLS, S. DAK.

57101 C0404AGA<JUN/74
FREE PUBLIC LIBRA
SIOUX FLS SD 57101



The Beverly Hillbillies



The Andy Griffith Show



Hogan's Heroes



Petticoat Junction



I Love Lucy



Gomer Pyle-USMC



The Dick Van Dyke Show

Laughter is contagious. Use it to build a bigger, better television audience! Schedule 3 or more sitcoms back-to-back in fringe time for your best sendoff into prime time. Stations doing this right now are increasing their fringe-time audience and adult comp at each successive half-hour break.* When you're ready, remember we have the biggest laughs in the business.

Viacom

*Call us for 24 documented success stories!

Next-door neighbors via satellite.



An artist's imagination? Not at all. This is how it really is, as Comsat marks its 10th anniversary.

Comsat is helping pull the world together . . . putting far-away places on the main street of business, industry and com-

merce . . . giving people a front row seat to history. Live via Satellite . . . pioneering new potentials for U.S. domestic as well as international telephone, television, telegraph, data and facsimile communications.

Comsat, a shareholder-

owned communications company created by the Communications Satellite Act of 1962, operates the satellites in the global system . . . U.S. earth stations for satellite communications . . . the COMSAT Laboratories and a wide range of related technical

activities that are creating new communications advances.

These are a part of a worldwide satellite system to give you better communications.

More than 80 countries already communicate daily with each other via satellite.

COMSAT AT 10

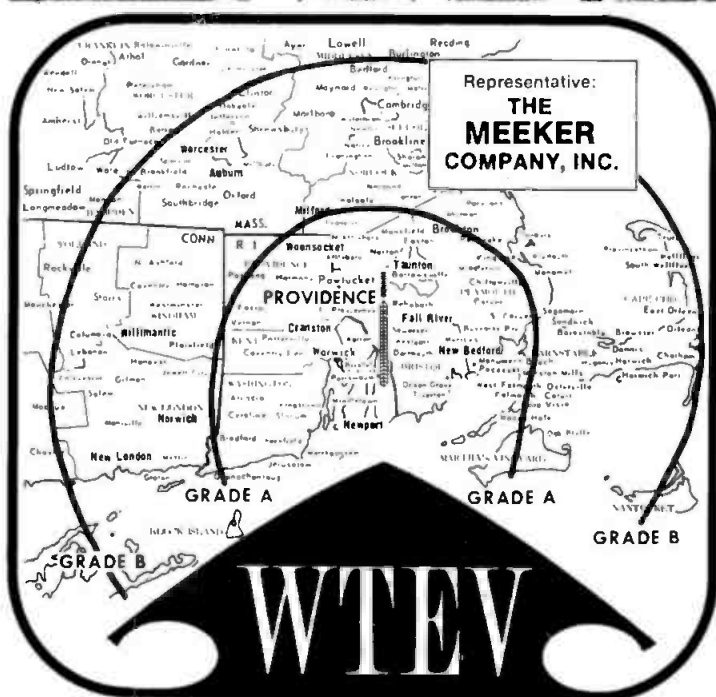
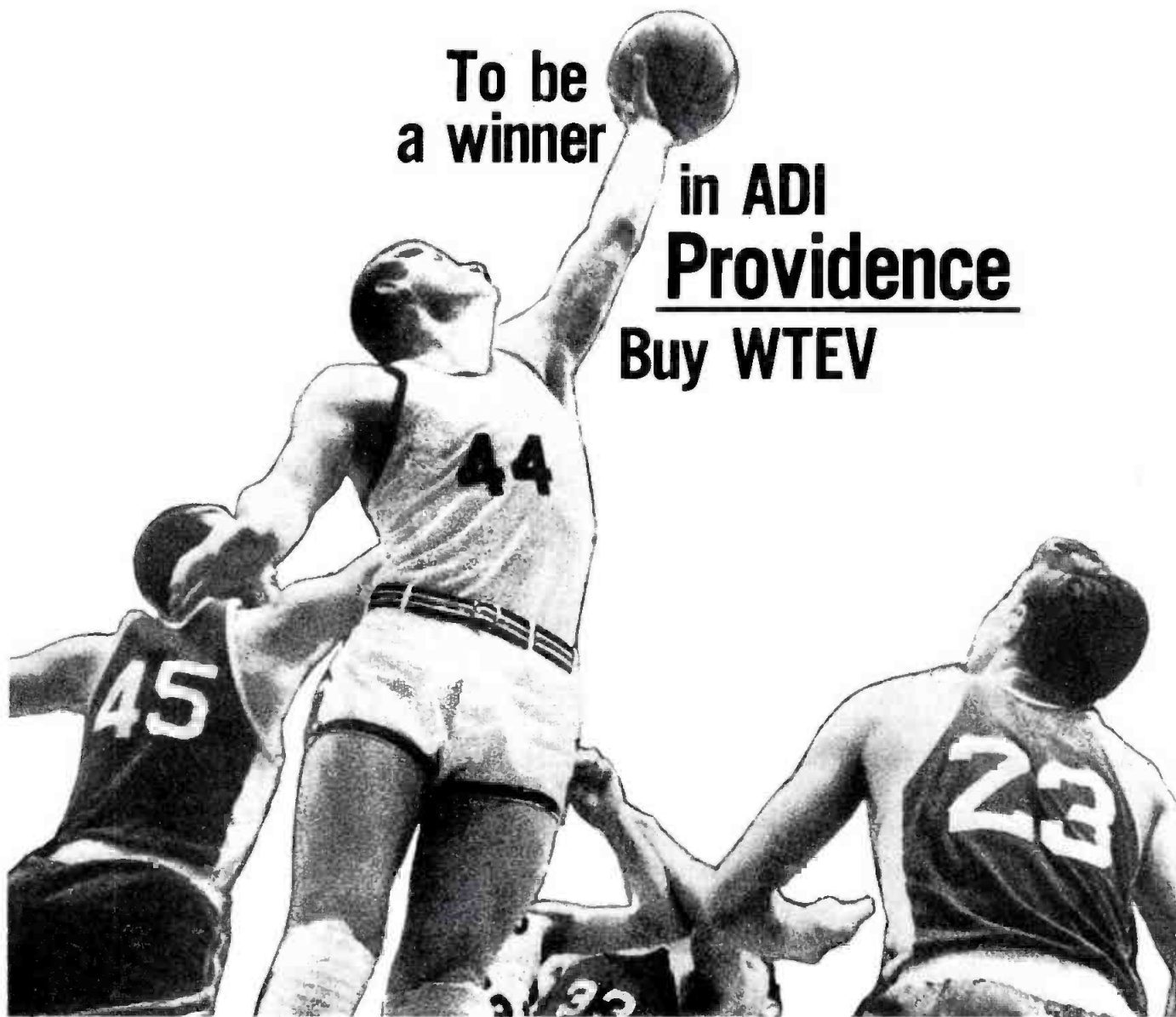
COMMUNICATIONS SATELLITE CORPORATION • 950 L'ENFANT PLAZA, S.W. • WASHINGTON, D.C. 20024

Broadcasting Jan 29

	CLOSED CIRCUIT	5
FCC, OTP in for more in 1974 budget; CPB takes another cut.	AT DEADLINE	6
	DATEBOOK	10
	OPEN MIKE	13
How to sell a snowmobile.	MONDAY MEMO	14
A war ends. A President dies. Another is inaugurated. The breaking of three major news events in a week's time sends broadcast journalists scurrying in an unparalleled test of staying power.	LEAD STORY	17
FTC to Congress: Get those little cigars off the air.	BROADCAST ADVERTISING	21
Dancer-Fitzgerald-Sample: Making waves in the old tradition.		22
In referring to his wife's media holdings, the late 36th President used to call himself a 'broadcaster-in-law.' But in his passing, the industry will remember Lyndon Baines Johnson as a favorite son.	MEDIA	24
Another major station transfer in prospect: WTIC-TV to Post-Newsweek.		26
Arthur McCoy leaves Pacific & Southern and takes four stations with him.		27
	CHANGING HANDS	28
No union-membership prerequisite for broadcast news analysts, court rules.	BROADCAST JOURNALISM	32
Accelerated push for newsmen's privilege: Stanton calls for guaranteed protection, House schedules hearings on proposed legislation, but Ervin expresses doubt that total relief will come from Hill.		37
From Allan Freed to Bill Drake, from Chuck Berry to Carly Simon, top-40 radio has weathered a peculiar metamorphosis. What used to be a bang became a whisper—and suffered. Now it's back to basics. A <i>Broadcasting</i> special report examines the state of the art.	MUSIC	41
	PLAYLIST	56
Who holds the reins on public broadcasting? FCC wants to know.	PROGRAMING	60
	CABLECASTING	66
	FINANCE	67
	FATES & FORTUNES	69
	FOR THE RECORD	72
The FCC's Charlotte Reid: conservative, feminine and proud of it.	PROFILE	83
	EDITORIALS	84

To be
a winner

in ADI
Providence
Buy WTEV



In this burgeoning area - PROVIDENCE, NEW BEDFORD, FALL RIVER and other nearby important cities and communities - be sure to use the strong voice of WTEV to carry your sales message. Count on this station to reach and deliver an unusually responsive audience.

WTEV
Providence—New Bedford—Fall River
Rhode Island—Massachusetts
Vance L. Eckersley, Sta. Mgr.
Serving the Greater Providence Area

Channel
6
abc

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

Closed Circuit®

It's a hit

Grass-roots slant on importance viewers put on TV news may be found in American Research Bureau's rankings of top-25 TV programs in each of top-50 U.S. markets. Examination reveals that regularly scheduled local or network newscasts (Monday-Friday or weekend, usually rated separately) were among 25 highest-rated programs in nine of country's 25 largest markets and in almost half—22—of top 50. Biggest is 10th-ranked Pittsburgh: There, three newscasts were ties for 10th, 14th and 18th among all programs.

Usually it was local newscast that scored, but CBS's early-evening news made it in eight markets and NBC's in seven (by coincidence or not, in all but one of these cases local newscasts also made it). Thirteen markets had two or more newscasts within magic circle. Charlotte, N.C. 32d in size, had most—five (three network, two local)—while Tampa-St. Petersburg, Fla. (20th), and Providence, R.I. (28th), had four each. Highest-ranked local news was WBTV-TV Charlotte's 6 p.m. *Scene Tonight*, whose 29 rating was seventh in market (ahead of CBS's *Carol Burnett Show*, among others). Highest-rated was WSATV Huntington, W. Va.'s 6 p.m. *News Picture*, which had 30 rating but was tied (with NBC's *Adam-12*) for 11th place in Charleston-Huntington.

First shot

House Select Committee on Crime, headed by Representative Claude Pepper (D-Fla.), is expected to vote this week on staff report which, in part, calls for placing ban on all broadcast advertising for proprietary remedies between 8 a.m. and 9 p.m. (BROADCASTING, Nov. 20, 1972). Report is basis for legislation Mr. Pepper plans to introduce. Ad-ban portion of any such bill would go to Communications Subcommittee, where Mr. Pepper will seek hearing. Crime Committee's report deals principally with narcotic problem.

On and on

Nine-year-old contest for 1110 khz in Los Angeles—now occupied by KRLA (AM)—is expected to reach another turning point this week. Commission is considering staff proposal that it hold oral argument in case, though with two applicants seeking less than 50 kw power excluded. In all, nine applicants remain from 20 that filed originally. Besides oral argument, commission could either adopt administrative law judge's initial decision and grant application of Voice of Pasadena (BROADCASTING, April 7, 1969) or affirm review-board decision handed down two years later and dismiss all applications but one for Orange Radio

Inc. and set that for hearing on character qualifications involving Orange principal, Robert A. Maheu, one-time public-relations consultant for Howard Hughes (BROADCASTING, May 31, 1971).

There are some indications that ultimate decision will be made between Orange and Western Broadcasting Corp., one of whose principals is Bob Hope. Those are only two applicants seeking full power that have satisfied all engineering requirements, and Broadcast Bureau has consistently urged that decision be made between them. Frequency became available in 1964, after Eleven Ten Broadcasting Corp. lost license on charges it broadcast fraudulent contests. Station has been operated on interim basis by nonprofit Oak Knoll Broadcasting Corp.

Demurrer on cable

Question has arisen as to whether major recommendations contained in report issued last month by FCC-appointed advisory subcommittee on CATV regulatory authority conformed with desires of subcommittee's full membership. Dissenting note has been raised in letter sent to subcommittee chairman, Thomas Atkins, by John Gwin, vice president of Cox Cable Communications and former chairman of National Cable Television Association. Mr. Gwin claimed that sections of report—which was written by Mr. Atkins—recommending anticross-ownership actions by FCC and mandatory interconnection capability for cable systems (BROADCASTING, Jan. 1) had not been approved by subcommittee.

Commission's Cable Television Bureau, in response to Gwin letter, initiated investigation of charges but concluded report accurately depicted at least majority of members' feelings. Final outcome of debate, however, will not be known until parent Federal-State-Local Advisory Committee issues umbrella report on findings of four participating subsidiary bodies, of which Atkins group is one.

Daddy's boy

Television stations carrying *Black Omnibus*, bartered series distributed by CPM programs as co-venture with Qualis Productions (story page 61), report they've received warning that copyright-infringement issue may be raised. Warning, they say, came from attorneys for Robert Saudek Associates, New York, and claims Saudek holds rights to name *Omnibus*, title of one of TV's most celebrated series of 1950's, which Mr. Saudek produced. Officials of CPM say *Black Omnibus* title clearance was handled by Qualis.

On Saudek side nobody was saying much last week. Message to stations was from Gasperini, Koch & Savage, New York law firm, and, according to recipients, was signed by one Richard H.

Saudek, who indeed is Robert Saudek's lawyer son.

Late spring

That oft-reported thaw of FCC freeze on new AM stations may at last occur in next few weeks. Indications are new policy on AM allocations won't be as restrictive as originally proposed. Feeling within staff is that there is more room for AM than was believed back in July 1968 when freeze was imposed (BROADCASTING, July 22, 1968).

Among questions to be resolved: Under what conditions should existing stations be allowed to make major changes in facilities (for instance, to serve suburban area that has developed beyond reach of present facilities)? Should FM as well as AM service be considered in determining whether applicant for new AM station would be providing first service?

No race

Speculation that Senator Barry Goldwater (R-Ariz.) will not run for reelection next year can be scrubbed. He has advised his staff to gear up for another campaign, and though this could change it sets at rest report that he would give FCC Chairman Dean Burch his blessing for 1974 race. Mr. Burch is getting weary of queries about his plans, but he doesn't deny prospect of his departure either to enter law practice or possibly take executive post, maybe in communications.

Not another

Though Lyndon Johnson avoided contact with broadcast business during Presidency out of sensitivity to his wife's ownership of stations, then in trust (see page 24), he took hard look at his FCC appointees, especially after picking Nicholas Johnson in 1966. When considering H. Rex Lee to fill vacancy in 1968, President sought counsel of confidante with observation: "We don't want another Nicky Johnson, do we?"

Munition supply

CBS-TV's big buy of theatrical features from MGM and 20th Century-Fox for showing next season (see story, page 65) was considered imperative by network in order to keep pace in torrid three-network movie competition that demands and eats up top box-office attractions. Key to CBS-TV buy is five "Planet of the Apes" films, all not only solid at box office but with established ingredients—adventure, lives in jeopardy—to pull in large home audiences. Network this season had suffered severe disappointments with "Around the World in 80 Days" and "The Yellow Submarine."

At Deadline

FCC, OTP budgets up in 1974 fiscal year

Commission in for \$37 million, up \$3 million over last year; Cable Bureau to add 50 people; CPB due for \$10 million cut

President Nixon's budget for fiscal 1974, due for release today (Monday), is believed to include some \$37 million for FCC, about \$3 million more than funds on which commission is operating in current year.

Proposed authorization, still some \$5 million less than commission had sought in appearances before Office of Management and Budget, is expected to provide for major increase in size of Cable Television Bureau—some 50 new staffers would be added.

Budget is known to contain cuts in funds for executive office of President, and elimination of some offices. Office of Telecommunications Policy is understood to be due for 20% cut in personnel, though funds available to it would be increased—to \$3,270,000. OTP now operates on \$3-million budget. Most of new money would be earmarked for contract services.

President's budget is believed to carry bad news for Corporation for Public Broadcasting—amendment to cut its funds for fiscal 1973 by \$10 million, to \$35 million. CPB's funds for current year are yet to be voted by Congress, and corporation has been operating on continuing resolution, which expires Feb. 28, providing funds at 1972 rate of \$35 million.

Broadcasters picking up on Philadelphia's bells to celebrate war's end

Radio stations in many parts of U.S. were reported Friday (Jan. 26) to have indicated they would follow lead of group of Philadelphia stations and celebrate end of Vietnam war by broadcasting sound of bells ringing for 12 minutes—one minute for each year of war—beginning Saturday (Jan. 27) at 7 p.m. EST, when cease-fire was to go into effect.

Fifteen Philadelphia stations were said to have agreed to join in combined venture. Idea was generally credited to Jerry Stevens, program director of Metro-media's WMMR(FM) Philadelphia, but Mr. Stevens said it was joint effort involving number of officials both at WMMR(FM) and at Metromedia's WIP(AM) Philadelphia. He said that after wire services and some radio network news organizations carried story on Philadelphia plan he had received requests for information from radio stations in states including New York, New Jersey, Louisiana, Florida, South Dakota, Illinois and Michi-

gan, all indicating they planned to try to get other stations in their communities to join in similar celebrations.

Mr. Stevens put together tape of bells ringing and had copies made for other stations to use, so sounds would be consistent. Philadelphia stations reported to be participating, in addition to WMMR(FM) and WIP(AM), were: WCAU-FM, WIBG(AM), WDAS-FM, WHAT(AM), WWDB(FM), WYSP(FM), WUHY-FM, WPEN(AM), WIOQ(FM), WFLN-AM-FM, WFIL(AM) and WWSH(FM).

NAB had asked all U.S. radio and television stations to observe moment of silence—with appropriate explanatory announcement—in "tribute of thanksgiving" for end of warfare in Vietnam.

CCC, Pacific & Southern to marry through merger; deal valued at \$38.6 million

Group station owners Combined Communications Corp., Phoenix, and Pacific & Southern Broadcasting Co., New York, have reached what they called "preliminary understanding" regarding proposed merger of Pacific & Southern into CCC. Tentative agreement was worked out last week by CCC President Carl Eller and DeSales Harrison, board chairman of P&S. Agreement is subject to approval of boards of directors of both firms (which reportedly will meet tomorrow [Jan. 30] to consider proposal) and both companies' stockholders, as well as FCC.

Although terms of merger were not disclosed last week pending approval of boards, deal is said to involve issuance of CCC shares to P&S stockholders, probably on one-for-one basis. Under this formula, transaction would be worth \$38.6 million since CCC stock would be valued at \$20 per share and P&S currently has about 1,930,000 shares outstanding. Both firms' stock is traded on American Stock Exchange.

Disclosure of merger plan last week follows FCC approval of corporate realignment of P&S necessitated by departure from that firm of Arthur H. McCoy, its former president. Mr. McCoy acquired through new firm, McCoy Broadcasting, P&S's KHON-TV Honolulu and satellites KHAI-TV Hilo and KAH-TV Wailuku, all Hawaii, as well as KYXI(AM) Oregon City, Ore. (see page 27).

The Ides. Earliest that Torbert H. Macdonald's (D-Mass.) House Communications Subcommittee will be able to hold hearing on license-renewal bills is probably mid-March. Although House committees have formed, membership of subcommittees has not yet been firmed up. Then, too, House will be in recess Feb. 9-19 for Lincoln, Washington birthdays, and any hearing requires lead time to put together witness list.

Pacific & Southern and CCC held preliminary discussions on prospect of merging earlier this month (BROADCASTING, Jan. 15).

Pacific & Southern now owns WQXI-AM-TV Atlanta and WQXI-FM Smyrna, both Georgia; WSAI-AM-FM Cincinnati; WWDJ(AM) Hackensack, N.J.; KKDJ(FM) Los Angeles and KIMN(AM) Denver. According to merger agreement, Denver and Atlanta radio properties would not be included in deal. There was no word last week on future plans for those stations.

CCC currently operates KTAR-AM-FM Phoenix and KBLU-AM-TV Yuma, both Arizona; KOCO-TV Oklahoma City; KBTU-TV Denver, and KARK-TV Little Rock, Ark. It is selling, subject to FCC approval, KBLU-AM-TV to firm headed by Robert Crites, stations' manager. It is also awaiting FCC approval of its purchases of WPTA-TV Fort Wayne, Ind., from Sarkes-Tarzan Inc., and WKY-TV Louisville, Ky., from Sonderling Broadcasting.

Kellogg's kids-TV spots will stress nutrition, not mention products

Kellogg Co., Battle Creek, Mich., will divert major portion of 1973 Saturday morning television advertising budget to spots promoting nutrition itself, with no product mention. Joe E. Lonning, Kellogg president, will announce new campaign today (Monday) at luncheon meeting during American Advertising Federation's public affairs conference in Washington.

Kellogg spokesman said 60-second nutrition spots will appear at least once each weekend on every Saturday morning children's program on three major television networks. Additional messages, addressed to pre-schoolers and adult audiences, will be placed on daytime and late-night programs during week. Campaign does not represent new money, but will be major diversion of present product advertising to generalized messages. Cereal will be among nutritional elements mentioned, but will not dominate emphasis. Tag line, "Presented in the interest of good nutrition by Kellogg," will accompany each spot.

NARB rules against Kal Kan

National Advertising Review Board has upheld complaint against advertising of Kal Kan dog food, Vernon, Calif., division of Mars Inc. Agency is Honig-Cooper & Harrington, Los Angeles. Specific ads and TV commercials cited in complaint have been replaced.

Original complaint was made by Allen Products Co., Allentown, Pa., maker of Alpo dog food. Allen alleged Kal Kan falsely disparaged its product by referring to "the brand without a speck of cereal—uses synthetic chemicals for bal-

*for over twenty-five years
we've been repeating our slogan . . .*

***“In Maryland Most People Watch
WMAR-TV, Channel Two”***

*. . . sometimes it is also
true in Washington.*

Telephone Coincidental Audience Surveys performed by the American Research Bureau during the Redskins/Green Bay game on Sunday, December 24 and the Redskins/Dallas game Sunday, December 31 estimated that 77% of all District of Columbia viewers watched the Green Bay contest and 78% of all viewers watched the Dallas contest. On Channel Two, of course.

These audience estimates are subject to the statistical variations and limitations inherent in such research.

We'd like to invite the many thousands of D.C. viewers who sampled Channel Two during these Very Special Sundays to try us at other times.

FOR INSTANCE:

MONDAY through FRIDAY

NEWSWATCH, 6-7-11 P.M.

BONANZA, 4:30 P.M.

TO TELL THE TRUTH, 7:30 P.M.

Congratulations and Good Luck to the REDSKINS!

*Thanks to the Redskins organization and to the National
Football League and the CBS Television Network.*

The above advertisement appeared in the Baltimore Sun, Washington Post and Washington Star on Sunday, January 14, 1973.

ance." NARB agreed reference was clearly to Alpo. Case marks first time National Advertising Division (NAD) of Council of Better Business Bureaus had referred case to NARB.

MacNeil sees PTV in danger of being Nixon mouthpiece

Newsman Robert MacNeil wants board of Corporation for Public Broadcasting to demonstrate it's not subservient to White House; would advise Board Chairman Thomas B. Curtis to actually view some of public affairs series CPB says it will cancel; hopes President Nixon will "take half an hour to see what his people have been doing" by way of strangling public broadcasting; asks TV consumers to support beleaguered local public station managers. At issue, Mr. MacNeil told Consumer Federation of America's consumer assembly in Washington (Jan. 26), is whether or not there should be free discussion of public issues on public broadcasting.

In long talk detailing what he termed "threat to public broadcasting," Mr. MacNeil contended many of his colleagues are "sadly disillusioned people as they watch their dream being perverted before their eyes and their ideal of independence made a travesty by Mr. Nixon's appointees." He cautioned that public broadcasting is being restructured into "system uttering nothing but the administration line." If that happens, noted Mr. MacNeil, senior correspondent for National Public Affairs Center For Television, he would return to British Broadcasting Corp. "where they have learned what freedom and independence are all about." Newsman previously spent stint with BBC in England.

WOIC called to hearing on citizen-group challenge

FCC has designated renewal application of WOIC(AM) Columbia, S.C., for hearing as result of petition to deny filed by local citizen group.

Commission ordered hearing to explore questions petition raised about efforts of licensee, WOIC Inc., to ascertain community needs as well as about licensee's character qualifications.

Columbia Citizens Concerned with Improved Broadcasting also alleged that station discriminated against blacks in its employment practices, has not presented programs to meet black needs and interests and has not lived up to program proposals submitted in its 1966 renewal application. However, commission said those allegations were not sufficiently specific to warrant exploration in hearing.

Commission said woic's ascertainment efforts were not sufficiently detailed to show that meaningful investigation of community's needs was conducted and to support required conclusion that woic had acquired reasonable knowledge of those needs and had designed its program proposals accordingly.

Character qualification issues involve allegations concerning WTMP Tampa,

Fla., when that station was controlled by Joe Speidel III, present owner and 83% stockholder of WOIC Inc. Citizen group submitted affidavits stating that WTMP used money raised by "Soul Night" promotion to repair fire damage at station's offices instead of turning funds over to Disadvantaged Student Loan Fund at University of South Florida, as promised. Group also alleged that WTMP defrauded James Brown Productions of \$300 after company had paid station \$900 for advertising.

Sports only business better for minorities: Wasilewski

Broadcasting is becoming beautiful for blacks and black print media should support renewed life for broadcasters. That in essence is what Vincent T. Wasilewski, president of National Association of Broadcasters, was to say to black newspaper and magazine publishers in dinner speech Friday (Jan. 26).

Scheduled to address National Newspaper Publishers Association in Washington, Mr. Wasilewski contends that only professional baseball, football and basketball soon will be more integrated than broadcasting. He cites statistics to prove this point: black ownership of stations doubled in last two years; minority employment in TV up 17% last year; nearly two out of every three TV stations with minority people in top echelon management and professional jobs. Besides, he says, broadcasting brought black conditions and problems "out of the ghetto and into the living room."

Crux of Mr. Wasilewski's argument: "No other group has advanced the cause of civil rights more than broadcasting," thus black publishers should support license-renewal legislation for broadcasters.

In Brief

We protest. J. B. Williams Co. and advertising subsidiary, Parkson Agency, New York, will appeal \$812,000 fine levied against them in connection with advertising for Geritol. Court order, by U.S. federal judge Constance Baker Motley, was culmination of Federal Trade Commission actions that began in 1959. **Trying again.** FCC has been challenged in court on renewal of Columbus, Ohio, broadcast licenses that citizen group, Columbus Broadcasting Coalition, had opposed. Coalition filed appeal in U.S. Court of Appeals, Washington, against renewals of Taft's WTVN(AM), WBUC-FM and WTVN-TV and Wolfe family's WBNS-AM-FM-TV. Also in appellate mood is Citizens Committee to Save WEFM which has filed in same court against FCC approval of sale of WEFM-FM Chicago by Zenith Radio Corp. to GCC Communications for \$1 million (*Broadcasting*, Dec. 18, 1972). **Voice for veep.** J. Marsh Thomson has been named press secretary to Vice President Agnew. He succeeds Vic Gold, who returns to private life as political media consultant. Mr. Thomson had been on Agnew staff as assistant director of office of inter-governmental relations. **Less for littles.** New dues structure for members figures to be primary issue at two-day board meeting of National Cable Television Association, scheduled for New Orleans next month (Feb. 7-8). Association currently is exploring several alternatives to present to board. Constant in all is that dues schedule for little cable operators will drop considerably. Also expected to be offered to board is plan to instruct cable operators how to deal with labor problems in both pre-union and post-union situations.

Keeping it close. Public Broadcasting Service is expected to hold closed-circuit TV session with station managers around country today (Jan. 29) at which disclosure will be made of actions taken at San Diego meetings last week. Three days of meetings (Jan. 24-26) were held at Sheraton Harbor Isle Hotel, with highlight being opening-day, six-hour, self-acknowledged "emergency" meeting at which Corporation for Public Broadcasting chairman Thomas B. Curtis appeared. Subsequent sessions included formal PBS board meeting (with CPB president Henry Loomis in attendance) and meeting of joint PBS board and board of Educational Television Stations division of National Association of Educational Broadcasters. "Emergency" meeting stemmed from CPB's announced intention to take over control of public broadcasting programming (*Broadcasting*, Jan. 15). **Dies.** Earl Ebi, 69, TV-radio producer and second-term president of Pacific Pioneer Broadcasters, died Jan. 25 in Encino, Calif., after brief illness. Mr. Ebi worked for NBC in Detroit and Chicago, was J. Walter Thompson producer for *Edgar Bergen-Charlie McCarthy Show*, *Lux Radio Theater*, *Lux Video Theater* and *Kraft TV Theater* shows. He joined Leo Burnett TV production staff in 1965, retired in 1969.

Headliner



Mr. Engman

Lewis A. Engman, assistant director of domestic council staff in White House, appointed to Federal Trade Commission. Mr. Engman, whose appointment was expected (*BROADCASTING*, Jan. 15), will be named FTC chairman when his nomination is confirmed by Senate, according to White House announcement. Formerly lawyer in Grand Rapids, Mich., Mr. Engman specialized in antitrust actions for domestic council. He succeeds **Miles K. Kirkpatrick**, who resigned to return to private law practice in Philadelphia.

We told McCormick we could outsell any other rep.

WLKW AM/FM and WBNY (FM) just asked us to prove it.

Effective January 15, 1973, Avco Radio Sales assumed representation of these McCormick Communications, Inc.* stations: WLKW AM (50,000 Watts at 990 KC) and WLKW FM (50,000 Watts H&V at 101.5 MC Stereo), Providence, Rhode Island...and WBNY FM (50,000 Watts H&V at 96.1 MC), Buffalo, New York.

*A subsidiary of Technical Operations, Inc.

Also represented by Avco Radio Sales:

EASTERN GROUP: WWDC AM/FM, Washington, D.C.; WITH AM/FM, Baltimore; WDAS AM/FM, Philadelphia; WRFM, New York; WHIL/WWEL, Boston; WJAS AM/FM, Pittsburgh. **CENTRAL GROUP:** WCLR, Chicago; WDRQ, Detroit; WLW, Cincinnati; WRTH, St. Louis; KMBZ/KMBR, Kansas City; KSTP AM/FM, Minneapolis-St. Paul. **SOUTHERN GROUP:** WFUN, Miami; WDAE AM/FM, Tampa; WMBR, Jacksonville; WBJW, Orlando; WJBO AM/FM, Baton Rouge. **SOUTH-CENTRAL GROUP:** WSIX AM/FM, Nashville; WINN, Louisville; WKEE AM/FM, Huntington. **SOUTHWESTERN GROUP:** KYOK, Houston; WRR, Dallas; WOAI, San Antonio. **ROCKY MOUNTAIN GROUP:** KOA AM/FM, Denver; KSL AM/FM, Salt Lake City; KTUF/KNIX, Phoenix. **WESTERN GROUP:** KYA AM/FM, San Francisco; XTRA/KOST, Los Angeles; KIRO AM/FM, Seattle; KPOK AM/FM, Portland; KARM AM/FM, Fresno; KUZZ/KZIN, Bakersfield; KGU, Honolulu.

 **AVCO** RADIO TELEVISION SALES, INC.

WHEN YOU SLIP, IT HURTS . . .

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

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

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

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

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

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

Datebook®

■ Indicates new or revised listing.

This week

Jan. 28-29—Meeting, *Oklahoma Broadcasters Association*. Lincoln Plaza, Oklahoma City.

Jan. 28-30—Annual Golden Globe Awards of *Hollywood Foreign Press Association*. Presentations in motion picture and TV categories. Century Plaza hotel, Los Angeles.

Jan. 28-31—Annual convention, *National Religious Broadcasters*. Featured speakers include: FCC Chairman Dean Burch and Commissioner Benjamin Hooks; Vincent Wasilowski, NAB president; David Foster, NCTA; W. Clement Stone, philanthropist and insurance executive, and the Rev. Billy Graham. Washington Hilton, Washington.

Jan. 28-31—Annual public affairs conference, *American Advertising Federation*. Major speakers: Richard E. Wiley, FCC commissioner; Michael Perischuk, chief counsel, Senate Commerce Committee; Gerald Thain, Federal Trade Commission; Robert Tallman Jr., Young & Rubicam International; Lee Loevinger, Washington lawyer; Barton A. Cummings, Compton Advertising (AAF chairman); Charles W. Yost, National Advertising Review Board; Stockton Helffrich, National Association of Broadcasters Code Authority. Statler Hilton hotel, Washington.

Jan. 29—Meeting between *National Cable Television Association* staff and small operators, Tennessee area. Master Hosts inn, Nashville.

Jan. 29-30—1973 *Radio Advertising Bureau* management conference. Riviera Hyatt House, Atlanta.

Jan. 31—Seminar on contracts by radio and television stations, sponsored by *New England Broadcasting Association*. Featured speaker: Thorton Wierum, director of media services, J. Walter Thompson Co. Suffolk University Law School, Boston.

Jan. 31-Feb. 2—Convention, *Rocky Mountain CATV Association*. Stoufflers Denver inn, Denver.

Feb. 1—Meeting, *Minnesota Associated Press Broadcasters*. Minnesota Press Club, Minneapolis.

Feb. 1—Deadline for entries in fifth annual *Robert F. Kennedy Memorial Journalism Awards* for coverage of problems of poverty and discrimination in America. Categories include radio and television. Robert F. Kennedy Journalism Awards Program, 1054 31st Street, N.W., Washington 20007.

Feb. 1—Deadline for entries in 41st annual *Sigma Delta Chi Distinguished Service Awards* contest. Awards are offered for notable performance in print and broadcast journalism. Entry blanks may be obtained from Sigma Delta Chi, 35 East Wacker Drive, Chicago 60601.

Feb. 2-3—25th annual radio-TV news seminar, *Northwest Broadcast News Association*. University of Minnesota School of Journalism and Mass Communication and Hotel Dyckman, Minneapolis.

■ Feb. 2-4—*Oregon Associated Press Broadcasting Association* meeting. Inn of the Seventh Mountain, Bend, Ore.

Feb. 2-4—"The People's Right to Know," symposium on freedom of speech and press, sponsored by student chapter, *Women in Communications*. Featured speakers include: Bill Farr, jailed *Los Angeles Times* reporter; Anthony Russo, co-defendant in Pentagon Papers trial, and George Reedy, former press secretary to President Johnson. University of Iowa, Iowa City.

Also in February

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

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

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

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

Feb. 7—Extended deadline for entries in annual *Edwin H. Armstrong Awards* for best FM programs broadcast in 1972. Awards will be presented at National Association of FM Broadcasters convention, March 22-25 in Washington. Entry forms may be ob-

tained from Kenneth K. Goldstein, room 510, Mudd building, Columbia University, New York.

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

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

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

Feb. 8-9—1973 *Radio Advertising Bureau* conference. Burlingame Hyatt house, San Francisco.

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

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

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

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

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

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

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

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

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

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

Feb. 13—Final date for filing comments on proposed FCC fee schedule increases.

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

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

Feb. 13—*Hollywood Radio and Television Society*

Major meeting dates in 1973

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

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

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

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

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

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

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

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

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

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

**So
you
want
to get
a job?**



Several hundred jobs were available through the Knoxville Employment office, but there were few takers. Many unemployed were reluctant to apply. WBIR-TV ran a 30-minute documentary showing how simple it was to seek a job and demonstrated free training available. Next morning long lines of job seekers were waiting at the employment office. For example: The Knoxville Opportunities Industrialization Center (KOIC) doubled its normal enrollment and is training hundreds of sewing machine operators for a large garment firm operating in Knoxville. Hundreds of these people are moving from the welfare rolls to gainful employment. Just one example of public enlightenment through better communications by WBIR-TV.


wbir-10 TV
CBS

**KNOXVILLE
TENNESSEE**



MULTIMEDIA

Represented by KATZ

WFBC-AM-FM-TV, Greenville, S.C.
WBIR-AM-FM-TV, Knoxville, Tenn.
WMAZ-AM-FM-TV, Macon, Ga.
WXII-TV, Winston-Salem, N.C.

luncheon meeting with *Ms.* magazine editor Gloria Steinem as guest speaker. Ballroom, Beverly Wilshire hotel, Beverly Hills, Calif.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Feb. 28—Final date for filing reply comments on proposed FCC fee schedule increases.

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

March

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

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

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

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

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

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

March 9-10—Conference, *Sigma Delta Chi* Region 10, Shelton, Wash.

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

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

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

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

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

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

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

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

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

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

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

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

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

March 25—Annual membership meeting, *Association of Maximum Service Telecasters*, to be followed by board of directors meeting. Shoreham hotel, Washington.

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

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

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

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

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

April

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The Colonel's quote...

"When regulatory bodies start judging tastefulness, when the courts mandate the use of advertising to check air pollution, when government starts telling the advertiser how to use his money or how many brands he can promote—then we as a society have a basic choice to make. The choice is not between more or less advertising than we have now. The choice is between the vitality of a free market—and the stagnation of a regulated one."

Paul C. Harper, Jr.
Chairman & Chief Executive Officer
Needham, Harper & Steers, Inc.
before the Hollywood Radio & Television Society 1972.

PGW

SELLING MORE IN OUR 41st YEAR

PETERS GRIFFIN WOODWARD, INC. • Atlanta • Boston • Charlotte • Chicago • Dallas • Detroit • Los Angeles • Minneapolis • New York • Philadelphia • St. Louis • San Francisco

Open Mike®

'Playlist' with a bullet

EDITOR: The BROADCASTING "Playlist" is the most innovative and useful feature to appear in the trade press serving the radio and music industries in years. Fantastic.—*John N. Catlett, station manager, WCBS-FM New York.*

EDITOR: ["Playlist"] looks great. I particularly enjoyed the feature of breaking out the times of the day. I'm positive the industry will consider "Playlist" a valuable tool in creating even better programming in the future.—*Eldon W. Wyant, public information specialist, advertising and information, U.S. Army Recruiting Command, Hampton, Va.*

Working on it

EDITOR: In "Open Mike" Jan. 15, we enjoyed a letter from Professor Elizabeth Shimer Czech of the University of Kansas regarding the training and hiring of blacks and other minorities in nontechnical media positions. Thinking it may be of interest to other readers, here is a summary of "Doorway to Advertising," sponsored by the International Radio and Television Society since 1968, with just those objectives in mind.

Going into its fifth year, the course continues over a 13-week period and is designed to train minority candidates for jobs in broadcast advertising at entry level or better. The "students" are selected through personal interview, with general intelligence and enthusiasm being more important criteria than formal educational levels. Most have been employed in areas other than broadcasting or advertising. The class is restricted to 45 candidates to preserve individuality of instruction.

The curriculum is administered by Gilroye A. Griffin Jr., a vice president of Kenyon & Eckhardt and a member of the board of governors of IRTS. Mr. Griffin, a leader in the black community, has enlisted the cooperation of the Council of Concerned Black Executives which has assisted in the selection of students. The instructors are drawn from leading advertising agencies, networks, stations and their representatives and research houses who donate their time and effort. Candidates receiving passing grades in the course are assisted with job interviews at the conclusion of the 13-week period. More than half of our "graduates" are now employed in broadcasting or advertising.—*Robert H. Boulware, executive director, International Radio and Television Society, New York.*

Who, us?

EDITOR: Regarding your item in "Closed Circuit," Jan. 1, it is correct that WETA-

FM Washington does not offer systematized instructional or general educational courses for school systems or for the general public. But we cannot understand why you imply from this that WETA-FM's noncommercial, educational license should be challenged on these grounds. . . .

The FCC renewal application for non-commercial stations lists "types of educational programs" as including both "performing arts" and "public affairs." WETA-FM . . . devotes 56% of its typical weekly schedule to the performing arts, including concerts and operas, and 29.5% to public affairs, including congressional hearings, National Press Club speeches, scientific conventions, lectures, documentaries, interviews and news background and analysis.—*Fred Flaxman, director of radio, WETA-FM Washington.*

(By the terminology of the FCC renewal form, "types of educational programs" also include "instructional," "general educational," "light entertainment" and "other," including news and sports—in short any program of any kind that happens to be broadcast by an "educational" station.)

Misworded Moss

EDITOR: In his letter to the editor appearing in the Jan. 8 issue, Michael Fred Pierce misquotes me. In speaking of advertising, I lauded informative advertising for its constructive role in making our economic system work. At the same time, I chastized "advertising which panders to base instincts, avoids complete truth. . . ."

The misquote is a handy device, for it turns the sense of my argument around 180 degrees. I support advertising. We need advertising. Advertising is an important component of the free market system. But advertising which distorts that system is untenable. I, for one, do not believe that my campaign advertising panders to base instincts etc. Although Mr. Pierce is entitled to his views.—*Frank E. Moss, United States senator, Washington.*

Unchanged hands

EDITOR: WCGR(AM) Canandaigua, N.Y., has not been sold. Mrs. John Douglas has been ordered by the Surrogate Court of Ontario county to account for the way the estate of Westley Kimble has been handled. (Mr. Kimble put the station on the air in 1961 and operated it until his death in 1968.) We are informed that due to the status of the estate, any sale of WCGR must require Surrogate Court approval. The matter has not even reached that level where the court will begin to consider a sale—George W. Kimble, secretary-treasurer, WCGR.

(BROADCASTING reported Jan. 15 that WCGR had been sold by Mrs. John Douglas and the estate of the late Westley Kimble to Morris and Ann Gentner. The information was provided by a broker, Kenneth W. Horton Co.)

BROADCASTING PUBLICATIONS INC.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Maury Long, vice president.
Edwin H. James, vice president.
Joanne T. Cowan, secretary.
Irving C. Miller, treasurer.

Broadcasting® TELEVISION®

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

Sol Taishoff, editor.

Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater (New York), chief correspondent.
Morris Gelman, Leonard Zeidenberg, senior correspondents.
J. Daniel Rudy, assistant to the managing editor.
Frederick Michael Fitzgerald, senior editor.
Alan Steele Jarvis, Don Richard, assistant editors.
Ann Cottrell, Carol Dana, Eleanor Sent, Jan Walker, editorial assistants.
Pamela Dutton, secretary to the editor.

SPECIAL PUBLICATIONS

Art King, director; Joseph A. Esser, associate editor; Jill Newman, editorial assistant.

ADVERTISING

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

CIRCULATION

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

PRODUCTION

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

ADMINISTRATION

Irving C. Miller, business manager.
Dorothy Coll, Sheila Thacker.
Lucille DiMauro, secretary to the publisher.

BUREAUS

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

Larry G. Kingen, sales manager; Stan Soifer, sales manager—programming; Susan Hirata, Harriette Weinberg, advertising assistants.

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

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

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



* Reg. U.S. Patent Office.
© 1973 by Broadcasting Publications Inc.

Monday Memo

A broadcast advertising commentary from John Meegan, merchandising manager, Polaris Corp., Minneapolis

Snowmobile advertising: a little trickier, but worth the while

How do you best use the broadcast media to sell a seasonal product in limited market areas?

A time salesman should be able to offer some answers to that question before he calls on us or our agency. Although we are selling a relatively new product, the broadcast media offer key outlets for us to reach the billion-dollar market that is waiting out there. Snowmobiling now has millions to spend on radio and TV advertising. But the broadcast media must do their homework. They are not now paying enough attention to us.

They should at least know some of the background on snowmobiling. The snowmobile as we know it today was invented less than 20 years ago by Polaris. In the first year, six machines were sold. Over the next 10 years several more manufacturers entered the field, although as late as 1964, only 8,000 units were sold by the entire industry. Then came the explosion.

By 1966, such a fantastic demand developed for snowmobiles that the industry literally couldn't handle it. Snowmobiling became the fastest growing sport in the country. The next few years were bedlam. Instead of a small number of manufacturers, there were 60. Many of these companies threw caution to the winds and added production facilities and distributors, and signed up practically every corner gas station as a dealer. And this worked well until about two years ago when the inevitable shake-out came. Companies without the proper market research and advertising know-how got hurt, and many fell by the wayside.

Polaris wasn't one of them. But we had to intensify our market research so that we wouldn't misuse our advertising dollars.

Our research turned up a number of surprises. Although consumer use of snowmobiles is seasonal, snowmobiles are sold practically the entire year. Polaris introduced its '73 line to its distributors last March, and consumer purchases began by May. Taking advantage of this movement, we advanced our initial broadcast-advertising period to July 15, while many of our customers were in the middle of golf season. November, December and January remain as the top retail months in the snowbelt, of course, but we used to begin our advertising in September and October.

Our research also revealed that snowmobiling is now enjoyed by all members of the family. The average age of a snowmobile buyer is 25-45. We also found that more and more white-collar, affluent



John Meegan began his career in advertising at the age of 19 with the Zenith Corp. as assistant to the sales promotion manager. Five years later, he joined the Admiral Corp. as manager of its Chicago Distributing Division. One year later, he was appointed Admiral's national sales promotion manager; three years after that, he was named its national advertising manager. He joined Polaris in April 1971 as merchandising manager. This position also encompasses advertising and sales promotion.

management types are buying snowmobiles.

But until a couple of years ago, the industry's advertising was aimed at the revved-up driver gunning his snowmobile across the countryside. The result was that manufacturers found themselves in a rat race of competing claims.

That approach has now changed and snowmobiling has become a sound, solid industry. Sales of machines, accessories and collateral services have now passed the billion-dollar mark. There are now 2.25 million snowmobiles in North America. There are six-million active snowmobilers in 31 states and Canada. And this year, the industry will sell approximately 600,000 new units.

Obviously, the industry has matured to the point where it needs more mature advertising approaches. Today, the theme of Polaris advertising in all media is not derring-do but the machine's dependability, performance, durability and safety features. The message we stress is the Polaris commitment to quality. (Two of our TV spots this year were shot in a showroom similar to an automobile dealer's, with an announcer selling our quality features in a low key fashion.)

Although the growth of snowmobiling began in the mid and late '50's, it wasn't until the mid-60's that the major manufacturers became big enough and the market broad enough to justify the expense of using TV. This year, Polaris allocated between 50% and 65% of our

total consumer advertising dollars to TV. It is all spot advertising (except for a pre-Christmas 60-second commercial on the *Today* show). Practically all of it is spent in rural and suburban markets although as the sport becomes more popular among consumers in metropolitan markets, some of the major manufacturers are going into big-city markets. (The largest snowmobile maker, Bombardier Ltd., even ran prime-time spots in New York this past fall for its Ski-doo vehicle.)

Since our audience is action-oriented, our key TV dollars go into spots around professional sports programs such as football, hockey and wrestling. In addition, we buy spots around news programs that have a high percentage of male viewers and around quality outdoor programming such as the *National Geographic* specials.

TV is the ideal medium for us to show a mass audience that snowmobiles can bring a lot of action and fun to their lives. Another important reason we spend so much on television is that it is highly merchandisable to the local dealer in the small town.

Most of our radio dollars go into drive time and in early-hour rural programming. The radio spots we produce are for use primarily by local Polaris dealers throughout the snowbelt. Many dealers can't afford to buy local TV but can afford a spot schedule on a local radio station.

Our TV and radio buys this year were made in three segments. The first ran from July 15 through Aug. 1, featuring our complete line of consumer machines and our tagline, "The '73's are here." The second ran in September and the final segment, representing half of our total budget, ran from Nov. 5 to Thanksgiving.

We have made widespread use of four TV spots this year, in 30- and 60-second versions. The first, just mentioned, shows key features in our new consumer line; the second, filmed in the snow, stresses the family fun angle; the third stars two-time Indianapolis 500 winner Al Unser putting Polaris machines through their paces, emphasizing performance and dependability. The fourth is an in-studio production of our exclusive, top-of-the-line TX series that Polaris introduced last year.

Polaris just concluded its 1973 model manufacturing season at the end of November with a 40% increase in the production of 1973 models. This means a second consecutive record year for Polaris sales. Last year Polaris showed a sales increase of 60% and an increase in market share of 45%.

So look at us more carefully, broadcasting, you might be missing something here.

Get-Rich-Quick Scheme:

Buy The New Price Is Right from Viacom and put it in a prime-time access period.

Here is the kind of return you can expect on your investment. In its first season...



The New Price Is Right wins the highest metro rating in its time period for 31 stations;



The New Price Is Right wins the most women viewers in its time period for 38 stations;



The New Price Is Right wins an average 31% more women than year-ago programs for 40 stations;

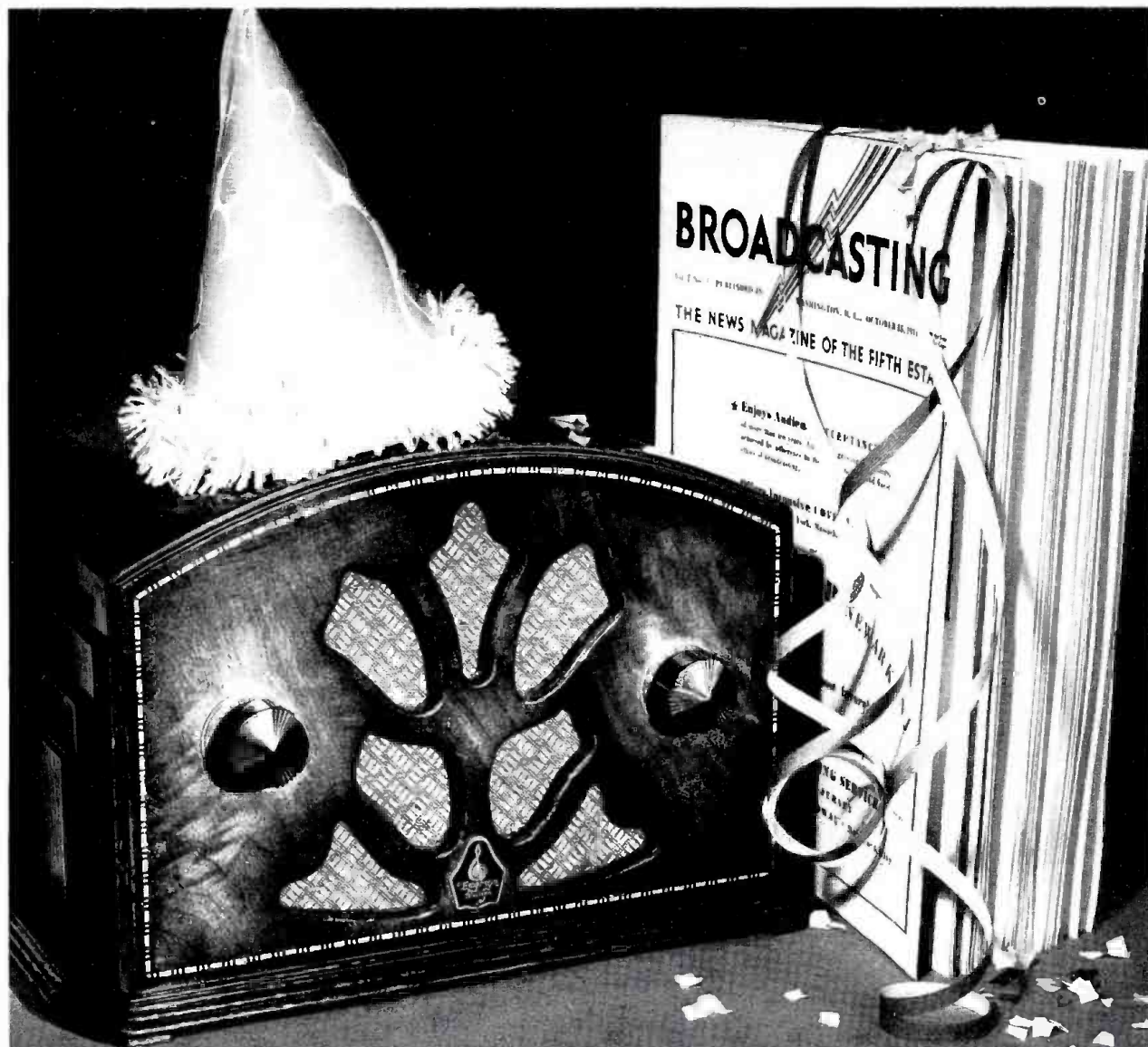


The New Price Is Right wins an average 45% more women than lead-in programs for 40 stations.

You can clean up, too.

If you're willing to play the Price.

Viacom



We started broadcasting when Broadcasting started broadcasting.

We were very big back then and we're even bigger now.
WPRO number one in Rhode Island.



A DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION. REPRESENTED BY BLAIR RADIO.

Great events in wild week test TV news

Networks, affiliates scrap schedules for Nixon inaugural, Johnson death, intricacies of Vietnam cease-fire

The coincidence of a settlement of a war in Vietnam, an inauguration of one President and a death of another gave television news—and television viewers—a massive dose of journalism last week. The initiative and the stamina of network news organizations were tested time and again as they met the necessity of covering an almost unparalleled array of major events that at times overlapped one another.

On one day alone—last Wednesday (Jan. 24)—special news coverage took up more than seven hours of NBC-TV's schedule, more than six hours of CBS-TV's and about three and a half of ABC-TV's. It was a tumultuous week whose costs would run into as yet uncounted millions of dollars, aside from losses in commercial program pre-emptions for the specials scheduled throughout the week. The best available estimates put the probable three-network total between \$7 million and \$10 million.

The tumult started early. Coverage of the Jan. 20 inauguration of President Nixon and allied events had spilled over into the early hours of Sunday. Newsmen had hardly straightened up from that—and begun to sharpen coverage plans in anticipation that a Vietnam cease-fire agreement might emerge from meetings in Paris on Monday (Jan. 22)—when news of the sudden death of former President Lyndon Johnson broke early Monday evening. (For story of Mr. Johnson's role in broadcasting, see page 24.)

Then, on Tuesday, came unofficial reports that an accord had at last been reached in Paris; that night, President Nixon went on television and radio to announce the fact; on Wednesday White House aide Henry Kissinger held a 95-minute briefing on the agreement, which was covered live; within minutes after that, live coverage of the arrival of Mr. Johnson's body in Washington and the procession to the Capitol began; on Thursday both the funeral services in Washington and the burial services at the LBJ ranch in Texas were covered live, and on Saturday the signing of the Vietnam peace agreement in Paris was set for coverage—live if the scheduling took proper account of the time differences.

Meanwhile, during and around these central events, the news organizations were putting together and presenting a variety of special reports examining the cease-fire agreement and its likely effects and reviewing Mr. Johnson's life and influence.

In trying to cope with the rush of the week's events, the news organizations were fortunate in that much of the news was centered in one place—Washington—and that some of the extra equipment that had been imported for the inauguration coverage was still there, or reasonably handy. But not all of it was; much was already en route back to or in New York, Chicago and other bases and had to be returned and reinstalled.

If the news organizations were fortunate in having so much of the news centered in one place, their Washington news bureaus might be considered less so, for the demands put a strain on manpower as well as facilities.

As just one example, CBS News sources noted that their correspondent, Dan Rather, anchored an analysis of President Nixon's address Tuesday night and then, on Wednesday, consecutively anchored a special report on the Kissinger news briefing, co-anchored (with

Walter Cronkite) more than three hours of coverage of the Johnson cortege and memorial services at the Capitol and took part in a one-hour cease-fire analysis Wednesday night. On the next morning he was still at it, co-anchoring coverage of the LBJ funeral services in Washington.

News of Mr. Johnson's death broke in time for the early-evening newscasts of all three networks, thanks in part to telephone calls from Tom Johnson, the former President's news secretary.

The call to CBS's Walter Cronkite, who had filmed a series of exclusive interviews with the former President since he left office, the most recent only 10 days before his death, was taken by the CBS newsman live and on camera during the first feed (6:30-7 p.m. NYT) of Monday's *CBS Evening News*. CBS sources timed the call at about 6:35 p.m.

ABC News said the former President's news secretary also called there shortly after 6:30 and that the information was taken by a producer and relayed to correspondent Harry Reasoner, who interrupted the *ABC Evening News* feed for a bulletin at 6:45.

NBC News sources said they knew of no call to them from the news secretary but that *NBC Nightly News* carried a bulletin on the death at 6:41 p.m. and devoted the rest of the newscast to a filmed review of the Johnson years, narrated by correspondent Ray Scherer.

All three news broadcasts revised their second feeds to give the Johnson death top priority. NBC also dropped all further commercials from that night's *Nightly News*.

In their second feeds, CBS dropped the Cronkite conversation with Tom Johnson, while ABC inserted one in which Mr. Reasoner talked by phone with the news secretary.

After the second feed, NBC News presented a special half-hour tribute to the late President, with correspondents Scherer and Edwin Newman, and at



10:17 broke into *NBC Monday Night at the Movies* for a 15-minute special report by Messrs. Newman and Scherer. The next day NBC's two-hour *Today* show was devoted to recollections of Mr. Johnson by friends and former associates.

ABC News also had a 7:30-8 p.m. special on Mr. Johnson Monday night, presented by Mr. Reasoner, Howard K. Smith and Bill Gill. CBS News had a one-hour special, anchored by Mr. Cronkite and including parts of his Jan. 12 interview with the former President, at 10 p.m. Monday, and *CBS Morning News with John Hart* featured recollections of former White House associates and others the next day.

The arrival of President Johnson's body at Andrews Air Force base near Washington, the procession to the Capitol and the services in the Capitol Rotunda were covered by NBC-TV from 1 to 4:30 on Wednesday and by CBS from 1 to 4:14. ABC-TV's coverage ran from 2:30 to 4:13. That night, CBS also presented another special, *Some Friends of LBJ*, at 11:30 p.m.

All three networks scheduled coverage of funeral services in Washington's National City Christian church Thursday morning—ABC at 10-11 a.m., CBS at 9:30 to 11 and NBC at 10-11 but preceded by a one-hour special extension of *Today* at 9-10—and of the arrival of Mr. Johnson's body back at the LBJ ranch for last rites, at approximately 4 to 5 p.m.

The Cronkite Jan. 12 interview, originally to be broadcast next spring, has been scheduled on CBS-TV for Feb. 1 at 10-11 p.m. as, *LBJ: The Last Interview*.

Special coverage of the Vietnam cease-fire agreement started with President Nixon's appearance on TV and radio networks at 10 p.m. Tuesday night to announce it had been reached. His message lasted about 10 minutes, but NBC-TV stayed on for the full hour with follow-up interviews and reports anchored by correspondent Newman. CBS-TV was on until 10:19 with nine minutes of analysis, and ABC-TV until 10:12.

Coverage of the Kissinger briefing on Wednesday started at 11 a.m., though Mr. Kissinger himself was a few minutes late. The briefing lasted till 12:40—20 minutes before coverage of the arrival of President Johnson's body was to begin—but NBC stayed on till 12:53 and ABC until 12:43. CBS cut away at 12:25 for a network newscast.

NBC's *Today* program on Wednesday

was devoted almost entirely to the cease-fire, and two specials were being tentatively planned for last Saturday.

CBS presented a one-hour special, anchored by Charles Collingwood, at 10 p.m. Wednesday.

ABC scheduled individual segments of five or six minutes, presenting experts in various fields with their appraisals of the probable effects of the cease-fire, in *ABC Evening News* last Thursday and Friday and planned to continue them Monday, Tuesday and Wednesday of this week. On Thursday, ABC announced it would also present a one-hour wrap-up on the Vietnam war at 10 p.m. last Saturday.

As last weekend approached, the inauguration seemed far away, though it had been a dominant story less than a week before. NBC-TV gave it and related events nine hours and 10 minutes, CBS approximately six and a half hours, ABC four and a half. Just how big that coverage was from the viewer's standpoint was suggested by an NBC research estimate that close to 100 million people watched at least some of it on one or more of the networks.

How radio journalists handled rush of stories

The big news breaks that kept television busy last week (see preceding story) had radio newsmen on the go, too.

When word of former President Lyndon Johnson's sudden death came Monday evening (Jan. 22), ABC Radio began its special coverage with five-minute reports at 7:11 and 7:25 p.m. (NYT), followed by a 14½-minute obit-documentary on all four ABC Radio networks, beginning at 7:35 p.m.

CBS Radio kicked off its coverage with a three-minute NetAlert report at 8:27 p.m. At 8:35 p.m., CBS broadcast a 24-minute special on the reactions of public figures, and a 52-minute biographical study of the former President, including excerpts from Walter Cronkite's interviews with him, went on at 10:06 p.m. Another six-minute reaction story at 11:35 p.m. concluded CBS's Monday coverage.

NBC Radio's Johnson coverage led off with a 10-minute biographical story at 7:20 p.m., followed by a 55-minute series of interviews with political personages on their reactions, beginning at 8:05 p.m. Richard Valeriani, NBC's

White House correspondent, did a four-minute report on President Nixon's reaction at 9:10 p.m.

Mutual broadcast a 15-minute tribute to Mr. Johnson on Jan. 23 (10:15-10:30 a.m.). On Jan. 24, from 1:45 to 2 p.m. and from 2:06 to 3 p.m., there was special coverage of the procession to the Capitol. Mutual also covered the church funeral services in Washington on Jan. 25 from 10 to 10:45 a.m.

UPI Audio's three-and-a-half-minute prepared obit on Mr. Johnson was sent out at 6:40 p.m. The other Monday report by UPI was a seven-and-a-half-minute biographical sketch at 7:30 p.m.

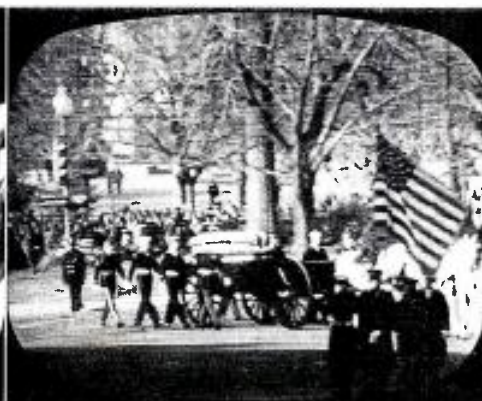
Through Texas Sound, AP's state actuality service in Texas. AP fed a dozen cuts on Mr. Johnson's death to other AP state actuality services.

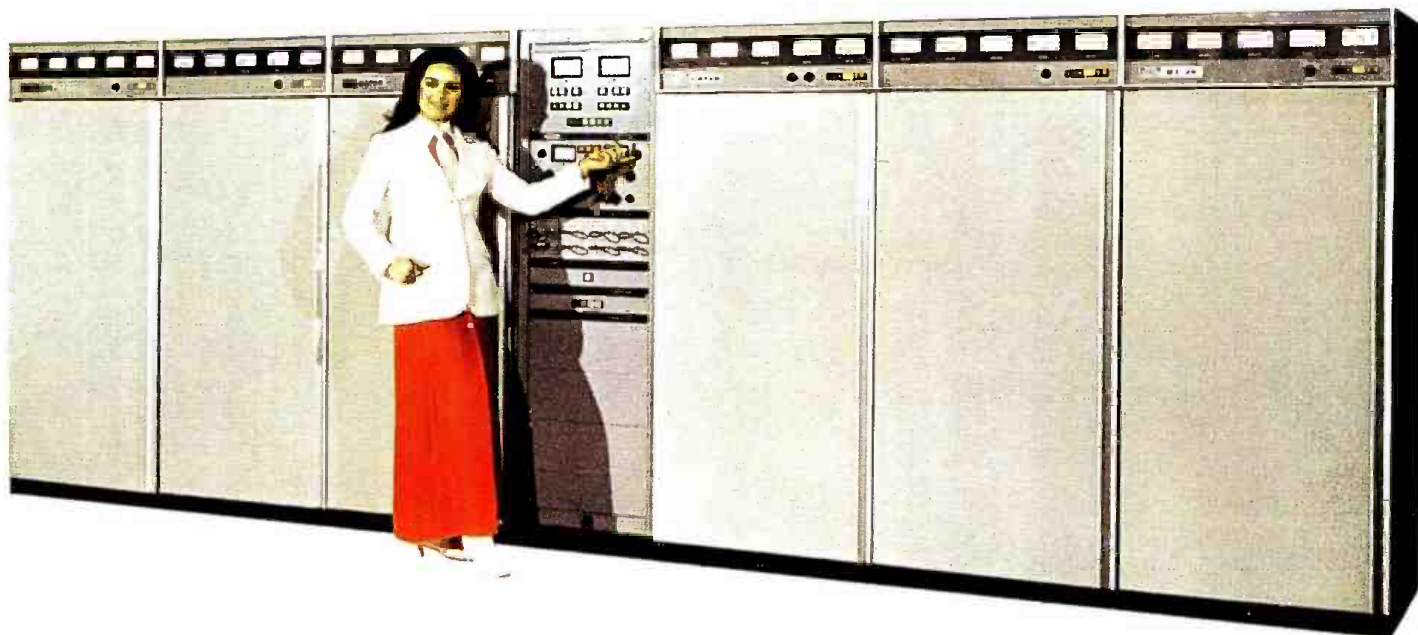
On Wednesday (Jan. 24) ABC, CBS, NBC, and UPI Audio covered the funeral procession and related ceremonies in Washington live between approximately 2 and 4 p.m. All four also planned to do live reports Thursday (Jan. 25) of the funeral service at 10 a.m. Washington and of the 4:30 p.m. burial in Texas.

ABC's key correspondents for the Johnson coverage were Jerry Landay, Victor Ratner, Joe Templeton and Bill Downs, with Joe Keating as executive producer. George Herman anchored CBS Radio's coverage, with assistance from Hal Walker and Mitchell Krauss. Dick Reeves was the executive producer. NBC's men on the scene were correspondents Peter Hackes, Russ Ward and Michael Maus, with Charles Eldridge serving as executive producer. UPI went with Ed Kerins as anchorman, with back-up reporting done by Roger Gittines, Gene Gibbons and Dennis Kahane. Executive producer was Frank Sciortino.

News of the cease-fire agreement intensified radio reporting not only in Washington but also in Paris, Saigon, and other world centers. The main set events—President Nixon's announcement and Henry Kissinger's briefing—were covered live and supplemented with special reports and reaction pieces as well as extensive accounts in regularly scheduled newscasts, leading up to scheduled coverage of the signing of the agreement in Paris on Saturday.

In addition to its coverage of the Nixon statement and the Kissinger briefing, Mutual broadcast *A Decade Plus One*, a documentary on Vietnam, last Wednesday night (Jan. 24).





Full time...air time with Gates dual TV transmitters

In St. Louis, Des Moines, Philadelphia, Jacksonville and soon New York City, Chicago, San Francisco and Tampa, Gates dual VHF television transmitters, operating in parallel, provide complete redundancy for maximum on-air time.

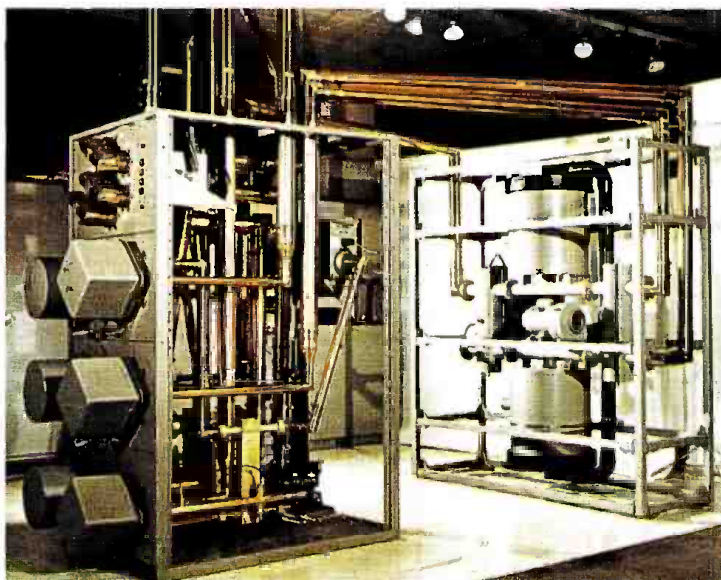
Because, only Gates provides switchable modulators, switchable low-level VSB and switchable color correction for *100% redundancy*.

If one transmitter should fail, its duplicating twin keeps you on the air.

And full time — air time is just one of the advantages of parallel operation.

For full time — air time there's really no parallel to paralleling.

For full details, write Gates Division, Harris-Intertype Corporation, Quincy, Illinois 62301.



RF switcher and diplexer for Gates dual TV transmitter

**HARRIS
INTERTYPE
CORPORATION**

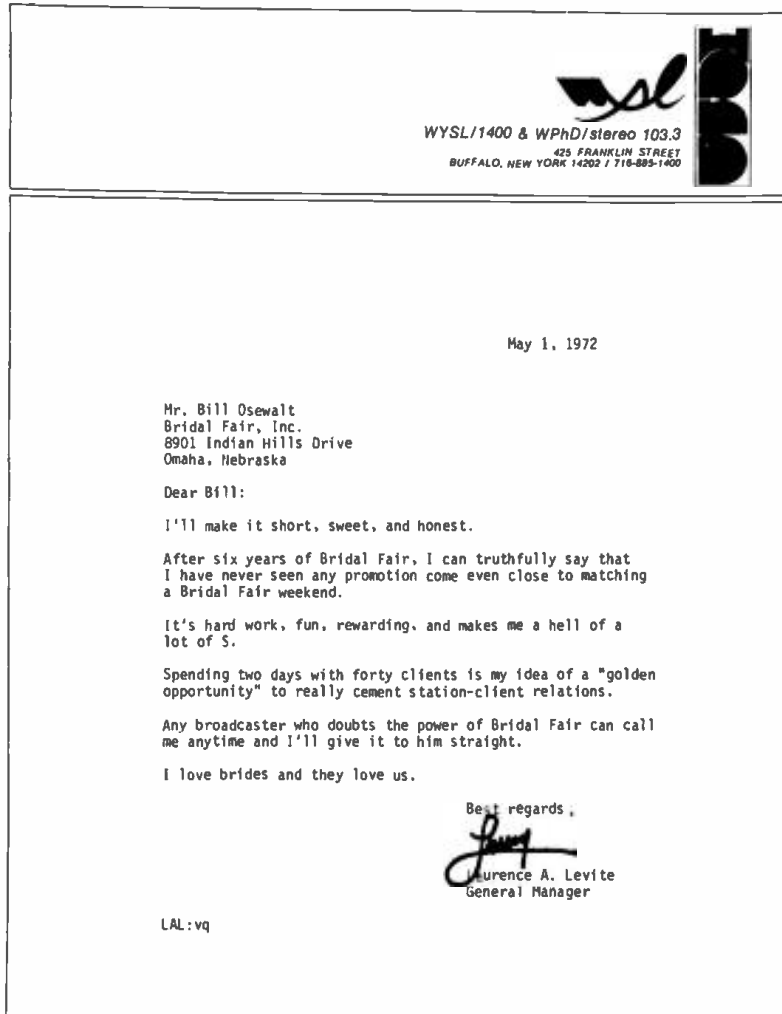
GATES
A DIVISION OF HARRIS-INTERTYPE

Seeing Is Believing!

Bridal Fair has proven itself an invaluable tool in increasing advertising revenues for radio and TV stations across the country. Participation in the Bridal Fair plan can provide your station with a powerful incentive in attracting advertisers dealing in products and services of special concern to the bride-to-be. As the sponsoring station in your area, Bridal Fair will assist you in selling advertising packages and promotional materials to area retailers.

The promotion culminates in a Bridal Fair show featuring lectures, panel discussions, fashion shows, and other entertainment of interest to future brides. Here, participating merchants exhibit their products, first hand, to potential customers in the bridal market. In the last six years, this unique opportunity has attracted 4,338 local retailers who have taken part in over 240 Bridal Fairs.

Isn't it time your station tapped this limitless source of advertising revenue?



THE **McLendon**
STATIONS

KHUS-FM-Dallas / WYBL-WPHD/FM-Buffalo / WHUS-AM/FM-Chicago / KOST-Los Angeles / WWWW-Detroit /
KABL-AM/FM-Oakland/San Francisco / U.S. sales: X-TRA Music over Los Angeles / KCND-TV-Pembina (Winnipeg)

BRIDAL FAIR

8901 Indian Hills Drive — Omaha, Nebraska 68114 — (402) 391-7800

For information on how Bridal Fair can increase your sales, contact William C. Osewalt, Executive Vice-President.

FTC asks Congress to ban little cigars from radio-TV

Over-all toughening of 1970 act urged in report to Hill; commission suggests some HEW funds be used to buy antismoking spots

The Federal Trade Commission, in its annual report to Congress, has recommended that the law that now prohibits cigarette advertising on radio and television be amended to include all products currently advertised as "little" or "small" cigars.

Questioning the adequacy of the definition of cigarettes as it appears in the Public Health Cigarette Smoking Act of 1970 (by calling attention to the Department of Health, Education and Welfare information that if smoked in the same quantities and inhaled "small cigars may well present the same public health problem as cigarettes"), the FTC called for a redefinition. Specifically, the recommended change would classify as cigarettes "all rolls of tobacco weighing not more than three pounds per thousand, without regard to the kind of tobacco in the inner roll or the substance in which the roll is wrapped."

Additionally, such a change would subject all little or small cigars to the requirement of a health warning statement on their package. This would be the same health warning now required on cigarette packages.

But if the FTC has its way, this health warning will be more detailed in its wording and imply graver consequences for smokers. Renewing a plea it has made in previous reports to Congress, the commission urged that the Public Health Cigarette Smoking Act also be amended to require the modification of the present language in health warnings on cigarette packages to reflect some of the diseases that may result from cigarette smoking. The new health statement recommended by the commission is: "Warning: Cigarette smoking is dangerous to health, and may cause death from cancer, coronary heart disease, chronic bronchitis, pulmonary emphysema and other diseases."

In its report, the commission noted that broadcast advertisements for little cigars last year brought into question whether the present definition of the word "cigarette" is sufficient. The report points out that there are now more than two dozen varieties of little cigars produced and marketed in this country and that most resemble filter cigarettes in size and shape and similarly are sold in packages of 20. The report also points to the tar and nicotine content of little cigars, calling attention to laboratory tests that show 22 varieties of the product to have tar-and-nicotine content within the range ascribed to cigarettes. The report to Congress asks for an amendment to the cigarette-smoking law to require a declaration of the tar-and-nicotine content, as

determined by the FTC, to appear not only on all cigarette packages but in all cigarette advertising. This proposal also asks that if any additional hazardous components of cigarette smoke are discovered, these, too, should be required to be listed.

The FTC's recommendations were not unexpected. Little-cigar products, on the market for some 50 years, have been enveloped in increasing controversy since last year—starting with the concentrated television advertising for Winchester, a brand of little cigars made by R. J. Reynolds Tobacco Co. Senator Frank Moss (D-Utah) has repeatedly vowed to introduce legislation that would redefine cigarettes to include little cigars (BROADCASTING, Sept. 25, 1972, and Jan. 8, 1973). A number of other antismoking forces—including George Washington Law School Professor John F. Banzhaf, who is head of the Action on Smoking and Health organization—have strongly criticized the broadcast advertising of little cigars and called for remedial action, most of which coincides with the



Next? If the FTC had its way, this ad for Winchester little cigars would be off the air.

substance of the FTC's recommendations to Congress.

In a petition, filed with the FTC on Dec. 14, 1972, Mr. Banzhaf and his ASH group, singling out Winchester little cigars, asked that they be required to carry health warnings and labeling of tar and nicotine content (BROADCASTING, Jan. 1). The FTC last week refused to act on the Banzhaf-ASH petition, saying that Congress should handle the problem.

Business Briefs

Block switches. Block Drug Co., Jersey City, N.J., has moved its BC headache remedy powder from SSC&B, New York, to Grey Advertising. BC is regional brand, marketed in deep South. Projected billings for 1973 are \$1.5 million, 60% in TV and 40% in radio. To ease the pain, Block is assigning two new brands to SSC&B, which continues to have the largest share of Block billings. Other Block agencies are: Benton & Bowles, BBDO and William Douglas McAdams, all New York.

More customers. Broadcast Data Base, New York, reports that 10 ad agencies

are now participating in its service. BDB service coordinates commercial scheduling between subscriber stations and participating agencies, provides services in invoicing and inventory control through computerization. Newly added agencies are N. W. Ayers & Son, SSC&B, Needham, Harper & Steers and Grey-North.

Singer presents singer. The Singer Co., through Grey Advertising, both New York, will sponsor a re-run of *Singer Presents Liza with a Z* starring Liza Minnelli, Friday, March 9 (9-10 p.m. EST) on NBC-TV. The show was originally telecast Sept. 10, 1972.

WREO still winner of fight with union

After seven years of litigation at the FCC and in the courts, the commission has renewed the license of WREO(AM) Ashtabula, Ohio. The commission's action follows a mandate by the U.S. Court of Appeals in Washington, in November 1970, that the agency hold further hearings on charges that the station had violated the fairness doctrine.

At issue were allegations, made by Local 880 of the Retail Store Employees of Cleveland, that WREO had bowed to pressure by an advertiser and had canceled the union's ads on the station. The ads urged listeners not to patronize Hill's Department Store of Ashtabula, which had been involved in a dispute with local 880 at the time of the incident in the spring of 1966.

Despite the union's fairness-doctrine complaint against WREO (it had contended that the station was unfair in presenting only the advertiser's side of a purported controversial issue), the commission renewed the station's license in December 1968 without a hearing. On appeal by the union, however, the Washington court held that the commission had failed to resolve the fairness issue and ordered that a hearing be held on WREO's renewal application.

After hearings at the commission, however, presiding Administrative Law Judge Isadore Honig concluded that WREO's license should be renewed (BROADCASTING, Feb. 28, 1972). "Enough has been detailed," Judge Honig said, "to demonstrate that WREO considered it had compelling reasons for discontinuance of the union's advertising." These details, he said, "did not include the element of economic pressure from Hill's, which reason has no support in the record."

In affirming Judge Honig's recommendations that WREO's license be renewed, the commission said: "We have reviewed the examiner's findings and believe they represent a fair and reasonable interpretation of the record evidence developed in this proceeding." The union had not contested Judge Honig's decision.

Commissioner Nicholas Johnson, the sole dissenter in the 5-to-1 FCC decision, called the majority's action a direct contravention of the court's instructions. He claimed that the agency has failed to resolve the fairness-doctrine question.

D-F-S is always ready to bite the bullet

But behind the agency's willingness to try new ideas is a long history of research that has paid off with client loyalty—and legal fights

With the Federal Trade Commission gunning for Winchester little cigars (see page 21) and Bayer aspirin (BROADCASTING, April 24, 1972), and Norelco taking legal action against Schick's claim to outperform both Norelco and Remington (BROADCASTING, Jan. 22), the legal department of Dancer-Fitzgerald-Sample, the agency responsible for those disputed ads, is as busy as the research department.

D-F-S has been described as "The Bank of Madison Avenue" because it knows how to make money. In 1972 it billed \$13 million more in radio and TV alone, than it did in 1971. About 85% of D-F-S billings are in the broadcast media. The radio-TV total came to \$148 million in 1972. Pete McSpadden, senior vice president and administrator of creative services, characterizes D-F-S as "a very sound marketing agency with a superior creative product."

Some agency people have called it a conservative place for several reasons: It has always given research heavy emphasis in preparing its campaigns. And any agency that still services its first client, General Mills, 48 years later must be, by the fact alone, be conservative.

But Dancer has not allowed the many years of client loyalty to lull it into a sense of creative complacency. A look at the long list of Dancer's clients whose brands are number one in their respective product categories coupled with a look at the agency's reel of current TV commercials proves that point.

The administrative structure of the agency does much to encourage a diversity of creative approaches. About five years ago Dancer decided to have several creative services supervisors instead of the usual one. As Mr. McSpadden explains it: "We haven't hired a single creative superman, because it's hard to find him and, more important, everything would tend to have his stamp. In essence, we have five complete little agencies. There is no D-F-S 'look.'"

For example, one of its newest accounts is RJR Foods' Patio and Chun King food lines. The campaign for Chun King broke on network TV on Jan. 15 with two spots that feature a demonstration in which a Chinese chef prepares his dish alongside "The Smothers Brothers' mother" and "Mama Cass's mama." Not only does Chun King take far less time to cook (in the commercial), but it tastes authentically Chinese to the chef who turns to the camera and mutters: "Incredible!"

About 95% of Chun King's ad budget goes to TV. Its main competition is La Choy Food Products Division of Beatrice Foods. The two competing brands have a combined 90% share of the market. Bill Gordon, vice president and account supervisor at D-F-S, felt that "using a restaurant demonstration will establish

Chun King as the standard of quality."

This month Dancer introduced a new chewing gum on national TV: Life Savers gum. The format for the commercials is man-on-the-street interviews. In each case a passerby tries the gum, without being told its name, and comments that it tastes like Life Savers. When informed that it is indeed Life Savers gum, the stranger helps himself to a few packs and remarks to the bewildered interviewer: "Great idea, but you left out the hole."

According to Jim Lindsey, the account supervisor, the Life Savers name needed revitalizing. Research determined that 74% of frequent Life Savers consumers also chewed gum. By creating a Life Savers gum, Beech-Nut could reinforce the Life Savers name among all potential consumers and increase its total share of the market with an additional product. The ad budget for introducing this new product is 100% in television.

Another new Beech-Nut Inc. product Dancer is test-marketing on TV is Breath Savers. According to the copy, a Breath Saver—"tastes like a Life Saver, but the hole's been filled with a breath freshener: blue MH2. It stops bad breath. Breath Savers—the birth of the blue." Commercials were filmed on location in the three test markets they were to be shown in: New Orleans, Boston and Marin county (California). The soundtrack features a Dixieland jazz rendition of "The Birth of The Blues." Beech-Nut is aiming to knock Certs from its number-one-seller position. American Chicle (Certs) must have been impressed with Breath Savers' test-market results because it promptly put out another brand of breath mint—Breath Pleasers. Beech-Nut has gone to court in an effort to enjoin American Chicle from using that name.

Another brand-introduction success story that D-F-S can point to is L'eggs hosiery, made by the Knitwear Division of Hanes Corp. L'eggs is said to be the first line of hosiery to be marketed and advertised like any supermarket package-goods product. Richard Jahn, senior vice president on the Hanes account, observed that "L'eggs is intended to be the Cheerios or Bayer aspirin of the



Chief. George Dean is D-F-S senior vice president and management supervisor on R.J. Reynolds, RJR Foods and Best Foods accounts.



Associates. Jim Lindsey (l) and Burtch Drake (r) D-F-S account supervisors on Beech-Nut, work closely with Pete McSpadden (seated) senior vice president.

hosiery market." Since it began testing in the spring of 1970 in Kansas City, Mo., Portland, Ore., and Sacramento, Calif., L'eggs has rolled out into every major city in the country except New York, and that situation will probably be rectified before 1973 is out. Research showed that the woman who buys hosiery in a supermarket is very different from the woman who shops for it at a department store. The campaigns for Hanes and L'eggs are a creative translation of this research. The latest L'eggs spot shows a team of attractive women bowlers in action. The camera focuses, in slow motion, on the actions that a woman most fears will run her hosiery: bending, kneeling and stretching. L'eggs pass with flying colors and with the vocal approval of on-looking men bowlers.

It's a practical and informal demonstration of the product. The Hanes campaign is almost pure glamour. The soundtrack features the Brazil '66 arrangement of "The Look of Love," now changed to sing, "The Look of Hanes." Beautiful models fall into the arms of handsome men, good-looking airlines stewardesses stride toward the camera and a lovely young mother guides her son (in slow motion) on a playground spin-around ride. L'eggs sells active practicality; Hanes sells romance and glamour.

Dancer's TV portfolio includes the much-discussed commercials for Winchester little cigars. George Dean, senior vice president, and Norm Mathews, account supervisor on the account, insist that there was never any attempt to make Winchester's cowboy look like a trespasser in Marlboro Country. As Mr. Dean pointed out: "Not a single ad lab showed any recognition of Winchester as being Marlboro. There was no trouble distinguishing between the types of products. An overwhelming percentage of the labs recalled—without any cue—that Winchester was a cigar, and not one referred to it as a cigarette."

The Winchester ad format has been boy-meets-girl-with-boy: Winchester boy sends loser boy off on errand and steals

January was a good month for Miami.



**The Dolphins brought home the big one for football.
WTVJ brought home the big one for broadcast journalism.**

We were one of ten winners of the Alfred I. duPont-Columbia University Awards for "excellence in broadcasting journalism." But we were the only television station to win the award for two unrelated programs: "A Seed of Hope" and "World of Crime: the Swift Justice of Europe."

We dealt straightforwardly with two of our community's most serious problems: drugs and crime. The first hour-long documentary told about a local drug rehabilitation program which showed real promise. The second showed how our system of criminal justice may actually foster crime. Both of these documentaries had real and positive impact on our South Florida community.

We are, frankly, proud to have attained the level of journalistic excellence which led to our receiving one of this industry's most highly-regarded awards. We are going to try to do even better.

After all, our football team pretty well proved it:

There simply seems to be no reason not to aim for perfection.

WTVJ/Miami

A Wometco Enterprises, Inc. Station/CBS Affiliate

girl. Loser returns to find a pack of Winchester's, compliments of the winner. The now-popular jingle ("Winchester's Something Else") was taken from the rock hit "Evil Ways."

Dr. Dean feels that federal moves against little cigars are a case of the government dictating tastes. He points out that sales of the product are phenomenally high for a new product, people obviously want to smoke little cigars, and no one Dancer tested confused Winchester's with cigarettes. Norm Mathews felt that if the government would do some market research of its own instead of listening to what a few individuals think the commercials are trying to imply, the government would come to conclusions similar to Dancer's—that people perceive and use Winchester's as cigars, not cigarettes. D-F-S also emphasizes that the Banzhaf study of consumer usage of little cigars (which claimed that people smoked them like cigarettes) was scientifically inaccurate since the test was only made with one pack of Winchester's. Dancer said it tested usage patterns of the little cigar over a prolonged period and found few cigar inhalers in their test groups. At this point, the Winchester cowboy will continue to get the girl unless Congress says otherwise. About 85% of Winchester's ad budget is in TV, 5% in radio.

The list of big accounts and familiar commercials goes on: from General Mills' Wheaties ("He knows he's a man"), Best Foods' Hellmann's Real Mayonnaise ("Just bring out the Hellmann's and bring out the best"), Proctor & Gamble's Bounty ("The-quicker-picker-upper paper towels"), to BP Oil Corp. ("You bet your BP!"), State of Florida Citrus Commission ("Come to the Florida sunshine tree . . .") and Peter Paul Mounds (featuring the Bil Baird puppets and a rock jingle a la Monkees, "I Love My Mounds").

Pete McSpadden has every reason to believe that, for Dancer-Fitzgerald-Sample, "1973 will be a very good year in terms of new business and over-all volume. We're in an upbeat cycle; morale is high here; we're hiring people—we're all kind of bullish on Dancer-Fitzgerald-Sample."

Comrade. Vneshtorgreklama, Moscow-based advertising agency (in fact, Russia's only advertising agency), and Marsteller, New York, have come to a working agreement that will help U.S. manufacturers sell their industrial and engineering products in the Soviet Union. According to Robert Trebus, vice president and account group manager, the agreement deals with technical and trade advertising, "but doesn't say we can't go into consumer advertising in the future." Mr. Trebus said there would be some radio advertising, mostly of trade shows, but the account would be primarily print. Harold Burson, chairman of Marsteller International, said that the Russians had already referred six American corporations to the agency.

Media

Lyndon Johnson, broadcaster once removed

He always gave Lady Bird credit for building up broadcast holdings, but he used to sell time on the sly

In its issue of July 19, 1948, BROADCASTING published a "Respects" sketch, as its "Profiles" were then called, of Lyndon B. Johnson, a young congressman running for a Senate seat. The piece dealt largely with Mr. Johnson's views on national and international affairs, and on his use of radio in the campaign. But the real broadcasting hook on which the article was hung was Mr. Johnson's wife's ownership of KTBC(AM) Austin, Tex. At the time Mr. Johnson was calling himself a "broadcaster-in-law."

Over the years, as the Johnson family's broadcast holdings grew, Mr. Johnson, first as a senator and later as President, became, as his nature dictated, an in-law of increasing assertiveness.

In the early days, when the Johnson stations were struggling, he was not above taking time from his Senate duties to pound Madison Avenue, selling advertising. Often he was accompanied by Niles Trammell, then president of NBC and a close friend.

Tying into the top echelon was his way. Robert Kintner, a later president of NBC, was another friend, and after he left the company, became a special assistant to President Johnson. Dr. Frank Stanton, vice chairman of CBS, had also been on close terms with Mr. Johnson for many years.

Today's broadcast journalists complain about the speeches of President Nixon's surrogates. In his time President Johnson would express his feelings about the treatment he was getting in the press and on the air in personal telephone calls. The president of one network recalled that during the disturbances that wracked the Democratic convention in Chicago in 1968 President Johnson called and dressed him down in language suitable to "a drill sergeant" in protest against network coverage. President Johnson, again unlike President Nixon, did his own TV-watching—on a three-screen console installed under the direction of Frank Stanton.

Mr. Johnson always gave credit for the success of the Johnson broadcast holdings to Lady Bird's managerial skills. And those who know her say that Mrs. Johnson is a shrewd businesswoman. But whatever the cause, the growth was substantial and provided the basis of what turned into a family fortune.

It all began in February 1943, when Mrs. Johnson, using \$17,500 of a small inheritance, purchased KTBC, a station in debt and with a staff that had dwindled to nine. Today, the Texas Broadcasting Co., principally owned by Mrs. Johnson and the two Johnson daughters, owns KTBC-AM-FM-TV, 50% of KBTX-TV Bryan, and 75% of KNAL(AM) Victoria, all



This was President Johnson on Jan. 12, 1973, in a last interview with CBS News correspondent Walter Cronkite. It will be broadcast by the network Feb. 1.

Texas; and 23% of KXII-TV Ardmore, Okla., and of KLFY-TV Lafayette, La. Texas Broadcasting also owns 50% of Capitol Cable Co., which serves Austin. (The Johnson holdings were placed in trust while Mr. Johnson was President.)

No recent over-all estimate has been made of the Johnson holdings. But last September the sale of channel-7 KTBC-TV to Times Mirror Co., Los Angeles, for \$9 million was announced. The sale has not yet been approved by the FCC.

Because of his interest in the family's broadcasting business, Mr. Johnson sought to steer clear of action that would involve him in a conflict of interest. Apart from his personal feelings, the press left him no choice. Early in his Presidency, there were a number of stories on the government-regulated businesses that were the source of the family fortune. And practically every FCC action of more than routine nature concerning the Johnson stations was a matter of interest to the news media.

Perhaps the most awkward moments came in 1964, when TV Cable of Austin asked the FCC for a waiver of the requirement that the system afford non-duplication protection to stations in its market. Not lost on the press was the fact that the only station in town was KTBC-TV.

Increasing the interest was the presence of another CATV system in town, Capital Cable Corp., in which Texas Broadcasting held an option to acquire 50% (exercised in 1966), and which was not regulated by the commission. Unlike TV Cable, it did not use microwave so did not come under commission jurisdiction until 1966.

The commission denied TV Cable's waiver request, saying it would be unfair to do anything else, since other CATV systems were required to afford non-duplication protection in return for microwave grants. But the press featured the Johnson family connection with KTBC-TV and Capital Cable.

A particularly embarrassing aspect of

WHIO Radio aimed Fore A.I.M. and scored in Dayton

A.I.M. (Adventures in Movement), a Dayton, Ohio based international organization, aids more than 35,000 children weekly who are blind, deaf, mentally retarded or have Cerebral Palsy. A.I.M. serves, free of charge, all races, colors or creeds.

WHIO Radio's "Aim Fore A.I.M." golf game and promotion collected sufficient funds to train 60 additional teachers for handicapped children.

Listeners are involved with WHIO.

WHIO is involved in Dayton.



whio RADIO 1290
THE VOICE OF DAYTON



A Communications Service of
Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS:
WHIO AM-FM-TV Dayton, WSB AM-FM-TV Atlanta,
WSOC AM-FM-TV Charlotte, WIOD AM, WAIA FM Miami,
WIICTV Pittsburgh, KTVU San Francisco-Oakland

WHIO Radio Represented by CBS Radio Spot Sales

the controversy for the commission occurred when, in attempting to check out complaints leveled by TV Cable, it asked Capital Cable for a copy of the option agreement with Texas Broadcasting. The material was not submitted until after Capital turned down two requests and after the matter had been raised at a presidential news conference. The controversy was finally resolved when Capital purchased TV Cable (BROADCASTING, Nov. 23, 1964).

President Johnson's efforts to stay above suspicion were particularly evident in his appointments to the FCC. In 1946, Willard Deason was one of a small group of Texas war veterans—John Connally was another—whom Mr. Johnson helped apply for a new station in Austin, even though it would mean competition for KTBC. The men, he said, were his friends. Some 20 years later, long after the station, KRET, had been sold, President Johnson appointed Mr. Deason—who had given the Johnsons the floppy-eared beagles—to the Interstate Commerce Commission. Mr. Deason later said he would have preferred the FCC, but that that was out, because of the President's broadcasting connections.

President Johnson's determination to appear apolitical in FCC appointments was demonstrated in his selection of a chairman in 1966, when E. William Henry resigned. President Johnson turned to Rosel H. Hyde, a Republican and a career member of the commission who had served as chairman briefly once before, under President Eisenhower, and whose tour as commissioner was to span 23 years.

But if he sought to keep a safe distance between his role of senator and President, and that of a "broadcaster-in-law," he played a prominent part in advancing the cause of noncommercial broadcasting. William G. Harley, president of the National Association of Educational Broadcasters, recalled that role last week in a statement. He noted that, as senator, Mr. Johnson took the lead in proposing federal support for the construction of educational television stations and that "his strong personal interest and encouragement" as President led to the creation of the Carnegie Commission on ETV and the development of its recommendations into the Public Broadcasting Act.

"We have lost a great and good friend," Mr. Harley said. "All of educational broadcasting owes a great debt to President Johnson."

President Johnson turned down offers to appear before formal gatherings of broadcasters. But it was that history of reluctance that set up what turned out to be one of the most dramatic incidents ever to occur at a convention of the National Association of Broadcasters.

It occurred on the morning of April 1, 1968, hours after President Johnson had made his historic announcement that he would not accept renomination. NAB officials running the association's convention in Chicago were informed at 1 a.m. that the President had decided, after all, to accept a standing invitation to speak, and would arrive at the Conrad Hilton Hotel at about 10:30 a.m. That

required some schedule tinkering, since Lowell Thomas was to receive the association's distinguished service award at that time.

Mr. Thomas, ad libbing all the way, held the stage for some 30 minutes until the President arrived—to make his first and last appearance before a broadcasters group as President.

And considering that he felt that his inability to communicate his feelings to the American people played a part in his downfall, his remarks to the nation's broadcasters almost five years ago seem pertinent at a time when the incumbent administration is accusing the press of bias.

President Johnson made it clear he felt the nation's broadcasters were not using their "enormous power" well, that they focused too much on the negative aspects of life. But he also urged them to guard against "the works of divisiveness, against bigotry, against the corrupting evils of partisanship in any guise. For America's press as for the American Presidency," he said, "the integrity and the responsibility and the freedom—the freedom to know the truth and let the truth make us free—must never be compromised or diluted or destroyed" (BROADCASTING, April 8, 1968).

Victory in Missouri

Court tells state attorney general that broadcast lottery questions are outside his bailiwick

The Missouri Broadcasters Association, acting on behalf of some 80 stations, has won a year-long battle over a state lottery interpretation that in effect kept Missouri stations from engaging in promotional contests. The 16th Judicial Circuit Court in Kansas City, in a declaratory judgment handed down on Jan. 17, ruled that State Attorney General John Danforth has no jurisdiction over Missouri stations as to lottery interpretation. The decision puts the broadcast stations back to the old supervision of FCC, Federal Trade Commission and the Department of Justice.

In the most telling part of his decision, Judge Richard C. Jensen decreed that broadcasters are subject only to the federal lottery statute and regulations promulgated by the FCC and that the attorney general of Missouri, county prosecutors, and state and local law officials are without power to enforce Missouri constitutional and statutory lottery laws against broadcasters. The judge further ruled that an opinion of the state attorney general that essentially had kept Missouri stations from running promotional contests since April 14, 1971, "is invalid and unenforceable against broadcasters."

The attorney general's opinion, that the Meredith Corp. in connection with a "Mighty Musical Memory Bank" contest being carried on KCMO(AM) Kansas City, was in contravention of Missouri law, brought about the Missouri Broadcasters Association suit, filed Dec. 7, 1971.

Washington Post goes to Hartford for fourth VHF

It buys Travelers' WTIC-TV for anticipated \$33.5 million; companion radio properties may go to Patricelli group

The Washington Post Co. said last week it had reached a preliminary agreement with the Travelers Corp., Hartford, Conn., for the purchase of that firm's WTIC-TV (ch. 3) Hartford. Travelers, a publicly owned insurance and investment firm, will reportedly receive a total of \$40 million for WTIC-TV and its affiliated WTIC-AM-FM, which are also to be sold, perhaps to a local group to be headed by Leonard Patricelli, now president of WTIC-AM-FM-TV.

The television agreement, which is subject to the approval of the boards of directors of Travelers and the Post company as well as the FCC, would add a fourth VHF station to the Post broadcast subsidiary, Post-Newsweek Stations, which operates WTOP-AM-TV Washington, WPLG(TV) Miami, WJXT(TV) Jacksonville, Fla., and WCKY(AM) Cincinnati. The agreement reportedly calls for the Post company to pay Travelers the difference between \$40 million and whatever price Travelers gets for the radio properties. The Patricelli group, which was reportedly in the formative stages last week, was said to be talking in terms of \$6.5 million for WTIC-AM-FM. If that became the settled price, it would mean the Post firm would pay \$33.5 million for the television outlet. The Post deal also includes all physical assets and real estate of the WTIC-AM-FM-TV plant, which is a central feature of a downtown office-hotel-shopping complex.

The Post firm is precluded from acquiring the radio stations because of FCC requirements barring common acquisitions of VHF television and radio in the same market.

Travelers is the original owner of WTIC-AM-FM-TV. It established WTIC(AM) in 1924, added the FM in 1940 and TV in 1957. R. C. Wilkins, Travelers board chairman, said in a statement last week that the decision to sell the Hartford broadcast properties was in line with the firm's "long-term corporate objectives" in the insurance and financial-services fields. "It is our belief," he said, "that the best interests of the community and WTIC-TV will be served by its association with Post-Newsweek Stations, a company whose primary business is in the field of communications, and which has an outstanding record in broadcasting."

The Post company is headed by Katharine Graham and is largely controlled by herself and members of her family. The company's stock is held publicly, however, and is traded on the American Stock Exchange. (Travelers' stock is traded on the New York Stock Exchange.) The firm publishes the *Washington Post* and *Newsweek* magazine.

Under Post-Newsweek ownership, WTIC-

Well-wishing. As if to allay any thought of dissension between President Nixon's two principal communications advisers, a "special reception" was hosted jointly before the inaugural balls in Washington (Jan. 20) by the Herbert George Kleins and the Ronald Louis Zieglers. The guests were preponderantly media executives and their wives, along with a smattering of administration figures. Some 100 guests were entertained at the Tayloe House on Madison Place, diagonally across Pennsylvania Avenue from the White House. In addition to those pictured here (in a series of candids by White House photographer Jack Kightlinger), the field of broadcasting was represented by: Richard Chapin, chairman of the National Association of Broadcasters; Vincent T. Wasilewski, president, and Grover Cobb, executive vice president, also of the NAB; Richard Wald, Reuven Frank, Peter Kenney, Barbara Walters and Frank Jordan of NBC; Gordon Manning and Bill Small, CBS; Jim Hagerty, ABC; Robert Eunson, Associated Press; Phillip D. Taylor and Jack Gertz, AT&T, and, from the FCC, Commissioners Robert E. Lee and Charlotte Reid and General Counsel John W. Pettit.



CBS's Arthur Taylor with Mr. Klein



Walter Cronkite, Mrs. Cronkite and FCC Chairman Dean Burch



Messrs. Klein and Ziegler flank ABC's Everett Ehrlich



Preston Wolfe Sr., Mr. Klein, John Wolfe (of the WBNS stations)



Teleprompter's Raymond Shafer, Mr. Ziegler, FCC's Dick Wiley

TV "will be operated by local management which will exercise its independent news and editorial judgment," according to a statement issued last week by Post-Newsweek Stations Chairman Larry Israel.

The Travelers board is expected to consider the WTIC-TV agreement at its next scheduled meeting on Feb. 16. The Post company has not scheduled a similar meeting but anticipates action by its board "within the next few weeks."

WTIC-TV is a CBS-TV affiliate, as are two of the three Post-Newsweek stations, WTOP-TV and WJXT-TV. WPLG-TV is affiliated with ABC-TV. WTIC-TV operates with 100 kw visual, 13.8 kw aural and an antenna 910 feet above average terrain.

Post-Newsweek's television stations in Miami and Jacksonville are targets of competing applications filed by local groups which include political conservatives (BROADCASTING, Jan. 8).

R. C. Crisler & Co., Cincinnati, was broker in the WTIC-TV transaction and is also handling the radio negotiations.

FCC clears separation of Arthur McCoy, P&S

His new firm gets Hawaii TV's and Oregon AM as P&S control passes to public stockholders

Pacific & Southern Broadcasting Co., New York, has received FCC approval of a series of restructuring moves involving the departure of Arthur H. McCoy, its former chief operating officer, the sale of four P&S stations to a firm headed by Mr. McCoy and a transfer of de facto control of P&S to its public stockholders.

Mr. McCoy, who resigned as P&S president last May but who has maintained ties with the firm, has formed a new company, McCoy Broadcasting Co., of which he owns 85%. The new firm is acquiring from P&S KHON-TV (ch. 2) Honolulu and satellites KHAW-TV (ch. 11) Hilo and KAHN-TV (ch. 7) Wailuku, all Hawaii, as well as KYXI(AM) Oregon City, Ore. Mr.

McCoy had continued as chief operating officer of the two P&S subsidiaries to which those stations are licensed since his resignation from the parent company.

KYXI is being purchased outright for \$1.5 million. The Hawaiian properties are being acquired through a stock-transfer deal involving 180,000 shares of P&S stock with an estimated value of \$2,880,000. The agreement requires Mr. McCoy to transfer his 165,000 P&S shares directly to the parent company. George B. Hagar, a former P&S vice president and now a minority stockholder (11.4%) in McCoy Broadcasting, will also relinquish his 15,000 shares to P&S as part of the transaction.

The FCC grant includes a de facto transfer of control of P&S from Mr. McCoy, DeSales Harrison Jr. and Paulette B. Harrison to stockholders of the publicly held company. Prior to the transfers, Mr. McCoy controlled approximately 9% of the firm's stock. The Harrisons together own about 24%.

In granting the KYXI transfer, the com-

mission waived its three-year holding requirement for station ownership. P&S had purchased KYXI in April 1971.

The stations that will be retained by P&S are WQXI-AM-TV Atlanta and WQXI-FM Smyrna, Georgia; WSAI-AM-FM Cincinnati; WWDJ(AM) Hackensack, N.J.; KKDJ(FM) Los Angeles and KIMN(AM) Denver.

KHON-TV, an NBC affiliate, operates with 60.3 kw visual and 12.6 kw aural with an antenna 150 feet above average terrain. KHAW-TV operates with 2.09 kw visual, 275 w-aural and an antenna 620 feet above average terrain. KATV-TV has a power of 29.8 kw visual and 5.9 kw aural and an antenna 5,940 feet above average terrain. KYXI operates full time on 1520 khz with 50 kw day and 10 kw night.

Changing Hands

Announced

▪ WTIC-TV (ch. 3) Hartford, Conn.: Sold by the Travelers Corp. to the Washington Post Co. for approximately \$34 million (see page 26).

▪ WORK(AM) York, Pa.: Sold by Associated Broadcasters Inc., a subsidiary of the Steinman Stations, to Music Fair Enterprises Inc. for \$575,000. The Steinman group includes WGAL-AM-FM-TV Lancaster and WEST-AM-FM Easton, both Pennsylvania; WDEL(AM)-WSTW(FM) Wilmington, Del., and WTEV(TV) Providence, R.I.-New Bedford, Mass. Shelby Gross is president of Music Fair, a Philadelphia-based entertainment firm. The company

has no other broadcast interests. WORK operates full time on 1350 khz with 5 kw day and 1 kw night. Broker: Blackburn & Co.

▪ KAOR(AM) Oroville, Calif.: Sold by Duane E. Hill to Oroville Radio Inc. for \$215,000. James McGriffin is president and Vernon H. Uecker is secretary-treasurer of Oroville Radio. Mr. McGriffin is an Ellenburg, Wash., publisher and Mr. Uecker is currently a sales executive at KVON(AM) Napa, Calif. KAOR is on 1340 khz full time with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

▪ KZAP(FM) Sacramento, Calif.: Sold by the California Talking Machine and Wireless Co. to New Broadcasting Co. for \$200,100. Principals of New Broadcasting, which has no other broadcast interests, are C. E. Beimfohr, president, and D. H. Platt, secretary-treasurer. KZAP is on 98.5 mhz with 35 kw and an antenna 296 feet above average terrain. Broker: Hamilton-Landis & Associates.

▪ WDMV(AM) Pokomoke City, Md.: Sold by Agintour Corp. to Leisure Time Communications Inc. for \$200,000. Erny Tannen is president of Agintour. He is the owner of WEEZ(AM) Chester and WHFX(AM) Columbia, both Pennsylvania, and has an interest in WYRE(AM) Annapolis, Md. Leisure Time is a new company owned by several businessmen including Henry Berliner, a Washington lawyer, and Richard Messina, a New York lawyer. WDMV is a daytimer on 540

khz with 500 w. Broker: Blackburn & Co.

▪ WDAX(AM) McRae, Ga.: Sold by Henry J. Akins II to John Latham, Ben Enochs and Ray Smith for \$80,000. Mr. Latham is sales manager of WHDM(AM) McKenzie, Tenn., and general manager of WHBT-AM-FM Brownsville, Tenn. He has minority ownership interests in WBOL(AM) Bolivar, Tenn., and WACY(AM) Kissimmee, Fla. Mr. Enochs owns KLT(AM) Lake Providence, La., and has an interest in WBOL, WACY and WDXI-AM-FM Lexington, Tenn. He is general manager of the WDXL stations. Mr. Smith has interests in WACY and WBOL and has automobile dealerships in Camden, Paris and Union City, all Tennessee, in addition to several other business ventures. WDAX is a daytimer on 1410 khz with 1 kw. Broker: Chapman Associates.

▪ WJOE(AM) Port St. Joe, Fla.: Sold by William S. Dodson to Donald R. Crisp for \$80,000. Mr. Crisp is a Panama City, Fla., businessman. WJOE operates on 1080 khz with 1 kw daytime. Broker: Hamilton-Landis & Associates.

Approved

▪ KHON-TV Honolulu, KHAW-TV Hilo and KATV-TV Wailuku, all Hawaii, and KYXI(AM) Oregon City, Ore.: Sold through related transactions by Pacific & Southern Broadcasting Co. to McCoy Broadcasting Co. for \$2.88 million for the Hawaiian stations and \$1.5 million for KYXI (see page 27).

▪ WKFM(FM) Chicago: Sold by Frank Kovas Jr. to RKO General Inc. for \$2.4 million (see page 29).

▪ KAWA(AM) Waco-Marlin, Tex.: Sold by Morbro Inc. to Centrum Corp. for \$375,000, including a covenant not to compete. Centrum is owned by Ronald J. Romanski, David C. Fricker, William B. Parvin Jr. (each 30%) and Roy J. T. Harris (10%). Messrs. Romanski, Fricker and Harris are executives with ECC Corp., a Euless, Tex., manufacturing firm. Mr. Parvin is president and majority stockholder of Parvin Sales Co., an Addison, Tex., manufacturer representative. A petition to deny the sale filed by the licensee of KWXT(AM) Waco, alleging that KAWA does not serve the interests of residents of Marlin, was dismissed. KAWA is a daytimer on 1010 khz with 10 kw directional.

▪ KTYM-FM Inglewood, Calif.: Sold by Trans America Broadcasting Corp. to Avant Garde Broadcasting Inc. for \$315,000. Clarence Avant, a record distributor and music publisher, is president and majority stockholder in the buying firm, which has no other broadcast interests. In approving the sale, the FCC granted KTYM-FM and its sister station, KTYM(AM) Inglewood (which the selling firm retains), license renewal for a full term expiring Dec. 1, 1974. The stations had originally been given short-term renewal to February 1973 in connection with findings that the licensee had violated the commission's rules pertaining to the filing of time-brokerage contracts. KTYM-FM operates on 103.9 mhz with 1.6 kw and



We are pleased to announce the sale of
WEFM
Chicago's pioneer FM station
by
ZENITH RADIO CORPORATION
to
**G.C.C. COMMUNICATIONS
OF CHICAGO, INC.**
for \$1,000,000

The undersigned assisted G.C.C. Communications
in this transaction.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20006
1725 K Street, N.W.
(202) 333-9270

CHICAGO 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA 30309
1855 Peachtree
Road, N.E.
(404) 873-5826

BEVERLY HILLS 90212
9485 Wilshire Blvd.
(213) 274-8151

73-8

an antenna 390 feet above average terrain.

■ **KJFJ(AM)** and **KWAW(FM)**, both Webster City, Iowa: **KJFJ** sold by Nachusa Corp. and **KWAW** by PBW Broadcasting Corp. to Gorich Radio Corp. for \$188,000 and \$145,000, respectively. Gorich is owned by Glen R. and Joan E. Olson. Mr. Olson has ownership interest in **KBAB(AM)** Indianola, Iowa. He is also president of Sygo Inc., a Brookings, S.D., entertainment firm. Mrs. Olson is housewife. **KJFJ** is a daytimer on 1570 khz with 250 w. **KWAW** operates on 95.9 mhz with 3 kw and an antenna 300 feet above average terrain.

■ **KERI(FM)** Bellingham, Wash.: Sold by Birch Bay Broadcasting Co. to Robert E. Pollock and others for \$250,000. Mr. Pollock has a majority interest in **KPUG(AM)** Bellingham. **KERI** operates on 104.3 mhz with a power of 60 kw and an antenna 2,310 feet above average terrain.

■ **KBLR(AM)-KLTB(FM)** Bolivar, Mo.: Sold by Robert F. Neathery and L. C. McKenney to William J. and Barbara A. Young for \$175,000. Mr. Young is general manager of and has a majority interest in **KWNS(AM)** Pratt, Kan. He and Mrs. Young have a joint minority interest in Radio TV Parts Inc., Pratt. **KBLR** is a daytimer on 1130 khz with 250 w. **KLTB** operates on 106.3 mhz with 3 kw and an antenna 200 feet above average terrain.

Cable

■ Middle Tennessee CATV, operator of cable systems serving Cookeville, Columbia, Tullahoma and Paris, all Tennessee, has been sold to First Northwest Industries of America Inc. for \$2.7 million. The firm was formerly operated as a joint venture by the licensees of **WLAC-TV** and **WSM-TV** Nashville. It was divested in compliance with FCC regulations barring the crossownership of cable systems and television stations in the same market. First Northwest is a Seattle-based entertainment firm which owns the Seattle Supersonics basketball team and Racquet Clubs of America. Its stock is traded over the counter. Zollie Volchok is executive vice president and operating head of First Northwest.

■ **Vidalia, La.**: Concordia Television Corp., a 900-subscriber cable system serving Vidalia, has been sold to Sammons Communications Inc., a Dallas-based MSO, for an undisclosed amount. Concordia was formerly owned by Fred Ford, a Washington lawyer, one-time FCC chairman and former president of the National Cable Television Association. Broker: Blackburn & Co.

RKO gets to add an FM

RKO General Inc.'s \$2.4-million purchase of **WKFM(FM)** Chicago has been approved by the FCC. The transaction is another in a series of movements by RKO in an attempt to realign its broadcast inventory.

Within the past year, RKO has enter-

They keep coming. The following additional license-renewal bills have been offered in the House, bringing to 42 the number of such bills introduced in the 93d Congress: H.R. 2264 by Bob Casey (D-Tex.), H.R. 2308 by Walter Flowers (D-Ala.), H.R. 2343 by Walter Jones (D-N.C.), H.R. 2349 by Earl Landgrebe (R-Ind.), H.R. 2355 by Dave Martin (R-Neb.), H.R. 2356 by Dawson Mathis (D-Ga.), and H.R. 2608 by Wilbur Mills (D-Ark.).

Other broadcast-related legislation introduced in the House: H.R. 2336 by Chet Hollifield (D-Calif.) and 19 co-sponsors, and H.R.'s 2412-2415 by Benjamin Rosenthal (D-N.Y.) and a total of 65 co-sponsors, to establish a White House Office of Consumer Affairs and a Consumer Protection Agency; H.R. 2382 by Melvin Price (D-Ill.) to require TV, radio, CATV, closed-circuit TV and subscription TV to obtain permits from the FCC before carrying major sporting events (a permit would be awarded upon a showing that the highest bidder of the applying medium had been awarded the rights.); H.R. 2445 by Roy Taylor (D-N.C.) to provide that meetings of government agencies and congressional committees be open to the media and the public; H. Con. Res. 82 and 83 by Frank Annunzio (D-Ill.) and 29 co-sponsors expressing the opposition of Congress to "films and broadcasts which defame, stereotype, ridicule, demean or degrade ethnic, racial and religious groups."

ed into several sale contracts involving FM properties designed to break up its AM-FM combinations. It has sold **WHBQ-FM** Memphis to Southern Broadcasting Co., has received commission approval of its purchases of **WAXY(FM)** Ft. Lauderdale, Fla., from Broward County Broadcasting, and is awaiting FCC authorization to sell its **WROR(FM)** Boston to Cecil and Joyce Heftel. RKO was also reported several months ago to be buying H.Y. Levinson's **WCAR-FM** Detroit, but no sale application has since been filed at the commission.

RKO, a subsidiary of the General Tire & Rubber Corp., also owns **WOR-AM-FM-TV** New York; **WRKO(AM)** and **WNAC-TV** Boston; **KHJ-AM-FM-TV** Los Angeles; **KFRC(AM)-KFMS(FM)** San Francisco; **WHBQ-AM-TV** Memphis, and **WGMS-AM-**

FM Bethesda, Md.-Washington.

WKFM operates on 103.5 mhz with 100 kw and an antenna 584 feet above average terrain. The seller, Frank Kovas Jr., is the original owner of **WKFM**, which went on the air in 1957.

Broadcast donors traced to Nixon funds

Annenberg, Berry, Rollins turn up in Nader suit filings that report major contributions

Three men with present or past ties to broadcasting were among those who have been identified as major contributors to President Nixon's re-election campaign before April 7, 1972, when the cam-

CALIFORNIA—Strong non-directional daytimer and companion Class B FM in excellent growth area. Extremely attractive and well equipped stations plus highly valuable real estate. High cash flow merits price of \$550,000 cash.

Call our San Francisco Office

EAST—Unusual opportunity in medium to large market in the East. Full time AM with strong FM, located in growth market. Stations are under-developed. Sellers are willing to accommodate buyer with long pay-out. Price: \$480,000.

Call Milton Q. Ford, Washington Office

Hamilton-Landis & Associates
INC.

America's most dynamic and experienced media brokers.

WASHINGTON, D.C.: 1100 Connecticut Ave., N.W., 20036 (202) 393-3456
CHICAGO: 1429 Tribune Tower, 60611 (312) 337-2754
DALLAS: 1511 Bryan Street, 75201 (214) 748-0345
SAN FRANCISCO: 111 Sutter Street, 94104 (415) 392-5671

Brokers of Newspaper, Radio, CATV & TV Properties

paign-reform law, requiring more explicit disclosures, went into effect.

Their identities were contained in bank records filed last week in federal district court in Washington in connection with a suit brought against the Agriculture Department by Ralph Nader consumer groups. The suit charges that Agriculture revised its decision denying an increase in dairy subsidies after that industry made large contributions to the Nixon campaign.

A donor of \$250,000 was Walter H. Annenberg, ambassador to England and chairman of Triangle Publications Inc., publisher of *TV Guide*. Triangle owned a major group of TV and radio stations which it has sold off in recent years.

Another contributor was Loren M. Berry, a major stockholder and member of the board of directors of Mutual Broadcasting Corp., parent of Mutual Broadcasting System. He is listed as contributing \$42,000.

John W. Rollins, a director of Rollins Inc., Wilmington, Del., owner of a station group, was listed as contributing a total of \$24,000. Mr. Rollins is the brother of O. Wayne Rollins, chairman and president of Rollins.

Citizen challengers of broadcast practices seek Nixon audience

They want to counter points made at broadcaster audience last June; FCC agrees to hear another coalition

Representatives of citizen groups and the public-interest law firms that represent them have written to President Nixon a second time requesting a meeting to discuss the administration's policies regarding the performance of the broadcast media—particularly their service to minority groups and women.

The letter was written on Jan. 24, a day after the FCC agreed to meet with representatives of 10 community-based organizations that have participated in the regulatory process—to the point in some cases of filing petitions to deny license-renewal applications. A firm date for the meeting has not yet been set.

The groups' first request for a meeting with the President was made last July 17 (*BROADCASTING*, July 24, 1972), three weeks after the President had met with some 30 executives of major broadcast companies on problems of concern to them. The White House director of communications, Herbert G. Klein, writing in the President's behalf, rejected the request.

Mr. Klein explained that the request for the meeting with the broadcasters had been made more than 18 months earlier, and that the matters of concern to the groups were within the primary responsibility of the FCC. But the groups said that the meeting itself had apparently been scheduled on short notice and the broadcasters, whose concerns fall in the same area as their own, "were not shunted aside . . . to the regulatory agency."

"We seek only fairness—the same op-

portunity to present our views as you have accorded the broadcasting industry to present its views," the groups wrote the President last week.

In their letter to the FCC, on Jan. 15, the 10 community-group representatives said the commission members have frequent contact—at conferences, seminars, luncheons and the like—with members of the industry. All would agree, they added, that such dialogue presents both sides with valuable perspectives.

But, they said, although the commission has met with representatives of the National Organization for Women and of Action for Children's Television, the only input minority groups have had is the formal pleading process.

William D. Wright of Black Efforts for Soul in Television was a signatory to both letters. Others signing the letter to the President were Polly Baca Baragan of the Colorado Committee on Mass Media and the Spanish Surnamed; Whitney Adams. NOW; Peggy Charren, ACT; Emma Bowen, Black Citizens for Fair Media, New York; Janice A. Goodman, Center for Constitutional Rights, New York; American Legal Defense and Educational Fund, San Francisco; Earl K. Moore, New York; Tracy Western, Stern Community Law Firm; Washington; Joseph N. Onk, Center for Law and Social Policy, Washington; Geoffrey Cowan, Communications Research Program, University of California at Los Angeles, and Robert Jay Stein and Albert H. Kramer, Citizens Communications Center, Washington.

Groups besides BEST seeking the meeting with the commission were Action for Better Community Services, Rochester, N.Y.; Asian Americans for Fair Media, New York; Black Citizens for Fair Media, New York; Boston Community Media Committee, Boston; Community Coalition for Media Change, Pittsburgh; Congress of African People, Philadelphia; Hartford Communications Committee, Hartford, Conn., and Urban League-National Media Action Team, New York.

Media Briefs

Lifeline. WLS(AM) Chicago, in response to a critical blood shortage in the city, launched a 27-hour vigil on Jan. 9 that resulted in the donation of over 2,000 pints of blood. The idea of disk jockey Charlie Van Dyke and newsman Gil Gross, the drive was proposed in response to a story read on the air by Mr. Gross about the postponement of heart surgery for two children because of the blood shortage. Vowing to stay on the air until 1,000 units of blood were collected, the two station employees and disk jockey John Landecker requested donations.

Accent on information. KEX(AM) Portland, Ore., has signed as affiliate of ABC Information radio network.

MBS additions. New affiliates of the Mutual Broadcasting System include WHEP(AM) Foley, Ala., WKAO(AM) Boynton Beach, Fla., and KOKO(AM) Warrensburg, Mo. WPAL(FM) Charleston, S.C., becomes affiliate of Mutual Black Network.

FCC's Johnson warns: the best things in life are not free from Nixon

Commissioner joins growing queue of critics who see pressure play behind offer of renewal legislation

FCC Commissioner Nicholas Johnson says President Nixon is offering broadcasters "a very simple deal" in proposing license-renewal legislation that would achieve some of their "fondest dreams." But the irony, he adds, is that the President could accomplish what Mr. Johnson says are his aims—to keep material unfavorable to the administration off the air—without the bill.

Commissioner Johnson discussed the proposed legislation—it has yet to be introduced in Congress—in a speech at the Rhode Island School of Design Conference on Television, Communications and Community, in Providence last week.

He said the bill, whose existence was disclosed by Clay T. Whitehead, director of the Office of Telecommunications Policy (*BROADCASTING*, Jan. 1, et seq.), would attain for broadcasters such longed-for gains as five-year instead of three-year license terms, protection against competing applicants at license-renewal time, and a reduction in the commission's power to define the public interest.

But along with fulfilling their "fondest dreams" the bill would bring a realization of their "worst nightmares." A price would be exacted, he said: "Broadcast stations were to crack down on the news and public affairs materials being broadcast over their stations from the networks—especially if it came from CBS."

He noted that Mr. Whitehead talked of "ideological bias" and said that was "Nixonese for anything unfavorable to the Nixon administration." And he said that Mr. Whitehead's reversal of position on the fairness doctrine—the OTP chief has denounced it as an effective "system of government control" but has included a restatement of it in the license-renewal bill—is occasioned by a desire to arm the FCC with the weapon to enforce "the deal."

Commissioner Johnson noted that the commission has, under Republican and Democratic administrations alike, "refused" to evaluate in a detailed, specific way the journalistic judgments of its licensees. But the remedy for that, he added, will be "new appointments to the FCC . . . to accomplish administration policies."

Mr. Johnson's term expires June 30.

Furthermore, he said, the administration could accomplish its aims without the proposed legislation, and even if the FCC were barred from inquiring into any aspect of the broadcaster's journalistic function. He said the President need only "tell the broadcaster, not publicly of course," that "favorable resolution of matters" under consideration—equal employment performance, for instance, or network relationships—"by the FCC members he appoints depends on the broadcasters' handling of 'ideological bias'."

it's about people

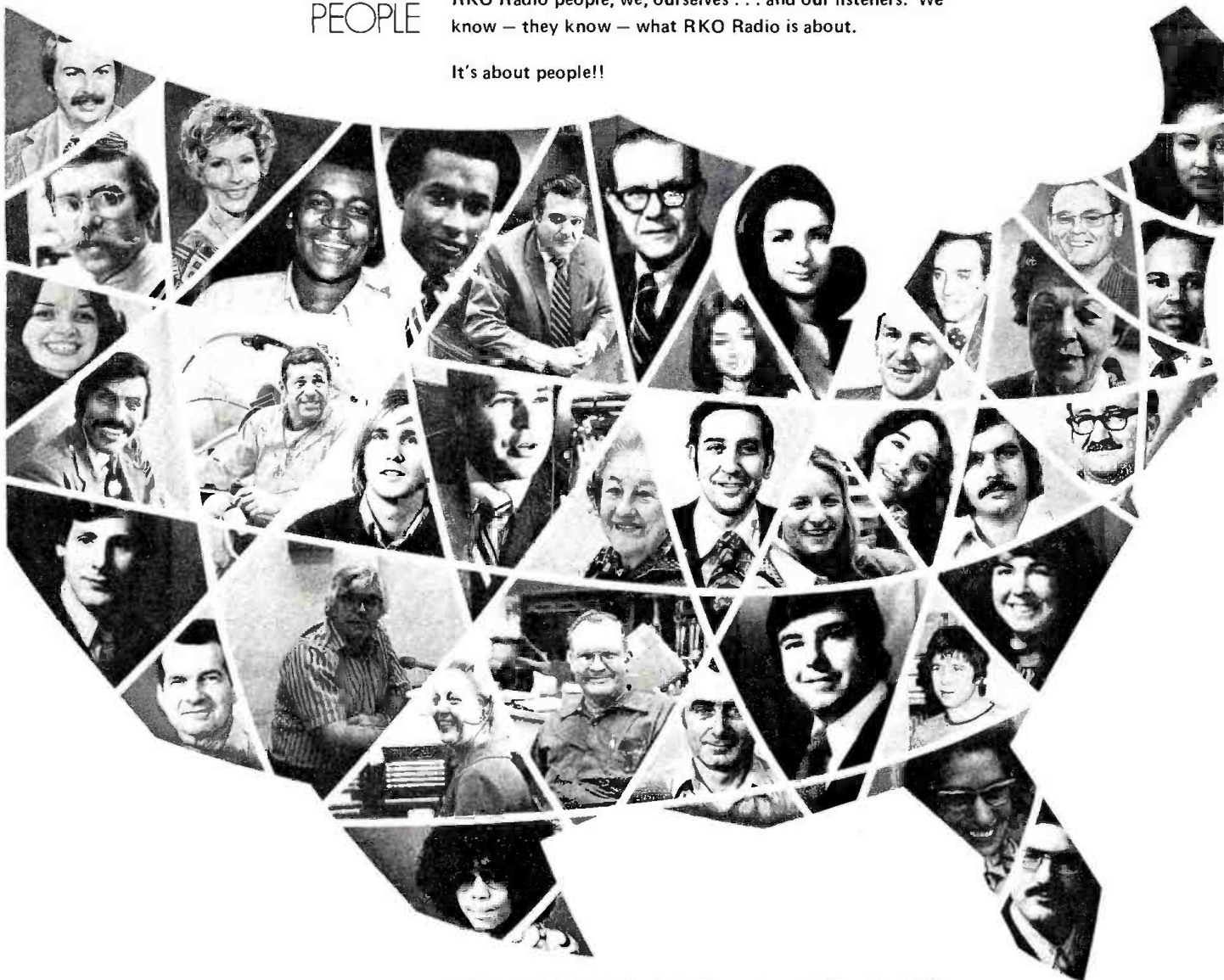
RKO
RADIO
PEOPLE

Hard working . . . dedicated . . . intense *people!* To whom radio is more than merely a sound, a dial, some knobs . . . and a bunch of transistors. People, to whom radio is a career. A profession. A way of life. A form of communication ranging over both sides of the microphone. People communicating with people.

RKO Radio People. From maintenance workers to managers. And they *all* matter. They *all* count. Because without the people who make up RKO Radio, regardless of position, we could never communicate with the people who *listen* to RKO Radio Stations. And *they* number in the millions.

RKO Radio people, we, ourselves . . . and our listeners. We know — they know — what RKO Radio is about.

It's about people!!



RKORADIO

a division of RKO General, Inc.



Commentators held immune from compulsory AFTRA membership

But court limits its opinion to those who express own views; AFTRA vows appeal to the top

The U.S. Southern District Court in New York ruled last week that on-the-air commentators and analysts need not join a union to perform on television and radio.

The decision, by Judge Charles L. Brieant Jr., held that provisions of the National Labor Relations Act mandating union membership are "illegal and unconstitutional" as applied to broadcast news analysts. The ruling stemmed from suits originated in 1971 by William F. Buckley Jr. and M. Stanton Evans, both described as conservative broadcast commentators, against the American Federation of Television and Radio Artists. Their suits challenged the constitutionality of collective-bargaining agreements that compelled them to be members of AFTRA and to pay dues in order to express their views on the air.

Judge Brieant said that union contracts forcing union memberships on Mr. Buckley, who is a host and commentator on the *Firing Line* program now carried on public television, and on Mr. Evans, editor of the *Indianapolis News* and a commentator on the CBS *Spectrum* series, "have a chilling effect" on First Amendment freedoms.

Judge Brieant referred to the experience of Chet Huntley, who was an NBC News commentator in 1967 when AFTRA called a strike against the TV-radio networks. The court recalled that Mr. Huntley remained on the job and suggested in various news broadcasts that it was against the public interest for persons such as himself to be involved in organized labor and "questioned the validity of the strike and the arbitrary manner in which AFTRA had gained jurisdiction over his work."

The judge asserted: "On the entire record before me, and in view of the prior experience of Chester Huntley, I find that the chilling effect and the impairment of the freedom of expression of thought by Buckley and Evans as commentators and analysts of public affairs is real and substantial, rather than merely speculative, and is sufficient to present justifiable controversy."

The judge made it clear that his decision applied only to those who broadcast their own views and opinions. In a lengthy explanation, he said in part: "The foregoing discussion of freedom of speech must be taken to relate to those, and only those, who serve as analysts, commentators and those whose speech on radio and television contains in substantial portion expressions of their own philosophy,

conclusions, opinions, bias and evaluation, applied in accordance with their own personal opinions and tenets, and presented as such."

The court rejected AFTRA's contention that other union members, including singers, jugglers and dancers, can offer commentary on public persons and affairs through their performances. The court noted that AFTRA raised this point because it has "a reasonable fear" that artists, actors and professional talent other than commentators might "opt out" of the union on a claim of First Amendment rights.

But Judge Brieant contended that this argument by AFTRA "misses an obvious distinction." He said these performers, unlike Mr. Buckley and Mr. Evans, are primarily actors and artists and are not discharging a duty imposed by statute



Mr. Buckley

upon broadcasters of furnishing a fair balance of opinion.

"As to those persons who are actors, artists and professional talent, the businesses in which they are engaged, or the services which they perform are not intimately associated with the exercise of First Amendment rights," Judge Brieant wrote. "As to them, the undoubted need which Congress has found to exist for trade union protection may be sufficient to justify such prior restraint as may result. In essence, the juggler, the comic and the soap-opera star are hired as actors; they are not hired for the purpose of presenting an opinion to be passed off as their own sincere views."

Judge Brieant also denied AFTRA's application for a summary judgment to dismiss the complaints of Mr. Buckley and Mr. Evans.

At the time the suit was filed, Mr. Buckley had a contract with RKO General for his *Firing Line* program.

AFTRA issued a statement saying it will appeal the decision to the U.S. Court of Appeals for the Second Circuit and, if necessary, to the U.S. Supreme Court. AFTRA National Executive Secretary Sanford I. (Bud) Wolff stressed that Judge Brieant "had tried to limit the impact of his decision by applying it to Buckley and Evans and others on TV who give their own views primarily, and who are not principally engaged in

broadcasting as a means of living."

Mr. Wolff also said that an identical action brought against AFTRA by news commentator Fulton Lewis Jr. had brought "exactly the opposite decision" with the New York State Supreme Court dismissing Mr. Lewis's suit. Mr. Wolff also observed that Judge Brieant stipulated that, pending appeals, commentators and news analysts who are currently members of AFTRA must remain in the union.

There was doubt that the court's decision, restricted as it was to commentators and analysts, was relevant to a larger issue: whether broadcast newsmen generally should be required to be union members in order to work on the air. This issue surfaced again late last year when the International Brotherhood of Electrical Workers struck CBS, and AFTRA ordered its members there to respect the IBEW picket lines. A court injunction prevented AFTRA from implementing its demand, but a backlash developed, with many news correspondents, including Walter Cronkite and Eric Sevareid of CBS and Howard K. Smith of ABC, questioning whether AFTRA is the proper union to represent on-the-air news personnel (BROADCASTING, Dec. 4, 1972). There was discussion at that time of disaffiliation from AFTRA and of formation of a new union.

Stanton and CBS come out for strong shield law

In talk at Georgia institute, he says network has altered its position after recent jailing of newsmen and asks broadcasters to fight for legislation

CBS Vice Chairman Frank Stanton last week stressed the need for federal legislation to guarantee protection of newsmen's confidential sources of information.

The call for safeguards was issued by Dr. Stanton in a keynote address at the 28th annual Georgia Radio-TV Institute held at the University of Georgia in Athens and sponsored by the Georgia Association of Broadcasters.

Shield legislation, Dr. Stanton said, was necessary as "the strongest possible statutory commitment to the safeguarding of news sources and unpublished news material." He said the legislation would counter "the dismaying and very serious assault that has developed, in the courts and elsewhere, against newsmen's rights and the public's rights to receive an unrestricted flow of information."

Dr. Stanton called on broadcasters "to stand up and to be counted" by making their position on shield legislation known to their congressmen. CBS issued as an appendix to the text of Dr. Stanton's speech a listing of congressmen and senators who have sponsored shield legislation in Washington.

CBS previously had supported a qualified and limited federal shield statute. But, said Dr. Stanton, CBS has recon-

REEL PRIME-TIME

KPRC-TV, Houston, discovers what our "Cart" machine won't cost them.

At the NAB Convention, Paul Huhndorff saw a lot of possibilities for using our TCR-100 Recorder at his station. He's Vice President—Operations at KPRC-TV.

But then came the big question. Could the Cart machine justify its purchase by the money it saved the station?

Mr. Huhndorff decided to find out with an in-depth cost-effectiveness study.

The first thing it revealed was possible savings in head cost.

KPRC's average spot is 30 seconds, at an average rate of 100 per day. Head contact is about 32 seconds on the TCR-100, compared to

about 120 seconds on a reel machine, for a reduction of about 75%.

Applying this figure to 1971's total head cost of \$12,870, Mr. Huhndorff projected KPRC's savings at \$9,652.

Labor worked out to about 365 man-hours per year for the Cart versus 1,278 hours for a reel-to-reel recorder. That meant savings of about \$9,130 a year.

Total reductions in head cost and labor cost—\$18,782 a year.

And, since the Cart eliminates the need for making up a daily spot reel, further savings accrue—\$10,950 in manpower and \$4,000 in headwheel cost for recording the spots.

This \$14,950 spot reel saving combined with the above \$18,782 reduction in headwheel and labor cost enabled Mr. Huhndorff to project yearly savings of well over \$30,000 for KPRC with the TCR-100.

So the station ordered a TCR-100 and combined it with one of the six RCA TR-70 recorders in their tape room.

Soon after installation, the TCR-100 was handling some 125 playbacks a day, plus recording 25 to 30 new spots each evening for the tape library. Mr. Huhndorff expects to maintain a current "library" of 1,200 to 1,500 carts.

(Continued on next page)



The cost-effective TCR-100 at KPRC-TV.

(Cont'd.)

The TCR-100 is connected to a delegate system which allows it to be remote-controlled from any of four control rooms, especially important in a station with such a strong news emphasis as KPRC-TV.

And the TCR-100 frees for production use a reel machine that was previously tied up full-time handling spot reel commercials.

In fact, the Cart has measured up to expectations so well that the delivery schedule has been accelerated on the second TCR-100 for KPRC.

Mr. Huhndorff foresees many additional advantages from the second Cart machine. It will be located in the film room and used for playbacks, while the TCR-100 in the tape room handles all record functions.

In addition to recording spots, this machine will be used to record network news stories, one segment per cart. This will make it easier for



KPRC to assemble material for daily news programs and to update them for later broadcasts.

Tapes from various news services will also be recorded on carts as in-

TCR-100 Box Score

Number delivered	79
Number of commercials broadcast	1,505,000*
Present rate (commercials/day)	9,100*
Man hours saved	62,290*
*Estimate	

TCR-100's Delivered

KARD-TV, Wichita, Kan.	WBRE-TV, Wilkes Barre, Pa.
KATU-TV, Portland, Ore.	WBTV, Charlotte, N. C.
KBTB, Denver, Colo.	WDAF-TV, Kansas City, Mo.
KCEN-TV, Temple, Texas	WDAY-TV, Fargo, N. D.
KHQ-TV, Spokane, Wash.	WDCA-TV, Washington, D. C.
KIRO-TV, Seattle, Wash.	WEAT-TV, W. Palm Beach, Fla.
KNTV, San Jose, Calif.	WECT-TV, Wilmington, N. C.
KOB-TV, Albuquerque, N. Mex.	WFMY-TV, Greensboro, N. C.
KOCO-TV, Oklahoma City, Okla.	WGN-TV, Chicago, Ill.
KOMO-TV, Seattle, Wash.	WGR-TV, Buffalo, N. Y.
KPLR-TV, St. Louis, Mo.	WISN-TV, Milwaukee, Wisc.
KPRC-TV, Houston, Texas	WJAR-TV, Providence, R. I.
KPTV, Portland, Ore.	WKBW-TV, Buffalo, N. Y.
KRON-TV, San Francisco, Calif. (2)	WKRC-TV, Cincinnati, O.
KSD-TV, St. Louis, Mo.	WKRQ-TV, Mobile, Ala.
KSLA-TV, Shreveport, La.	WKYC-TV, Cleveland, O.
KSTP-TV, St. Paul, Minn.	WMAL-TV, Washington, D. C.
KTBS-TV, Shreveport, La.	WMAQ-TV, Chicago, Ill.
KTRK-TV, Houston, Texas	WNCT-TV, Greenville, N. C.
KTSM-TV, El Paso, Texas	WPTV, Palm Beach, Fla.
KVRL-TV, Houston, Texas	WRAL-TV, Raleigh, N.C.
KWGN-TV, Denver, Colo.	WRC-TV, Washington, D. C. (2)
KWTV, Oklahoma City, Okla.	WSAV-TV, Savannah, Ga.
KXZY-TV, Spokane, Wash.	WSB-TV, Atlanta, Ga.
NBC, Network, N. Y. C. (4)	WSOC-TV, Charlotte, N. C.
NBC, Network, Burbank, Calif. (2)	WSPA-TV, Spartanburg, S. C.
WAFB-TV, Baton Rouge, La.	WTAE-TV, Pittsburgh, Pa.
WAPA-TV, San Juan, P. R.	WTAF-TV, Philadelphia, Pa.
WBAL-TV, Baltimore, Md.	WTV, Chattanooga, Tenn.
WBAP-TV, Fort Worth, Texas (2)	WTVN, Columbus, O.
WBAY-TV, Green Bay, Wisc.	WUAB-TV, Cleveland, Ohio
WBNS-TV, Columbus, O. (2)	WUTV, Buffalo, N. Y.
WBRC-TV, Birmingham, Ala.	WWL-TV, New Orleans, La.

Austarama TV, Melbourne, Australia
 CHAN-TV, Vancouver, B. C., Canada
 London Weekend TV, London, United Kingdom
 TIMSA, Mexico City, Mexico
 Venevision, Caracas, Venezuela

KPRC Cost-Effectiveness Study—TCR-100

HEAD COST

Head contact, reel machine (av. 30-sec. commercial)	120 sec.
Head contact, TCR-100	32 sec.
Reduction in head contact	75%
1971 head costs	\$12,870
Projected headwheel savings	\$ 9,652

LABOR COST

Man-hours, reel machine	1,278
Man-hours, TCR-100	365
Man-hours saved	913
Projected operating labor savings	\$ 9,130

ELIMINATION OF SPOT REEL

Labor (8 man-hours per day @ \$10/hr.)	\$10,950
Head cost (2 VTRs at about \$2/hr.)	\$ 4,000
Projected spot reel make-up savings	\$14,950

TOTAL PROJECTED SAVINGS

\$33,732

dividual segments for instant access when needed as "fillers". Until now, several VTRs might be used for these "fillers" in a single newscast, often interrupting KPRC's production schedules.

In addition to operational economies, the TCR-100s will enable KPRC to expand its commercial production capability by making additional tape machines available for this use.

In today's burgeoning Houston, more and more business is expected.

And because KPRC insists on cost-effective equipment, more profit is expected, too.

Repackaging the TK-44 Camera into a studio/portable "convertible".

Because of more and more production demands, CFTO-TV, Toronto, recently needed a couple of hand-held color cameras that could go where their seven TK-44 cameras couldn't.

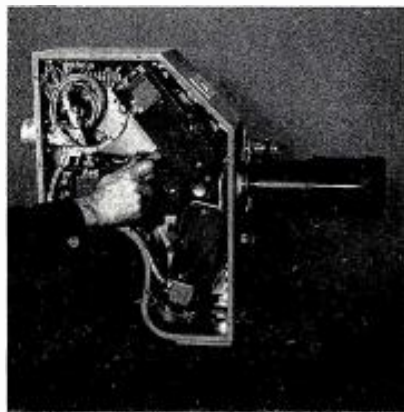
Renting portable cameras was considered and turned down as too expensive. Buying new hand-held cameras was evaluated and rejected as both costly and risky in terms of maintaining picture quality.

CFTO's imaginative solution was to repackage two of their TK-44s so that they can be used either as portables or studio cameras. By so doing, they have achieved flexibility, mobility and top quality color at moderate cost.

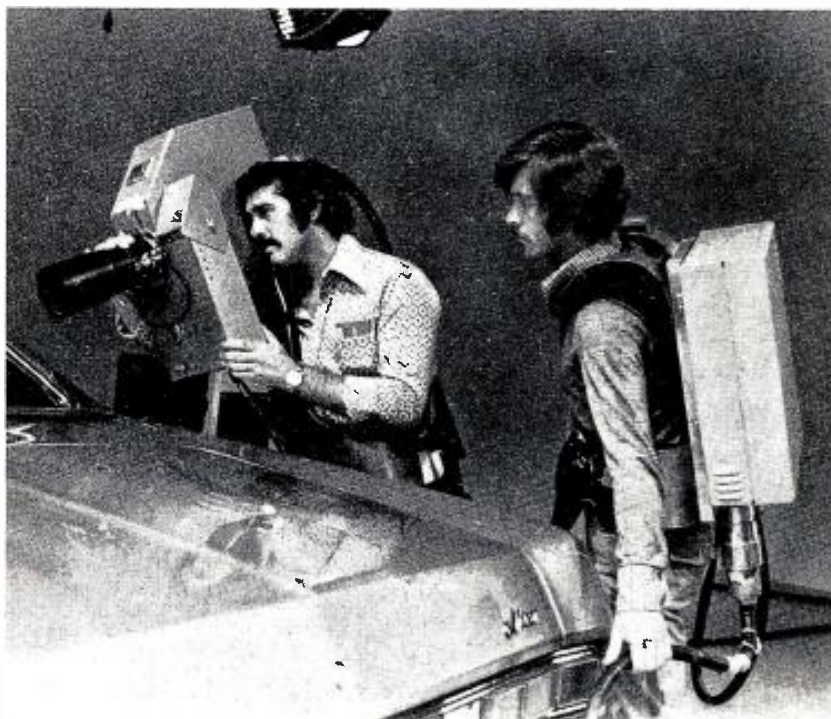
One of CFTO's hand-held cameras is pictured on a production assignment. The camera head and electronic viewfinder are enclosed in a formed sheet metal housing. Changing the yoke-tube assemblies, beam splitter and preamp electronics over to the new housing takes only about twenty minutes.

In addition to the optics and 10:1 manual zoom lens, the camera head also contains intercom facilities, a call button for video control, and a switch for effects display on the viewfinder. The entire unit weighs 38 pounds.

The back pack contains all the circuit boards from the TK-44 except



Camera-head design permits optics to be adjusted while camera is carried.



On remotes or in the studio, CFTO's hand-held TK-44s provide extra flexibility.

preamps. Conversion of this unit takes only ten minutes.

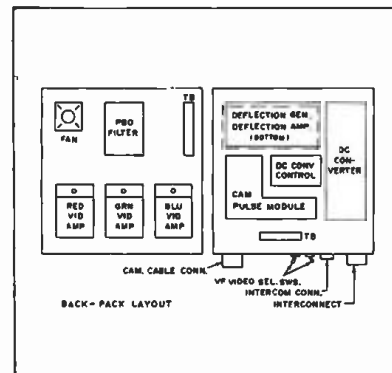
A 15-foot multi-coax cable was custom-made to connect the camera head to the back-pack electronics.

The housing is sheet metal, hinged to open like a book. It weighs twenty pounds fully loaded, including circuit modules, video switching for the viewfinder, cable and control functions, and RGB video triggering switches for making circuit checks.

In studio or hand-held configuration, the convertible cameras operate from the standard TK-44 CCUs, which simplifies control panel layout. And, of course, modules are identical with other cameras in the system, making maintenance easier and reducing spare parts requirements.

The portables have had ample opportunity to prove themselves—at a religious youth rally in Dallas' Cotton Bowl; at Canadian Football League games; and at the 1973 Miss Canada Pageant.

CFTO-TV is enthusiastic about the results of the "new" cameras, particularly noting their ability to get *cinema verité* shots like tight closeups, angles, and tilts, which



makes the units ideal for commercial production.

Results have been so good that a third conversion is now being planned.

It all goes to show what can be done with good equipment...mixed with some imaginative thinking.

For more details on CFTO's convertible TK-44 cameras, see BROADCAST NEWS, Vol. #148 (December, 1972).

RCA headwheel passes 5500-hour mark.

KBTB, Denver, reports some interesting statistics on a VTR headwheel panel.

Installed on one of their TR-70s two years ago, it has now logged over 5,500 operating hours. And the tapes it turns out still show no signs of deterioration.

According to Director of Engineering, Herb Schubarth, pole tip projection has been holding at one mil for the past eight or nine months.

Such stubborn resistance to aging is unusual, even in RCA's durable Alfecon II headwheels. And pampering, certainly, was not the explanation at KBTB.

The work assignments cover the whole gamut—production, dubbing and network delay, with particular emphasis on recording.

And the operating environment doesn't exactly meet "white room" ideals. It's the busy KBTB tape room where all five RCA VTR's are worked hard and given ordinary attention.

But then, long-lasting headwheel replacements aren't a novelty at

KBTB. Another one of their replacement headwheels chalked up 4,100 operating hours before it was retired.

Which means that KBTB is well-qualified for membership in the RCA "1,000-Hour Club", which now numbers 165 customers and 325 head-wheel panels.

So if you've got problems with headwheel life, why not follow the example of the experts? Go talk with your RCA representative. He can help your VTR's grow old gracefully. And profitably.



KBTB's long-life Alfecon II headwheel.

Our Ampex Mark X headwheel rework program is still going strong, too.

To date, more than 200 customers have had their Ampex Mark X headwheels reworked by RCA, using the Alfecon II material for extended life.

The maximum cost for RCA reworking an Ampex head-wheel remains at \$990.

A point worth mentioning is that an RCA rework includes repair or replacement of *all* parts necessary to bring headwheels up to original specifications. Your RCA representative can give you further details on the program.

The new 3kW BTF-3E1 FM Transmitter is shown here with Phil Roberts, General Manager of station WCBR-FM, Richmond, Ky., owners of the first such transmitter produced.

It's a self-contained 2-tube system built to meet requirements of multiplex and stereo operation. A single compact cabinet houses the entire transmitter, including the harmonic filter.



Products in the news.

The solid-state "Direct FM" modular exciter system, BTE-15A, is mounted for easy visibility and access.

And other interior components are readily available for servicing, with conveniently located meters and operating controls. A swing-out, hinged front panel mounts the controls and relays for local and remote operation.

RCA Type RT-27 Audio Cartridge Tape Recorders are helping the University of Minnesota to service the news media better with quick access to up-to-date briefings.

A simple telephone call connects the dialer with one of three RT-27 recorders loaded with prerecorded messages of interest. The recorders are stacked on a three-line telephone rotary system that starts with the first ring tone.

John Kalbrener, Broadcast Director of the University News Service, observes that "Virtually everyone who uses the facility here lets us know that the sound quality is everything from fantastic and incredible to no less than great."

Low-cost BC-14 Series Audio Consoles for broadcast use and CCTV, CATV and commercial sound systems. There are 6 models, for mono, dual-channel, or stereo, either as console or as rack-mounted units. Prices start at only \$795.

Console features include 4 mixer positions that handle up to 16 inputs; push-button input selection and audition provisions on all input mixer channels; and input transformers and preamplifiers included for all channels.

The consoles contain program and monitor amplifiers, audition/cue with built-in speaker, and speaker muting/warning light relays.



sidered this in light of recent events. He pointed out that "four newsmen have gone to jail in the past few months for refusing to hand over unpublished information to courts or grand juries." He said, too, that "at least a half-dozen other newsmen across the country now face jail sentences for defying court orders to break confidences or for insisting on publishing information about criminal cases that judges did not want published."

He recommended that legislation protect the newsmen as to the source of published or unpublished information (as well as that obtained or prepared in gathering or processing information). Dr. Stanton also noted that about 20 states now have shield laws that "vary in effectiveness, but at least they are laws, which is more than the federal government has at this point."

Any watering down of legislation, he said, would mean that "we must accept, too . . . the possibility of the ultimate irony, that reporters will never publish information which will tempt prosecutors to use their subpoena power, because they will possess absolutely no information worth having."

Dr. Stanton also mentioned, in the context of what he viewed as government pressures on the newsmen, the Office of Telecommunications Policy Director Clay T. Whitehead speech announcing the administration's proposed license-renewal bill. "In consideration of legislation to stabilize broadcast license renewal, it [the government] will expect network affiliates to jump on their networks with respect to alleged bias in network news and public affairs broadcasts," he said.

House sets hearings on shields; Senator Ervin now doubts Congress will give newsmen absolute relief

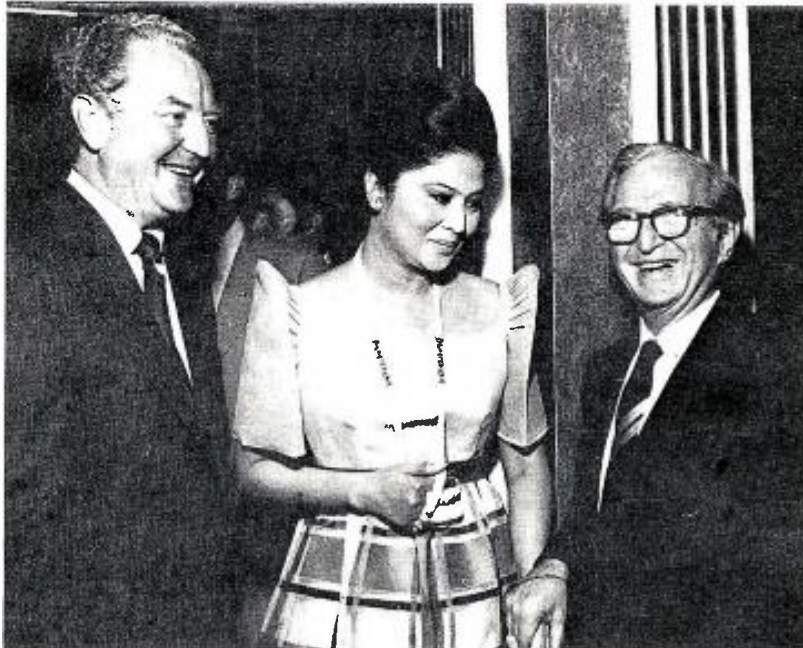
The House last week scheduled a hearing on legislation to protect confidential sources and information of broadcast and print journalists.

The hearing, to be held by Representative Robert K. Kastenmeier's (D-Wis.) Subcommittee No. 3 of the House Judiciary Committee, will be held Feb. 5 and Feb. 7-9. Lead-off witness will be Judiciary Committee Chairman Peter Rodino Jr. (D-N.J.).

According to Mr. Kastenmeier, who held five days of a newsmen's-privilege hearing last September and October, the sessions next month "will examine further the question of whether or not a newsmen's privilege should be created, and if it is created, whether or not it should be qualified or absolute, and applicable to state as well as federal proceedings." He said the subcommittee "will also deal with the difficult question of defining who is to enjoy the nondisclosure privilege."

The hearing last year was held in response to a June 29 Supreme Court decision that denied newsmen the right to protect sources and unpublished information from court-ordered disclosure. Since that decision several newsmen have been jailed for refusing to provide requested information.

In another development, Senator Sam Ervin Jr. (D-N.C.) has expressed doubt



Bashes. Mrs. Ferdinand Marcos, wife of the Philippines president, was among 1,700 guests attending Washington party given by NBC on Jan. 17 to celebrate 25th anniversary of *Meet the Press*. She is shown here with Julian Goodman (l), NBC president, and Lawrence Spivak, veteran moderator of the program. Washington reception was second big one given by network in a week. First, in celebration of Super Bowl which NBC televised, was poolside at Century Plaza hotel, Los Angeles, Jan. 13, on eve of game. Estimated cost of the two events: \$57,500.

that Congress will go along with an absolute privilege for newsmen.

Speaking to a meeting of the Indianapolis chapter of Sigma Delta Chi on Jan. 18, he suggested that newsmen should seek legislation that would balance the two interests of society involved in a legal question—the public's interest in crime prosecution and its interest in being informed. Subsequently, at a news conference, the senator said newsmen should not be required to testify in court because much of their information is hearsay. He proposed that the prevention of their testimony be left up to the judge in each individual case.

Senator Ervin's Constitutional Rights Subcommittee has also scheduled a newsmen's-privilege hearing. Dates are Feb. 20-22, Feb. 27-28 and March 1.

The following additional newsmen's-privilege bills have been introduced in Congress: S. 451 by Mark Hatfield (R-Ore.), H.R.'s 2230-2234 by Charles Whalen Jr. and a total of 55 co-sponsors and H.R. 2433 by James V. Stanton (D-Ohio).

Senator Ervin also used the SDX meeting to criticize the Nixon administration's license-renewal proposal, which was disclosed last December in a speech to the Indianapolis SDX chapter by Office of Telecommunications Policy Director Clay T. Whitehead (BROADCASTING, Jan. 1). Senator Ervin said the proposal "was a great attack upon the spirit and letter of the First Amendment to suggest the government should have a law which holds a sword over a broadcast station and under the threat that sword will descend in the form of revocation or denial of a license if its version of the news does not satisfy the administration."

FCC invites coverage of its proceedings

However, there is some question as to whether adjudicatory matters should be subject to such exposure

The FCC is encouraging audio-visual—including live broadcast—coverage of its adjudicatory and rulemaking proceedings.

The commission last week said it agrees in principle with a resolution adopted last June by the Administrative Conference of the United States, which cited a need for greater public awareness of the proceedings of administrative agencies and encouraged participation in those proceedings by electronic journalists. The commission's notice asserted that coverage of many FCC proceedings "would be of interest to the public and would enhance public understanding of commission proceedings."

Points outlined in the notice included:

- Audio-visual coverage is encouraged for (1) oral presentations associated with notice and comment rulemaking proceedings; (2) on-the-record formal rulemaking proceedings; (3) investigatory proceedings where oral presentations are made before a presiding officer or the full commission; (4) adjudicatory proceedings except in cases where the past conduct of an individual is at issue, where service to the public is not affected, and if the person in question objects to the coverage.

- Coverage should be conducted with minimal intrusion upon the proceeding. Requests for coverage should be made

reasonably in advance and the presiding officer is empowered to limit, or preclude, such coverage if circumstances justify.

▪ Witnesses are to be afforded the right to request, at any point during their appearances, that coverage of their testimony be excluded.

▪ If the presiding officer limits or rejects such coverage, the reasons for doing so must be stated on the record. Appeals from these rulings will not be permitted.

Commissioner Richard Wiley, while endorsing the commission's notice insofar as it would permit coverage of rule-making and investigatory proceedings, disagreed with the majority's decision to permit such coverage of adjudicatory matters. In a statement in which he was joined by Chairman Dean Burch and Commissioner Charlotte Reid, Mr. Wiley claimed adjudicatory proceedings "are in the nature of trials and center on the rights of individual litigants. I am frankly concerned that, in the interest of advancing public exposure of governmental processes, we may be unnecessarily infringing on individual freedom and individual privacy."

All day and all of the night

CBS Radio announced last week it would expand its on-the-hour newscasts to 24 a day, effective April 2, and thus become the first network to provide hourly newscasts around the clock on a regularly scheduled basis.

Officials said 179 affiliated stations had indicated as of last week that they would carry some or all of the additional newscasts. They said these represented 81% of all CBS Radio affiliates on the air late enough to use them.

CBS Radio currently feeds 131 hourly newscasts a week—20 a day (6 a.m. through 1 a.m. NYT) Monday through Friday, plus 16 on Saturdays and 15 on Sundays. On an around-the-clock basis the total will be 168 a week. They will continue to be six minutes in length and offered for sale to advertisers by the network.

The hourly newscasts are in addition to CBS Radio's NetAlert bulletin service, which feeds reports on major news developments as they occur.

UPITN plans to tie it all together by wire

Newsfilm service has been operating on air-freight basis, now seeks to interconnect; problem, however, arises over proposed AT&T rate hike

UPITN, New York and London, which has been providing a syndicated newsfilm service to stations in the U.S. and throughout the world for many years, reported last week it plans to offer an interconnected service by this spring.

Bert Reinhardt, executive vice president of UPITN, said an interconnected news service had been in the planning stages for a number of years but would not say whether the entry of a new firm, TVN Inc., into the electronics news-syndication field (BROADCASTING, Jan. 22) had the effect of accelerating UPITN's timetable.

Mr. Reinhardt indicated that UPITN hoped to start its electronic news service by early April—the same planned starting date of TVN—but said full details of its operations would be announced shortly.

UPITN is owned 50% by United Press International and 50% by Independent Television News Ltd., London, which supplies news to Britain's commercial TV stations. Mr. Reinhardt said that UPITN now serves all the major independent TV stations in the U.S., some network affiliates and stations and networks throughout the world on an air-freight basis but would not give the total number of clients.

UPITN sees one potential impediment to the implementation of its service, namely AT&T's proposal to revise line charges for occasional and contract users of its television-transmission service.

In a pleading filed with the FCC, UPITN asked the commission to rule that a "reasonable charge" for AT&T's service for occasional users such as itself would be one proportionate to the number of hours the service is used. Under AT&T's revised tariff proposal, the only monthly contracts available for television service would be for daily service for 24 hours per day, which UPITN said would be useful only to ABC, CBS and NBC. A contract monthly rate of service for one hour per day would be dropped.

This, UPITN said, would cause a hard-

ship to itself, since it plans to use AT&T lines only one hour per day at the outset and two hours per day later on. UPITN contended that the availability of contract services to occasional users is required by law and FCC policy.

If the commission declines to issue a proportionate-charge ruling, UPITN said, it should in the alternative require that AT&T establish a separate service intended for use by press organizations such as itself. Users of the alternative service, it said, should be permitted to contract for AT&T's service for a minimum of one hour per day.

Whitney grant for WNET

Noncommercial WNET(TV) New York, has received a new \$75,000 grant from John Hay Whitney to do live coverage of news events. Previous grants from Mr. Whitney, who was principal owner of Corinthian Broadcasting until it merged with Dun & Bradstreet, allowed WNET to cover the Knapp Commission hearings on police corruption in New York, the McKay Commission report on the Attica prison rebellion and other stories.

Journalism Briefs

Special audiences. Public Broadcasting Service designed its coverage of Jan. 20 inauguration for both hearing-impaired and Spanish-speaking viewers. Audio portion of President Nixon's inaugural address and oath of office was carried in delayed captioned version for hearing-impaired audience. Audio portion was translated into Spanish language for Spanish-speaking audience. Special program, which ran for hour, was picked up from three commercial networks' feed, captioned and translated at WGBH-TV Boston, and fed to 230 public television stations for suggested telecast on Jan. 21.

UPI's signal converter. United Press International is now operating computerized Telephoto Scan-Converter that automatically converts picture signals to desired speed for use on its circuits. Device, UPI says, enables wire service to interconnect domestic and overseas picture circuits on near real-time basis. Subscribers are now assured of better photographic quality and faster reception of pictures from outside continental boundaries, UPI says.

Two decades later. The Associated Press has published new edition of its *Broadcast Style Book* outlining approach to broadcast news writing and editing as practiced by AP. Edition marks first revision in style book in 20 years. It is intended primarily for AP broadcast staffers and members but is said to be used throughout industry.

Commerce news line. Department of Commerce has changed its Washington telephone numbers to be called for taping recorded news items. For daily and weekend news feeds, new number is (202) 393-4100; for specialized reports, carried at times offering news of local or minority interest, numbers are (202) 393-3777 or 393-2500.

Maurice H. Zouary presents



LAFF-MOVIE

For Your (Audiences') Laughing Pleasure

52 ONE-HOUR COMEDY SPECIALS

Featuring the World's Greatest Movie Comics of All Time

Buster Keaton ★ Harry Langdon ★ Willie Howard ★ Bing Crosby ★ Milton Berle ★ Joe Cook ★ Andy Clyde ★ Billy Gilbert ★ Danny Kaye ★ Bob Hope ★ Bert Lahr ★ Irene Ryan ★ Pert Kelton ★ Ritz Brothers ★ Vince Barnett ★ George Shelton ★ Will Mahoney ★ Charlotte Greenwood ★ Franklin Pangborn ★ Vernon Dent ★ Ernest Truex ★ Tom Patricola ★ Joan Davis ★ Moran & Mack ★ Lloyd Hamilton ★ Lupino Lane ★ Harry Gribbon ★ Plus more great COMEDY MASTERS. Also a special package of SHIRLEY TEMPLE films as "Queen Of The Moppets."

DISTRIBUTED BY: BBDO Contact: Hal Katz

(212) 355-5800 383 Madison Ave., New York, N.Y. 10017

Why?

When 4 girls were murdered at Cape Cod,
WPRO had a man on the scene for a week.
Why? That's the question we always ask. Why.
There's more to WPRO than meets the ear.



WPRO / Providence, R. I. / A Division of Capitol Cities Broadcasting Corp. / Represented By Blair Radio

We've got the people who get to the people.

That's why we have the biggest adult audience of any radio group in the country. Our on-the-air people know how to talk to them. Our programming people know what they want to hear. And our merchandising people and retail sales directors know the ins and outs of selling them. Radio is a people to people business and we've got the people who know how to get to the people.

NEW YORK	WABC
CHICAGO	WLS
PITTSBURGH	KQV
DETROIT	WXYZ
HOUSTON	KXYZ
SAN FRANCISCO	KGO
LOS ANGELES	KABC

*Based on cumulative audience estimates for adults 18+ from the April-May 1972 respective market ARB's, 6AM-Midnight, Mon-Sun, Total Survey Areas. Qualifications available upon request.

It's back to the tried and true for top-40 radio

The medium's most disciplined format tried to loosen a few stays these past few years and, for the most part, learned to regret it. Now, little worse off for the experience, it's back at the old stand, practicing basics uniquely its own.

It was back to basics last year for contemporary top-40 radio. Burned by experiments with album cuts, low-key air personalities, low-profile promotions and "much more m-u-u-u-u-sic," top-40 radio trimmed down its playlists, brought back the big-prize promotions and sent its program directors scurrying to their record libraries in search of the oldies that a nostalgia-crazed audience craved. It was the year in which top-40 radio pulled in the reins, saw that its financial situation was healthier than it was giving itself credit for, and then went back to the roots that had made it so strong before progressive-rock music and changing life styles sent top-40 radio spinning.

In the late sixties, top-40 stations were nervously looking over their shoulders at a gang of FM stations that programmed rock music in a loose, album-cut format. Top-40 stations then watched with dismay as they saw the 18-to-24 year old men drop out of the demographic columns in the rating books and appear next to some FM call letters. Dismay then turned to horror as the top 40's tried to bring those listeners back by offering album cuts and found themselves alienating both younger and older demographics.

Black rhythm-and-blues music, a cyclical phenomenon on predominantly white contemporary radio, came back in full strength. Al Green, Bill Withers, the Spinners, the O'Jays, the Chi-Lites and the Stylistics captured the ear of the mass radio audience.

Record companies, ever alert to the handwriting on the wall, brought back oldies—not the music, but the performers themselves. At one point last fall, five of the top six songs on the charts were by artists who had their first hits in the fifties: Ricky Nelson, Elvis Presley, Chuck Berry, Johnny Nash and Curtis Mayfield.

And, any attrition in contemporary radio's 18-to-24 count has been more than overcome by the added numbers it has found in the demographics above 30 years old. People who grew up with the original top-40 radio are still listen-

ing, adding more numbers to the upper end of the demographic spectrum as each year passes.

Top-40 radio is now firmly entrenched, despite perennial reports of ill health. Top-40 operations are now ranked number one in six of the top-15 markets—New York, Dallas, Houston, Philadelphia, Seattle and San Francisco—and number two in seven of the top-15.

If rating books are not proof of top 40's status, ledger books are. One expert has estimated that the rate of return of a top-40 station—generally acknowledged as one of the least expensive operations—can be as high as 64 cents and is rarely lower than 43 cents on the dollar. WABC(AM) New York billed slightly more than \$8 million last year and will return more than 50% of that to corporate coffers, according to one reliable source at the station. KHJ(AM) Los Angeles billed \$5.3 million in 1972 and will return a little less than half of that as before-taxes profit, a source within RKO General, licensee of the station, says.

As George Wilson, national program director of the Bartell stations, a top-40 group, phrased it: "It's the last of the gold-mine businesses."

Top 40's rebirth is not, however, a reincarnation. In less than 12 years, top-40 radio has been transformed from something akin to a shoot-'em-up western to a sedate parlor drama. In the late fifties and early sixties, playlists stretched to 80, 90 and often 100 records. Disk jockeys were allowed to choose their own music. Music directors who made \$75 a week drove Jaguars. Time brokerage was common.

Standing out from what was both a troubled and a saving time in radio's history was one man—Allan Freed, himself both damned and divine in radio culture and history. He sired the excitement that brought the radio business back from the crippling blow television had dealt it. He turned radio over to the kids, who, supported by a post-war prosperity, poured new-found dollars into products only their parents could have bought before the war. And there was one product in particular the kids bought—records.

In 1954, the record industry was little more than a \$200-million business. Four years later, the dollar volume in records had jumped to over \$500 million. Total



WABC's Rick Sklar

radio billings took a healthy 42% jump during this same period.

Underpaid programmers and music librarians, aided by an uninvolved or uninterested management, were ripe for the payola that would come with the increased prosperity of the record business. In one year alone, record distributors shelled out close to a quarter-million dollars to get their records plugged, a congressional committee found.

Scarred by the taint of payola money, rock-and-roll radio, as it was known then, came to a screeching halt. Allan Freed took "the big fall" in 1959 at WABC(AM) New York when he refused to sign a statement that he had never taken money to plug records. Two days later, his contract with WNEW-TV for a television dance program was canceled "by mutual consent." He was given a daytime slot on KDAY(AM) Santa Monica, Calif., and took the first step down from the lofty heights he had lived in for six years. A year later, in Los Angeles, he was indicted for commercial bribery, pled guilty, was given a six-months suspended sentence and fined \$400. He later was charged with income tax evasion. He died in 1965 at the age of 43.

It was within a few weeks of Mr. Freed's death that Phillip Yarbrough began his talks with the corporate management of RKO General concerning his take-over of the programming of ailing KHJ(AM) Los Angeles. Using his mother's maiden name, which he had adopted while a disk jockey at what was then WAKE(AM) Atlanta, he would delight station operators with the ratings he could rake in by cutting playlists, shortening jingles, segueing music and keeping disk jockey patter to a startling minimum. Programmers and jocks would criticize him for "depersonalizing radio," "turning it into a juke box" and "sterilizing the rock-and-roll format." Unlike Allan Freed, however, Bill Drake never wanted the crown so many were willing to thrust upon him. Canonized as a savior in the mid-sixties, Bill Drake has been blamed for many of the ills that beset top 40 in the seventies.

Bill Drake's influence as a programmer was felt on a national basis for the entire latter half of the sixties. As George



RKO's Bill Drake

Wilson, vice president of Bartell Broadcasting, said of him: "Bill did a lot of things we all knew had to be done. We knew that audiences wanted more music, they wanted fewer commercials. Bill was the guy who had the guts to demand that those changes be made."

Mr. Drake's advice was sought by many stations, his syndicated programming did a booming business, his name at the top of a story in the trade press commanded attention. There have been reams of stories told and written about his famous "red phone"—the line that could put Mr. Drake in touch with any of the RKO stations he was consulting. The impression that Bill Drake actually had iron-fisted control over everything that went on at his consulted stations grew to the point that the FCC called him in four years ago to see if his consultancy violated the seven-station rule. The commission found nothing wrong.

It's 3,300 miles from the houseboat that Bill Drake lives on in a boat basin outside Los Angeles to Manhattan, where Rick Sklar, the man who programs WABC(AM) New York, works and lives. These two men are worlds apart, except for the success both have enjoyed as programmers. But Rick Sklar never has garnered the attention that Bill Drake has, probably because Mr. Sklar has been less accessible to both the radio industry as a whole and to the press.

Rick Sklar became a radio programmer through sheer audacity, he says. He was working at WINS(AM) New York as promotion manager in the late fifties when the payola scandal broke in New York. The station's program director slipped off discretely to California and the next morning Rick Sklar, the young promotion man, walked into the P.D.'s office, sat down at the desk, called the owner on the phone and informed him that he "would handle everything."

"Well," the owner said, "with all the trouble we're in now, we need to appoint a community leader as the program director—give us some respectability. But you can stay until we appoint someone," he told Rick Sklar. A "community leader" was never appointed and nine months later the station was sold.

"I suppose I was really naive," Mr. Sklar says today, "wanting to take over that job after what had gone on." That experience also began what has been an attitude of distrust toward record people that has made him either famous or infamous, depending on your point of view. "First thing I did at WINS," he said, "was ban all record pluggers from the building."

Even today, he sees very few promotion men and keeps close watch over WABC's record-store monitoring system to avoid "hypes" by the stores that record companies may have influenced with free records.

But talk of payola, etc. is secondary to any discussion about what WABC means as a radio station. What counts is that Rick Sklar has been wildly successful at programming a mass-appeal radio station. For the eight years he has been its program director, WABC has been the solid,

number-one radio station in the largest market in the country. And Mr. Sklar has achieved that stature by never varying from the basics.

WABC is the Green Bay Packers of radio. It has never strayed into what Mr. Sklar calls "fancy stuff" and has been meticulous about making sure that every record it plays is a hit—in the strongest sense of that over-used word. In most cases, a record will have had to have proved itself everywhere else in the country before it can make the WABC playlist. The station has been criticized because it waits so long to "go on" a record and will stay on for a much longer time.

In many ways, WABC is an old-fashioned radio station. It still uses an echo-chamber to filter both its voices and music. The echo is an old device that Mr. Sklar never saw any need to change when everyone else was discarding it. "It is a distortion, there's no doubt about it. But I think people like it because it makes it sound like radio."

The WABC echo is in direct opposition to the way Bill Drake would have the RKO stations sound. Mr. Drake adheres to the idea that the sound of a station should be as flat and as pure as possible.

And Rick Sklar never fell prey to the rush to put album cuts on top-40 playlists, as Bill Drake did. The trend toward album cuts was a means, most programmers thought, of keeping the 18-to-24 male audience that was beginning to tune to progressive-rock FM stations in the late sixties. "At the time," Mel Phillips, program director of Drake-consulted WXLQ(FM) New York, shrugged, "it seemed like the right thing to do. Almost everybody got caught in the trap, though."

"I knew it was wrong," Bill Drake now says "because after we took the LP cuts off the station the numbers immediately went back up."

Maybe it was because there really were no FM's breathing down WABC's neck that Rick Sklar never had to resort to such experimentation. Or maybe it was his belief that WABC was so strong in all other demographic categories that the station could stand a little attrition in a small section of its audience.

Most likely, however, the main reason for Rick Sklar's success at WABC is his heavy involvement in an elemental practice of top-40 radio—record research.

Record research has been the foundation of top 40 since its infancy. Because of the very nature of the beast, popular-music programmers have faced every Monday the task of determining the best-liked records for the week. And the procedures of those determinations have, for the most part, not changed since the time of *Your Hit Parade*.

Store reports—a survey of record outlets that report the best-selling records in ranked order—has been the heart of the research process. And it promises to remain so for some time.

But changes in the record-buying habits of the public, changes in musical taste and even some changes in the ideas of top-40 radio are beginning to erode the basis of record research.

The biggest change is because singles

are no longer bought in the proportionate volume that they once were. Time was when an artist had a hit single, his company would rush him into a studio to cut another nine or ten songs (usually conversions of hit songs by other artists) to put on an album with the same title as the original hit single. Today, singles are usually culled from albums that are made with an LP concept in mind. Singles are used as marketing devices to sell albums that, according to the Recording Industry Association of America, make up more than 85% of the retail record volume.

There are about as many, if not more, singles bought today as there were 10 years ago. But single sales have not risen proportionately with the growth in population. And all this leads to the questions: Who is buying singles now? And, are these sales reports then a reliable indicator of the relative popularity of records?

As for "who buys singles any more," no nonempirical research data has come forward. Programmers who say sales figures for singles have lost their credibility are saying that singles are bought only by low-income groups, especially blacks, and therefore give a distorted picture when projected onto a broader audience. And others believe that singles, even though proportionate sales have dropped off, are still bought by a wide audience who may be young, but are still no different from the public that bought singles years ago.

Bill Stewart, a veteran of the Storz station group and now operations manager of WYOO(AM) Minneapolis: "To me, the single is a truer measure of popularity than an album. The kid who buys album is the kid who gets a \$20 allowance every week and can run down to buy an LP whenever he wants, which is usually when the peer-group pressure to have a certain album is strong enough. He may listen to it only once or twice; it doesn't matter because the album is really just a status symbol. But the kid who gets a dollar a week for her allowance, when she goes down to buy a single, she chooses it with great care." To Bill Stewart's mind, the audience for top 40 is the low-income groups, of whom "there are a lot," he has said.

But Chuck Dunaway, one of the few major-market programmers who still pulls an air-shift (at WIXY[AM] Cleveland), has begun to re-evaluate his methods of programming. "I don't think the sales reports that I get really can be taken in toto as a true reflection of what people want to hear. First of all, you must have an ear. I've been doing this too long not to trust my ear. We're not in business to educate people; we're here to reflect musical tastes. But I want to reflect a total picture."

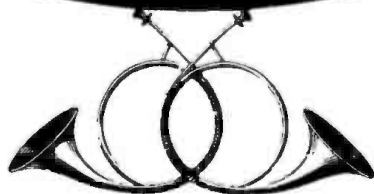
So, WIXY has shifted the emphasis of its programming from pure research to a form of "concept" programming. It was all necessary, Mr. Dunaway says, when he saw WIXY's quarter-hour averages begin to slip. "What can you do when you see that you've got a monstrous cume average but your quarter-hours are bad? The problem has got to be repetition. Right?"

"I believe people listen to you for

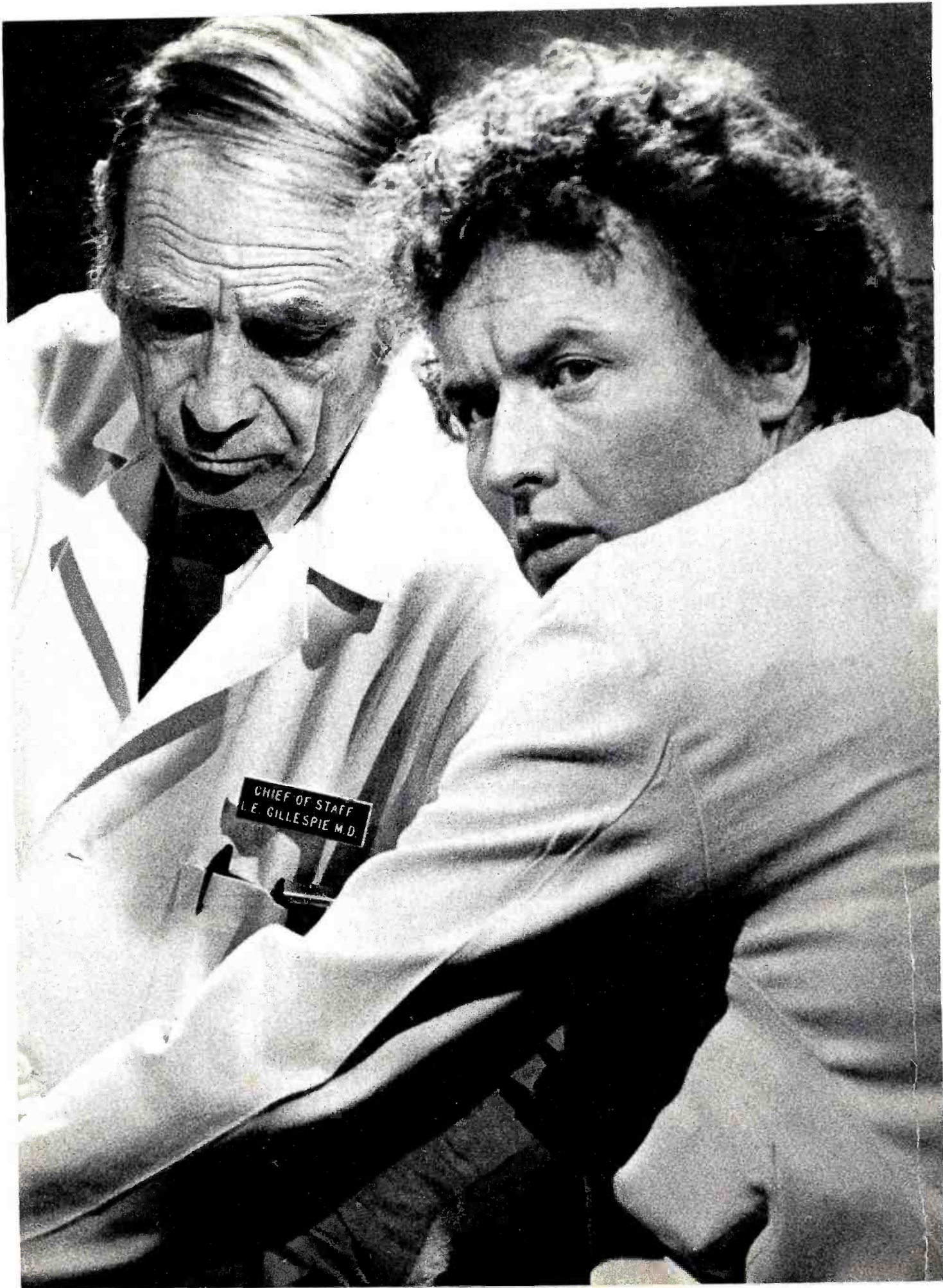
40/11

The Top 40 is to Radio 11 as Radio 11 is to the top 40.....
using one another.

WBAL Radio 11 in Baltimore is a full service station.



WBAL RADIO 11



JUST HOW WELL IS THE YOUNG DOCTOR DOING?

Very.

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

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

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

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

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

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

Example 1

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

Example 2

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

Example 3

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

Example 4

Philadelphia: Kildare delivered more total women than

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

Example 5

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

Example 6

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

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

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

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

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

YOUNG DOCTOR KILDARE



MGM-TV

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

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

variety," he continued. "The old Ed Sullivan thing. First you see the dancing bear act followed by the Russian ballet. It's variety. An LP cut is music, period. I don't care if it comes from a single or an album or if it was cut on a rock."

KILT(AM) Houston has been the top-rated station in that city ever since Bill Young, the current program director, has been there. That's since 1966, "and I know we were number one for a very long time before that," he said with a laugh. Despite the dominant place KILT occupies in its market, Mr. Young expresses a bit of honest consternation about the state of programing research in Houston.

"When a person buys a record," he said, "I have to think that to radio, that record's popularity value is diminished, if not dead altogether. After all, anybody who has the record in his home where it can be played at will—and I know when I buy a record, especially a single, I go home and play the thing to death immediately. I don't know what kind of value you can place on that record afterward. Our appeal has to be to the non-record-buying public. To program a radio station strictly according to record sales is self-annihilating.

"This station, and most good stations I know, programs according to what types of music we are lacking at the moment," he went on. "On the other hand, most record stores will tell a radio station what it wants to hear. If you ask them what their top-selling records are, they'll break it down and only give you the records they think you want to play. If an R&B station were to call, they'd give them a whole different set of records. So I finally had to say to them, 'Give me your top-20 records, but don't break it down. Let me do that.' There's no other way you can provide a wider selection of music for a mass audience."

People on both sides of this argument, though, are saying they put more records on their playlists last year by virtue of sound, and not sales, than in past years.

Few programmers rely solely on singles-sales reports any more, anyway. They are learning how to temper singles reports with album reports; juke box play has



WIXY's Chuck Dunaway

re-emerged as a gauge of popularity and stations in the Bartell group, for one, are even going out to do periodic opinion-survey work at shopping centers and schools.

George Wilson, national program director of the Bartell stations, says that "research and execution are still the name of the game. There's very little difference between KCBQ(AM) San Diego or WMYO(FM) Miami and the other stations in town. We all play the same music. It's execution that makes the difference. I don't care if there are only ten records selling in any market, or seven. Then those are the seven you play."

But if record research is what is behind contemporary top-40 radio, it is the DJ, jock, disk jockey, air personality or what-have-you who is still out in front. And his role in the reborn top 40 of today is a bit unsure.

Tom Allen of country WIL(AM) St. Louis says, "I don't know if you could say that the music left me or I left the music, really. But when I left top 40 in 1966, it was just when the 'head' or 'drug' music was coming on and I just couldn't relate to that. I couldn't continue to grow with it.

"You could say I'm old-fashioned," he continues, "but I'm a guy who believes that a jock has got to like the music he plays. When I put a record on the turntable I have to be able to enjoy that music enough to communicate it. I'm just more comfortable with country music.

"It [top 40] was invaluable training for me. It taught me the basics of good format programing with all the production techniques and jingles involved. Top 40 is as consistent as it has ever been, and that's probably its strength. But it is also probably as sterile as it has ever been, too. Those great 'honcho' programmers did a great job uncluttering the format. There aren't the great ups and downs there were 10 years ago. But at the same time, they took a lot of the excitement out of it. There is nowhere for those wacky, funny jocks to go anymore in top 40.

"Today, a disk jockey has got to be so damned prepared—from pulling music, to the way he reads a line of copy, to what he says about an artist," John Rook once the program director of WLS(AM) Chicago and now a programing consultant, says. "And I hate the word disk jockey for the very reason that if someone's a disk jockey, then he's no damn good. If he's right, he should be an entertainer, he's in show business."

John Rook, like many other programmers today, is telling his clients that music is not one of the problems with contemporary radio. The problem, he says, is the people on the air.

"Back when I was working for Storz," says Bill Stewart, who was head of programing for the Storz group of stations from 1955 to 1959 and again in the mid-sixties, "we had a phrase we used on the air: It's what's between the music that counts. And that's probably truer now than before. But unfortunately, I hear very little of interest between the music any more. To try to build a foreground station, you need things that will keep attention. The average top-40 guy today came up from the Drake thing. The guys who worked for Storz or Gordon McLendon are in country radio or MOR. It used to be that when a station got in trouble, you immediately cut the playlist. I don't think that's going to work any more."

"Everyone complains that there isn't any air-talent any more. That's ridiculous," John Rook continued. "I've seen hundreds of guys all across the country who are just begging for motivation. And that's the fault of the program directors out there. Program directors aren't 'directors' any more. They want to be called operations managers or they're waiting to become general managers. Too many of them are just administrators."

Bob Henabery, head of programing development for ABC Radio—the man who keeps the program directors of the ABC-owned stations talking to one another—when asked what he saw as the most important thing that happened this year in contemporary radio, said: "A lot of time was spent getting some warmth back into the jocks. Getting them to throw off the straitjacket of the format a little more."

Jay Cook, the programmer of WFIL(AM) Philadelphia, expressed the same thought, although from a different angle, as he talked about hiring several new people for air-slots last year. "It's unfortunate that a while ago we, all programmers, were

SPOT BUSINESS IS AWFUL FOR CONTEMPORARY STATIONS

Most are down sharply. Many are offsetting these losses with all-time highs in Local. We help leading rock stations reach towering local peaks through retailer presentations, sales training, and 60 other services to management during 30 days in their markets. Stations like us because we personally create the dollars to pay for our services.

YOUNG ADULT MARKETING INC.

19525 VENTURA BLVD. • TARZANA, CALIF. • (213) 881-7017

THE ROQ REVOLUTION IS ON

KROQ 1500

BURBANK, CALIFORNIA 91502

REPRESENTED NATIONALLY BY



mcgavren-guild-pgw radio, inc.

WE'RE BUFFALO-ISH ON RADIO.

Specialization is responsible for our growth situation in radio. We're investing our energy in representing the best rock radio stations in major markets throughout the country.

That's why we're proud to announce that WYSL/WPhD in Buffalo, New York are now part of ABC-FM Spot Sales' portfolio.

The latest four book Pulse average indicates WYSL/WPhD #1 in delivering adults 18-34 in Buffalo.*

We're bullish on rock and the stations we represent. With the addition of WYSL/WPhD in the 24th ranking market, we're Buffalo-ish on radio.

ABC-FM  **Spot Sales, Inc.** 

NEW YORK (212) 411-7777 CHICAGO (312) 372-2267
DETROIT (313) 353-8283 LOS ANGELES (213) 838-6839

*Estimates from Oct '71-Sept '72 Pulse, Central Zone, 12 AM-Midnight Mon-Fri. Average 1/4 hour. Qualifications available upon request.

selecting our talent on the basis of the sound they created for the station and not on the content of what they said. But we got smart," he smiled, "now I'm looking for people whose actual personality and sound are consistent."

KLIF(AM) Dallas has been an exceptional top 40 in the fact that it is one of the few stations of the genre that has always been heavily personality oriented. When DJ talk was the kiss of death to most major-market operations, KLIF was talking its head off. Last September, KLIF extended its exceptional status a little farther when it asked Dave Ambrose, then mid-morning man, to try his hand at a two-way sex talk show during midday.

Bill Stewart, who helped KLIF, now owned by Fairchild, put the sex show on the air before going up to Minneapolis to start the oldies format at WYOO(AM) [he is Fairchild's national program director], told the story of the *Dave Ambrose Show* from the beginning: "Probably KLIF's strongest draw to the adult audience has been its meaningful news image in the market. Even if they didn't really like the music, they'd put up with it because they knew that for what was happening, they'd get it first from KLIF. Despite that though, there was a terrible drop-off in audience after the kids went to school. We would have something like a 35 share 6 a.m. to 10, and then it would go down to something like an 8.2 10 a.m. to 3. We tried everything. Tailoring music to day-parts, housewife promotions. Nothing worked until this talk show idea came along. We got out of trouble because we took our base audience really and just expanded on it. You can relate it to music really. We're just playing the conversations that most people are talking about, instead of records."

Despite the inroads KLIF has made in Dallas, the top-40 disk jockey is still basically a presenter, not a personality. Bob Henabery characterizes the disk jockey as an MC who stands in front of the curtain. "His job is first to tell you who's on stage," he says. "But most important, it's to build the excitement until the curtain goes up."

Many jocks—and programmers—who were used to more freedom have shaken their finger at the first opportunity at Bill Drake when things about their format fell apart. It is the price he has had to pay over and over for his success, both with the stations he has worked with and with the fact that so many have adopted his ideas.

Rick Shaw has worked on the air at WXLO(AM) New York, a Drake-consulted station, through two major shifts in programming. A tightly formatted operation, when he arrived, under the control of programmer Sebastian Stone (now at KFRC-[AM] San Francisco), the station became more progressive under Mel Phillips and the abortive LP-cut phase of the RKO stations. Now, the station is "back where it started from," as Mr. Shaw put it, on a format not too dissimilar from the one when he arrived. The biggest change is that WXLO is now almost 50% oldies.

The difficulties in defining disk jockeys

WASHINGTON, D.C. AREA'S No. 1 CONTEMPORARY STATION*

THE MOST PROMOTION MINDED STATION IN THE NATION



50,000

WATTS FM

STEREO AT 95.5

10,000

POWERFUL AM

WATTS AT 1580

P.O. BOX 8550 Washington, D.C. 20027

*SOURCE: ARB OCT/NOV 1972

NEW ENGLAND MUSIC REVIEW

Not just a top 40 countdown . . .

But a unique program that each week examines the top 40 in America, the styles, the people, but most of all the music! Three hours each week tells of the people whose musical ideas appeal to the American public. Two half hour programs look at the music

that's soon to be among the top 40, and the record albums that are obtaining top sales throughout the USA. Now available to AM&FM radio stations in the New England area. For information write:

Churchill Broadcasting
David Biron Sales Manager
Lisbon Road
Lisbon Falls, Maine 04252

KLIF

WAS THERE

IN 1954

WHEN

TOP 40

WAS BORN!

THE
EXCITEMENT

IT BROUGHT MADE

KLIF  **in '54**

AND HAS KEPT

KLIF  **in...**

...1955/1956/1957

1958/1959/1960/1961

1962/1963/1964/1965

1966/1967/1968/1969

1970/1971 and 1972...

NATIONAL SALES: BLAIR RADIO

and the intricacies of radio research undoubtedly have followed the radio spectrum on up to the higher frequencies where FM radio dwells and where a new animal has reared its head in the past few years—FM top 40. It formerly was thought that the only type of rock that could go on the FM band was progressive, aimed at a select, high-income, highly educated group. The penetration problem that FM has had to live with is improving all the time as more and more people equip their homes and cars with all-channel sets.

As **WXLO(FM)** New York, **WDRQ(FM)** Detroit, **WMYQ(FM)** Miami and several others like them have begun to show, the idea of putting a mass-appeal radio station on the FM dial is no longer antithetical.

WMYQ, on the air a little less than two years now, has slowly been encroaching on an audience that used to belong exclusively to **Storz's WQAM(AM)** Miami. In the last ARB books, **WMYQ** came out number one in teens. Its format was designed, according to Bartell National Program Director George Wilson, to appeal to different—though not vastly different—audiences at different times of day. In radio terminology, that translates into "programming to dayparts," a method that has been coming into wider use lately. The idea of programming a consistent sound all day has, for some programmers, lost many of its former applications.

"We are consistent," George Wilson says. "You can't give that up. Let's say, we're consistent to the audience that is available to listen to us."

The two greatest advantages to an FM top-40 operation are common among all FM's: low spot loads and stereo. "There are a lot of people who don't even listen to AM any more," Mel Phillips observed. "And in five years, it'll be more of an advantage."

What was a lot of "FM talk" in past years ("It's coming, I tell you. It will be here any day," so many FM time salesmen have said for so long) has turned into action. The best indicator is when the businessmen of broadcasting begin to put their money where their mouth has been. **RKO General** has bought three major-market FM's in the last year (all will more than likely rock, though **RKO** will not confirm that), **Bartell** has put an FM rocker on the air in St. Louis. **Metromedia** is expected to rock its new FM in Chicago once FCC clearance comes through. **Bob Wilson** and **Art Astor**, program director and general manager, respectively, of **KDAY(AM)** Santa Monica, Calif., have been hired as consultants to format **KSEA(FM)** San Diego as a top 40. And once **Cecil Heftel** gets clearance on the FM he bought in St. Louis this fall, it will more than likely rock as well.

Does the competition frighten AM? "There is no one who is successful who isn't running scared to some extent," says **Bob Henabery**. "Competition is good. It is American. You can't adjust your programming on a day-to-day basis to keep up with the competition. Not even on a

week-to-week or month-to-month basis. That is what is maddening about it. You have to establish what you should do in a market and then do it better than anybody else. But after that, you have to ride with it basically."

An audio odyssey: coast-to-coast and back again in top-40 radio

**Wherein an Imaginary traveler
picks up on the signals—
and the programers—that
inhabit the upper reaches
of the rock-and-roll medium**

In any swing from one side of the U.S. to the other, there is a string of top-40 stations that dominate the radio dial—either by sheer strength of signal, or sheer skill of programing, or both.

Starting from the Northeast, WRKO (AM) Boston would be the first powerhouse station that a top-40-minded audio traveler would home in on. And on it he would hear perhaps the most progressive form of mass-appeal top-40 in the country. The half-million college students of Boston have made WRKO the station and Scott Brink the programmer to break country-rock and "underground" artists onto pop playlists. WMEX (AM) Boston, WRKO's nearest top-40 rival, gained distinction last year when it broke Chuck Berry's "My Ding-a-Ling." Tom Allen brought WMEX back to its basic top-40 format two years ago after an experiment with progressive rock. Its sound is now more black-oriented than is WRKO's.

Not far out of Boston the traveler would come in range of WABC (AM) New York. With its old 50-kw transmitter, WABC's signal traversed the terrain between Rhode Island and Maryland. The new "stick" that went into use this month probably will not expand that coverage much farther but Rick Sklar, who programs WABC, says it will help strengthen some of the weak spots in the station's coverage of metropolitan and suburban New York. Little can be said of WABC that is not redundant. It has sat atop the rock heap in New York seemingly forever—and without a major challenger for the last three years. Says Bob Henabery, ABC Radio program development: "I can't tell you how many hot-shots have come up to New York on motorcycles from Macon, Ga., and Waco, Tex., saying 'I'm gonna knock that station right off the air.' But as you look out at them now you just see a line of tombstones. There's almost no way to compete against Rick Sklar. He's got too much experience."

Once on the Pennsylvania Turnpike and heading west, the traveler may tune in WFIL (AM) Philadelphia. In the early days of rock-and-roll radio, WFIL was a middle-of-the-road station, and that city's rock audience belonged to an almost

**WE JUST DON'T BELIEVE
ANY OTHER TOP 40 STATION
IN THE WORLD CAN MATCH
THE UNDISPUTABLE RECORD**

**KLIF/1190
DALLAS**



**ON THE SOUTHWESTERN
TOP 40
SINCE 1954**

THANKS

**ELVIS, CHUCK, CHUBBY, PATTI, ELTON,
CAROLE, ALICE, AND ALL YOU FOLKS
WHO HELPED US ALONG THE WAY ...**

with friends like you

who needs

**LUDWIG, WOLFGANG, JOHANN, IGOR,
FRANZ, EDVARD, RIMSKI, FELIX, et al?**



**BROADCAST SUBSIDIARY OF
FAIRCHILD INDUSTRIES®
NATIONAL SALES: BLAIR RADIO**

legendary line-up of disk jockeys on WIBG(AM): Tom Donahue, Joe Niagara, Hy Lit, Jerry Stevens and Dean Tyler. But in 1966, WFIL tired of butting heads with the MOR king in town, WIP(AM), and went rock. WIBG crumbled in less than 18 months and, with the help of program consultant Mike Joseph, WFIL reigned supreme.

Jay Cook, now program director at WFIL, is coming off a bad year. He too was burned by the LP-cut experiment. But despite the run-for-his-money Jay Cook had last year from a resurging WIBG and a progressive-rocking WMMR-(FM), WFIL regained some of its stature in the year-end rating books.

Farther west, Bob Harper's KQV(AM) Pittsburgh has been so strong in that city for so long that it is virtually without competition. KQV's sound is what made the ABC-owned rockers so successful: careful, controlled and clean.

Through the midlands of Ohio and Indiana the sounds of Chuck Dunaway's WIXY(AM) Cleveland, Bryan McIntyre's bellwether WCOL(AM) Columbus and Jim Fox's WIFE(AM) Indianapolis form a blanket over an area that has resisted the intrusion from strong-signal stations in Detroit and Chicago.

Just across the river from Detroit, in Windsor, Ont., CKLW(AM)'s 35-year-old transmitter ("today's just can't duplicate it," says CKLW's Alden Diehl) produces a signal that can only be described as awesome. It not only dominates Detroit from Canada, but has been known to rate high in the Toledo and Cleveland



CKLW's Alden Diehl

books. Owned by RKO General until 1970, CKLW was the launch pad for several notable programming careers. Paul Drew—nicknamed alternately "The Enforcer" and "Rommel" and fabled as the man who spent all day, every day with an ear-plug in his head listening to CKLW everywhere he went—adapted the station to the Detroit market. Ted Atkins, who would go on to program KHJ(AM) Los Angeles until late last year, made his reputation at CKLW as well.

Today, under Mr. Diehl, CKLW is one of the few successful major-market top 40's that will break records. Much of that credit goes to Rosalie Trombley, respected for owning two of the best ears in

radio. "I pat myself on the back," says Mr. Diehl, "for getting her and keeping her. I seldom question her judgments, and when I do, I'm usually wrong."

WLS(AM) Chicago gained its first national reputation for the wildly successful country-music barn-dances it broadcast in the thirties. Its current smash is top 40. Mike McCormick, the program director, runs a different operation from Rick Sklar's at the commonly owned WABC—LP cuts at night and round-the-clock tailoring of records to day parts are two of the Chicago distinctions.

"The Voice of Labor," WCFL(AM) Chicago, gained a new sound and a new personality last year through the acquisition of the highly-rated Larry Lujack—who was working the morning shift across the street at WLS—and WLS's former program director, John Rook, who now consults the station. Art Roberts is charged with keeping the format right on a day-to-day basis with help from one of the most musically knowledgeable general managers around, Lew Witz.

Out from under the signals of WLS and WCFL, Milwaukee stations WOKY(AM) and WRIT(AM) dominate the western side of the Great Lakes. Bernie Strachota, the veteran owner of WRIT, hopes his new programmer, Mark Wheeler, will spirit away some of the huge audience that makes WOKY number one in the market. But Gary Price has withstood many challenges in his years at WOKY and cannot be easily taken.

In Omaha, the city where Todd Storz first saw the potential for top-40 radio, Gary Martin has recently come to program KOIL(AM). And in Denver, KTLK(AM), another John Rook-consulted station, has a new programmer as well. Tom Bigby is fresh from a foray into country-music programming at KBOX(AM) Dallas, but his roots are top 40—he was Mr. Rook's assistant at WLS. Mr. Bigby's job now is to knock off the top-rated rocker in Denver, KIMN(AM). Al Brady, who programs KIMN, is as new to Denver as Tom Bigby, but KIMN still looks strong.

And in Minneapolis, the race is neck and neck for the number-two spot in that city—WCCO(AM) has been untouchable with its adult format. Johnny Canton at WDG(AM) and Chuck Buell at KDWB(AM)—which Chuck Blore first rocked in 1960—can bring in 10 and 11 shares of the market, respectively, despite the dominance of WCCO, and the battle shows no sign of letting up.

From there, a traveler can go flat out through the Plains states until he reaches the Northwest and KJR(AM) Seattle. Pat O'Day, in his decade-long stint at KJR, has built the station's reputation on its news image and its tight, clean format sound. If KJR didn't invent the free-form news concept—the idea that "constant information" should be given to listeners when news happens and that the length of newscasts should be dictated by the amount and importance of the news rather than a pre-determined format—it has done much to perfect the form. Through the careful selection of all-demographic music and hard, concise news, KJR has built an audience with

DRAKE-CHENAULT ENTERPRISES INC.

8399 Topanga Canyon Boulevard

Canoga Park, California 91304

TOTAL PROGRAMMING SERVICE FOR 24 HOUR AUTOMATED AM & FM RADIO FACILITIES

Send me demo tapes on:

- ☐ CLASSIC GOLD. . . NOSTALGIA RADIO ☐ GREAT AMERICAN COUNTRY
☐ HITPARADE ☐ SOLID GOLD ☐ SPECIAL FEATURES
☐ DRAKE JINGLES

NAME	TITLE		
STATION	ADDRESS		
CITY	STATE	ZIP	

*Drake-Chenault Enterprises, Inc.
8399 Topanga Canyon Boulevard
Canoga Park, California 91304*

*Bill Drake and Gene Chenault
proudly announce the birth of
their exciting new automated format.
It's the greatest Rock 'n Roll hits
of all time, all the time.*

*Name: Classic Gold . . . Nostalgia Radio
Weight: Very Heavy Demographic: 18-49
Station: K R T H (F M)
City: Los Angeles
Date of Birth: October 16, 1972*

In just four months KRTH (FM), formerly KHJ (FM), is a major factor in a 70 plus station market — Los Angeles.

Monday — Sunday
6:00 A.M. — Midnight
(Adults 18 — 34)
No. 1 Station A — 6.9
No. 5 KRTH (FM) — 5.9

Monday — Friday
10:00 A.M. — 3:00 P.M.
(Women 18 — 34)
No. 1 KRTH (FM) — 10.0

(Avg. ¼ hr. shares — L.A. Metro)

Source: Oct./Nov. '72 ARB

Audience data based upon estimates by the rating service and subject to the qualifications issued.

No promotion or fanfare used to launch KRTH (FM) and Drake — Chenault's all new "Classic Gold . . . Nostalgia Radio."

Now available for 24 hr. automated AM and FM radio facilities. For more details call collect (213) 883-7400.
Pat Shaughnessy, V. P.

enough adults to make it one of the few top 40's rated number one over-all in its market.

Coming down the Pacific Coast, KFRC (AM) San Francisco should begin to come on strong just as the traveler crosses the California-Oregon border. Sebastian Stone went to San Francisco to program KFRC in the beginning of last year in a massive shift of RKO programmers that saw the ill-fated attempt to change classical station WGMS (AM) Washington into a rocker. Mr. Stone, who started on the air as a jock on then WOR-FM New York (now WXLO [FM]) and became its program director by the time he left for San Francisco, runs perhaps the most "laid-back" major-market top 40 in the country. Residing in the birthplace of underground music and radio, KFRC, though exciting and foreground, talks softer—and wields a bigger stick—than is expected of similar operations. In a day when the sound of top 40's in major cities is growing more alike, a traveler would know he was in San Francisco—with all that implies—when he listens to KFRC. It too is among those few top 40's occupying the over-all number-one spot in its city.

Julian Breen, who served his apprenticeship with ABC Radio, is heavy on the progressive sounds at KYA (AM) San Francisco. KYA has been rocking since the mid-fifties, and even though its "jingle-free," hard-underground-rock days are over, it is still to the left of KFRC.

Still farther down the Coast Highway is Los Angeles—perhaps the toughest market in the country for a radio programmer. In L.A. the radio screams, yells, coos, promotes like a circus-owner with the creditors beating down the back door, promises trips to the moon (almost) for lucky contest winners and generally does everything humanly possible to grab the attention of the almost three million people who climb into their automobiles every weekday morning and evening. It was against that backdrop in 1966 that Bill Drake and KHJ (AM) raked out everything that could possibly be distasteful and bolstered everything they knew audiences liked and went to first in less than a year. "Much more music" was born there, as was "20/20 news" and "boss

radio." Faced with massive competition in the past three years, KHJ stumbled last year, and Bill Watson returned as keeper of the format.

In the town Buck Owens and Merle Haggard turned into "Nashville West," the husband and wife team of Jim and Brandy Price (he's the programmer and she does the music) at KAFY (AM) Bakersfield have kept country music from ruling there. Buck Owens's station, KUZZ (AM), still hasn't beaten them.

And to the east of Los Angeles, Bill Rhodes has preserved KMEN (AM) San Bernardino as one of the most important secondary stations for breaking records in the country.

If the traveler turns south in California travel, he can pick up one of the newer, more conservative top 40's, Bartell Media's KCBQ (AM) San Diego. Jack McCoy took over the programming of KCBQ from the mercurial Buzz Bennett and immediately came into national prominence for his development of "The Last Contest"—a super-prize promotion that was syndicated with great success. By virtue of a format tailored to different target audiences at different times of day, KCBQ has been able to garner a total audience large enough to remain number one in that market—with some heat from KGB (AM), now programmed by Ron Jacobs.

Through Texas on the southern route back, one cannot help but marvel at the handiwork of Gordon McLendon—although he no longer owns the two stations he made number one in the two biggest cities in Texas, KLIF (AM) Dallas and KILT (AM) Houston. At KLIF can be heard perhaps the most personality-oriented top 40 in America. It has been raising eyebrows all over Dallas in the last several months with a two-way sex talk show hosted by program director Dave Ambrose. And KILT's Bill Young was the only active top-40 programmer singled out for a Bill Gavin award of achievement in 1972. With a broad playlist, selected for balance and color, Mr. Young has improved a ratings picture that had seemed beyond improvement.

Out of Texas and into the Deep South, the top-40 journeyman must devote some listening time to the grandfather of top

40 that doesn't act its age, WTIx (AM) New Orleans. Validating the concept he had proved in Omaha at KOWH (AM), the late Todd Storz found major-market success with an idea he got sitting in an Omaha bar listening to the same songs over and over on a juke-box. Morning man and program director Bob Mitchell made sure the music world would not forget WTIx when he broke perhaps the biggest record of 1972, Roberta Flack's "First Time Ever I Saw Your Face." New Orleans audiences enjoy WTIx's large playlist and strong news, which has filled several cabinets at the station with awards.

Bill Sherard in Atlanta at WQIX (AM) follows a "personality" top-40 route in this major Southern market, along with a tight (22-25 records) playlist. It's up against stiff MOR competition from the dominant WSB (AM).

Further north:

To George Klein at RKO's WHBQ (AM) Memphis, Bill Drake—RKO's programming vice president—is a newcomer. Mr. Klein has been at WHBQ for more than 10 years now. Memphis is the capitol of rhythm and blues and WHBQ's playlist reflects that fact.

And in Charlotte, N.C., Stan and Sis Kaplan headquarter their Sis Radio Inc. at WAYS (AM). WAYS has the unfortunate habit—unfortunate for Jay Thomas, its programmer, that is—of training and developing exciting disk jockeys only to have them spirited away to major markets. "Big Ways" also sports a tough news department.

Scott Shannon, who programs WMAK (AM) Nashville, is usually done with hit records when they are going on playlists elsewhere around the country. He's a strong believer in programming to regional tastes and hardly ever looks at the national charts, he says.

And, as the journey swings north again and reaches the bottom of the eastern corridor in Washington, D.C., the keen top-40 competition has been between Tom Bell's WEAM (AM), "Big" Wilson's WPGC (AM) and Pierre Eaton's WINX (AM). Now there's a new contender: NBC-owned WRC (AM), programmed by veteran Lee Sherwood, which has taken on the rock ambitions WGMS (AM) was forced to abandon after listeners protested a change from its classical format. Ron Riley, at WCAO (AM) Baltimore, is just out of range of most of the slugging going on in Washington and remains the top rocker in that city.

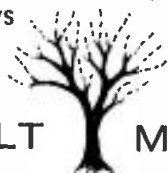
The trip across country reveals that if dominant stations in each region are playing primarily the same music, each has a method of presentation and, at least, a small group of records that appeal to distinctly regional tastes. They all have good signals, they all appeal to a broad range of people, they are all playing in the same game. But each has a character of its own.

As Alden Diehl puts it at CKLW:

"You can no longer be all things to all people. The rules are really still the same. You have to put a clean, simple product on the air that exposes the best popular music available." **END**

EASIEST RADIO FORMAT TO SELL TO RETAILERS...

should be contemporary music. The case for contemporary radio stations vs. other media is very strong. But rock station salesmen must be taught how to tell it. We show them through high-level retailer presentations, 50 sales meetings during 30 days of in-market service. Stations like us because we personally create the dollars to pay for our services.



YOUNG ADULT MARKETING INC.

19525 VENTURA BLVD. • TARZANA, CALIF. • (213) 881-7017

OK, Phoenix.

We've had it up to here.



In 1971, Doubleday Broadcasting purchased KRIZ radio and established a contemporary music station in Phoenix. We knew we would have some problems in the most competitive radio market in the United States. And, things got worse before they got better. There was a lot of talk about KRIZ — not all good, but, there's no substitute for the professionalism of a company that has had 75 years of experience in the business of communicating with people. Not only is KRIZ the number 1 station in Phoenix in total persons reached weekly (1972

Sept/Oct Pulse), but, look what happened between us and our two primary contemporary music competitors in the latest ARB (Oct/Nov 1972).

KRIZ +93%
Station 'X' -41%
Station 'P' -34%

Thank you Phoenix.

KRIZ

1230 RADIO

Gary Stevens, General Manager
Alan Goodman, General Sales Manager
Buzz Bennett, Program Consultant

National Representative 



Doubleday Broadcasting, Inc.
David G. Scribner, President

Radio listening
in Bakersfield
has changed...

NO. 1

TOTAL AUDIENCE*
MEN.....18 TO 24*
MEN.....25 TO 34*
MEN.....18 TO 34*
MEN.....18 TO 49*
WOMEN...18 TO 24*
WOMEN...18 TO 34**
TEENS*
(LOWEST CPM)

KERN

AM 1410 KC
Represented by The Katz Agency, Inc.

ARB proves it.

ARB APRIL/MAY 1972
AVERAGE 1/4 HOURS
6:00 AM - 12:00 MID
MONDAY - SUNDAY

*TOTAL SURVEY AREA **METRO AREA
Subject to errors
inherent in sampling surveys.

The Broadcasting Playlist

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

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
1	1	You're So Vain (4:07) Carly Simon—Elektra	1	1	1	1
4	2	Crocodile Rock (3:56) Elton John—MCA	2	3	3	3
2	3	Superstition (3:57) Stevie Wonder—Tamla	3	2	2	2
6	4	Your Mama Don't Dance (2:47) Loggins and Messina—Columbia	4	4	9	4
8	5	Why Can't We Live Together? (3:11) Timmy Thomas—Glades	7	5	4	5
11	6	Oh Babe, What Would You Say? (3:22) Hurricane Smith—Capitol	5	9	5	6
9	7	Rockin' Pneumonia (3:16) Johnny Rivers—United Artists	6	6	13	8
20 •	8	Could It Be I'm Falling in Love (4:13) Spinners—Atlantic	8	10	7	7
3	9	Me & Mrs. Jones (4:34) Billy Paul—Philadelphia Intl.	12	7	10	9
5	10	Clair (3:00) Gilbert O'Sullivan—MAM	10	8	12	13
7	11	Super Fly (3:03) Curtis Mayfield—Curtom	13	11	8	10
22 •	12	Trouble Man (3:50) Marvin Gaye—Motown	11	13	6	12
17	13	Do It Again (4:03) Steely Dan—ABC	9	15	11	15
12	14	Don't Expect Me To Be Your Friend (3:38) Lobo—Big Tree	15	12	16	14
15	15	Dancing in the Moonlight (2:57) King Harvest—Perception	17	16	15	11
14	16	Rocky Mountain High (4:49) John Denver—RCA	16	14	19	17
37 •	17	Love Train (2:59) O'Jays—Philadelphia Intl.	18	18	14	16
25	18	The World Is a Ghetto (3:59) War—United Artists	14	20	17	20
21	19	Hi Hi Hi (3:10) Paul McCartney & Wings—Apple	21	19	18	18
18	20	Jambalaya (3:06) Blue Ridge Rangers—Fantasy	19	17	20	19
35 •	21	Do You Wanna Dance? (2:44) Bette Midler—Atlantic	20	21	23	22
19	22	Don't Let Me Be Lonely (2:31) James Taylor—Warner Brothers	22	23	22	23
27	23	Separate Ways (2:36) Elvis Presley—RCA	23	25	27	31
41 •	24	Daddy's Home (2:59) Jermaine Jackson—Motown	34	26	21	21
30	25	Last Song (3:15) Edward Bear—Capitol	29	24	26	24
10	26	Funny Face (2:42) Donna Fargo—Dot	28	22	32	25
26	27	Keeper of the Castle (2:44) Four Tops—Dunhill	24	32	24	30
31	28	Love Jones (3:19) Brighter Side of Darkness—20th Century	26	28	29	27
23	29	Living in the Past (3:13) Jethro Tull—Chrysalis	27	30	31	28
13	30	It Never Rains in Southern California (2:53) Albert Hammond—Mums	30	27	33	32

continued on page 58

**“Salty, come over.
We have a boy
who lost his leg.”**

When Salty Brine isn't on the air at WPRO,
he's on call at a local hospital.
At the age of 10, Salty lost a leg.
Now he helps amputees find a future.
Alone in their hospital room, or as a member
of the President's Committee for Hiring the Handicapped.
Involved people is an important reason why
there's more to WPRO than meets the ear.



WPRO / Providence, R. I. / A Division of Capital Cities Broadcasting Corp. / Represented By Blair Radio

How to ship small packages in a big hurry.

DELTA'S DASH

DELTA AIRLINES SPECIAL HANDLING

Delta guarantees delivery on the flight or routing you specify between most Delta cities.

Packages accepted up to 50 lbs. with length plus width plus height not to exceed 90" total, with only one dimension exceeding 30".

Delivery to Delta's passenger counter or air freight terminal at the airport at least 30 minutes prior to scheduled departure time.

Pick-up at DASH Claim Area next to airport baggage claim area 30 minutes after flight arrival at destination.

Charges for DASH shipments are nominal. Delta reservations will be pleased to quote actual charges between specific points.

Payments accepted in cash, by company check, most general-purpose credit cards, special credit arrangements or on government shipments by GBL. **DELTA**
The airline run by professionals

Rate examples (Tax included)

Atlanta-Washington	\$21.00
Boston-Miami	\$26.25
Cincinnati-Louisville	\$21.00
Cleveland-Phoenix	\$26.25
Los Angeles-New Orleans	\$31.50
Dallas-Los Angeles	\$26.25
San Francisco-Atlanta	\$31.50
Philadelphia-Houston	\$26.25
New York-Tampa	\$26.25

For full details, call Delta reservations.



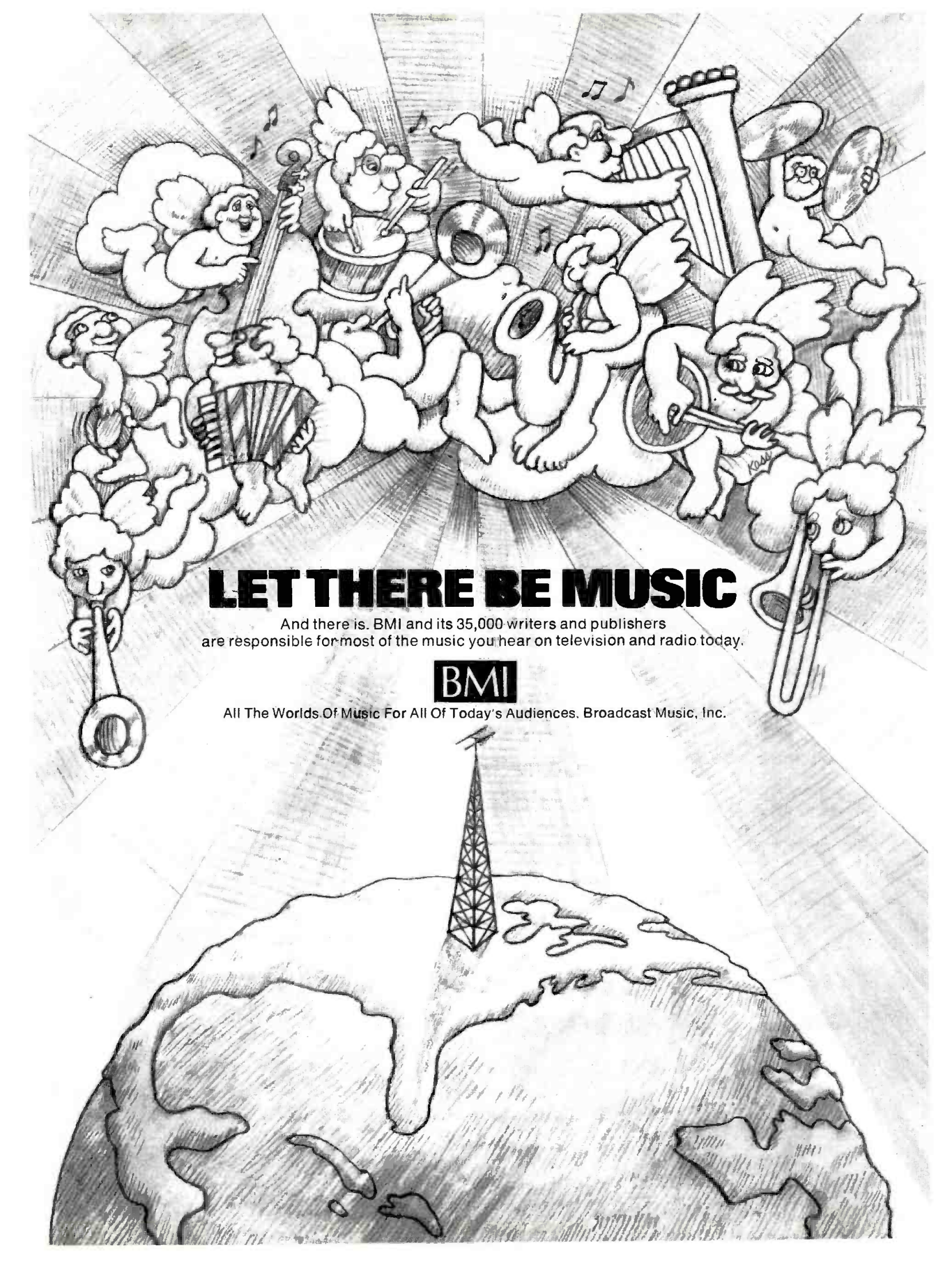
Delta is ready when you are!

The Broadcasting Playlist

continued from page 56

Over-all rank		Title (length) Artist—label	Rank by day parts			
Last week	This week		6-10a	10a-3p	3-7p	7-12p
24	31	I Am Woman (3:03) Helen Reddy—Capitol	25	33	30	38
38	32	You Turn Me On, I'm a Radio (2:40) Joni Mitchell—Asylum	31	31	34	33
36	33	Dreidel (3:45) Don McLean—United Artists	33	37	25	29
34	34	Smoke Gets In Your Eyes (3:15) Blue Haze—A & M	32	29	35	34
16	35	I Wanna Be With You (2:53) Raspberries—Capitol	39	38	28	26
42	36	I'm Stone In Love With You (3:12) Stylistics—Avco	35	35	37	37
39	37	Pieces of April (4:00) Three Dog Night—Dunhill	36	34	39	36
58 • 38		Killing Me Softly With His Song (4:46) Roberta Flack—Atlantic	37	39	38	40
46	39	Dueling Banjos (2:10) "Deliverance" soundtrack—Warner Brothers	38	36	41	39
53 • 40		Cover of Rolling Stone (2:53) Dr. Hook—Columbia	45	48	36	35
57 • 41		Peaceful Easy Feeling (4:15) Eagles—Asylum	41	40	40	42
47	42	Jesus Is Just Alright (3:50) Doobie Brothers—Warner Brothers	52	41	42	41
43	43	Harry Hippie (3:50) Bobbie Womack & Peace—United Artists	44	42	43	45
59 • 44		Daytime Nighttime (3:07) Keith Hampshire—A & M	43	43	45	44
69 • 45		I'm Never Gonna Be Alone Anymore (2:37) Cornelius Brothers & Sister Rose—United Artists	40	45	46	56
60 • 46		Big City Miss Ruth Ann (2:34) Gallery—Sussex	42	61	50	51
62 • 47		Danny's Song (3:06) Anne Murray—Capitol	47	46	48	50
49	48	Crazy Legs (2:27) Donald Austin—Eastbound	48	52	47	62
56	49	Looking Through the Eyes of Love (3:03) Partridge Family—Bell	58	44	49	47
— • 50		Hummingbird (3:30) Seals & Crofts—Warner Brothers	53	47	57	46
28	51	Papa Was a Rollin' Stone (4:00) Temptations—Motown	49	49	55	53
55	52	Reelin' & Rockin' (4:16) Chuck Berry—Chess	65	67	44	49
48	53	Control of Me (3:28) Les Emmerson—Lion	55	53	51	55
40	54	Walk on Water (4:42) Neil Diamond—Uni	46	50	63	63
44	55	Sitting (3:06) Cat Stevens—A & M	51	54	62	48
— • 56		Aubrey (3:38) Bread—Elektra	64	65	64	54
— • 57		Neither One of Us (4:15) Gladys Knight & the Pips—Soul	57	60	56	64
64	58	Little Willy (3:13) The Sweet—Bell	56	59	58	65
— • 59		Lucky Man (4:36) Emerson-Lake-Palmer—Cotillion	132	58	52	43
— • 60		Dead Skunk (3:08) Loudon Wainwright, III—Columbia	63	62	53	60
— • 61		Don't Cross the River (2:22) America—Warner Brothers	60	65	61	61
71	62	I Can See Clearly Now (2:26) Johnny Nash—Epic	50	66	75	58
62	63	The Relay (3:52) The Who—Decca	69	69	59	57
— • 64		I'm Just a Singer (4:16) Moody Blues—Threshold	61	83	54	66
— • 65		You've Got To Take It (3:28) Main Ingredient—RCA	62	67	60	67
— 66		Space Oddity (5:05) David Bowie—RCA	74	64	70	59

continued on page 60



LET THERE BE MUSIC

And there is. BMI and its 35,000 writers and publishers are responsible for most of the music you hear on television and radio today.

BMI

All The Worlds Of Music For All Of Today's Audiences. Broadcast Music, Inc.

The Broadcasting Playlist continued from page 58

Over-all rank	This week	Title (length) Artist—label	Rank by day parts			
			6-10a	10a-3p	3-7p	7-12p
49	67	Don't Leave Me Starvin' (3:23) Holland-Dozier—Invictus	64	68	65	68
—	68	Rosalie (3:16) Sam Neely—Capitol	59	74	69	76
64	69	Good Morning Heartache (2:20) Diana Ross—Motown	69	69	65	69
64	69	I Only Meant To Wet My Feet (2:58) The Whispers—Janus	69	69	65	69
64	69	Wildflower (4:08) Skylark—Capitol	69	69	65	69
68	72	Love Music (3:42) Raiders—Columbia	67	78	72	77
—	73	Also Sprach Zarathustra (5:06) Deodato—CTI	91	61	93	62
33	74	You Ought To Be With Me (3:09) Al Green—London	75	76	77	73
—	75	You Can Do Magic (2:50) Limmie & Family Cooking—Avco	73	75	76	82

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

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

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

had discharged its fairness-doctrine obligations in connection with both programs—*The Three R's . . . and Sex Education and Justice?* The commission said the program on sex education afforded a reasonable opportunity for the presentation of contrasting views. It added that PBS had aired a number of programs presenting contrasting views on the controversial issues discussed in *Justice?*—whether blacks can receive true justice in American courts, prisons or in post-prison life, and what the penal institutions and correctional systems are doing to rehabilitate those who have violated the law.

But the commission said it would not decide whether the requirement that CPB-funded programs be objective and balanced had been met. The commission said neither AIM nor PBS has presented views on the matter of the commission's responsibility in enforcing that requirement.

It indicated it was particularly concerned with the question of whether Congress intended to establish a specific standard subject to administrative enforcement, rather than merely a general enunciation of the functions of CPB, and whether such a standard, if one was intended, differs from that of the equal-time law and the fairness doctrine.

Commission attorneys generally agree that one major distinction between the objectivity-and-balance requirement and the fairness doctrine is that the former applies to individual programs and series of programs, whereas a broadcaster can discharge his obligation to air contrasting views on an issue over a period of time through a number of programs.

Originally, commission staffers contended that the commission does not have authority to enforce the objectivity-and-balance requirement which, along with the rest of the Public Broadcasting Act, was incorporated into the Communications Act. The argument was that the legislative history clearly indicated that Congress intended to do its own enforcing through the power of the purse.

But after further study, some commission attorneys who felt a ruling that the agency lacked responsibility would be challenged in court were not so sure ("Closed Circuit," Jan. 15). They pointed to various statutory provisions that could be used to support the argument that the commission is responsible.

But the complications do not end there. The commission cited a warning in one section of the Communications Act that nothing in the part dealing with public broadcasting should be construed as authorizing any government agency to control or supervise the corporation.

The commission will consider memorandums or briefs on the issue submitted by interested parties within 30 days; it will give 20 days for replies.

Although it does not respond in full to the AIM complaint, commission attorneys believe the commission's action will fend off a court suit AIM filed in November to force the commission to act on a total of six complaints. Three alleged violations of the fairness doctrine and the Public Broadcasting Act, the remainder, the fairness doctrine only. The

Programing

FCC wants to know who should ride herd on PBS objectivity

Complaints about public network prompt commission to seek opinions as to how Congress meant to enforce parts of Public Broadcasting Act

In drafting the Public Broadcasting Act, Congress included a section designed to make sure that the Corporation for Public Broadcasting which it was creating would adhere to strict standards of "objectivity and balance" in the programs on controversial subjects that CPB funded. But the section does not make clear who is to be the enforcer—at least not clear enough for the FCC. Last week it asked interested parties to submit briefs on the question of whether it has the authority and duty to enforce the standards on CPB.

The commission's request was in response to two complaints filed by Accuracy in Media, a Washington-based group which monitors the media. AIM said two public broadcasting programs distributed by the Public Broadcasting Service—CPB's networking arm—violated both the fairness doctrine and the statutory requirement that CPB-funded programs be objective and balanced.

The commission concluded that PBS

TOP-RATED SUBURBANITE.

WBLI Stereo 106 reaches more listeners 18-49 than any suburban station in the New York Metropolitan area.*

WBLI Stereo 106 reaches Long Island's big spenders with more music and less commercial clutter.

WBLI Stereo 106, LONG ISLAND'S MOST EFFICIENT, MOST POWERFUL STEREO STATION.

WBLI Stereo 106

REACHING THE PEOPLE WHO REACT
LONG ISLAND, NEW YORK
516 475-1061

*ARB New York, Apr/May '72.
CUME GAM-Mid. Mon-Sun. TSA subj.
to Qualif. Report avail. upon request.

Another Strong Link In
The Beck Ross
Communications Chain

complaints on which the commission ruled last week were the oldest; one was filed in October 1971, the other the following month. However, the bulk of the pleadings were not received until the following spring.

Commission attorneys say they expect the court to give the agency time to complete its study of the jurisdiction question before ordering it to act.

In its ruling last week, the commission ignored one issue which the parties had not addressed but with which the commission had struggled internally: Does it have the authority to impose fairness-doctrine obligations on PBS? The commission simply wrote its order as though it did.

Some commission attorneys argue that the commission has the authority to regulate networks directly, regardless of whether, like the commercial networks, they are also broadcast licensees. They cite language in the court opinion upholding the commission's authority to adopt the prime-time-access rule and corollary rules barring networks from syndication. Others in the commission were not so sure.

But since neither party raised the question and the decision did not require any action on PBS's part, the commission decided not to attempt to resolve it.

'Black Omnibus' starts

**Four national sponsors signed;
portion of profits being given
to production staff and show host**

A weekly syndicated hour, *Black Omnibus*, promoted as the first regular commercial all-black entertainment series, premiered in seven markets Jan. 13, with a total of 38 markets currently set to clear the program, and eight additional markets apparently cleared but with negotiations going on as to time periods. The new program, co-financed by Qualis Productions, Los Angeles, and CPM Programs Inc., New York, not only is a showcase for black talent and black personalities—as presented by black dramatic actor James Earl Jones as continuing host—but is being produced by a mostly black production staff.

Described as "a continuing trip into the black experience," *Black Omnibus* includes a number of program elements—talk segments as well as performing acts. Early programs in the series include as guests singer Maxine Weldon, actor Jim Brown, comedian Cleavon Little.

The initial order for the series is for 13 programs. "We want to reach the 25 million blacks in the U.S.," says Mr. Graham. "We want to syndicate in those markets where there's a concentration of blacks."

The premiere program on Jan. 13 was on KTTV(TV) Los Angeles, WBBM-TV Chicago, WKBD-TV Detroit, KMOX-TV St. Louis, KPRC-TV Houston, WRGB(TV) Albany, N.Y. and WFTV(TV) Orlando, Fla. All but one of the total of 38 sold markets is programming the series on either Saturdays or Sundays, with nearly one-

★ **OLDIES** ★
BRING US GOODIES!

NUMBER ONE*

**in the Philadelphia
radio market with
adults 18-34 and
18-49 from 10AM
to 3PM Mon. to Fri.**

NUMBER TWO*

**in the Philadelphia
radio market with
adults 18-34 from
6AM to Midnight.**

NUMBER THREE*

**in the Philadelphia
radio market with
adults 18-49 from
6AM to Midnight.**

WCAU FM 98's Cume is up to 679,800 . . .
a jump of well over 100,000! Compare our
CPM and you'll agree, we can hand you
Philadelphia on a solid gold platter! Call Sales
Manager, Hank Tronco, 215-839-7000,
or your CBS/FM Sales Representative.

* Source: Oct.-Nov. '72 ARB. Mon.-Sun. Av. Qtr. Hr.. T.S.A.

Data estimates subject to qualifications
which WCAU/FM will supply on request.



third of the stations scheduling the show for prime time. The program originates from KTTV Los Angeles.

A total of three-and-a-half minutes of the hour program has been sold to four advertisers. They are General Motors Corp., Detroit, through D'Arcy-MacManus-Intermarco, Bloomfield Hills, Mich.; J. B. Williams Co., New York, on behalf of Geritol, through Parkson Agency, New York; Scott Paper Co., Philadelphia, on behalf of Viva paper towels, through BBDO, New York; and Anheuser-Busch, St. Louis, for Budweiser beer, through D'Arcy-MacManus-Intermarco, St. Louis. Four additional minutes of commercial time on the hour program are turned over to local stations for sale on a barter basis. The national advertisers have an option to extend the first season of the series to 20 shows. This option is to be exercised on or about March 15.

"We don't want to preach," says Hal Graham. "We hope to have a hybrid audience appeal. A measure of our success will be if the initial 13 order is extended to 20."

Fox-BBC production set

20th Century-Fox Television's live/tape division, under the direction of Vice President Robert D. Kline, has made a co-production deal with the British Broadcasting Corp. for 19 hours of programming based on classics of English and American literature.

The hour-long segments, for *Family Theater*, will be produced by BBC in association with 20th Century-Fox Television and ABC-TV owned-and-operated TV stations.

The package includes: Sir Walter Scott's "The Fortune of Nigel" and James Fenimore Cooper's "The Pathfinder," each in five one-hour episodes; "Pollyanna," by Eleanor H. Porter, in three episodes, and an original science fiction project in six segments developed by Ronnie Marsh.

William Self, president, and Alan Silverbach, vice president of 20th Century-Fox Television syndication, currently are negotiating with BBC and other British companies for the development of additional programs.

PTV eligible for share of school program fund

\$6.8 million in grants to be offered nonprofit groups for television dealing with desegregation problem

More than \$6.8 million is being made available to support television programming grants to public stations, among other nonprofit organizations, the National Center for Educational Technology, Washington, revealed last week. NCET sent out some 300 sets of criteria material to the public stations, institutions of higher learning and various ethnic groups that would be eligible and may be interested in obtaining the grants.

"The significance is," said a spokesman for NCET, "that there is a significant amount of dough out there for the commissioning of television programs—significant even in commercial terms."

The television programming funds stem from the Emergency School Aid Act passed by Congress last year. The act mandated that 3% of whatever was finally appropriated for ESAA would be given to the development of special television materials designed to meet some of the problems that have resulted from the desegregation of schools. A total of \$227,940,000 has been appropriated for ESAA during fiscal year 1973. The 3% of this made available to support the television-programming grants amounts to \$6,838,200. (The Office of Management and Budget, however, still may put some constraints on these funds before the year is out.)

NCET in cooperation with the Bureau of Equal Educational Opportunity, in seeking proposals for educational-TV projects that would qualify for funding under ESAA, indicates that it will award a maximum of four grants in fiscal 1973. Not more than one grant each will be awarded to bilingual/bicultural approaches to assisting minority-group children; to supplemental or introductory instruction in basic reading, mathematics, art, music, science skills and concepts; and for instruction, particularly for secondary-school children, in family life-related academic skills. There also is provision for the production of two categories of spot announcement that pre-

sumably would be made available for play on commercial stations.

"The law says that the agency that would be eligible to seek the grants to produce all this material must be nonprofit," the NCET spokesman explains. "This means most obviously, but not exclusively, public stations. We also are spelling out other options for consortia arrangements whereby minority groups could take responsibility for content development and make a lash-up with what would be a predominantly white, Anglo station setup and submit a joint proposal."

Potential applicants are asked to write to ESAA-TV, Code 525, 300-7th Street, S.W., Washington.

British court blocks airing of controversial program

Britain took another turn toward tighter control over television morality Jan. 16 when a documentary on Andy Warhol was canceled by order of the Appeals Court four hours before scheduled broadcast. The court granted a temporary injunction against the program, which contained a discussion about making love on a moving motorcycle and a sequence showing a fat woman daubing her bare breasts with paint.

The court cited "an almost inevitable inference that the program will offend good taste and decency, and offend public feelings." The court also rebuked the Independent Broadcasting Authority. It ruled that the IBA failed in its duty by not seeing the hour-long Associated Television program before approving it for network transmission.

The IBA argued it had had "a broad indication" of the program's contents. Lord Aylestone, IBA chairman, called the program a "serious study" of artist-film maker Warhol. He said it was a fitting subject for viewing at 10:30 p.m. (regarded in Britain as a post-prime-time slot).

The Warhol case is the latest episode in a long series of largely successful attempts by concerned members of the public to moderate what they see as the excesses of those who run British television, both BBC and independent. The immediate effect of the injunction is to delay or perhaps even completely ban the program. The next moves are up to the IBA, which can challenge the injunction, and to the British attorney general, who can press for a permanent ban.

The more far-reaching effect of this case, however, will be to make broadcasters warier about possible repercussions of gray-area programming. After this embarrassment, the IBA governors are likely to rely more on themselves and less on their staff to keep material off the air that "offends against good taste or decency." The IBA is supposed to satisfy itself as far as possible that programs broadcast by the commercial television companies meet the good-taste and other requirements of the 1964 Television Act. The Appeals Court ruling was the first successful challenge to the IBA under the act.

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, Ted Hepburn, Alex Haward
36 East Fourth Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 50544, 85703, phone (602) 622-3336

Others may have dreamt of doing a radio circulation study. Ours is ready now!



CirculationPulse '72
It's here . . . and now

It's the new Radio Circulation Pulse, now the only circulation study on the market.

This complete coverage report for every radio station in every county of the Continental U.S., is now being delivered on tapes or in books to more than 366 stations and 75 agency subscribers.

You can buy the first 25 states now. Before long, you can own the whole country.

The first generation Circulation Pulse, 1967-68, quickly became a bible, and has remained so. Only last year Vitt Media International used CP as the basis for its "Radio Market Area." CP '72 is based on personal interviewing in the home by trained interviewers. (Have you ever examined real diaries? We have. We placed some experimentally and came back for them three days before we said we would. Even we were surprised.)

CP '72 sampling went beyond phone books, so every house had equal opportunity to be represented—all population segments—ethnic, foreign language, educated or not educated; homes without phones, or with phones—listed or not. (Experiment after experiment has shown differences in radio listening between listed- and unlisted-phones homes.)

You can buy CP by the state or by the country. Write, wire or phone, George Sternberg, V.P.

The Pulse, INC.

730 Fifth Avenue, New York, New York 10019, (212) 586-3316
Chicago, Illinois, 435 N. Michigan Ave., (312) 644-7141
Atlanta, Georgia, 1447 Peachtree, N.E., (404) 892-2743
Los Angeles, California, 6404 Wilshire Blvd., (213) 653-7733

Blacks proportionately view TV more than whites in daytime, less at night

Communications researcher also finds minority audience prefers one station's news programming over others

Black viewers watch television substantially more than whites do—except during and just before prime time—and also have distinct station preferences even when choosing among stations that are simultaneously offering the same kind of fare.

Mel Goldberg, president of Melvin A. Goldberg Communications Inc., New York, reported these findings last week from a study he conducted in the area of dominant influence of an unidentified major market. The survey was conducted in October-November 1971 and embraced a sample of approximately 600 adults, 80% of whom were white and 20% were black.

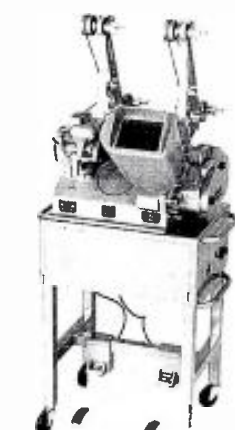
Mr. Goldberg said that when respondents were asked about their "usual viewing" by dayparts Monday through Friday, the percentage of blacks reporting viewing was much higher than the white percentage in all periods except early evening 6-8 p.m. (and even there it was 3% higher) and in prime time (8-11 p.m.), when black viewing was proportionately 16% lower than white.

Before 9:30 a.m., he said, the percentage of black viewing was 66% higher than the percentage of white; from 9:30 to noon, it was 58% higher, from noon to 4:30 p.m., 26% higher; from 4:30 to 6, 33% higher, and after prime time, from 11 to 11:30 it was 15% higher and after 11:30, 67% higher.

Mr. Goldberg, who specializes in communications research and consulting services, also undertook to trace racial viewing patterns when all stations were offering essentially the same sort of programming (in this case, local news).

He said the three stations involved were all network affiliates, and none was significantly more black-oriented in either its news or general programming than the others. But he said he found that when the three stations switched from competitive entertainment programming to local news at 6-6:30 p.m., channel A's share of black viewers increased to a point double its share of white, while channel B's share of whites rose to double its share of blacks. These changes, he said, were intensifications of pre-news patterns in which blacks tended to favor channel A and whites channel B. He said channel C was viewed slightly more by blacks in the pre-news period and slightly more by whites during the news but that its racial distinctions in neither case were so marked as with channels A and B.

Although the news sequences varied after 6:30, when network and local news were opposite each other, the racial pattern for 6-6:30 remained the same until entertainment resumed at 7:30, Mr. Goldberg reported. And when local news returned at 11 p.m., he said, the earlier



The old and the new. Moviola's upright film editor (l), a standard in the film industry for 50 years, is giving way to an electronic console editor (r), that is said to allow the operator to compose, edit and mix with greater precision. The console editor, introduced by Magnasync/Moviola Corp., North Hollywood, Calif., in fiscal 1972, already has generated the company's largest single sale in its 50-year history. A total of 55 Moviola console editors, designated M-77, have been sold to the Camera Mart, New York, for subsequent sale primarily to television customers. The contract is said to approximate \$500,000. "Television forced us to modernize," said Walter H. Mills, executive vice president of Magnasync/Moviola. "One of the major contributors to our business is television. It has forced us to develop not only an editing device, but a sort of preview theater. And speed is now the name of the game." Magnasync/Moviola has attempted in the new equipment to wed the best features of the upright Moviola—of which there are an estimated 30,000 in circulation—with the best of flat-bed European designs. Basic price for the new unit is \$7,750; the upright ranges from \$2,500 to \$4,850.

news patterns reasserted themselves, with Channel A preferred by blacks by more than two to one and channel B by whites two to one. Channel C was again viewed by about equal percentages of blacks and whites, though this time the black proportion was slightly higher than the white.

At 11:30, when entertainment programming resumed, channel A's audience dropped off but its share of the black audience remained about twice its share of the white. Channel B's audience became almost totally white and channel C's changed from roughly equal proportions of each race to about two-to-one preference of blacks.

What it all means, Mr. Goldberg says, is that racial as well as other demographic characteristics must be properly represented in ratings surveys. Critics of ratings services have repeatedly charged that ethnic groups are not adequately represented. Mr. Goldberg's report doesn't go that far but it does maintain that unless all population segments, including minorities, are properly represented, the ratings of some stations may be inflated while the ratings of others are deflated.

Changing Formats

■ WFBQ(FM) Indianapolis (formerly WFMB-FM) has replaced its "easy-listening" format with a return to "nostalgia rock and roll." The new musical format, provided by Drake-Chenault Enterprises, features rock hits popular in the '50's and '60's and is aimed at the 18-34-year-old audience. In keeping with the nostalgia theme, Operations Manager Bruce Hunter (who joins the station from WIFE-AM-FM Indianapolis) has de-

veloped a series of mini-concerts to spotlight various artists of the era. Running no more than two hours, the weekend concerts will focus in coming weeks on Jan and Dean, The Everly Brothers, Brenda Lee and Chuck Barry. A new public-affairs slant accompanies the change in musical programming. The station intends to use local sources and focus on social and legal issues relevant to the 18-34 age group.

■ KUXL(AM) Golden Valley, Minn., has changed its rhythm-and-blues format to a call-in format. The religious and public-affairs programming is unaffected by the format change.

Prime-time waiver sought for 'America'

Xerox, through its agency, Needham, Harper & Steers, and the Hughes TV Network, has requested the FCC for a waiver to permit prime-time rebroadcast next fall of *America*, a 13-episode series now on NBC-TV.

Xerox now sponsors the series on alternate Tuesday nights at 10-11 on NBC-TV. The initial run ends on May 8. Xerox wants to rebroadcast the episodes at an earlier prime hour next fall on the Hughes network, requiring a waiver of the off-network program section of the FCC's prime-time-access rule. The NH&S/Hughes petition pointed out that if the FCC grants the waiver, stations assembled by Hughes would be able to carry the show next fall in prime-time access though it is a network presentation this season. No reruns of programs shown originally on a network may be telecast by network affiliates in prime-

access periods under the FCC prime-time-access rule.

According to the petition, Xerox purchased rights to *America*, which features Alistair Cooke, from the co-producers, British Broadcasting Corp. and Time-Life Films. The rights include two runs on commercial and two on public television. Xerox cited *The Six Wives of Henry VIII*, granted an unrestricted waiver by the FCC in 1972, as precedent for favorable action, and said early rerun in prime time would actually be the first run for most children because of the late hour the episodes are now shown.

CBS beefs up its movies

Multimillion-dollar deal with MGM and 20th Century brings several blockbusters to weakened CBS library

CBS-TV made a major move last week to shore up its backlog of theatrical-movie titles by picking up rights to 30 films, including "The French Connection," "Hello, Dolly!," "Ryan's Daughter," "Tora! Tora! Tora!" and the three latest pictures in the "Planet of the Apes" series.

Twentieth Century-Fox and Metro-Goldwyn-Mayer were the suppliers of the multi-million-dollar package (CBS refused to disclose exact prices), and the network said that some of the bigger box-office movies will be scheduled during the 1973-74 season. In over-all movie ratings so far this season, CBS has lagged behind ABC and NBC (BROADCASTING, Jan. 15).

Other titles in the package include Robert Redford's "The Hot Rock," James Earl Jones's "The Great White Hope," Rene Taylor's and Joseph Bologna's "Made for Each Other," Ryan O'Neal's "The Wild Rovers," Twiggy's "The Boy Friend," Raquel Welch's "Kansas City Bomber," George C. Scott's "The Last Run" and James Coburn's "The Carey Treatment."

Workshop pursues prime-time waiver for children's show

The Children's Television Workshop last week told the FCC that foes of its proposal to present a half-hour children's television series on a commercial network in prime time—requiring a waiver of the FCC's prime-time-access rule—have expressed unwarranted reservations about the project.

CTW has proposed to produce, at a cost of about \$3 million for 26 episodes, a "family oriented" program dealing with "children's emotions, their views of themselves and of others around them" (BROADCASTING, Dec. 4, 1972). The show would be presented on an unspecified network at 7:30 NYT. The prime-time rule limits network affiliates to three hours of network programming in prime time per evening and has resulted in all three networks starting their evening

schedules at 8 p.m. on most nights.

ABC, which has supported the CTW request but has expressed dissatisfaction with the manner in which CTW proposes to run commercials for the show—clustering them at the beginning and end and restricting advertising to institutional messages—has acknowledged that it is interested in the program (BROADCASTING, Jan. 22). In its pleading last week, CTW said that the commercial arrangement it has proposed is not a "necessary precondition" to a waiver grant, as ABC had feared. However, it said, those restrictions represent "the type of sponsorship to which CTW is committed."

Super ratings. The Miami Dolphins' defeat of the Washington Redskins in the Jan. 14 Super Bowl was seen in 27,670,000 homes, the largest audience in Super Bowl history, according to national Nielsen ratings published last week. The TV coverage, on NBC-TV, had a 42.7 average rating and 72% share of audience. Both these figures were below the 44.2 rating and 74% share for the 1972 game, carried by CBS-TV, but last year's rating translated to a lower homes figure—27,450,000—because the total TV homes base was lower in 1972.

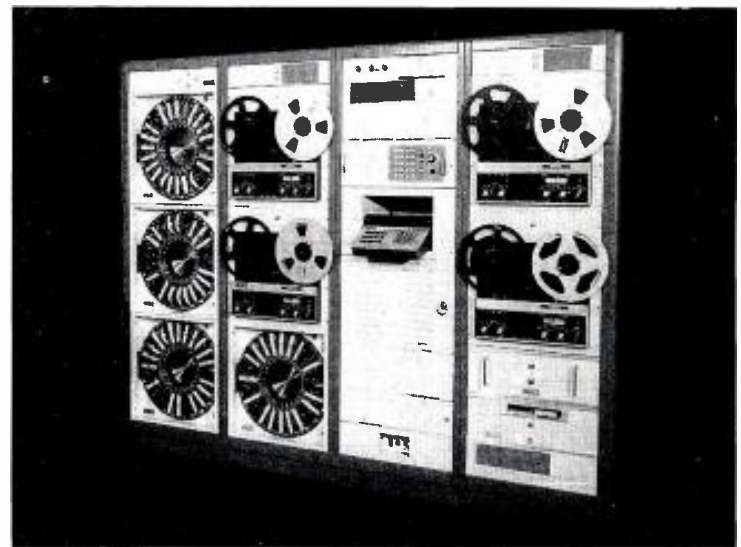
"live" automation can increase profits

Now you can modernize with an automated system that protects your air personality and retains your exact format. SMC protects your profits...from Sign-On to Sign-Off. 2048 separate events — music, commercials, P.S.A.s, network breaks or I.D.s, and a complete English log printed automatically. SMC provides either punched tape or magnetic tape memory loading, both furnished for format changes while your system is "on-air". Simple ten-key adding machine console controls the entire system.

An SMC areaman will gladly make a survey of requirements for your particular station programming. Phone us now. Find out the complete profit facts today — without obligation of course. SMC — the broadcast systems engineered for station profitability.



DIGITAL



the
COMPUTERCASTERS
from



SYSTEMS MARKETING CORPORATION
309-829-6373
1011 W. Washington Street
Bloomington, Illinois 61701

Send me facts on live automation with DIGITAL

Name _____

Station _____

Company _____

Address _____

Zip _____

CATV unrest in Canada

**Provinces begin to arch backs
against absolute government control**

A series of confrontations over cable television looms in Canada, as a growing trend toward provincial involvement in CATV becomes more pronounced. In Canadian broadcasting's 50-year history, the federal government has maintained total jurisdiction over the medium, refusing without exception to license stations of even an educational nature in the names of any of the 10 provinces. In fact, university radio stations have been threatened in the recent past with non-renewal of long-time licenses because of the central government's belief that broadcasting in Canada must be run either by private enterprise or by the federally financed Canadian Broadcasting Corp.

The province of Quebec began pressure for forms of provincial control a year ago when Quebec's communications minister, Jean-Paul L'Allier, announced in a policy statement that his government felt control of cable television in Quebec should be in the hands of his department.

Then two months ago, Saskatchewan announced it was setting up a government-operated CATV system as a monopoly in the medium within the province.

Now Ontario, Canada's largest and richest province, has finally announced its sympathy with the aspirations of the other provinces. The word comes from Gordon Carton, Ontario communications minister, who has been working on a cable policy for some time. "We have the same thoughts as Quebec on cable television," he said. And there are indications that most of the remaining provinces will now take the cue and follow Ontario's lead.

Noticably silent on the Ontario announcement has been the Canadian Radio Television Commission chairman, Pierre Juneau. The CRTC at present is duty bound to uphold federal jurisdiction over cable, but Mr. Juneau, himself, has been known to question certain of his

commission's mandates in the past. Questions regarding the university-station renewals, for example, last year prompted a testy reply from the chairman to the effect that the CRTC was not effecting its own policies in this matter, but acting as directed by the federal government.

The CRTC has undergone rough treatment on CATV in recent months, with one operator on the New Brunswick-Maine border openly defying the commission's right to deny him a license, and at least one municipality deciding to contest CRTC authority in the courts. This case, involving Mississauga, Ont. (population 158,000), has reached a point where town officials have given permission to an unlicensed cable operator to serve a part of the town, contrary to CRTC directive.

With the governments of most of Canada's 10 provinces apparently determined to wrest cable control from Ottawa, it is certain there will be harsh words and drastic changes ahead.

Goldmark plans new gear for pay-cable movies

**Automated origination equipment
to be used for first-run features
on four related cable systems**

A completely automatic cable-TV program-origination system was announced last week, along with plans to use it to inaugurate first-run movie service—including movies not yet released to local theaters—on CATV next month.

The system, "Star Pak," was developed and announced by Goldmark Communications Corp., Stamford, Conn., a subsidiary of Warner Communications Inc., New York. The announcement said Television Communications Corp. (TVC), another Warner subsidiary, had installed Star Pak equipment at four of its cable systems and that six other systems were scheduled to be equipped shortly.

The system will be used to start showing a series of first-run motion pictures for cable subscribers, the announcement said, and is set to go into operation next month.

TVC authorities confirmed but said

they were not yet ready to elaborate on the Goldmark announcement or provide additional details. They did say subscribers would be charged a fee for the movies they accept.

The Star Pak system was said to employ four synchronized video-cassette players to provide automatic programming for an entire viewing day, making it possible for the CATV system operator merely to insert the selected program cartridges and set the system for automatic operation. It was described to the Society of Motion Picture and Television Engineers at a conference at Key Biscayne, Fla., by K. Blair Benson, Goldmark director of audio-video engineering.

Star Pak systems were said to have been installed by Goldmark engineers at TVC cable systems in Reston, Va.; Olean, N.Y., and Clearfield and Pottsville, both Pennsylvania.

Another Goldmark development, an automatic skew-correction device, is also built into the origination system.

Cable Briefs

Best in cable ■ National Cable Television Association is holding marketing, advertising and public-relations awards contest for best single and continuing campaigns conducted by members between April 15, 1972, and April 13, 1973. Awards are to be presented at NCTA's second annual marketing workshop in Denver, May 10-12. Contest categories include best system-marketing campaign, best single and continuing project in public relations, and best single and continuing campaign in advertising and promotion.

Cablethon clicks. Teleprompter reports that 14-hour cablethon that started Sunday, Jan. 21 at 1 p.m. on Johnstown (Pa.) Cable Television realized \$35,000 in donations with still more expected later last week. Telecast was to help pay more than \$30,000 in hospital and doctor bills for 12-year-old boy severely injured in bicycle accident last summer.

Cable research ■ R. H. Bruskin Associates, research firm based in New Brunswick, N.J., announced series of studies on status of cable TV. On quarterly basis, Bruskin will offer report on growth of cable. What's said to be major research project on status of cable industry, covering both subscribers and non-subscribers, also will be offered. Additionally, demographic information is to be compiled and issued. Studies are to be conducted nationally, based on sample of 2,500 homes, with methodology consisting of personal interviews. Series of studies is being offered on syndicated basis to broadcasters, cable-TV operators and owners, media, associations and manufacturers.

Viacom in Suffolk. Viacom International Inc., New York, has completed buying Suffolk Cablevision, system with about 32,000 subscribers in Long Island communities of Islip, Brookhaven and Smithtown. Purchase had been announced in November 1972.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

445 PARK AVENUE

NEW YORK, N. Y. 10022

(212) 355-0405

Finance

Taft Broadcasting Co., Cincinnati, reported record sales and earnings for first three quarters of current fiscal year. For nine months ended Dec. 31:

	1972	1971
Earned per share	\$ 2.13	\$ 1.80
Revenues	56,445,470	38,570,611
Net income	8,646,889	6,101,127

Doyle Dane Bernbach, New York, billings increased 16% for fiscal year 1972

over 1971. For year ended Oct. 31, 1972:

	1972	1971
Earned per share	\$ 2.31	\$ 1.94
Billings	315,786,080	271,745,274
Net income	4,108,578	3,537,737
Shares outstanding	1,959,639	1,932,216

Wells, Rich, Greene, New York, reported record billings and earnings per share for its fiscal year ended Oct. 31, 1972:

	1972	1971
Earned per share	\$ 1.90	\$ 1.66
Billings	115,000,000	108,000,000
Net income	3,010,000	2,619,000
Shares outstanding	1,587,608	1,576,301

Metro-Goldwyn-Mayer Inc., Culver City, Calif., reported declines in both operating income and revenues in first quarter of fiscal year, but had increase in net income due to special credit. For three months ended Nov. 25, 1972:

	1972	1971
Earned per share	\$ 0.36	\$ 0.43
Revenues	33,517,000	35,566,000
Operating income	2,159,000	2,550,000
Net income	5,905,000	2,550,000

Note: Earned per share for 1972 does not include extraordinary income of \$3,746,000 or 63 cents per share from sale of Affiliated Music Publishers Ltd., to E.M.I. Ltd., London.

Broadcasting Stock Index

Weekly market summary of 139 stocks allied with broadcasting

	Stock symbol	Exch.	Closing Jan. 24	Closing Jan. 17	Net change in week	% change in week	1972-73 High	1972-73 Low	Approx. shares out (000)	Total market capitaliza- tion (000)
Broadcasting										
ABC	ABC	N	64 1/2	74 7/8	- 10 3/8	- 13.85	81 1/2	51 1/4	8,418	542,961
ASI COMMUNICATIONS	ASIC	O				.00	5	1	1,815	1,815
CAPITAL CITIES	CCB	N	58	60 3/4	- 2 3/4	- 4.52	64 1/4	48	6,991	405,478
CBS	CBS	N	47	48 1/4	- 1 1/4	- 2.59	63	45 1/2	28,096	1,320,512
CDX	CDX	N	36 1/8	38	- 1 7/8	- 4.93	51	32 5/8	5,838	210,897
FEDERATED MEDIA		O	2 3/4	3	- 1/4	- 8.33	4 1/8	2	820	2,255
GROSS TELECASTING	GGG	A	15 3/4	16 5/8	- 7/8	- 5.26	23 7/8	12 1/4	800	12,600
LIN	LINB	O	13 1/4	14 1/2	- 1 1/4	- 8.62	22 3/8	10 3/4	2,341	31,018
MOONEY	MOON	O	10 1/4	9 1/4	+ 1	+ 10.81	11 5/8	4	250	2,562
PACIFIC & SOUTHERN	PSDU	O	12 1/2	10 1/2	+ 2	+ 19.04	18 1/4	6 1/2	2,010	25,125
RAHALL COMMUNICATIONS	RAHL	O	10 3/4	10	+ 3/4	+ 7.50	29	8	1,297	13,942
SCRIPPS-HOWARD*	SCRH	O	20 3/4	20 3/4		.00	27	18	2,589	53,721
STARR*	SBG	M	23	24 1/2	- 1 1/2	- 6.12	30 1/2	15 1/2	1,042	23,966
STORER	SBK	N	32 7/8	37 1/4	- 4 3/8	- 11.74	49 3/8	31	4,402	144,715
TAFT	TFB	N	49 3/4	57 3/8	- 7 5/8	- 13.28	59 1/4	41 3/4	4,064	202,184
Broadcasting with other major interests								TOTAL	70,773	2,993,751
ADAMS-RUSSELL	AAR	A	5 1/8	5 1/4	- 1/8	- 2.38	8 3/4	4 1/2	1,259	6,452
AVCO	AV	N	13	14 7/8	- 1 7/8	- 12.60	20 7/8	13	11,497	149,461
BARTLETT MEDIA	BMC	A	2 7/8	3	- 1/8	- 4.16	7 1/8	2 1/2	2,257	6,488
CHRIS-CRAFT	CCN	N	5 1/2	5 5/8	- 1/8	- 2.22	8 3/4	4 5/8	4,008	22,044
COMBINED COMMUNICATIONS	CCA	A	40 1/2	40 1/8	+ 3/8	+ .93	44 3/8	28 1/2	3,405	137,902
COWLES COMMUNICATIONS	CWL	N	8 3/4	9 1/4	- 1/2	- 5.40	13 1/8	8 5/8	3,969	34,728
DUN & BRADSTREET	DNB	N	78 1/2	79	- 1/2	- .63	81 3/8	63	12,998	1,020,343
FAIRCHILD INDUSTRIES INC.	FEN	N	11 1/4	10 3/4	+ 1/2	+ 4.65	14 1/4	9	4,562	51,322
FUQUA	FQA	N	17 1/4	17 1/4		.00	27 7/8	16 3/8	9,587	165,375
GABLE INDUSTRIES	GB1	N	24 1/8	22 3/4	+ 1 3/8	+ 6.04	32 1/4	22 5/8	2,551	61,542
GENERAL TIRE & RUBBER	GY	N	25 3/4	26 3/4	- 1	- 3.73	32 5/8	24 5/8	20,195	520,021
GLOBETROTTER COMMUNICATION INC	GLBTA	O	7	7		.00	20 1/2	7	2,843	19,901
GRAY COMMUNICATIONS	O	12 7/8	12 5/8	+ 1/4	+ 1.98	14	6 1/2	475	6,115	
HARTE-HANKS NEWSPAPERS INC.	HHNK	O	25 1/2	27 1/8	- 1 5/8	- 5.99	33 1/4	21	4,321	110,185
ISC INDUSTRIES	ISC	A	6 5/8	6 5/8		.00	9 1/8	6	1,655	10,964
KAISER INDUSTRIES	KI	A	5 1/2	6	- 1/2	- 8.33	9 5/8	5 1/2	26,948	148,214
KANSAS STATE NETWORK	KSN	O	5 7/8	5 3/4	+ 1/8	+ 2.17	7 7/8	5 5/8	1,621	9,523
KINGSTIP INC.	KTP	A	12 1/2	12 5/8	- 1/8	- .99	17 3/4	10 7/8	1,155	14,437
LAMB COMMUNICATIONS*		O	2 5/8	2 1/2	+ 1/8	+ 5.00	4 7/8	2	475	1,246
LEE ENTERPRISES	LNT	A	22 1/2	24 1/4	- 1 3/4	- 7.21	30	17 1/2	3,340	75,150
LIBERTY CORP.	LC	N	20 3/4	20 3/4		.00	25 1/2	17 1/2	6,753	140,124
MCGRAW HILL	MHP	N	14 1/4	16	- 1 3/4	- 10.93	20 7/8	13 1/4	23,327	332,409
MEDIA GENERAL INC.	MEG	A	34 5/8	37 1/8	- 2 1/2	- 6.73	49 3/8	27 7/8	3,434	118,902
MEREDITH CORP.	MDP	N	17 3/4	18	- 1/4	- 1.38	30 3/4	17 3/4	2,820	50,055
METROMEDIA	MET	N	30	31 3/8	- 1 3/8	- 4.38	39	27 1/4	5,959	178,770
MULTIMEDIA INC.		O	28	29 1/2	- 1 1/2	- 5.08	45	14	3,612	101,136
OUTLET CO.	DTU	N	15 1/2	16 1/4	- 3/4	- 4.61	19 3/8	13	1,336	20,708
PACIFIC SOUTHWEST AIRLINES	PSA	N	19 1/8	20 5/8	- 1 1/2	- 7.27	37 1/2	18 1/4	3,771	72,120
POST CORP.	POST	O	15 3/4	17	- 1 1/4	- 7.35	30	9	942	14,836
PUBLISHERS BROADCASTING CORP.	PUBB	O	1 3/4	1 7/8	- 1/8	- 6.66	4 7/8	1 5/8	919	1,608
REEVES TELECOM	RBT	A	3 1/8	2 7/8	+ 1/4	+ 8.69	4 1/4	2 1/8	2,294	7,168
RIDDER PUBLICATIONS	RPI	N	28	27 5/8	+ 3/8	+ 1.35	34 1/2	21 7/8	8,327	233,156
ROLLINS	ROL	N	34 3/4	35	- 1/4	- .71	43 1/4	33	12,146	422,073
RUST CRAFT	RUS	A	28 7/8	30	- 1 1/8	- 3.75	39 3/8	24	2,350	67,856
SAN JUAN RACING	SJR	N	20 5/8	21 1/2	- 7/8	- 4.06	34 3/4	18 3/4	2,153	44,405
SCHERING-PLOUGH	SGP	N	139 1/2	138	+ 1 1/2	+ 1.08	140 1/4	82 5/8	25,471	3,553,204
SONDERLING	SOB	A	13 5/8	15 3/8	- 1 3/4	- 11.38	30 3/4	11	1,005	13,693
TECHNICAL OPERATIONS, INC.	TD	A	12 1/2	13 3/8	- 7/8	- 6.54	17 7/8	9	1,386	17,325
TIMES MIRROR CO.	TMC	N	22	23 1/2	- 1 1/2	- 6.38	27 7/8	21 1/2	31,080	683,760
TURNER COMMUNICATIONS*		O	5 3/4	5 3/4		.00	7	2	1,486	8,544
WASHINGTON POST CO.	WPD	A	30 1/8	31	- 7/8	- 2.82	38	23 1/2	4,818	145,142
WHOH CORP.*		O	14 1/2	14 1/2		.00	30	11	589	8,540
WOMETCO	WOM	N	17 1/2	18 1/2	- 1	- 5.40	25 7/8	17	6,001	105,017
Cable								TOTAL	271,100	8,911,964
AMECO	ACO	O	2 7/8	2 7/8		.00	12 3/4	1 1/2	1,200	3,450
AMERICAN ELECTRONIC LABS	AELBA	O	3 1/4	3 1/4		.00	9 3/4	3	1,726	5,609
AMERICAN TV & COMMUNICATIONS	AMTV	O	33	35 5/8	- 2 5/8	- 7.36	47 1/4	17 1/4	2,670	88,110
BURNUP & SIMS	BSIM	O	31 5/8	31 3/4	- 1/8	- .39	31 3/4	6 3/4	7,510	237,503
CABLECOM-GENERAL	CCG	A	7 1/4	8	- 3/4	- 9.37	18 1/4	7 1/4	2,472	17,922
CABLE FUNDING CORP.*	CFUN	O	7 1/4	7 5/8	- 3/8	- 4.91	15 1/4	7 1/4	1,233	8,939
CABLE INFORMATION SYSTEMS*		O	2 1/2	2 1/4	+ 1/4	+ 11.11	4 3/4	1 3/4	955	2,387
CITIZENS FINANCIAL CORP.	CPN	A	8 5/8	9 1/4	- 5/8	- 6.75	15 1/4	7 1/2	2,416	20,838

	Stock symbol	Exch.	Closing Jan. 24	Closing Jan. 17	Net change in week	% change in week	High	1972-73 Low	Approx. shares out (000)	Total market capitali- zation (000)	
COLUMBIA CABLE	CCAB	O	14	14 1/2	-	1/2	3.44	21 3/4	14	900	12,600
COMCAST CORP.		O	4 3/4	5 1/4	-	1/2	9.52	7	4 1/8	1,280	6,080
COMMUNICATIONS PROPERTIES	COMU	O	8 7/8	9	-	1/8	1.38	27 3/8	8 3/8	1,917	17,013
COX CABLE COMMUNICATIONS	CXC	A	26 1/2	29 3/8	-	2 7/8	9.78	41 3/4	23 1/4	3,556	94,234
CYPRESS COMMUNICATIONS*	CYPR	O	15 5/8	16	-	3/8	2.34	23	7	2,732	42,687
ENTRON	ENT	A	2 7/8	2 3/4	+	1/8	4.54	9 1/4	2 1/2	1,358	3,904
GENERAL INSTRUMENT CORP.	GRL	N	27 1/4	28 1/2	-	1 1/4	4.38	32 7/8	20 3/4	6,503	177,206
LVO CABLE INC.	LVOC	O	9 1/2	10 1/4	-	3/4	7.31	16 1/2	6 3/4	1,466	13,927
SCIENTIFIC-ATLANTA INC.	SFA	A	13	14 3/4	-	1 3/4	11.86	15 3/4	8 1/8	914	11,882
STERLING COMMUNICATIONS	STER	O	3 5/8	3 7/8	-	1/4	6.45	7 3/4	3 1/2	2,162	7,837
TELE-COMMUNICATIONS	TCOM	O	18 1/2	19 1/2	-	1	5.12	35 1/4	15 1/2	3,866	71,521
TELEPROMPTER	TP	A	29 1/4	29 7/8	-	5/8	2.09	44 1/2	27 1/8	16,381	479,144
TIME INC.	TL	N	56	56			.00	64 3/4	44 5/8	7,284	407,904
TOCOM	TOCM	O	11 7/8	11 1/2	+	3/8	3.26	12 1/8	7	596	7,077
UA CABLEVISION INC.	UACV	O					.00	24	13	750	11,250
VIACOM	VIA	N	15 1/2	16 1/8	-	5/8	3.87	28 1/2	15 1/2	3,931	60,930
VIKOA	VIK	A	8 1/4	8 1/8	+	1/8	1.53	19 3/4	7 1/2	2,333	19,247
Programming								TOTAL	78,111	1,829,201	
COLUMBIA PICTURES	CPS	N	8	8 7/8	-	7/8	9.85	14 7/8	8	6,335	50,680
DISNEY	DIS	N	105 1/4	112 3/4	-	7 1/2	6.65	123 7/8	104 1/4	27,836	2,929,739
FILMWAYS	FWY	A	4 1/8	4 1/4	-	1/8	2.94	8	3 5/8	1,807	7,453
GULF & WESTERN	GW	N	32 7/8	32 3/4	+	1/8	.38	44 3/4	28	16,387	538,722
MCA	MCA	N	28 1/2	29 3/4	-	1 1/4	4.20	35 7/8	23 1/8	8,243	234,925
MGM	MGM	N	22 1/4	22	+	1/4	1.13	27 1/2	16 3/4	5,905	131,386
MUSIC MAKERS	MUSC	O	1 3/4	1 3/4			.00	3 3/4	1 1/8	534	934
TELE-TAPE PRODUCTIONS*		O	1 1/2	1 1/2			.00	2 7/8	1	2,190	3,285
TELETRONICS INTERNATIONAL*		O	9 3/4	9 3/4			.00	18 1/2	6 1/4	724	7,059
TRANSAMERICA	TA	N	16	17 1/2	-	1 1/2	8.57	23 1/2	15 3/4	67,413	1,078,608
20TH CENTURY-FOX	TF	N	10 5/8	10 3/4	-	1/8	1.16	17	8 5/8	8,562	90,971
WALTER READE ORGANIZATION	WALT	O	1 1/8	1 1/4	-	1/8	10.00	4 1/8	1 1/8	2,203	2,478
WARNER COMMUNICATIONS INC.	WCI	N	32 1/4	32 3/8	-	1/8	.38	50 1/4	31 1/4	18,883	608,976
WRATHR CORP.	WCO	A	15 1/4	16	-	3/4	4.68	17 7/8	7 1/8	2,164	33,001
Service								TOTAL	169,186	5,718,217	
JOHN BLAIR	BJ	N	9 1/2	12	-	2 1/2	20.83	22 3/8	9 1/2	2,606	24,757
COMSAT	CQ	N	53 7/8	55	-	1 1/8	2.04	75 3/8	52	10,000	538,750
CREATIVE MANAGEMENT	CMA	A	9 1/4	8 1/8	+	1 1/8	13.84	15 1/2	7	975	9,018
DOYLE DANE BERNBACH	DDYL	O	22	22 1/4	-	1/4	1.12	34 3/4	21 1/2	1,945	42,790
ELKINS INSTITUTE	ELKN	O					.00	16 3/8	1 1/4	1,664	2,080
FOOTE, CONE & BELDING	FCB	N	11 1/2	11 1/4	+	1/4	2.22	14	10 5/8	2,152	24,748
CLINTON E. FRANK INC.*		O	11	11 1/4	-	1/4	2.22	20	10 3/4	720	7,920
GREY ADVERTISING	GREY	O	16 1/4	16 3/4	-	1/2	2.98	18 1/8	9 1/4	1,200	19,500
INTERPUBLIC GROUP	IPG	N	21 1/2	23 1/4	-	1 3/4	7.52	36 1/8	21 1/2	2,130	45,795
MARVIN JOSEPHSON ASSOCS.	MRVN	O	18 1/2	17 1/2	+	1	5.71	18 1/2	5 7/8	825	15,262
MCCAFFREY & MCCALL*		O	9 3/4	10	-	1/4	2.50	16 1/2	7	585	5,703
MCI COMMUNICATIONS	MCIC	O	7	7 3/4	-	3/4	9.67	12 3/4	6 5/8	11,810	82,670
MOVIELA8	MOV	A	1 7/8	1 7/8			.00	3 1/8	1 3/8	1,407	2,638
MPO VIDEOELECTRONICS	MPO	A	3 3/8	3 3/8			.00	7 1/8	3 1/4	547	1,846
NEEDHAM, HARPER & STEERS INC.*	NDHMA	O	24 1/4	24	+	1/4	1.04	34 1/8	21 1/2	911	22,091
A. C. NIELSEN	NIEL8	O	78 1/8	75 1/2	+	2 5/8	3.47	78 1/8	37 5/8	5,299	413,984
OGILVY & MATHER	OGIL	O	29 1/2	31	-	1 1/2	4.83	48 1/2	16	1,716	50,622
PKL CO.*	PKL	O	2 1/2	2 5/8	-	1/8	4.76	9 1/2	3/4	778	1,945
J. WALTER THOMPSON	JWT	N	22 3/8	23 1/4	-	7/8	3.76	49 1/4	22 3/8	2,694	60,278
UNIVERSAL COMMUNICATIONS INC.*		O	11	11 1/4	-	1/4	2.22	17	8	715	7,865
WELLS, RICH, GREENE	WRG	N	17 7/8	18 1/4	-	3/8	2.05	27 7/8	16 3/4	1,635	29,225
Electronics								TOTAL	52,314	1,409,487	
ADMIRAL	ADL	N	14 5/8	16 1/2	-	1 7/8	11.36	27	13 5/8	5,813	85,015
AMPEX	APX	N	5 3/4	5 7/8	-	1/8	2.12	15 1/8	5	10,875	62,531
CARTRIDGE TELEVISION INC.		O	12 1/4	14 3/4	-	2 1/2	16.94	43 1/2	12 1/4	2,083	25,516
CCA ELECTRONICS	CCAE	O	2 1/2	2 3/4	-	1/4	9.09	6 1/4	2 1/4	881	2,202
COLLINS RADIO	CRI	N	21 3/4	22 1/4	-	1/2	2.24	27 1/4	13 1/4	2,968	64,554
COMPUTER EQUIPMENT	CEC	A	2 1/2	2 3/4	-	1/4	9.09	4 5/8	2 1/8	2,421	6,052
CONRAC	CAX	N	27 1/2	27 3/4	-	1/4	.90	39 3/8	24	1,261	34,677
GENERAL ELECTRIC	GE	N	68 1/2	72 1/8	-	3 5/8	5.02	75 7/8	58 1/4	182,123	12,475,425
HARRIS-INTERTYPE	HI	N	48	47 1/4	+	3/4	1.58	59	44 3/4	6,358	305,184
INTERNATIONAL VIDEO CORP.*	IVCP	O	14	14 1/4	-	1/4	1.75	15	12 1/2	2,735	38,290
MAGNAVOX	MAG	N	24 3/4	26 3/4	-	2	7.47	52 1/4	24 3/4	17,685	437,703
3M	MMM	N	86 3/4	86 3/8	+	3/8	.43	88 7/8	74 1/4	112,986	9,801,535
MOTOROLA	MOT	N	128 3/8	131 1/2	-	3 1/8	2.37	138	80	13,609	1,747,055
OAK INDUSTRIES	OEN	N	17 5/8	19 5/8	-	2	10.19	21 3/4	9 5/8	1,638	28,869
RCA	RCA	N	32 5/8	34 1/2	-	1 7/8	5.43	45	32 1/8	74,432	2,428,344
RSC INDUSTRIES	RSC	A	2 1/8	1 7/8	+	1/4	13.33	4 3/8	1 5/8	3,458	7,348
SONY CORP	SNE	N	51 5/8	68 1/8	-	16 1/2	24.22	57 1/4	40 1/2	66,250	3,420,156
TEKTRONIX	TEK	N	51 5/8	51 1/2	+	1/8	.24	65 1/2	32 3/4	8,162	421,363
TELEMATION	TIHT	O	4 1/4	4 1/4			.00	13 3/4	3 1/2	1,050	4,462
WESTINGHOUSE	WX	N	41 1/4	43	-	1 3/4	4.06	54 7/8	38 3/8	88,235	3,639,693
ZENITH	ZE	N	46 3/4	49 5/8	-	2 7/8	5.79	56 5/8	39 3/4	19,040	890,120
								TOTAL	624,063	35,926,094	
								GRAND TOTAL	1,265,547	56,788,714	

Standard & Poor's Industrial Average

132.55

132.81

-.26

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

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

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

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

Fates & Fortunes®

Broadcast Advertising

John R. Dundas and **Richard S. Flaxman**, VP's and management supervisors, SSC&B, New York, named senior VP's.

James Guthrie, VP and account supervisor, Foote, Cone & Belding, New York, named management supervisor.

Russell D. Linabury, VP and account supervisor, McCann-Erickson, joins D'Arcy-MacManus International, Bloomfield Hills, Mich., as VP and account supervisor on Pontiac account.

John P. McGarry, account supervisor, Young & Rubicam, New York, named VP.

Barry Loughrane, senior VP and management supervisor, Doyle, Dane, Bernbach, New York, joins Gardner Advertising, St. Louis, as executive VP and managing director. **Bert Neufeld**, VP and group head, Wells, Rich, Green, joins Gardner as executive VP and director of creative services. **Robert Reitzfeld**, VP-creative services, WRG, joins Gardner as executive art director. Gardner is subsidiary of WRG.

Andre van Stom, account supervisor, Wells, Rich, Greene, New York, elected VP.

Samuel Fertig, account supervisor; **El-brun Revere**, manager of research; and **Hal Goluboff**, art director; **Richard K. Manoff**, New York, elected VP's.

Ron Scharbo, VP and manager, Atlanta office, Cargill, Wilson & Acree, named senior VP. **Bill Zuspan**, director of media planning, Needham, Harper & Steers, New York, joins CW&A, Atlanta, as media director.

Lee Hines and **Peter Colonel**, account directors, Ted Bates, New York, appointed management representatives.

Paul R. Lee, director of Chevrolet merchandising, Campbell-Ewala, Detroit, joins Grey Advertising there as supervisor, Ford division account. **L. James Herbert**, senior copywriter, C-E, Detroit, joins Grey as copy supervisor, Ford corporate account.

Ann Hughes, media buyer, Martin Williams Advertising, Minneapolis, joins Knox Reeves Advertising there in similar capacity.

Leonard Sterba, media buyer, N. W. Ayer, New York, joins Warwick, Welsh & Miller, New York, in similar capacity.

Roger K. Morrison, director, broadcast advertising, Eastman Kodak Co., Rochester, N.Y., appointed director of media, advertising and promotion department, U.S. and Canadian photographic division. Mr. Morrison will be responsible for all media contracting, coordination and consultation, both broadcast and print.

Dick Newman, with WPXI-FM, New York, appointed general sales manager.

John F. Anderson, local sales manager,

WSBK-TV Boston, appointed to newly created post, director of research and sales development.



Mr. Bridges



Mr. Lenz

Jimmy Bridges, local sales manager, WSB-AM-FM Atlanta, appointed manager of sales operations. **Jack Lenz**, with WSB, appointed manager of sales development.

Phil Goodman, local sales manager, KTXL-TV Sacramento, Calif., appointed district sales manager. **John Vera**, general sales manager, KNTV-TV San Jose, Calif., joins KTXL as local sales manager.

John D. Davey, director of local origination, Sullivan Cablevision, Centralia, Ill., joins KCBJ-TV Columbia, Mo., as national sales manager and assistant to president.

Dennis Crull, with KCBJ-TV, appointed local sales manager.

John Donofrio, national sales manager, WCRB-AM-FM Boston, and **Charles Pye Jr.**, general sales manager, elected VP's. **Al Vuylsteke**, with KFI(AM) Los Angeles, appointed national sales manager.

Raynor E. Rice Jr., VP, Turner Advertising, Chicago, appointed general sales manager, WQKK(FM) Newport News, Va. (formerly WTID-FM).

Francis E. Chaplain, sales service assistant manager, WBAL-TV Baltimore, appointed sales service manager.



Mr. Cox

sion, named VP.

Gary Ahrens, with Chicago sales staff, McGavren-Guild-PGW Radio, appointed manager, newly opened St. Louis office.

Keith Longino, art director, J. Walter Thompson, Chicago, joins Needham, Harper & Steers, Chicago, as creative supervisor.

Stephen B. Tormey, account executive, McCann-Erickson, New York, joins Coordinated Communications, New York agency, in similar capacity.

Billie Brown, director of corporate communications, Cunningham & Walsh, New York, **Salvatore Alba**, executive group art director, and **Herbert Kaplan**, supervisor of legal department, elected VP's.

George Cinfo, executive art director, and **Hugh Schick**, account manager, Keenan, Keane & McLaughlin, New York, named VP's.

Linda Kitzmiller, with Caldwell-Van Riper, Indianapolis agency, appointed copy chief.

Al Meadows, writer/producer, Fletcher Richards Co., New York, named copy chief, Elliot, Goodman & Russell, New York.

Robin T. Goodfellow, copywriter, Henry J. Kaufman & Associates, Washington, appointed advertising writer/producer.

Media



Mr. Nelson

(BROADCASTING, Jan. 22).



Mr. Saltzman

company, owner of KJEO-TV Fresno, Calif., and KOGO-AM-FM San Diego. **William A. Sawyers**, KJEO station manager, named VP and general manager and **Wilson Edwards**, KOGO station manager, named VP and general manager. **Andrew Mastoras**, business manager, Retlaw Broadcasting, named VP. **Janice L. Crosby**, national sales assistant and executive secretary, KJEO, named VP-broadcast standards for company.

George B. Hagar named president and general manager, KHON-TV Inc. and **James B. McGovern** named president and general manager, Oregon KYXI Inc. Corporations were set up by McCoy Broadcasting Co. following FCC approval of McCoy purchase of KHON-TV Honolulu; KATV-TV Wailuku, Maui; KHAI-TV Hilo; K78AR, Lihue, Kauai, all Hawaii, and KYXI(AM) Oregon City, Ore. (see page 27). Messrs. Hagar and McGovern are executive VP and VP, respectively,

David L. Nelson, general sales manager, WCBS(AM) New York, named VP of the station and general manager, WCBS. He succeeds **Neil Derrough**, named VP, CBS Radio division, in charge of CBS-owned AM stations.

Herbert Saltzman, VP and sales manager, WOR(AM) New York, named general manager. He succeeds **Robert S. Smith** (see "Programming" below).

Joseph C. Drilling, VP in charge of broadcasting, Retlaw Broadcasting Co.,

named president of company, owner of KJEO-TV Fresno, Calif., and KOGO-AM-FM San Diego. **William A. Sawyers**, KJEO station manager, named VP and general manager and **Wilson Edwards**, KOGO station manager, named VP and general manager. **Andrew Mastoras**, business manager, Retlaw Broadcasting, named VP. **Janice L. Crosby**, national sales assistant and executive secretary, KJEO, named VP-broadcast standards for company.

Clears pick slate. Ward L. Quaal, president of WGN Continental Broadcasting, Chicago, was re-elected president of the Clear Channel Broadcasting Service at management and engineering meetings held Jan. 22-23 in Phoenix. Arch Madsen, president of Bonneville International Corp., Salt Lake City, was elected VP. A. M. Herman, VP and general counsel of Carter Publications Inc. (WBAP(AM) Fort Worth), was re-elected treasurer. In addition to Messrs. Quaal, Madsen and Herman, the following members of the executive committee were re-elected: Irving Waugh, WSM(AM) Nashville; Edmund Bunker, KFI(AM) Los Angeles; Dr. David Palmer, WHO(AM) Des Moines, Iowa, and William F. Rust, WHAM(AM) Rochester, N.Y.

CCBS member stations represented at the Phoenix meetings, in addition to those above, were WJR(AM) Detroit, WSB(AM) Atlanta, WHAS(AM) Louisville, Ky., and KLS(AM) Salt Lake City. Nonmember stations in attendance were WCCO(AM) Minneapolis and WWL(AM) New Orleans.

of McCoy Broadcasting, with **Arthur H. McCoy** as president. Mr. McCoy had been president and chief operating officer of the Hawaiian and Oregon stations for former owner, Pacific and Southern Broadcasting Co.

Patricia Murphy Zissu, member of legal department of ABC owned and operated stations since 1971, named general attorney, network governmental relations, ABC. Previously Ms. Zissu was with New York office of Fly, Shuebruk, Blume & Gaguine.

Paul A. Brissette Jr., general manager, WGNI(AM) Wilmington, N.C., joins WECT(TV) there as executive VP and general manager.

George Gould, general sales manager, KFDM-TV Beaumont, Tex., assumes additional post, assistant station manager. **Ed Parsons**, production manager, assumes additional post, operations manager. **Ron Alexander**, operations manager, appointed director of public affairs and film director.

Robert E. Reilly, sales manager, KOL-AM-FM Seattle, named general manager.

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

J. Douglas Blackburn, with Holt Corp., Bethlehem, Pa., radio consultancy firm, appointed station manager, WQRK(FM) Newport News, Va. (formerly WTID-FM).

Floyd E. Beaton, general manager, WLTD(AM) Evanston, Ill., joins WNAM(AM) Neenah, Wis., in similar capacity. He succeeds **Don C. Wirth** who resigns. Both stations are owned by Cummings Communications Corp.

Robert B. Taylor, with CHFC(AM) Churchill, Manitoba, appointed station manager.

Kenneth R. Clark, director of special

projects, Corporation for Public Broadcasting, Washington, named director of broadcast development for Bilingual Children's Television Inc., Oakland, Calif., which is developing Spanish-English educational TV series.

John A. Price, director of public affairs and executive assistant to the administrator, U.S. General Services Administration, joins Corporation for Public Broadcasting, Washington, as director of citizen services. He succeeds **Richard Holcomb**, who joins WABE(FM)-WETV(TV) Atlanta as general manager. Mr. Holcomb succeeds **Haskell Boyter** who retired in August.

Gregory Robinson, producer-director and assistant operations manager, WPVI-TV Philadelphia, joins WTMJ-TV Milwaukee as operations manager.

Paul Kavanaugh, with WIZM(AM) La Crosse, Wis., appointed operations manager. **Berneice Callaway**, program director, appointed assistant to the VP.

David G. Lint, associate consultant, McKinsey & Co., Toronto management consulting firm, joins Canadian Broadcasting Corp., Ottawa, as special assistant to the president.

Albert Rubin, director of revenue and business analysis, ABC-TV New York, appointed to newly created post, director of business analysis and financial planning. **P. Thomas Van Schaick**, manager of revenue analysis, ABC-TV New York, appointed to new post, assistant director, revenue schedule analysis there. **Barry Lefkowitz**, supervisor of revenue analysis, ABC-TV, New York, succeeds Mr. Van Schaick.

Ray J. Richards Jr., controller, National Coordinating Council on Drug Education, joins National Association of Educational Broadcasters, Washington, as fiscal officer. He succeeds **Ernest Hough**, treasurer, who retires.

Willis L. Rey Jr., fiscal control officer, Urban League of Greater New Orleans, joins WGSO(AM) there as business manager.

Kenneth Krall, director of television programming, Maine Public Broadcasting Network, appointed director of finance and administration. MPBN includes WMEB-TV Orono, WMEM-TV Presque Isle, WMED-TV Calais and WMEH-FM Bangor.

Rose B. Allen, sales office manager, WGN Continental Broadcasting Co., Chicago, retires.

Howard G. Malley, unit manager, NBC-TV New York, appointed senior unit manager.

Jack Gilbert, research director, WHIC-TV Pittsburgh, appointed director of public affairs.

Doug Hill, news manager, WWBT(TV) Richmond, Va., appointed public affairs manager.

Douglas Mallory, promotion director, KCPX-TV Salt Lake City, joins WLWI(TV) Indianapolis as director of publicity and promotion. He succeeds **Dave Kenworthy**, who joins WXYZ-TV Detroit as promotion director.

Jayne Ross, editor of publications, ABC Inc., named manager of network relations for Warner Bros. Television, New York.

Ruthanna Russel, director of publications, American Home Economics Association, joins Nebraska Educational Television Network, Lincoln, as network information director.

Gary F. Blair, with several advertising and public relations firms, Portland, Ore., joins KEX(AM) there as promotion director.

Programing



Mr. Rushnell

Squire D. Rushnell, program director, WLS-TV Chicago, named VP, program services, ABC-owned TV stations, New York.

Edward Messina, assistant director, film services, ABC-TV, New York, appointed director of film services, broadcast operations and engineering, East Coast, ABC-TV. He succeeds **Lawrence A. Rudell**, who retires.



Mr. Smith

Robert S. Smith, VP and general manager, WOR(AM) New York, named VP-program development, RKO General, New York, owner of station.

Preston Fisher, Broadway and off-Broadway producer, joins 20th Century-Fox Television, Beverly Hills, Calif., as director of program development-live/tape division.

David Friedman, Eastern sales representative, Screen Gems Inc., New York, named Eastern division manager of syndication.



Mr. Heffner



Mr. Robeck

Lee Heffner, sales director, Time-Life Films, named president and chief executive officer, Time-Life Films Inc., corporate name for newly merged Time-Life Films, Time-Life Video and Time-Life Education. **Peter Robeck**, president and chief executive officer, Time-Life Films, named chairman of Time-Life Films Inc. He will be primarily responsible for advancing joint interests of Time-Life Films and British Broadcasting Corp., whose programs Time-Life Films distributes in U.S. Time-Life Video and Time-Life Ed-

ucation are producers respectively of video-cassette and educational film material.

James Tabor, with KLIF(AM) Dallas, joins KROQ(AM) Burbank, Calif., as program/operations director.

Gary Speras, with WICS(TV) Springfield, Ill., appointed program operations manager.

Ken Staaf, with WCEE-TV Rockford, Ill., appointed program director.

Jerry Boulding, operations manager of black programed WWRL(AM) New York for more than four years, resigns to become independent programing consultant. His first client will be WWRL. No successor to Mr. Boulding has been named.

Mark Wheeler, operations manager, WLCY-TV Tampa-St. Petersburg, Fla., joins WRIT(AM) Milwaukee as director of programing.

Jack Bolton, program director, KVI(AM) Seattle, joins KOL-AM-FM there in similar capacity.

D. Charles Hoffman, program director, WSJM-AM-FM St. Joseph, Mich., appointed group program director for Alpha Broadcasting Co. stations: WLYC(AM)-WILQ(FM) Williamsport, Pa., and WGGO(AM) Salamanca, New York.

Bruce Holberg, with WIID(AM) Garden City, Mich., joins WGO(AM) New Orleans as program manager.

Robert E. Dow, assistant manager, operations and programing, WABK(AM) Gardiner, Me., joins WGAN-AM-FM Portland, Me., as program director.

Bruce M. Earle, with Holt Corp., Bethlehem, Pa., joins WQRK(FM) Newport News, Va. (formerly WTID-FM) as program director.

Juan Rafael Meono, with KALI(AM) San Gabriel, Calif., appointed program director.

Ross M. Cibella, producer-director, WUAB(TV) Cleveland, joins WNAC-TV Boston in similar capacity.

Al Footnick, with KHTV(TV) Houston, appointed production manager.

Jerry Perenchio, founder, Chartwell Marketing, and formerly president, Chartwell Artists, joins Tandem Productions Inc., Beverly Hills, Calif.; as president and chief executive officer. Tandem is independent film and television firm.

John Newland, TV and motion picture producer-director, joins Four Star International, Beverly Hills, Calif., as executive in charge of worldwide production.

Carl O. Miller, with Gold Key Television, joins Four Star Entertainment Corp., FSI subsidiary, as Western sales manager.

Alvin S. Milder, attorney for Drake-Chenault Enterprises Inc., Los Angeles, radio programing and TV production-distribution firm, appointed VP and general counsel.

Lee Hansen, with Mel Blanc Automedia, Hollywood joins Watermark Inc., Los Angeles, Calif., as director of creative services with responsibility for commercial production, advertising-campaign development and broadcast syndication research.

Over again. Representative Harley O. Staggers (D-W. Va.) was elected chairman of the Home Commerce Committee last week by a 150-to-6 vote of the Democratic caucus. The opposition to Mr. Staggers was 4%, compared to an average of 11% opposition to the 21 chairmen elected.

Broadcast Journalism



Mr. Brown

Lewis W. Brown, VP, news, WPIX(TV) New York, appointed Midwest bureau chief, TV, for ABC News, Chicago.



Mr. Corpora

Jeffrey C. Reynolds, bureau manager, UPI, Baltimore, appointed manager in new UPI bureau, Annapolis, Md. **Kenneth Frackling**, reporter, Baltimore bureau, appointed bureau manager. **Robert Shepard**, reporter, Salem, Ore., bureau, appointed bureau manager there, succeeding **Clarence Zaitz**, who resigned.

Thomas Corpora, with NBC News, New York, appointed Saigon bureau chief, NBC News.

Bill Buckmaster, news director, KHFFH(AM) Sierra Vista, Ariz., joins Phoenix bureau, Associated Press, as night editor for state broadcast wire.

Robert W. Giles, news coordinator, WWJ-TV Detroit, appointed television news supervisor. **Bruce Anderson**, television reporter and radio newscaster, WWJ-AM-FM-TV, appointed radio news supervisor for WWJ(AM), all-news station.

Bette Clemens, director of consumer affairs, Council of Better Business Bureaus, New York, appointed consumer-affairs reporter, NBC Radio's *Monitor*, New York.

Dick Levitan, reporter and anchorman, WBZ-AM-FM Boston, joins WCOD-FM Hyannis, Mass., as executive news editor.

Fred Faby, formerly with KWHK(AM) Hutchinson, Kan., joins KTVH(TV) Wichita, Kan., as newsman and on-air news host.

Lynn Patrick, with Snyder Associates Inc., Washington public relations firm, joins WTVJ(TV) Miami as press information manager.

Cable

James E. Hanlon, VP and controller, Viacom, New York, named executive VP, Viacom's Petra Cablevision Corp., recently acquired property which includes systems in Islip, Smithtown and Brookhaven, all Long Island, N.Y. **Kenneth R. Gorman**, director of financial planning and analysis, Viacom, succeeds Mr. Hanlon as controller. **Bruce C. Wilson**, man-

ager, financial planning and analysis, Viacom, succeeds Mr. Gorman.

John R. Calvetti, VP-operations and director of programing, Cypress Communications Corp., Los Angeles, joins Optical Systems Corp. there as VP and director of operations. Optical is pay-cable operator.



Mr. McKinney

James D. McKinney, director of purchasing, Cypress Communications Corp., cable firm recently acquired by Warner Communications Inc., named director of purchasing, Television Communications Corp., New York, Warner Cable subsidiary. He will have headquarters in Pennsauken, N.J. **Susan Greene**, senior staff member, Urban Communications Group, Washington, joins Cable Television Information Center, Washington, as field representative. CTIC, part of Urban Institute, assists local governments in development of CATV systems.

Paul W. McInnish, manager, Teleprompter's Leesville, La., CATV system, appointed manager, Hillsborough county, Fla., system.

Equipment & Engineering



Mr. Buchanan

John L. Buchanan, VP-marketing and sales, Ameco Inc., Phoenix, named executive VP. Ameco is CATV equipment engineering and manufacturing facility.

Henry K. Kindig, general manufacturing manager, electronic tube division, GTE Sylvania, New York, appointed to newly created post, VP-manufacturing for division.

Dennis G. Christensen, Southern regional manager, International Video Corp., Sunnyvale, Calif., appointed national sales manager, broadcast products. **Frederick J. Haines**, camera product manager, International Video Corp., Sunnyvale, Calif., appointed manager, product services.

Sage C. Swanson Jr., account executive, RealTime Communications Division, Tel-etape Corp., New York, appointed manager, marketing services.

Henry E. Rhea, director of engineering, Triangle stations, joins American Electronic Laboratories, Lansdale, Pa., as broadcast sales representative for Pennsylvania, New Jersey, Delaware, Maryland and Washington. AEL is diversified communications and electronics manufacturer.

Richard W. Bock, quality control and customer service manager, Miratel division, Ball Brothers Research Corp., St. Paul, Minn., named Midwest regional

sales manager. Miratel is supplier of video equipment to broadcast and computer industries.

Allied Fields

Bryce H. Rathbone, director of product services, American Research Bureau, New York, named ARB Eastern radio manager.

Brooke S. Taylor, VP/general manager, Off-Network Productions, New York, joins Broadcast Data Base, New York-based TV station service, as general sales manager.

Richard N. Aleskow, radio, TV and film coordinator, Underwriters Laboratories, Chicago, joins National Safety Council

there as director of radio and TV services.

Helene Lindow, press secretary and administrative assistant to Mrs. Lyndon B. Johnson, 1969-1972, joins Muscular Dystrophy Association of America, New York, as public relations officer.

Deaths

Ray Barrett, 65, staff announcer for NBC Radio from 1944-67, died in Fort Lauderdale, Fla., on Jan. 16 after a brief illness. He was MC on many radio programs during his career and also served as commercial announcer. He is survived by his wife, Mascha and one daughter.

J. Reginald Miller, 57, director of university relations, Washington State Uni-

versity, Pullman, and a Seattle radio-TV executive, died Jan. 15 in a Pullman hospital of a heart attack. From 1953-1961 Mr. Miller served as public services manager and national sales manager, KOMO-TV Seattle, and previous to that had been associated with KOL-AM-FM and KJR(AM) there. He is survived by his wife, Mary, one daughter and two sons.

Barrie Beere, 43, radio newsman and producer, died Jan. 18 in a automobile crash near San Miguel de Allende, Mexico. Mr. Beere was a newsman with WINS(AM) New York and news director for WMCA(AM) there. In 1969 he founded Black Communications Inc., black radio programming firm. He is survived by his wife, Susan, one daughter and one son.

For the Record®

As compiled by BROADCASTING Jan. 17 through Jan. 23, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authorization. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. TPO—transmitter power output. 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

Applications

■ Jacksonville, Fla.—Florida Television Broadcasting Co. Seeks VHF ch. 4 (66-72 mhz); ERP 100 kw vis, 20 kw aur. HAAT 932 ft.; ant. height above ground 991 ft. P.O. address c/o George Champion Jr., 12th Floor, Charter Oil Company building, Jacksonville, 32202. Estimated construction cost \$3,466,000; first-year operation cost \$2,250,000; revenue \$2,822,000. Geographic coordinates 30°18'49" north lat.; 81°39'57" west long. Type trans. RCA TT25 FL. Type ant. RCA TF6BM. Legal counsel Bilger & Blair, Washington; consulting engineer John H. Mullaney, Potomac, Md. Principals: George Champion Jr., president (33%), Raymond K. Mason, vice president (33%), et al. Mr. Champion owns Champion Developers Inc., real estate development firm, Welldone

Leasing Inc. and Champion Leasing Inc., all in Jacksonville. Mr. Mason is president of and owns 20% of The Charter Company, Jacksonville, parent company of various Charter companies in which he also has interests. He is also president of and owns 95% of Rebuilding Service Inc., holding company in Jacksonville. Ann. Jan. 9.

■ Jacksonville, Fla.—Trans-Florida Television Inc. Seeks VHF ch. 4 (66-72 mhz); ERP 100 kw vis, 20 kw aur. HAAT 937 ft.; ant. height above ground 987 ft. Mutually exclusive with license-renewal application of WJXT(TV) Jacksonville. P.O. address 923 Florida First National Bank building, Jacksonville, 32202. Estimated construction cost \$2,224,707; first year operating cost \$1,500,000; revenue \$3,020,000. Geographic coordinates 30°19'24" north lat.; 81°37'44" west long. Type trans. RCA TT-25 ELS. Type ant. RCA TF-6BM(S). Legal counsel Steptoe & Johnson, Washington; consulting engineer Jansky & Bailey, Alexandria, Va. Principals: Fitzhugh K. Powell, president (33%), et al. Mr. Powell is president and owns 51% of Cecil W. Powell & Co., insurance agency in Jacksonville. He also owns 50% of Dixie Timber-Land Inc., land and timber firm in Jacksonville, and has other real estate and land interests there. Ann. Jan. 9.

■ Miami—Tropical Florida Broadcasting Co. Seeks VHF ch. 10 (192-198 mhz); ERP 316 kw vis, 47.9 kw aur. HAAT 1,002 ft.; ant. height above ground 1,042 ft. Mutually exclusive with license-renewal application of WPLG(TV) Miami. P.O. address c/o Cromwell A. Anderson, 169 East Flagler Street, Miami, 33131. Estimated construction cost \$3,169,000; first-year operating cost \$3,650,000; revenue \$5,110,000. Geographic coordinates 25°57'59" north lat.; 80°12'44" west long. Type trans. RCA TT-50FH. Type ant. RCA TW-12A10-P. Legal counsel Welch & Morgan, Washington; consulting engineer Gautney & Jones, Falls Church, Va. Principals: Cromwell A. Anderson, president (10.8%), R. Leslie Cizek Jr., vice president (10.8%), et al. Mr. Anderson is proprietary partner in Smathers & Thompson, Miami law firm. Mr. Cizek is vice president of

Parker & Co. of Florida Inc., insurance brokerage in Coral Gables, Fla. Ann. Jan. 9.

Existing TV stations

Final actions

■ KMEX-TV Los Angeles — Broadcast Bureau granted CP to change ERP to 251 kw (vis.) and 50.1 kw (aur.); change type of ant. Action Jan. 16.

■ WTNH-TV New Haven, Conn.—Broadcast Bureau granted CP to change type trans.; granted request to operate trans. by remote control from 135 College Street, New Haven. Action Jan. 17.

■ *WFYI(TV) Indianapolis — Broadcast Bureau granted request to operate trans. by remote control from 1440 North Meridian, Indianapolis. Action Jan. 16.

■ WLEX-TV Lexington, Ky.—Broadcast Bureau granted request to operate trans. by remote control from Russell Cave Pike, Lexington. Action Jan. 16.

■ KMTCTV Springfield, Mo.—Broadcast Bureau granted request to operate trans. by remote control from 3000 East Cherry Street, Springfield. Action Jan. 16.

■ WBRE-TV Wilkes-Barre, Pa.—Broadcast Bureau granted request to operate trans. by remote control from 62 South Franklin Street, Wilkes-Barre. Action Jan. 16.

■ KXLY-TV Spokane, Wash.—Broadcast Bureau granted request to operate trans. by remote control from West 500 Boone Avenue, Spokane. Action Jan. 16.

Initial decision

■ Dubuque, Iowa. — Administrative Law Judge Frederick W. Denniston proposed, in initial decision, grant of application of Dubuque Communications Corp. for license for KDUB-TV Dubuque (Doc. 19339). Ann. Jan. 17.

Actions on motions

■ Administrative Law Judge Chester F. Naumowicz Jr., in Daytona Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, reopened record and scheduled further hearing for Feb. 13 (Docs. 19168-70). Action Jan. 12.

■ Administrative Law Judge James F. Tierney in New York (WPXI Inc. and Forum Communications Inc.), TV proceeding, ordered proposed findings of fact and conclusions of law shall be filed by parties on or before May 11 and reply findings and conclusions on or before June 11 (Docs. 18711-2). Action Jan. 12.

Other action

■ Review board in Charlotte, N.C., TV proceeding, granted petition by Jefferson Pilot Broadcasting Co. to update application for increase in ant. height and relocation of trans. of WBTV(TV) Charlotte (Doc. 18880). Action Jan. 19.

Fine

■ KLAS-TV Las Vegas—FCC ordered Summa Corp., licensee, to forfeit \$2,000 for willful failure to observe provisions of double-billing rules. Action Jan. 17.

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017. 212-687-4242
West Coast—P.O. Box 218, Carmel Valley, Calif. 93924. 408-375-3164
East Coast—1000 Chesapeake Drive, Havre de Grace, Md. 301-939-5555



New AM stations

Processing line

■ Chief, Broadcast Bureau, announced that application of Kotzebue Broadcasting Inc. for new AM at Kotzebue, Alaska (720 khz, 3 kw-U), is ready for processing. Other applications that necessitate hearing with this application are to be submitted by Feb. 22. Ann. Jan. 17.

Final action

■ Stamford, Conn.—FCC denied request by Radio Stamford Inc., AM applicant, for reconsideration of FCC action deferring Radio Stamford application until completion of revocation proceeding against Western Connecticut Broadcasting Co., licensee of WSTC-AM-FM Stamford. Action Jan. 17.

Actions on motions

■ Administrative Law Judge Frederick W. Denniston in Iowa City (Burns, Rieke and Voss Associates and Braverman Broadcasting Co.), AM proceeding, granted petition by Braverman to amend engineering portion of application to correct site coordinates. Approval is subject to requirement that Braverman submit written confirmation of approval by Federal Aviation Administration of tower site by corrected description (Docs. 19596-7). Action Jan. 15.

■ Administrative Law Judge Forest L. McClenning in Tallahassee and Quincy, both Florida (Charles W. Holt, et al.), AM proceeding, denied petition by Talquin Broadcasting Co. to amend application; by separate action granted petition by B. F. J. Timm to amend application to show dismissal of application for assignment of license of WTIF Tifton, Ga.; granted supplemented petition by Mr. Timm to amend application to correct inadvertent errors in specifying tower location and in computing area and population within proposed 1000 mv/m contour and dismissed reply to opposition; granted petition by Mr. Timm to amend application to show grant of nighttime operation for WRBN Warner Robins, Ga., in which he holds 45% interest; and on judge's own motion, scheduled further hearing conference for Jan. 17 (Docs. 19445-7). Actions Jan. 10 and 11.

■ Administrative Law Judge Forest L. McClenning in Cleveland, Tex. (Billy D. Pirtle, et al.), AM proceeding, granted request by Texan Broadcasting Co. and dismissed application of Texan (Docs. 19577-79). Action Jan. 11.

Other action

■ Review board in Eupora and Tupelo, both Mississippi, AM proceeding, granted petition by Radio Tupelo to update application in proceeding involving application for new AM on 710 khz at Tupelo and competing application of Tri County Broadcasting Co. for Eupora (Docs. 19026-7). Action Jan. 19.

Existing AM stations

Applications

■ WOTT Watertown, N.Y.—Seeks mod. of CP to make changes in MEOV's. Ann. Jan. 17.

■ KWEL Midland, Tex.—Seeks CP to make changes in ant. system to replace existing tower with 300 ft. tower and mount FM ant. at top. Ann. Jan. 17.

■ KCHY Cheyenne, Wyo.—Seeks mod. of CP to establish standard N and CH patterns. Ann. Jan. 17.

Final actions

■ WMEL Melbourne, Fla.—Broadcast Bureau granted CP to add MEOV's to existing N pattern. Action Jan. 15.

■ WXPQ Eatonton, Ga.—Broadcast Bureau granted CP to change ant.-trans. and main studio and operate by remote control from Jefferson Street, Eatonton. Action Jan. 15.

■ WWNS Statesboro, Ga.—Broadcast Bureau granted CP to install new alt. main trans. Action Jan. 16.

■ WJOL Joliet, Ill.—Broadcast Bureau permitted remote control. Action Jan. 15.

■ WPRS Paris, Ill.—Broadcast Bureau granted CP to increase tower height to accommodate FM facility; condition. Action Jan. 15.

■ KSOK Arkansas City, Kan.—Broadcast Bureau granted CP to increase tower height and side mount FM ant. Action Jan. 15.

■ KAYO Kansas City, Mo.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location at 424 Nichols Road, Kansas City; conditions. Action Jan. 15.

■ KBMI Henderson, Nev.—Broadcast Bureau granted mod. of license covering move of main

studio location and remote control point to Hacienda hotel, 3950 Las Vegas Boulevard South, Clark county, Nev. (outside city limits of Henderson); condition. Action Jan. 15.

■ WTKO Ithaca, N.Y.—Broadcast Bureau granted CP to change daytime trans. site to night site on Troy Road 0.75 mile south of intersection of Troy Road and Schoolhouse Road, south of Ithaca; make changes in ant. system; condition. Action Jan. 15.

■ WADE Wadesboro, N.C.—Broadcast Bureau granted CP to install new alt. main trans. Action Jan. 16.

■ WOBR Wanchese, N.C.—Broadcast Bureau granted CP to increase height of radiator by adding FM ant. Action Jan. 15.

■ WHHH Warren, Ohio—Broadcast Bureau granted license covering use of former main trans. for alt. trans. Action Jan. 15.

■ WLVA Lynchburg, Va.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from main studio location 2320 Langhorne Road, Lynchburg. Action Jan. 10.

■ WDNE Elkins, W. Va.—Broadcast Bureau granted license covering use of former main trans. as alt. main trans. Action Jan. 15.

Action on motion

■ Administrative Law Judge James F. Tierney in Arvada, Colo. (Media Enterprises Inc. [KOKI], AM proceeding, granted request by applicant and dismissed with prejudice application of Media and terminated proceeding (Doc. 19635). Action Jan. 12.

Fines

■ WWCC Bremen, Ga.—FCC ordered Bremen Radio Co., licensee, to forfeit \$3,000 for violation of Communications Act by prearranging or predetermining outcome of contest with intent to deceive. Action Jan. 17.

■ KDIO Ortonville, Minn.—FCC ordered Tri-State Broadcasting Co., licensee, to forfeit \$700 for violation of rules and station's PSA. Action Jan. 17.

■ KACI The Dalles, Ore.—FCC ordered Radio KACI Inc., licensee, to pay forfeiture of \$2,000 for violation of station's authorization and rules by operating with power in excess of that authorized. Action Jan. 17.

■ WIXZ McKeesport, Pa.—FCC notified WWZ Co., licensee, that it has incurred apparent liability of \$2,000 for willful or repeated violation of station identification requirements. Action Jan. 17.

■ KARI Blaine, Wash.—FCC ordered Birch Bay Broadcasting Co., licensee, to forfeit \$5,000 for violation of United States Code and rules for broadcasting information concerning lotteries and for entering names of program sponsors on logs several days after programs were broadcast and without any explanation. Action Jan. 17.

New FM stations

Applications

■ Bayamon, Puerto Rico—Bayamon Broadcasters. Seeks 100.7 mhz, 50 kw. HAAT 367 ft. P.O. address Box 9506, Santurce, Puerto Rico, 00909. Estimated construction cost \$83,248; first-year operating cost \$90,248; revenue \$150,000. Principals: Andres R. Nevares and Francisco J. Nevares, partners. Andres Nevares is lawyer. Francisco Nevares is president and general manager of Caparra Dairy Inc., Santurce. Ann. Jan. 10.

■ Olive Hill, Tenn.—Rural Life Foundation. Seeks 88.3 mhz, 1.5 kw. HAAT 218 ft. P.O. address Route 1, Olive Hill 38475. Estimated construction cost \$8,000; first-year operating cost \$2,375; revenue none. Principals: Lester L. Dickman, president of board, et al. Ann. Jan. 8.

■ Midland, Tex.—KWEL Inc. Seeks 93.3 mhz, 100 kw. HAAT 215 ft. P.O. address 401 West Missouri Street, Midland 79701. Estimated construction cost \$55,994; first-year operating cost \$30,780; revenue \$50,000. Principals: Bob Hicks (100%). Mr. Hicks owns KWEL(AM) Midland. Ann. Jan. 15.

Starts authorized

■ WFLM(FM) Crown Point, Ind.—Authorized program operation on 103.9 mhz, ERP 3 kw, HAAT 300 ft. Action Nov. 9.

■ KEZZ(FM) Aitkin, Minn.—Authorized program operation on 94.3 mhz, ERP 3 kw, HATT 190 ft. Action Jan. 3.

■ KEDQ(FM) Austin, Minn.—Authorized program operation on 90.7 mhz. Action Dec. 1.

■ WYWB-FM Bridgeton, N.C.—Authorized program operation on 106.5 mhz, ERP 100 kw, HAAT 730 ft. Action Dec. 4.

■ WSRN-FM Swarthmore, Pa.—Authorized program operation on 91.5 mhz. Action Nov. 24.

■ WPVA-FM Petersburg, Va.—Authorized pro-

gram operation on 95.3 mhz, ERP 3kw, HAAT 240 ft. Action Nov. 10.

Final actions

■ Normal, Ill.—FCC granted joint petition by Steven Howard Feder and Theodore V. Bator of Broadcast Communications and McLean Communications Corp., for approval of drop-out agreement, dismissed application of Broadcast Communications in return for payment of expenses, not to exceed \$2,165, and granted McLean's application for new FM at Normal on 96.7 mhz, 3 kw. HAAT 300 ft. P.O. address Rural Route 1, Hudson, Ill., 61748. Estimated construction cost \$45,743; first-year operating cost \$60,000; revenue \$80,000. Principals: David S. Wolfenden, president (33%), William E. Moulie (41%), et al. Mr. Wolfenden is former FM operations manager of WBNQ(AM)-WROK(FM) Bloomington-Rockford, Ill. Mr. Moulie is president and principal owner of Sono Mag Corp., electronic equipment manufacturer, and Manufacturing Facilities Corp., both in Bloomington, Ill. Action Jan. 10.

■ Presque Isle, Me.—University of Maine. Broadcast Bureau granted 91.1 mhz, kw does not apply. HAAT does not apply. P.O. address Merriam House, Main Street, Presque Isle 04769. Estimated construction cost \$5,645; first-year operating cost \$1,000; revenue none. Principals: Edward E. Winchester, JoAnne R. Magill, et al. Mr. Winchester is director of engineering, Maine public broadcasting network. Mrs. Magill is clerk, board of trustees. Action Jan. 17.

■ Worcester, Mass. WCUW Inc. Broadcast Bureau granted 91.3 mhz, 80 w. HAAT minus 37 ft. P.O. address Clark University, Sanford Hall, Worcester 01610. Estimated construction cost \$7,056; first-year operating cost \$3,500; revenue none. Principals: John Levin, president, et al. Action Dec. 26.

■ Rochester, N.Y.—Rochester Area Educational Television Association Inc. Broadcast Bureau granted 91.5 mhz, 9.2 kw. HAAT 255 ft. P.O. address 410 Alexander Street, Rochester 14607. Estimated construction cost \$146,278; first-year operating cost \$69,300; revenue none. Principals: William Pearce, president, et al. Action Dec. 27, 1972.

■ Gambier, Ohio—Kenyon College, Broadcast Bureau granted 91.9 mhz, 30 w. HAAT not applicable. P.O. address Gambier 43022. Estimated construction cost \$3,392; first-year operating cost \$3,300; revenue none. Principals: Samuel S. Lord, vice president for finance, et al. Action Jan. 3.

■ Pennington Gap, Va.—Lee County Broadcasting Co. Broadcast Bureau granted 105.5 mhz, 3 kw. HAAT minus 58 ft. P.O. address 108 South Johnson Drive, Pennington Gap 24277. Estimated construction cost \$15,523; first-year operating cost \$4,725; revenue \$6,500. Principals: Daniel E. Gabriel, president, et al. Lee County Broadcasting owns WCWV(AM) Pennington Gap, and will duplicate programming on new FM. Action Jan. 17.

Actions on motions

■ Acting Chief, Broadcast Bureau, on request of Western Broadcasting Co., licensee of KPIK-FM Colorado Springs, extended through Jan. 29 time to file comments and through Feb. 12 time to file reply comments in matter of amendment of FM table of assignments in Colorado Springs (Doc. 19644). Action Jan. 19.

■ Acting Chief, Broadcast Bureau, on request of WQYK-FM, extended through Feb. 1 time to file responses to petition for rulemaking in matter of amendment of FM table of assignments in Lehigh Acres and St. Petersburg, both Florida. Action Jan. 17.

■ Administrative Law Judge Frederick W. Deniston in Grandview and Sunnyside, both Washington (Prosser-Grandview Broadcasters Inc. and Bennett Broadcasting Co.), FM proceeding, set certain procedural dates and scheduled hearing for March 1 (Docs. 19655-6). Action Jan. 15.

■ Administrative Law Judge James F. Tierney in Washington (Pacifica Foundation), noncommercial FM proceeding, denied request by Pacifica for permission to appeal (Doc. 18634). Action Jan. 12.

Other actions

■ Review board in Sacramento, Calif., FM proceeding, denied petition by California Stereo Inc. to enlarge issues by addition of legal, financial and cross-interests issues against Interact Inc. (Docs. 19515-6, 19611). Action Jan. 17.

■ Review board in Sacramento, Calif., FM proceeding, denied petition by Interact Inc., applicant for FM at Sacramento, asking for additional hearing issues against California Stereo Inc., competing applicant (Docs. 19515-6, 19611). Action Jan. 18.

■ Review board in West Palm Beach, Fla., FM proceeding, granted request by Sun, Sand and Sea Inc. for extension of time through Jan. 25 to file responses to oppositions to petitions to enlarge issues filed by Guy S. Erway, Sandpiper Broadcasting Co. Inc. and Sun, Sand and Sea (Docs. 19601-4). Action Jan. 17.

(Continued on following page)

Summary of broadcasting

Compiled by FCC Dec. 31, 1972

	Licensed	On air STA*	CP's	Total on air	Not on air CP's	Total authorized
Commercial AM	4,362	5	15	4,382	49	4,431
Commercial FM	2,369	1	41	2,411	108	2,519
Commercial TV-VHF	504	1	6	511	11	523
Commercial TV-UHF	185	0	4	189	48	249
Total commercial TV	689	1	10	700	59	772
Educational FM	537	0	17	554	89	643
Educational TV-VHF	86	0	5	91	1	92
Educational TV-UHF	122	0	19	131	5	137
Total educational TV	208	0	14	222	6	229

* Special Temporary Authorization.

■ Review board in Duncan, Okla., FM proceeding, granted petition by William S. Hagara, applicant for new FM on ch. 272, Duncan, for further extension of time through Jan. 29 to file response to petition to enlarge issues filed by Duncan Broadcasting Co., competing applicant for channel (Docs. 19651-2). Action Jan. 19.

Existing FM stations

Final actions

■ KPSA(FM) Los Angeles—Broadcast Bureau granted mod. of SCA to make changes in programming. Action Jan. 18.

■ KUNA(FM) San Luis Obispo, Calif.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 15.

■ WMJR(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 1 Financial Plaza, Fort Lauderdale, by employees of station only; condition. Action Jan. 15.

■ WMYQ(FM) Miami—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ERP 98 kw; ant. height 790 ft.; remote control permitted. Action Jan. 15.

■ *WABE(FM) Atlanta—Broadcast Bureau granted CP to install new trans.; ERP 30 kw; ant. height 410 ft. Action Jan. 16.

■ KID-FM Idaho Falls, Idaho—Broadcast Bureau granted mod. of SCA to make change in programming. Action Jan. 15.

■ WMRV(FM) East St. Louis, Ill.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 15.

■ WSWT(FM) Peoria, Ill.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from on Coal Hollow Road, 4 1/4 miles south of Peoria, by employees of station only. Action Jan. 15.

■ WFLW-FM Monticello, Ky.—Broadcast Bureau granted CP to change trans. location to Morris Hill Road, 0.7 mile south of Monticello; install new trans. and ant.; make change in ant. system; ERP 710 w.; ant. height 560 ft.; remote control permitted. Action Jan. 18.

■ KFNW-FM Ferriday, La.—Broadcast Bureau granted CP to install new trans. Action Jan. 16.

■ *KBOR(FM) Brunswick, Me.—Broadcast Bureau granted CP to install new ant.; make changes in ant. system; ant. height 70 ft. Action Jan. 15.

■ WBOS(FM) Brookline, Mass.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 15.

■ WMZK(FM) Detroit—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 18.

■ KETU(FM) Salem, Mo.—Broadcast Bureau granted mod. of license covering change of licensee name to Tower Broadcasting Co. Action Jan. 15.

■ KSLQ(FM) St. Louis—Broadcast Bureau granted CP to change trans. location to 314 North Broadway, St. Louis; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 540 ft.; remote control permitted. Action Jan. 11.

■ WCLI-FM Corning, N.Y.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 18.

■ WRNA(FM) Charlotte, N.C.—Broadcast Bureau granted mod. of license covering change of studio location and remote control to 400 Radio Road, Charlotte (outside city limits) and waiver of rules. Action Jan. 15.

■ KBHJ(FM) Tulsa, Okla.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 18.

■ WLAN-FM Lancaster, Pa.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 khz. Action Jan. 18.

■ WXYR(FM) Columbia, S.C.—Broadcast Bureau

granted CP to make changes in ant. system; ant. height 364 ft. Action Jan. 15.

■ WKPT-FM Kingsport, Tenn.—Broadcast Bureau granted mod. of SCA to make changes in programming. Action Jan. 18.

■ WLIV-FM Livingston, Tenn.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from West Main Street, one block west of Court House, Livingston, by employees of station only; condition. Action Jan. 15.

■ KXLE-FM Ellensburg, Wash.; KPWD(FM) Plentywood, Mont., and WRO(FM) Rochester, Ind.—FCC granted requests by KXLE Inc., Empire Broadcasting Corp. and Fidelity Broadcasting Co. for waiver of time-of-operation rules. Action Jan. 17.

Fine

■ KCMS-FM Manitou Springs, Colo.—FCC notified Garden of the Gods Broadcasting Co., licensee, that it has incurred apparent liability for forfeiture of \$500 for willful or repeated violation of rules by conducting program tests without prior commission authority and equipment tests without required notice. Action Jan. 17.

Renewal of licenses, All Stations

■ Broadcast Bureau granted renewal of licenses for following stations, co-pending aux. and SCA's when appropriate: WAGL Lancaster, WBLR-AM-FM Batesburg, WEAC(AM)-WAGI(FM) Gaffney and WEZL(FM) Charleston, all South Carolina; WFLB Fayetteville, N.C.; WLIF(FM) Baltimore; WMCA New York; WPCD Elizabethtown, Pa.; WPUB Camden, S.C.; WSLC-AM-FM Roanoke, Va.; WTLK Taylorsville, N.C.; WTMA Charleston, S.C.; *WUAG(FM) Greensboro, N.C.; WWSW-AM-FM Pittsburgh. Actions Jan. 18.

■ Broadcast Bureau granted renewal of licenses for following translators: K11KV Glenwood and K03CI, K10EV and K12EL, all Packwood, all Washington. Action Jan. 15.

■ WAXY(FM) Fort Lauderdale, Fla.—Broadcast Bureau granted renewal of license, subject to condition that assignment of license be consummated within 45 days of date of grant and that commission be notified one day thereafter. Action Jan. 17.

■ K08FB Olney and Stryker, both Montana—Broadcast Bureau granted renewal of license. Action Jan. 10.

■ WREO Ashtabula, Ohio—FCC granted application of Radio Enterprises of Ohio Inc. for renewal of license (Doc. 19207). Action Jan. 10.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend time for following stations: KCMS-FM Manitou Springs, Colo., to May 21; KKEA(FM) Hilo, Hawaii, to June 26; KKA(FM) Kailua, Hawaii, to June 30; *WDHS(FM) Gaston, Ind., to June 22; KVDB-FM Sioux Center, Iowa, to July 16; WYAZ Yazoo City, Miss., to July 25; *WBFO(FM) Buffalo, N.Y. to July 27; WHOM New York for main and alt. main trans. to April 6; Radio Mebane-Hillsborough Inc., Mebane, N.C., to April 22; KPNW Eugene, Ore., to June 6. Action Jan. 15.

■ Broadcast Bureau granted mod. of CP's to extend time for following stations: WRHL-FM Rochelle, Ill., to Aug. 1; Wireless of Indiana, Jeffersonville, Ind., to April 3; WCTM Eaton, Ohio, to Aug. 1; KLO Ogden, Utah, to April 21. Action Jan. 16.

■ KSFX(FM) San Francisco—Broadcast Bureau granted mod. of CP to extend time to April 5. Action Jan. 18.

■ WFUL-FM Fulton, Ky.—Broadcast Bureau granted mod. of CP to change ant.; ERP 680 w.; ant. height 150 ft. Action Jan. 15.

■ WNBC-TV New York—Broadcast Bureau granted mod. of CP to make changes in precise frequency control equipment. Action Jan. 17.

■ *WYOS(FM) Yellow Springs, Ohio—Broadcast Bureau granted mod. of CP to change ant.; ERP 2.4 kw; ant. height 400 ft.; remote control permitted. Action Jan. 16.

■ KTVV(TV) Austin, Tex.—Broadcast Bureau granted mod. of CP to change type ant. Action Jan. 16.

Translators

Action

■ Mayaguez, Puerto Rico—FCC affirmed 90-day grant of STA to Telemundo Inc., licensee of WKAQ-TV San Juan, Puerto Rico, to construct 100-watt UHF translator in Mayaguez. Reconsideration petition by Quality Telecasting Corp., licensee of WORA-TV Mayaguez, and supporting comments by Video Empresas del Oeste Inc., permittee of new UHF authorized to operate on ch. 44, Aguadilla, Puerto Rico, were denied. Action Jan. 17.

Other actions, all services

■ FCC denied petition by A. Earl Cullum Jr. and Associates for waiver of rules and dismissed request for reconsideration of rule amendment which requires reading and logging of certain meters at 3-hour intervals rather than at 30-minute intervals. Action Jan. 17.

■ FCC amended rules to permit assistant chief operator to act as chief operator when chief operator is absent and to partially relax rule which requires yearly partial proof of performance of DA's when lesser grade operators are employed. Amendments effective April 27. Action Jan. 17.

■ FCC denied number of petitions for reconsideration of rules on cross-ownership of cable television systems (Doc. 18397). Action Jan. 17.

■ FCC granted petition by Matsushita Electric Corp. of America for extension of effective date of rules regulating class I TV devices (television recording and playback equipment and similar units operating through home television sets) until July 1 (Doc. 19281). Action Jan. 19.

Ownership changes

Applications

■ KHVH-TV Honolulu and KHVO(TV) Hilo, Hawaii—Seek transfer of control of Western Telestations Inc. from Lawrence S. Berger, Marcus Loew, Benjamin N. Berger, et al (100% before, none after) to Starr Broadcasting Group Inc. (none before, 100% after). Consideration: \$4 million. Buyers: Starr Broadcasting is publicly held station group owner. Ann. Jan. 9.

■ KXLO(AM) Lewiston, Mont.—Seeks transfer of control of KXLO Broadcast Inc. from David L. Sather (50% before, none after) and Lewis G. Boucher (50 before, 25% after) to Fred Lark (none before, 75% after). Consideration: \$121,500. Principal: Mr. Lark, formerly sales manager of KVOW(AM) Riverton, Wyo., is general manager of Lark Enterprises Inc., farming-ranching company. Ann. Jan. 5.

■ KOOO-AM-FM Omaha, Neb.—Seeks assignment of license from Pier San of Nebraska Inc. to Proud Country Entertainment Inc. for \$531,650 (includes reimbursement of payments on FM equipment and assumption of FM equipment mortgage). Sellers: Port Early (40%), et al. Buyers: James A. Halsey, president (25%), et al. Mr. Halsey owns Jim Halsey Co., Independence, Kan., and Los Angeles, manager and entrepreneur of entertainers company. He also owns 49% of Singin' T Productions Inc., Sand Springs, Okla., and has other real estate interests in area. Proud Country Entertainment is licensee of KTOW(AM) Sand Springs. Ann. Jan. 5.

■ WPGF-AM-FM Burgaw, N.C.—Seeks assignment of license from Pender Broadcasting Co. to Brown Broadcasting Co. for \$125,000. Sellers: William M. Baker, president, et al. Buyers: Herschel R. Brown and Norman O. Brown (each 50%). Messrs. Brown own Brown Brothers Woodworks Inc., general contractors, and Direct Mill Outlet, mill outlet store, both in Jacksonville, N.C. Brown Broadcasting is licensee of WBBS(AM) Jacksonville. Ann. Jan. 2.

■ KWON(AM) Bartlesville, Okla.—Seeks assignment of license from Enterprise Broadcasting Group Inc. to KWON Radio Inc. for \$425,000. Sellers: David A. Rawley Jr., president, et al. Buyers: Hugh B. Garnett Jr. (35%), George Wilburn (20%), et al. Stockholders of KWON Radio Inc. own KWHW-AM-FM Altus, Okla. Mr. Garnett is professor at Southern Methodist University, Dallas. Mr. Wilburn is general manager of KWHW. Ann. Jan. 2.

■ KSOO-TV Sioux Falls and KCOO-TV Aberdeen, both South Dakota—Seek assignment of license from KSOO-TV Inc. to Forum Communications Inc. for \$2,250,000. Sellers: Gordon H. Ritz, board

Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCE

**EDWARD F. LORENTZ
& ASSOCIATES**
Consulting Engineers
(formerly Commercial Radio)
1334 G St., N.W., Suite 500
347-1319
Washington, D. C. 20005
Member AFCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
527 Munsey Bldg.
(202) 783-0111
Washington, D.C. 20004
Member AFCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telestar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFCE

LOHNES & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D. C. 20004
(202) 347-8215
Member AFCE

ROBERT E. L. KENNEDY
1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member AFCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCE

**SILLIMAN, MOFFET
& KOWALSKI**
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80206
(303) 333-5562
DENVER, COLORADO
Member AFCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER LAMB, INC.
Communications Consulting
and Engineering
250 West 57th Street
New York, New York 10019
(212) 246-3967

JOHN H. MULLANEY
CONSULTING RADIO ENGINEER
9616 Pinkney Court
Potomac, Maryland 20854
301 - 299-3900
Member AFCE

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F.
Austin, Texas 78751
(512) 454-7014

Service Directory

**COMMERCIAL RADIO
MONITORING CO.**
PRECISION FREQUENCY
MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 120,000* Readers—
among them, the decision making sta-
tion owners and managers, chief engi-
neers and technicians—applicants for
am fm tv and facsimile facilities.
*1970 Readership Survey showing 3.2
readers per copy.

**RALPH E. EVANS
ASSOCIATES**
Consulting Radio Engineers
AM - FM - TV - CATV - ITFS
3500 North Sherman Blvd.
MILWAUKEE, WISCONSIN 53216
Phone: 414-442-4210

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

chairman, et al. Buyer: Forum Publishing Co., Sioux City, S.D., (100%). Forum Communications stock will be voted by William C. Marcell, president of Forum Publishing and WDAY Inc., both Fargo, N.D. Ann. Jan. 3.

■ **KTAC-AM-FM** Tacoma, Wash.—Seeks assignment of license from Radio 850 Corp. to Entertainment Communications Inc. for \$1.5 million. Sellers: Ronald A. Murphy, secretary-treasurer, et al. Buyers: Entertainment Communications Inc. (of Pennsylvania). Entertainment Communications of Pennsylvania also owns KLEF(FM) Houston; WAYL(FM) Minneapolis, and KBRG(FM) San Francisco. Joseph M. Field, president, et al. Ann. Jan. 2.

■ **WLOG(AM)** Logan, W. Va.—Seeks acquisition of positive control of Guyan Valley Broadcasting Co. by E. M. Bailey (33 1/3% before, 100% after) through purchase of stock of Joseph Eros Jr. and James A. Muscia (each 33 1/3% before, none after). Consideration: \$52,000. Principal: Mr. Bailey is president of Guyan Valley Broadcasting. Ann. Jan. 5.

Actions

■ **WCWR(AM)** Dunedin, Fla.—FCC granted renewal of license and assignment of license from Leon P. Gorman, trustee, to Dunedin Broadcasting Co. for \$125,000. Petition opposing assignment filed by James Brown was denied. Buyer: William H. Boyce (100%). Mr. Boyce is president of Dunedin Broadcasting. Action Jan. 17.

■ **WGRI(AM)** Griffin, Ga.—Broadcast Bureau granted transfer of control of KGR Radio Inc. from Clyde W. Farnan, E. G. Senecal and John Biery (as group, 100% before, none after) to Norrell Broadcasting Group Inc. (none before, 100% after). Consideration: \$31,450, plus five-year consultancy fee of \$62,980. Principal: Norrell Southeastern Corp., Atlanta (100%). Guy W. Millner owns 90% of Norrell Southeastern, personnel firm. Action Jan. 17.

■ **WGML(AM)** Hinesville, Ga.—Broadcast Bureau granted transfer of control of Liberty Broadcasting Co. from Bernita H. and Harris Stotin (together 100% before, none after) to E. D. Steele Jr. (none before, 100% after). Consideration: \$75,000. Principal: Mr. Steele, formerly vice president and station manager of WJCL-TV Savannah, Ga., is automobile salesman in Savannah. Action Jan. 17.

■ **WTRI(AM)** Brunswick, Md.—Broadcast Bureau granted transfer of control of Elektra Broadcasting Corp. from George J. Gillespie and Frank N. Manthos (100% before, none after) to Charles C. Thornton (none before, 100% after). Consideration: \$75,000. Principal: Mr. Thornton is sales manager of WTRI. Action Jan. 17.

■ **KBLR(AM)-KLTB(FM)** Bolivar, Mo.—Broadcast Bureau granted assignment of license from Shepherd of the Hills Broadcasting Co. to KBLR Inc. for \$175,000. Sellers: Robert F. Neathery and L. C. McKenney, partners. Messrs. Neathery and McKenney own KBHM(AM) Branson, Mo. Mr. Neathery owns or has majority interest in: KWPM-AM-FM West Plains, KALM(AM) Thayer and KUKU(AM) Willow Springs, all Missouri, and KAMS(FM) Mammoth Spring, Ark. Mr. McKenney owns KALN(AM) Tola, Kan. and KRMO(AM) Monett, Mo. Buyers: William J. and Barbara A. Young (together 100%). Mr. Young is general manager and owns 51% of KWNS(AM) Pratt, Kan. Mr. and Mrs. Young own minority interest in Radio TV Parts, Pratt. Action Jan. 12.

■ **KAWA(AM)** Waco-Marlin, Tex.—Broadcast Bureau granted assignment of license from Morbro Inc. to Centrum Corp. for \$375,000. Sellers: Delwin W. Morton, et al. Buyers: Ronald J. Romanski, David C. Fricker and William R. Parvin Jr. (each 30%), and Roy J. T. Harris (10%). Mr. Romanski is marketing manager and stockholder in ECC Corp., Euless, Tex., manufacturer of semi-conductor components and control systems. Mr. Parvin is president and majority stockholder of Parvin Sales Co., Addison, Tex., manufacturer representative. Mr. Fricker is employee and stockholder of ECC Corp. Mr. Harris is also employee and stockholder in that firm; he also owns R&D Products. Euless manufacturer of archery equipment and engineering consultant. Action Jan. 17.

■ **KERI(FM)** Bellingham, Wash.—Broadcast Bureau granted assignment of license from Birch Bay Broadcasting Co. to Bellingham Buyer Inc. for \$250,000. Sellers: George A. Wilson, president, and L. N. Ostrander. Messrs. Wilson and Ostrander own KBLE-AM-FM Seattle and KASA(AM) Phoenix. Buyers: (per subscription) Robert E. Pollock, president (56%), et al. Mr. Pollock owns 85% of KPUG(AM) Bellingham. Action Jan. 12.

■ **WNOV(AM)** Milwaukee—Broadcast Bureau granted assignment of license from Phil Chess and Revetta Chess Feder, general partners, and American National Bank and Trust Co. of Chicago and Revetta Chess Feder as administrator of estate of Leonard Chess, dba L & P Broadcasting to Courier Communications Corp. for \$385,000. Buyers: Jerrel W. Jones, president (60%), et al. Mr. Jones is publisher and majority stockholder of Courier Publishing Co., publisher of *Milwaukee Courier*. He also owns 33 1/3% of *The Milwaukee Star Times* and owns public relations firm, Jerry Jones and Associates, Milwaukee. Action Jan. 2.

■ **KRAE(AM)** Cheyenne, Wyo.—Broadcast Bureau granted assignment of license from Radio Cheyenne Inc. to KRAE Inc. for \$121,212. Sellers: Louis C. Erck, president (58.7%), et al. Mr. Erck owns 68% of KGMV(AM) Missoula, Mont. Buyers: Thomas E. Bauman and Floyd Waak (each 50%). Mr. Bauman is manager of KRAE. Mr. Waak owns Interior Services, Cheyenne. Action Jan. 12.

Cable

Applications

The following operators of cable television systems have requested certificates of compliance, FCC announced Jan. 10 and 16 (stations in parentheses are TV signals proposed for carriage):

■ Jackson Cablevision Ltd., Jackson, Ala. (WEIQ-TV), WKRG-TV and WALA-TV, all Mobile, Ala.; WEAR-TV Pensacola, Fla.; WDAM-TV, Hattisburg and WTKO-TV Meridian, both Mississippi; WSAF-TV Montgomery, Ala.; WLOX-TV and WMAH-TV, both Biloxi, Miss.).

■ Mohave Cable Co., Bullhead City, Ariz. (KTVK-TV), KPHO-TV, KAET-TV KOOL-TV, KTAR-TV and KPAZ-TV all Phoenix; KORK-TV Las Vegas; KTLA-TV, KTTV-TV, KHJ-TV and KCOP-TV, all Los Angeles).

■ NWA Cable Communications Inc., Prairie Creek, Ariz. (KTMG-TV), KYTV-TV, KOLR-TV and KOED-TV, all Springfield and KUHL-TV and KODE-TV, both Joplin, all Missouri; KFSB-TV Fort Smith, Ark.; KOTV-TV and KTUL-TV, both Tulsa, Okla.; KOAM-TV Pittsburg, Kans.; KGTO-TV Fayetteville, Ark.).

■ Central California Communications Corp., Capitola, Watsonville, East Lake Village and Freedom, all California (KBHK-TV San Francisco).

■ State TV Cable, Corning, Orland, Glenn county surrounding Orland, Willows and Glenn county surrounding Willows, all California (delete KBHK-TV San Francisco; add KTXL-TV Sacramento, Calif.).

■ Storer Cable TV Inc., Laguna Beach, South Laguna, Laguna Nigel, San Juan Capistrano, San Clemente, and Dana Point, all, California (KHOF-TV San Bernardino, KLXA-TV Fontana, KOCE-TV Huntington Beach, KBSC-TV Corona and KVST-TV and KLCS-TV, both Los Angeles, all California).

■ Storer Cable TV Inc., Manteca, Calif. (KTVU-TV) Oakland, KCRA-TV, KVIE-TV, KXTV-TV, KOVR-TV, KMOV-TV and KTXL-TV, all Sacramento, KEMO-TV and KBHK-TV, both San Francisco, KLOC-TV Modesto and KGSC-TV San Jose, all California).

■ Storer Cable TV Inc., Moorpark, Fillmore and Ventura county, all California (KTIE-TV Oxnard, Calif.; KVST-TV and KLCS-TV, both Los Angeles; KEYT-TV Santa Barbara, Calif.).

■ Ridgecrest Cablevision, Inc., Ridgecrest, Calif. (KNXT-TV), KNBC-TV, KTLA-TV, KABC-TV, KHJ-TV, KTTV-TV, KCOP-TV and KCET-TV, all Los Angeles; KBKAT-TV, KERO-TV and KJTV-TV, all Bakersfield, Calif.).

■ Storer Cable TV Inc., Santa Paula and Ventura county, both California (KTIE-TV Oxnard, Calif.; KVST-TV and KLCS-TV, both Los Angeles).

■ Storer Cable TV Inc., Thousand Oaks and Ventura county (adjacent to Thousand Oaks), both California (KHOF-TV San Bernardino, Calif.; KVST-TV and KLCS-TV, both Los Angeles; KLXA-TV Fontana and KTIE-TV Oxnard, both California).

■ TM Communications Co. of Florida, Lake Hamilton, Davenport and Dundee, all Florida (WESH-TV, WDBO-TV, WFTV-TV), WWSB-TV and WMFE-TV, all Orlando, WEDU-TV, WFLA-TV and WTVT-TV, all Tampa, WTOG-TV St. Petersburg and WLCY-TV Largo, all Florida; WTCG-TV Atlanta; WLTV-TV Miami).

■ Mercer Communications Inc., Ashburn and Sycamore, both Georgia (WRBL-TV, WTVM-TV) and WYEA-TV, all Columbus, Ga.; WTVY-TV Dothan, Ala.; WCTV-TV Tallahassee, Fla.; WALB-TV Albany, WMAZ-TV and WCWB-TV, both Macon and WABW-TV Pelham, all Georgia).

■ Northwest Georgia Cablevision Co., LaFayette, Ga. (WRBC-TV, WTVG-TV), WDEF-TV, WTCT-TV and WRIP-TV, all Chattahoochee, WCIQ-TV, Mt. Cheaha, Ala.; WCLP-TV Chatsworth, Ga.; WTCG-TV WSB-TV, WAGA-TV, WQXI-TV and WHAE-TV, all Atlanta).

■ All Clear Cable TV, Waukegan and North Chicago, both Illinois (WBMM-TV, WCIU-TV, WFLD-TV, WGN-TV, WLS-TV, WMAQ-TV, WSNs-TV), WTTW-TV, and WXXW-TV, all Chicago; WMVS-TV and WVTW-TV, both Milwaukee; WTTV-TV Bloomington, Ind.; WILL-TV Urbana, Ill.).

■ Cable Brazil Inc., Brazil, Ind. (WFYI-TV Indianapolis; WIIL-TV Terre Haute, Ind.).

■ Hamilton County CATV Inc., Hamilton county, Ind. (WISH-TV), WLWI-TV, WFBM-TV, WURD-TV and WFYI-TV, all Indianapolis; WTTV-TV Bloomington and WIPB-TV Muncie, both Indiana; WGN-TV Chicago; WXIX-TV Cincinnati).

■ KAY-B-L Vision Inc., Storm Lake, Iowa (KTV-

[TV], KCAU-TV and KMEG-TV), all Sioux City and KVFD-TV Fort Dodge, all Iowa).

■ TeleCable of Overland Park Inc., Lenexa, Leawood, Mission, Roeland Park, and Fairway, all Kansas (KCPT-TV, WDAF-TV, KCMO-TV KBMA-TV and KMBC-TV, all Kansas City, Mo.; KQTV-TV St. Joseph, Mo.; KTWU-TV, KTSB-TV and WIBW-TV, all Topeka, Kans.; KPLR-TV St. Louis; WGN-TV Chicago).

■ TeleCable of Overland Park Inc., Shawnee, Prairie Village, Merriam and Overland Park, all Kansas (KCPT-TV, WDAF-TV, KCMO-TV, KBMA-TV and KMBC-TV, all Kansas City, Mo.; KQTV-TV St. Joseph, Mo.; KTWU-TV, KTSB-TV and WIBW-TV, all Topeka, Kans. KPLR-TV St. Louis; WGN-TV Chicago).

■ Cablevision Corp. of America, Quincy, Mass. (WSBK-TV, WBZ-TV, WCVB-TV, WNAC-TV, WQT-TV), WXNE-TV, WGBH-TV and WGBX-TV, all Boston; WKBH-TV Cambridge, Mass.; WJAR-TV, WPRI-TV, WTEV-TV, WNET-TV and WSBF-TV, all Providence, R.I.; WENH-TV Durham, N.H.; WSMW-TV Worcester, Mass.; WOR-TV and WPXI-TV, both New York).

■ General Telev. of Minnesota Inc., Fridley, Minn. (KMSP-TV, WCCO-TV, WTCN-TV and KTMA-TV), all Minneapolis; KSTP-TV, KTCI-TV and KTCN-TV, all St. Paul; WTV-TV Milwaukee; WGTN-TV Chicago).

■ Communications Systems Inc., Hutchinson, Minn. (KMSP-TV, WCCO-TV, WTCN-TV and KTMA-TV, all Minneapolis; KSTP-TV, KTCN-TV and KTCI-TV, all St. Paul; KCMT-TV Alexandria, KAUS-TV Austin, KWCM-TV Appleton and KDAL-TV Duluth, all Minnesota; KSOO-TV and KELO-TV, both Sioux Falls, S.D.; KDLO-TV Florence, S.D.; KGLO-TV Mason City, Iowa; KEYC-TV Mankato, Minn.).

■ Cablecom-General Inc., Clarksdale, Miss. (WTWV-TV) Tupelo and WMAV-TV Oxford, both Mississippi).

■ Paragould Cablevision Inc., Paragould and Center Hill, both Arkansas and Bootheel Video Inc., Caruthersville and Hayti, both Missouri (KPLR-TV St. Louis).

■ Missouri Cable TV Inc., Hazelwood, Mo. (KTVI-TV), KMOX-TV, KSD-TV, KETC-TV, KNDL-TV and KPLR-TV, all St. Louis; WTTV-TV Bloomington, Ind.; KBMA-TV Kansas City, Mo.).

■ Continental Cablevision of New Hampshire Inc., Rollinsford, N.H. (WCSH-TV and WGAN-TV, both Portland and WMTW-TV Poland Spring, all Maine; WMUR-TV Manchester and WENH-TV Durham, both New Hampshire; WGBH-TV, WBZ-TV, WCVB-TV, WNAC-TV and WSBK-TV, all Boston; WKBG-TV Cambridge and WSMW-TV Worcester, both Massachusetts).

■ Telco Cablevision of Asbury Park Inc., Asbury Park, N.J. (WCBS-TV, WNBC-TV, WNEW-TV, WOR-TV, WPXI-TV, WNET-TV, WNYE-TV, WNYC-TV, WXTV-TV, WJMU-TV, all New York; KYW-TV, WPVI-TV and WPHL-TV, all Philadelphia; WNJT-TV Trenton, N.J.).

■ Courier Cable Co., Buffalo, N.Y. (certification of existing system).

■ Hyper-Video Inc., Durham county (unincorporated areas), and Wake county (unincorporated areas), both North Carolina. (WRAL-TV Raleigh, WTVB-TV and WRDU-TV, both Durham, WUNC-TV Chapel Hill, WFMY-TV Greensboro and WRET-TV Charlotte, all North Carolina; WTTG-TV Washington).

■ Hyper-Video Inc., unincorporated areas of Durham county, N.C. (WRAL-TV Raleigh, WTVB-TV and WRDU-TV, both Durham, WUNC-TV Chapel Hill, WFMY-TV Greensboro and WRET-TV Charlotte, all North Carolina; WTTG-TV Washington).

■ Cablevision Corp. of Ohio, Catawba Island township, Ohio (WDHO-TV, WSPD-TV, WTOL-TV and WGTE-TV, all Toledo, Ohio; WJBK-TV Detroit; WEWS-TV, WJW-TV, WKBF-TV, WKYC-TV and WVIZ-TV, all Cleveland; WUAB-TV Lorain, Ohio; CKLW-TV Windsor, Ont.; WBGU-TV Bowling Green, Ohio).

■ Cablevision Corp. of Ohio, Portage township, Ohio (WDHO-TV, WSPD-TV, WTOL-TV and WGTE-TV, all Toledo, Ohio; WJBK-TV Detroit; WEWS-TV, WJW-TV, WKBF-TV, WKYC-TV and WVIZ-TV, all Cleveland; WUAB-TV Lorain, Ohio; CKLW-TV Windsor, Ont.; WBGU-TV Bowling Green, Ohio).

■ Tele-Media Co. of Lake Erie, village of Geneva-on-the-Lake, Ohio (WKYC-TV, WEWS-TV, WJW-TV, WUAB-TV), WKBF-TV and WVIZ-TV, all Cleveland; WAKR-TV Akron, Ohio; WICU-TV, WSEE-TV, WJET-TV and WQLN-TV Erie, Pa.; WFMJ-TV and WKBN-TV, both Youngstown, Ohio; WKBD-TV Detroit; CFPL-TV London, CKCO-TV Kitchener and CHCH-TV Hamilton, all Ontario).

■ Tele-Media Co. of Lake Erie, village of Rogers, Ohio (KDKA-TV, WTAE-TV, WHIC-TV, WOEX-TV and WOED-TV) all Pittsburgh; WSTV-TV Steubenville and WFMJ-TV, WKBN-TV and WYTV-TV, all Youngstown, all Ohio; WTRF-TV Wheeling, W.Va.; WJW-TV, WEWS-TV, WKYC-TV, WKBF-TV and WUAB-TV all Cleveland).

■ Rust Craft Cable Communications Inc., Wintersville, Ohio (KDKA-TV, WTAE-TV, WIIC-TV, WOED-TV and WQEX-TV) and Pittsburgh; WOUC-TV Cambridge, Ohio; WUAB-TV and WKBF-TV, both Cleveland; WTRF-TV Wheeling, W.Va.; WSTV-TV Steubenville, Ohio).

■ Corvallis TV Cable Co., Corvallis, Ore. (KATU-TV, KOIN-TV, KGW-TV and KPTV-TV) Portland, KVDOTV Salem, KOAC-TV Corvallis and KEZL-TV and KVAL-TV, both Eugene, all Oregon).

■ Teleservice Company of Wyoming Valley, Ashley borough, Pa. (WOR-TV and WPIX-TV), both New York; WPHL-TV Philadelphia).

■ Northeastern Pennsylvania TV Cable Co., Dupont borough, Pa. (WNEP-TV, WDAU-TV and WVIA-TV, all Scranton and WBRE-TV Wilkes-Barre, all Philadelphia; WPHL-TV Philadelphia; WOR-TV and WPIX-TV), both New York.

■ Video Link Ltd., Greensboro and Nicholson township, both Pennsylvania (KDKA-TV, WTAE-TV, WIIC-TV, WOED-TV, WQEX-TV) and WPGH-TV, all Pittsburgh; WJAC-TV Johnstown, Pa.; WDTV-TV Weston, W.Va.; WTRF-TV Wheeling, W.Va.; WSTV-TV Steubenville, Ohio; WBOY-TV Clarksburg and WVUU-TV Morgantown, both West Virginia; ch 40 Greensburg, Pa.; WKBF-TV Cleveland; WUAB-TV Lorain, Ohio).

■ Video Link Ltd., Marianna borough, Pa. (KDKA-TV, WTAE-TV, WIIC-TV, WOED-TV, WQEX-TV) and WPGH-TV, all Pittsburgh; WTRF-TV Wheeling, W.Va.; WSTV-TV Steubenville, Ohio; WKBF-TV Cleveland; WUAB-TV Lorain, Ohio).

■ Blue Ridge Cable Television Inc., Paradise township, Pa. (WNEP-TV, WDAU-TV, both Scranton, WBRE-TV Wilkes-Barre and WLVT-TV Allentown, all Pennsylvania; KYW-TV, WPVI-TV and WCAU-TV, all Pa.; WCBST-TV, WNBC-TV, WNEW-TV, WPIX-TV and WOR-TV, all New York).

■ Blue Ridge Cable Television Inc., Pocono township, Pa. (WNEP-TV and WDAU-TV, both Scranton, WBRE-TV Wilkes-Barre and WLVT-TV Allentown, all Pennsylvania; KYW-TV, WPVI-TV and WCAU-TV, all Philadelphia; WCBST-TV, WNBC-TV, WNEW-TV, WPIX-TV and WOR-TV, all New York).

■ Lebanon Valley Cable TV Co., South Lebanon township, Pa. (WPHL-TV and WKBS-TV), both Philadelphia).

■ Lowlands Cablevision Inc., Charleston county, S.C. (WITV-TV), WCBT-TV, WCIV-TV and WCSC-TV, all Charleston and WEBB-TV Allendale, all South Carolina; WTCG-TV Atlanta; ch. 16, Beaufort, S.C.).

■ Television Communications Corp., Greenville county (unincorporated areas), Spartanburg county (unincorporated areas) and Pickens County (unincorporated areas), all South Carolina (WAIM-TV Anderson, S.C.; WLOS-TV, WUNF-TV and WANC-TV), all Asheville, N.C.; WFBC-TV, WGGST-TV and WNTV-TV, all Greenville and WSPA-TV Spartanburg, all South Carolina; WTCG-TV Atlanta; WRET-TV Charlotte, N.C.).

■ Telecast of Spartanburg Inc., Spartanburg county, S.C. (WNAV-TV) and WLOS-TV, both Asheville, N.C.; WFBC-TV, WNTV-TV and WGGST-TV, all Greenville, S.C.; WSPA-TV Spartanburg, S.C.; WBTB-TV and WRET-TV, both Charlotte, N.C.; WAIM-TV Anderson, S.C.; WTCG-TV Atlanta).

■ Communicable of Texas Inc., Monahans, Tex. (KDTV-TV Dallas).

■ Mount Cities TV Cable Inc., Mount Vernon and Mount Pleasant, both Texas and Northeast Texas Video Inc., Pittsburg, Tex. (KBFI-TV Dallas).

■ Coastal Cable Inc., Port O'Connor, Tex. (KPRC-TV), KHOU-TV, KTRK-TV and KUHT-TV), all Houston; WOAI-TV, KENS-TV and KSAT-TV), all San Antonio. KIII-TV, KZTV-TV and KRIS-TV), all Corpus Christi and KXIX-TV Victoria, all Texas).

■ Southern Cable TV, town of Zapata, Tex. (KENS-TV and KSAT-TV, both San Antonio and KBOY-TV, W.Va.; WSTV-TV Steubenville, Ohio; WBOY-TV, XET-TV and XHX-TV, all Monterey, Mexico; KGBT-TV Harlingen and KRGV-TV Weslaco, both Texas).

■ TV Cable Co. of Wharton Inc., Wharton, Tex. (KHOU-TV, KHTV-TV), KPRC-TV, KTRK-TV, KVRU-TV and KUHT-TV), all Houston; KBTX-TV, Bryan, WOAI-TV, KENS-TV, KLRN-TV, KSAT-TV and KWEX-TV, all San Antonio, KTBC-TV Austin, KXIX-TV Victoria, KTVU-TV Fort Worth and KDTV-TV Dallas, all Texas).

■ Blue Mountain Television Cable, College Place and Walla Walla county, both Washington (KVOS-TV Bellingham, Wash.; KPTV-TV Portland, Ore.; KTVU-TV San Francisco).

■ Blue Mountain Television Cable, Walla Walla, Wash. (KVOS-TV Bellingham, Wash.; KPTV-TV Portland, Ore.; KTVU-TV San Francisco).

Final actions

■ Cable TV Bureau granted following cable television operators' certificates of compliance: Centre Video Inc., Kane and Wetmore townships, both Pennsylvania; Bluefield Cable Corp., Bluefield, Va., and Bluefield, W.Va.; Suburban Cable TV Co., township of Marple, Pa.; Antenna-Vision Inc., Dolgeville and Manheim, both New York; Salem Cablevision Co., Salem, Mass.; Sommerville Cablevision Co., Sommerville, Mass.; Winthrop Cablevision Co., Winthrop, Mass.; Peabody Cablevision Co., Peabody, Mass. Actions Jan. 9. Community Video Inc., Wisconsin Rapids, Wis.; Telecable of Bloomington-Normal Corp., Bloomington and Normal, both Illinois; Cablevision of Muskogee, Muskogee, Okla.; New Jersey Transmission Corp., Upper, N.J.; Wilcox Cable TV, Wilcox, Ariz.; Mineral Area Cablevision Inc., Leadington, Mo.; Teleprompter of Tuscaloosa Inc., Tuscaloosa and Northport, both Alabama; Vumore Co. of Lufkin, Lufkin, Tex.; Tennessee Cablevision Inc., Oak Ridge, Tenn.; Brazoria Cablevision Inc., limited to those portions of Brazoria county surrounding communities of Clute, Freeport, Lake Jackson and Lake Barbara, all Texas; Alabama TV Cable Inc., Tarrant City, Ala.; Arizona Cable TV Inc., Eloy, Ariz. Actions Jan. 15.

■ Cable TV Bureau granted following operators of cable television systems certificates of compliance: Cable Communications Corp., Nokomis, Hillsboro, and Litchfield, all Illinois; Television Cable Service Inc., Perryton, Tex.; Alpena Cablevision Inc., Maple Ridge township, Sanborn township and Alpena township, all Michigan. Actions Jan. 15. Carolinas Cable Inc., High Point, N.C.; Salida Cable TV, Salida, Colo.; Community Tele-Communications Inc., Laramie, Wyo.; TelePrompster Cable Service Inc., Graham, Tex.; Carthage Cable-Vision, Carthage, Tex.; TelePrompster of Lakeland Inc., Lakeland, Fla. Actions Jan. 16.

■ Bessemer, Ala.—FCC granted application by Liberty Communications Inc. for certificate of compli-

ance for new cable TV system at Bessemer. Action Jan. 17.

■ Apopka, Fla.—FCC granted application by Orange Cablevision Inc. for certificate of compliance for new cable system at Apopka. Action Jan. 17.

■ Casselberry and Winter Springs, both Florida—FCC granted applications by Seminole Cablevision Inc. for certificates of compliance for cable television systems at Casselberry and Winter Springs. Action Jan. 13.

■ Maitland and Belle Isle, both Florida—FCC granted applications by Orange Cablevision Inc. for certificates of compliance for new cable television systems at Maitland and Belle Isle. Action Jan. 17.

■ Sanford, Fla.—FCC granted application for certificate of compliance by Seminole Cablevision Inc., proposed operator of cable television system in Sanford. Action Jan. 17.

■ Windermere, Fla.—FCC granted application by Orange Cablevision Inc. for certificate of compliance for new cable TV system at Windermere. Action Jan. 17.

■ Marshall county, Ind.—FCC granted Valley Cablevision Corp. certificate of compliance for new cable television system to serve five-mile area of Marshall county around city limits of Plymouth, Ind. Opposing petition by Advance Brands Inc., which holds nonexclusive cable franchise for Plymouth, was denied. Action Jan. 17.

■ Colonie, N.Y.—FCC granted applications by Capital District Better TV for certificates of compliance for cable television systems at village and town of Colonie in Albany-Schenectady-Troy television market. Action Jan. 17.

■ Daingerfield, Tex.—FCC granted application by Tri-Cities Cable Co. for certificate of compliance for new cable system at Daingerfield. Action Jan. 17.

■ Hughes Springs, Tex.—FCC granted application by Tri-Cities Cable Co. for certificate of compliance for new cable television system at Hughes Springs. Action Jan. 17.

■ Lone Star, Tex.—FCC granted application of Tri-Cities Cable Co. for certificate of compliance for new cable television system at Lone Star until March 31, 1977. Action Jan. 17.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Jan. 23. Reports include applications for permission to install and operate CATV's, changes in fee schedules and franchise grants. Franchise grants are shown in *italics*.

■ Oakland county, Mich.—Ultra Com, subsidiary of American Electronics Corp., Philadelphia, has applied for franchise to various city councils in county. Firm proposes installation charge of \$9.95 and monthly rate of \$5.95.

■ Kona and South Kohala, both Hawaii—West Hawaii Cable Vision Ltd. and Comtec Inc. have applied for franchise.

Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send \$1.00 to BROADCASTING for each package to cover handling charge. Forward remittance separately. All transcriptions, photo, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Rates, classified listings ads:

- Help Wanted, 40¢ per word—\$5.00 minimum.
- Situations Wanted, 30¢ per word—\$5.00 minimum.
- All other classifications, 50¢—per word—\$5.00 minimum.

—Add \$1.00 for Box Number per issue.

Rates, classified display ads:

- Situations Wanted (Personal ads) \$25.00 per inch.
- All others \$40.00 per inch.
- 5" or over billed at run-of-book rate.
- Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising requires display space.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code count as one word. (Publisher reserves the right to omit Zip Code and/or abbreviate if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

RADIO

Help Wanted Management

General Manager. We're looking for a smart, hungry, sales-minded, cost-conscious, community oriented GM to run our AM-FM Beautiful Music stations. The location is great-one of the West's most beautiful cities, in the heart of a scenic area, a top 25 market. The stations have excellent coverage, facilities, acceptance and prestige plus strong ratings and a rising sales curve. We are looking for a great manager and expect to pay accordingly. So, if you're ready for the challenge and responsibility please send your resume, picture and anything else you think our Board of Directors should know about you. Your inquiry will be treated in absolute confidence. Box A-163, BROADCASTING.

Operations or Sales Manager, second only to president who will not ride him. This man can handle sales and programming. MOR mixed with Contemporary, plus local happenings. Imaginative—yes; Energetic—yes; Frantic—no. Common sense desirable. Well established, small to medium Southeastern station. Salary plus commission or bonus. Box A-180, BROADCASTING.

Sales

Can you sell? Do you like to sell, to increase your billing, win prizes, cash bonuses, trips. If you are experienced, and a hard worker, these rewards are well within your grasp, in one of California's fastest growing markets. Box M-134, BROADCASTING.

Radio time salesman with management ability needed by Progressive MOR station in beautiful Rocky Mountain city of 55,000. Must be honest and have proven sales record and be willing to work hard for good income. Write complete details to Box A-136, BROADCASTING. EOE

Combination announcer-salesman wanted for small market in the Midwest. Salary plus commission amounts to about \$140 per week. Fringe benefits and lots of recreation nearby. Applicants with limited experience considered. Reply to Box A-178, BROADCASTING.

Do you enjoy selling? Can you produce? If so, read on. East Coast MOR Good Music station in medium market has opening for one salesman who can produce and help develop full potential of market. We offer plenty of work to keep you busy. You will have an unlimited account list with good accounts. We likewise provide good commissions, health and life insurance, and interested local ownership and a good staff. Only MOR Good Music station in the area. If you dig selling and can produce, we want to talk with you. Box A-187, BROADCASTING.

Salesman wanted! With possible sales managerial position opening. We're a CW AM in the SW, 19 hr. station, with more than just music to sell! Please send resume and if possible, photo, to: Box A-189, BROADCASTING.

Sales manager. Looking for Midwest fireball with good track record. Opportunity of a life time. Solid old time broadcaster. Send details to Box A-213, BROADCASTING.

California's beautiful Napa Valley, a market of 150,000 has one radio station, KVON. We are interviewing for a regional sales manager to cover San Francisco and work local accounts. This famous wine country is growing rapidly. We want an experienced, ambitious person to grow with us in one of the nation's great places to live. Send your resume to Box 480, Napa, Calif. 94558.

Career Opportunity—Oklahoma's top small market AM is adding FM and promoting #2 man into FM management. Excellent opening for experienced salesman with radio experience in all phases. Group hospital and life insurance, paid vacations, sick leave and other benefits. Growth market college community named All-America City last year. Salary plus commission. Send resume to Michael McKee, Sales Manager or call KWCO, Chickasha, Oklahoma. E.O.E. 405-224-2890.

Professional radio time salesman. Salary, car, health insurance. Beautiful community. Call Darrell Burns, 505-662-4342, Los Alamos. If you live in New Mexico or an adjoining state also opening for announcer newsmen.

Four station group looking for sales rep at #1 station in 50,000 market. Call Ken Diamond 205-353-9232.

Announcers

Top 100 Midwest market needs several sharp jocks with production ability for new Contemporary format. If you're an experienced pro with a mature but enthusiastic delivery, and would enjoy the atmosphere of a major college community, send tape and resume now to Box A-114, BROADCASTING.

Morning man PD for Maryland MOR medium market station. Need top programmer with promotional ideas. Tape, resume and salary requirements. Box A-124, BROADCASTING.

Midday charmer wanted with big voice and personality. Heavy on production, news or engineering. Box A-125, BROADCASTING.

Announcer-salesman, bright morning man for 6:00 to 9:00 AM shift on lively MOR, AM/FM radio stations in Southeast. Sell and service KEY accounts; salary and commission. Send complete information including audition tape and snapshot. Box A-142, BROADCASTING.

Good opportunity for experienced morning man in Contemporary-MOR format. 100,000 pleasant major university market, Northeast. Send tape, resume to Box A-154, BROADCASTING.

Top rated for Contemporary with TV affiliate looking for super jock to fill No. 1 morning slot. Rush resume to Box A-174, BROADCASTING.

Maryland suburban station needs experienced morning man who can charm adults. Production and news ability important. Position open now. Call 301-939-0800 and let's talk. Box A-175, BROADCASTING.

Top rated Eastern MOR Contemporary with TV affiliate looking for super jock to fill number one morning slot. Rush resume to Box A-179, BROADCASTING.

Announcers Continued

Florida sleeping MOR giant rebuilding staff under new ownership looking for bright, witty morning man ready to settle down and get into sales. You must be good with eye on future management. Resume, tape, picture, salary requirements first letter. Box A-195, BROADCASTING.

Medium market. Southern California Country station needs PM drive jock who can take over music department. Prefer Mod-Country approach. Job opens February 19. Send tape and resume immediately. Box A-207, BROADCASTING.

Experienced announcer-newsman with 1st phone. Contact Jerry Hennen, KDMA, Montevideo, Minn. 612-269-8815.

KINA, Salina, Kansas is adding an announcer with third or first. Send tape, photo and resume to Bill Melton, PD.

Announcer—Midwest station experience personality who appeals to early risers. Top 40 man must be bright, informative and able to communicate. Send tape and resume to Jim Palmer, WCVS, Box 2697, Springfield, Ill. 62708.

Experienced dj announcer with play-by-play ability. Contemporary format. \$115. Talent, merit raises. Generous fringe benefits. No phone calls. Resume and air check including play-by-play to WFVA, Fredericksburg, Va.

Wanted—Contemporary disc jockey for #1 Oklahoma City Contemporary station. Must have good credit and good references. Send tape and resume to WKY, Oklahoma City.

Announcer with news reporting and writing abilities needed at this aggressive station. Knowledge of sports helpful. Send tape, resume and salary requirements to William Shaw, WMKC Radio, Box 257, Oshkosh, Wisc. 54901.

WOBM is always looking for qualified full and part time air people. EOE. Send tape and resume to Greg Kozlar, WOBM Box 927, Toms River, N.J. 08753.

Group owned, stable, 5KW progressive MOR AM and 100KW automated FM in 9 station market of 100-thousand. Need experienced AM drive personality able to do creative AM and quality FM production. Tape and resume to Bob Dennis, WONS. Box 3127, Tallahassee 32303.

ABC owned FM stations look for Rock 'N Stereo on air talent. Send tape and resume to Dale Pon, 1330 Ave. of the Americas, New York, NY 212-LT 1-7777.

Central Florida FM, 100,000 watt Stereo Easy Listening format on the air last of January needs good voices—experience. Send tape and resume to Jim Kirk, Box 1136, Ocala, Fla. 32670. Equal Opportunity Employer.

Afternoon drive-sales combination with 5KW Contemporary AM, 50KW FM. \$200 range. Tape and resume to R. Gleason, Box 159, Skowhege, Maine 04976.

Announcer with some experience to woo the housewife over 30. MOR in small Indiana market you'll love to live in. Opening immediate or will wait for right man. Box A-209, BROADCASTING.

Technical

Chief Engineer. Immediate opening in New England medium market. Experienced in all phases AM-FM, Stereo, SCA, super on audio. New facilities. Send complete resume, references and salary requirements to Box A-192 BROADCASTING. An Equal Opportunity Employer.

Chief. Prefer young person with top 40 engineering background. Must be directional expert and strong on audio. Can meet any reasonable salary requirement. Box A-214, BROADCASTING.

Immediate opening for cheap engineer for 5000/1000 DA AM and 50,000 FM station. Strong on maintenance and FCC regulations. Send resume, reference, salary requirements to WCHV-WCCV Radio, Box 631, Charlottesville, Va. 22902.

Technician. Established public radio Stereo station. Moving into new facilities with new audio equipment including EMT, Spectronics, JBL. Must be strong on maintenance, construction, production with high quality audio and transmission equipment. Resume to Garrard Macleod, Manager, WMUK, Western Michigan Univ., Kalamazoo, Mich. 49001.

Radio station engineer for AM/FM station in Tucson, Arizona. Must have FCC 1st class radio telephone license. Send resume and pay requirements to: Engineering Dept., Box 15406, Phoenix, Arizona 85018.

Immediate opening for chief engineer for 10,000/5,000 DA station. Salary open. Good benefits. Located in small town ideal for family. Call A. K. Harmon 803-479-7121, Bennettsville, S.C.

Chief Engineer—at once—maintenance a forte. AM-FM. Thousand Island area. Call 315-782-6540.

Technical Continued

First ticket self-starter with good knowledge of FCC operating procedures and technical know-how for key role in 1KW in Northeast. Fine equipment, excellent location. Range \$165 and up depending on experience and ability. Good voice and production ability helpful. Tape and resume to Box 798, Upper Montclair, NJ 07043.

News

Somewhere there's that special young man who literally eats local news and sports. This man will quickly be able to generate contacts in a three county area and be able to work with one other person in our department. He will be adept at turning out daily local copy in volume, using beeper and taped actualities. News digging and writing will be his forte. However, during the sports seasons he can also assist with play-by-play. We are a small market CBS affiliate in a southern border state, noted for news. Fit the bill? Let's get together. Box A-205, BROADCASTING.

Newsman-street reporter for major market network O-and-O. Excellent pay. Minority applicants invited. Reply Box A-208. BROADCASTING.

News Director. Local, regional emphasis. Member Iowa radio network, seventeen station wired net. Send tape, resume, references, salary requirements to George Volger, President, General Manager, KWPC-KFMH, Muscatine, Iowa 52761.

Need anchorman for Florida radio station. Should be experienced in writing and preparation and authoritative for on-air presentation. WAVS, Box 1261, Ft. Lauderdale, Fla. 33302. Phone: 305-525-5131.

Announcer with news reporting and writing abilities needed at this aggressive station. Knowledge of sports helpful. Send tape resume and salary requirements to William Shaw, WMKC Radio, Box 257, Oshkosh, Wisc. 54901.

Newsman-Producer for established public radio station large university. Moving into new facilities. Need mature, creative news mind establish viable news operation NPR affiliate. Tape and resume to Garrard Macleod, Manager, WMUK, Western Michigan 49001.

Central Wisconsin station in a university city is seeking a professional experienced newsmen. Work includes newsmen duties as well as covering local government. Rush tape and resume to James P. Schuh, WSPT, Box 247, Stevenspoint, Wisc. 54481.

Experienced newsmen. These men will be required to organize a high calibre local news department. Send resume, air check, sample of work and salary requirements to WVMH AM-FM, Box 4565, Biloxi, Miss. 39531. Equal Opportunity Employer.

Radio newsmen. Good pay for industrious self-starter. Full company benefits. WWTV, Box 627, Cadillac, Mich. 49601. 616-775-3478.

Self motivated newsmen who enjoys digging for local news and actualities. Full time MOR serving beautiful Midwest growth area. Play-by-play optional. Call Dan Jones 618-942-2181. No collect calls please. EOE

Programing, Production, Others

Continuity writer. Male or female. Northeast Pa. Small market; good community, close to metropolitan areas and excellent opportunity to grow with young staff. Creative writing a must; able to work with production eq.; cassettes, voice commercials. Prefer college graduate or experience in lieu of. Qualifications, references and tapes or copy samples to Box A-65, BROADCASTING.

Florida MOR rebuilding. If you're a PD or Assistant PD ready to settle down, rebuild sound and work closely with sales department send full details, resume, picture, salary requirements and example of on the air and production work, first letter. Box A-196, BROADCASTING.

Want experienced program production man who can also do a top notch air shift on MOR news station. Send details to WAVS, Box 1261, Ft. Lauderdale, Fla. 33302.

If opportunity, inventive programming, professional atmosphere and excellent equipment, mean to you then money—come work for me. Send air check and letter describing your act. Dan O'Shea, WMPX, Midland, Mich.

Situations Wanted Management

General Manager AM-FM, seven years experience all phases. Have taken station from 50m to 200m plus, went new challenge. Will consider part purchase. Prefer Southeast. Reply Box A-166, BROADCASTING.

Central Texas. General Manager 14 years all phases, degree—UT, 32, married, excellent references, available June, 1973. \$10,000 per year or \$9,000 plus percent gross profit. Box A-188, BROADCASTING.

Announcers

DJ, tight board, good news, commercials, 3rd phone. Can follow direction. Willing to go anywhere. Box M-1, BROADCASTING.

Southern California only: Experienced professional with first phone seeks permanent position in So. Calif. Excellent references. Box A-59, BROADCASTING.

Conscientious worker, experienced in announcing, copy, sales, news and traffic. Ideal for small market. Northeast. First phone. Box A-98, BROADCASTING.

Experienced, dependable, first phone in medium, Draft exempt, currently Easy Listening, seeking MOR anywhere. Box A-109, BROADCASTING.

Experienced sportscaster, play-by-play all sports, news, Top 40, MOR, CW, production. Midwest university graduate, 3rd endorsed. Would be interested in sales and sports production also. Box A-123, BROADCASTING.

Experienced air spokeswoman desires position on radio or television as woman's interest commentator or interviewer. Salary open, will relocate. Fifteen years writing experience in this field. Box A-199, BROADCASTING.

Nightman. Solid references. Seventeen years experience. Finest background. Very strong production and newswork. Veteran with college. Prefer Midwest or East. Box A-200, BROADCASTING.

Solid voice, good news, commercial delivery and adult record work. Experienced and employed. Box A-202, BROADCASTING.

Country, MOR pro seeks position in Michigan or Ohio. Will consider combination or sales and announcing. Box A-204, BROADCASTING.

Rock dj, FM voice, 3rd endorsed, tight board, work anywhere. James Katchusky, 225 Oak Ave., Staten Island, N.Y. 10306.

Touch that dial 213-624-3841 Ext. 720. Top 40 Progressive MOR or Mod Country. Experienced, 3rd. Are you touching?

Top 40 Contemporary dj experienced. First. Available now. Versatile, solid references. West Coast a must. Contact Alan Scott, B403 Summerfield Ave., Whittier, Calif. 90606. 213-699-6945.

Hard worker. dj two years Top 40 experience with unlimited enthusiasm. Seeking station who'll work with me to improve the station's sound and mine. Will relocate anywhere. Call 1-402-342-7629 or 1-402-556-1632.

Bright, conscientious, major, newspaper experience, seeks break RTV news. Will relocate. Barbara O'Reilly, 50 Park Terrace West, NYC 10034. 212-567-3453.

1st phone, 3 years experience, strong production. John Sullivan, 3327 Freeman St., San Diego, Calif. 92106.

Contemporary-MOR first phone medium market announcer wants to move up. Keith Allen, 305-724-1855, Melbourne, Fla.

TNT with a long fuse means morning eye opener. Snap, crackle and pop is more than just cold cereal. Number one in Stamford, New Haven and suburban New York. Paul Kellogg, 914-693-4529. 36 Shady Lane, Dobbs Ferry, NY 10522.

Enthusiastic dj with tight board hoping to release potential. 25, married, BA in Communications. Versatile, will relocate for Rock or Contemporary station. Bob Harshbarger, 109 Vance Lane, Danville, Ill.

Technical

Chief, now with Midwest AM/FM wants sun! First phone, second telegraph, ship radar endorsement, "ham", non drinker. Very heavy theory! Prefer Fla., Calif., Ariz., etc. \$12K min. Now in Chicago area. Box A-201, BROADCASTING

Male, 36, desires to work as control board operator in small market 3rd endorsement. Prefer Eastern Seaboard. Box A-203, BROADCASTING.

Combo-Engineer. Top flight, all around station man, seven years experience as chief-announcer. Excellent technician AM, audio, recorders, solid state, etc. Mature, 43, married, solvent. Pleasant voice, good talk ad-lib. Can service accounts, write copy. Honest, dependable, stable, healthy. Top references, Love broadcast, want back in salary secondary to congeniality, location. Want permanent position, will settle, buy home. Smaller station, small Western city, fine. Consider all, Russ Myer 503-255-4589. 3155 NE 86th, Portland, Oregon, for tape and resume.

News

Female assistant news director. Experienced reporter will relocate. Can run complete control of news operation. Open to market size. Box A-194, BROADCASTING.

News Continued

Nine-year experienced sportscaster-reporter (College grad, veteran) seeks advancement, larger market, relocation. Call Bob Kobel; 313-694-0058, 313-LI 7-0081.

Announcer 3rd. Super sportscaster. College radio experience, can do news and copywriting too. Simply need start for talent to bloom. Kenny. 212-RE 2-3665.

Newsman, can also do play-by-play of baseball, basketball, and football games. Presently doing sales work but desire to return to microphone. John Dovas, 130 Constant St., Manchester, NH 03103. Phone 622-5095.

Programing, Production, Others

Country PD, seasoned pro. Majors only, replies confidential. If your bottom line needs dynamite books . . . light my fuse. Box A-138, BROADCASTING.

Veteran with experience and BA in TV and film. Desires production position in small station. Box A-176, BROADCASTING.

Creative production whiz PD in top 10 market looking for a Western challenge. Let's talk. Box A-184, BROADCASTING.

Left broadcasting for greener pastures. It was a mistake. Broadcasting is my bag. Need position in programming with MOR station. Adept at announcing, news gathering and reporting, production. Like to work. Married, no children. Box A-185, BROADCASTING.

Do you believe a Program Director is hired to program or to be programmed? Creative Contemporary motivator with top references, degree, stability, and complete management experience wants to program your station. Current salary five figures. Details to Box A-211, BROADCASTING.

Stable Contemporary PD ready to leave big city pollution behind for right medium market opportunity. Details including salary range to Box A-212, BROADCASTING.

TELEVISION

Help Wanted Technical

Chief Engineer for new, Progressive RCA equipped UHF in South. Must not only be competent in studio and transmitter maintenance, but be willing to work. Reply to Box A-198, BROADCASTING.

Studio technician for color equipment: First phone required, Hollywood location. Must be experienced. Transmitter engineer: GE 10 KW Klystron TT25A, RCA Microwave, run proofs, Mr. Wilson location. Send resume Box 286, La Canada, Calif. 91011. 213-790-2566, Mr. Myers.

U.S. Information Agency has openings in Washington for Journeyman Television Technicians: Commercial Broadcasting experience in operation and maintenance of full range of broadcasting and recording equipment for black/white and color television broadcasting. Pay ranges from \$7.40 to \$8.01/hour. Normal 8 hour shifts but programming needs may require overtime. Send standard government application to USIA, Media Personnel Office, Washington, D.C. 20547. An equal opportunity employer.

News

Need a news director? Now reporting/anchoring mid-20's size Eastern market. Box A-122, BROADCASTING.

News Photographer, experienced, must be adept at all silent and sound equipment procedures and editing. Major Midwest market. Include salary expectations. Box A-129, BROADCASTING. An Equal Opportunity Employer M/F.

Position open for sports anchorman for 6 & 10 PM newscasts on major market network affiliate located in Southwest. Send resume and VTR to Box A-141, BROADCASTING.

Programing, Production, Others

Promotion Mgr. Must have outstanding ability to create exciting on-air, audience and sales promotion at major group station in top 15 market. Excellent salary and fringe benefits plus opportunities for advancement. An Equal Opportunity Employer. Rush. Box A-60, BROADCASTING.

Program Director. Highly experienced in programming and operations. Independent experience a plus. Must have top creative and administrative abilities. This is a major group station in a major market and offers excellent salary and fringe benefits. An Equal Opportunity Employer. Rush. Box A-61, BROADCASTING.

Programing, Production, Others

Continued

Traffic Manager: Northern California VHF needs "take charge" worker with solid traffic background to put traffic department in shape. Submit resume and salary requirements at once if you are positive you can do the job. An Equal Opportunity Employer. Box A-119, BROADCASTING.

TV talk show producer. We're not looking for any ordinary producer. We want one who understands what young women want on daytime TV. This is a major challenge. Are you ready for it? Box A-131, BROADCASTING.

Promotion Director CBS/TV affiliate, Sacramento, California. Experience require, as Promotion Director in medium or smaller market, or assistant in large market, or equivalent in terms of agency or other experience. Full charge, interesting challenge. Please do not phone. Send all details including salary required in first letter to General Manager, KXTV, Box 10, Sacramento 95801.

Net owned station in top ten market has immediate opening for Administrator, Advertising-Promotion. A great opportunity for person with strong on air background and other administrative abilities. Contact Joe Ondrick, Promotion Manager, WKYC-TV, 1403 East Sixth St., Cleveland, Ohio 44114.

Situations Wanted Technical

Engineering manager. 22 years experience all phases of broadcasting, TV, FM, AM Directionals, proofs, licenses, union negotiations, etc. Fully prepared to meet any situation. Top references, widely known in industry. Seeking solid position with future. Box A-75, BROADCASTING.

Trade school graduate, first phone, experienced transmitter operator, projectionist, switcher, video man. Southeast. Box A-127, BROADCASTING.

News

Television director/announcer seeks TV news position. One year anchor and 3 years directing/announcing/writing experience. Box A-128, BROADCASTING.

Director/Producer with radio network seeks similar position in television. Heavy news background, excellent references, ambitious, young professional. Willing to relocate. All markets considered. Call 212-275-6032 after 2 PM (EST) or Box A-177, BROADCASTING.

Small market anchorman, assignment editor and reporter feels loyalty, dedication and 65 hours weeks should be getting him somewhere. Would like to work somewhere it will. Interested in a position in a medium or larger market. Box A-183, BROADCASTING.

Ready to move up. Dedicated to news. Currently News Director at small UHF station in the Midwest. Seek move to a larger market with news oriented station as anchorman, reporter, assignment editor, or assistant news director. Am willing to relocate. 30, married. Want opportunity to further my growth in television news. Please contact me at Box A-186, BROADCASTING.

Female, major market producer, writer, reporter looking for a change. Seven years experience in both creative and administrative aspects of news, public affairs, film and tape. Box A-191, BROADCASTING.

Television and radio newsmen with eleven years experience seeks medium to major market. Expertise in anchoring, street reporting and weather. Family man willing to relocate. Box A-210, BROADCASTING.

Aggressive radio ND at 50KW station looking for TV reporter and/or anchor position. Strong on sports. 615-352-4348.

Progressive, experienced newsmen with seven years in TV-radio including network, seeks a responsible position in South. Details on request. 416-921-6183.

TV newsmen. Experience in reporting, SOF camera and film editing. Recent graduate in broadcast journalism. Will relocate. Resume and VTR available on request. John Rooney, 2593 Fourth St., Livermore, Calif. 94550. 415-447-0352.

Programing, Production, Others

Black producer/director. Communications degree. Broad, diversified experience in television/film. Desire return to broadcasting in production/administrative capacity. Box A-115, BROADCASTING.

Creative producer-director with over ten years experience in all phases of TV and film production seeks challenging position. Box A-117, BROADCASTING.

Programing Continued

Program Director available. Twelve years in TV medium and large markets. Experienced in film buying, budget, production and sales minded. Box A-190, BROADCASTING.

Hard working switcher-director now employed in small market station desires move of another small or medium market. Box A-193, BROADCASTING.

Attractive male and female combination: very versatile for collective and individual programing as hosts, entertainment critics, women's shows, children's shows, public affairs, variety and general all around on the air talent. Extensive background in public life. Video and letters of recommendation available. Treece and Savage, 4129 Delevan St., Pittsburgh, Pa. 15217.

WANTED TO BUY EQUIPMENT

Wanted to purchase: Mole Richardson audio booms. Used any condition. Write Box A-135, BROADCASTING with information.

Wanted. One 300 to 400 ft. self supporting tower, used but in good condition. Contact: Harold Sargaves, Radio Station WVJS, Box 371, Owensboro, Ky. 42301.

Spotmaster and Tapecaster cartridge tape machines wanted. Highest prices paid. Also, trade-ins on new or rebuilt equipment. Autodyne, 301-762-7626. Sorry, no collect calls.

FOR SALE EQUIPMENT

RCA-TR4 fully colorized with editing record playback video tape recorder. Excellent condition. Call 215-543-3548.

Transmission line for sale. 950 ft. of 6 1/8 50 ohm transmission line. Financing available. Tri-State Tower & Leasing, Box 682, Benjamin Fox Pavilion, Jenkintown, Pa. 19046. Phone 215-884-2009.

For Sale. UHF equipment good condition, available now. 2 UHF GE 12.5KW transmitters type TT25A channels 25, 32. 1-TY-25C GE antenna channel 36. 1-375' Kimco Tower Guyer, excellent condition. On ground ready for shipment. Don Kassner, Box 1045, Charlotte, NC. 704-372-4434.

Quality Audio Consoles are our specialty. Modern styling with slide potentiometers and "soft" audio switching. We manufacture 8 standard consoles at very competitive prices. However we'll manufacture a custom system to your specifications if you prefer. Also plug-in audio modules including distribution amplifiers, preamplifiers, monitor amplifiers, etc. Write or phone for pricing and specifications. Systems Engineering Company, P.O. Box 49224, Atlanta, Ga. 30329. 404-482-2446.

INSTRUCTION

Correspondence instruction leading to FCC license and electronics degree. G.I. Bill approved. Grantham, 1505 N. Western Ave., Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools.** Write or phone the location most convenient to you. Elkins Institute in Dallas,** 2727 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.

Elkins in Houston***, 3518 Travis.

Elkins in San Antonio**, 503 S. Main.

Elkins in Hartford, 800 Silver Lane.

Elkins in Denver**, 420 S. Broadway.

Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.

Elkins in New Orleans***, 2940 Canal.

Elkins in Minneapolis***, 4103 E. Lake St.

Elkins in Oklahoma City, 501 N.E. 27th.

Elkins in Memphis***, 1362 Union Ave.

Elkins in Nashville***, 2106-A 8th Ave. S.

Since 1946. Original six week course for FCC 1st class. 620 hours of education in all technical aspects of broadcast operations. Approved for veterans. Low-cost dormitories at school. Starting date April 11, June 3, 1973. Reservations required. William B. Ogden, Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92649.

Instruction Continued

On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phonel Complete either course in just five (5) weeks! Call 1-800-237-2251 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.

R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109. (816) 931-5444. Or toll free: 1-800-237-2251.

R.E.I., 809 Caroline St., Fredericksburg, Virginia 22401. Call Ray Gill (703) 373-1441. Or toll free: 1-800-237-2251.

Need FCC License or announcer training? We've trained thousands. Call: R.E.I. 813-955-6922 or write: R.E.I., Box 806, Sarasota, Fla. 33578.

FCC practice exams. Over 300 current questions and answers. Covers everything, even radar \$26.50. Current exams for third with Broadcast Endorsement \$14.50 R.E.I., Box 806, Sarasota, Fla. 33578.

F.C.C. TYPE exams guaranteed to prepare you for F.C.C. 3rd. (\$10.00 with broadcast endorsement) 2nd. (\$12.00), and 1st. (\$16.00), phone exams; complete package, \$25. Research Company, Dept. B, 1630 Woodfern Dr., Homewood, Alabama 35209.

In Chicago, OMEGA Services has the best price for a First Class License. Day or evening. Guaranteed results! OMEGA Services, 333 East Ontario. 312-649-0927.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Elkins Institute in St. Louis. 314-752-4371. First Class FCC license.

See our display ad under instruction on page 82, Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

COMEDY MATERIAL

Do you call on disc jockeys? Carry another line (weight—one ounce) that's needed by every dj who wants to be number one (or stay up there). Hefty commissions. No conflict with your activities. For details write Box A-147, BROADCASTING.

30 Minute pop-in tapes. 500 One-liners, Sexy Secretary! \$10. Sample \$2. Free brochure. Tapes, 975 South Tuttle, Sarasota, Fla. 33579.

Professional comedy material! Servicing the Stars for 30 years. "The Comedian" Monthly \$45 yr. "Anniversary Issue" \$30. 35 Fun-Master gag files \$45. Billy Glason, 200 W. 54th St., New York, N.Y. 10019.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog . . . everything for the deejay! Comedy books, airchecks, wild tracks, old radio shows, FCC tests, and more! Write: Command, Box 26348, San Francisco 94126.

RADIO

Help Wanted Management

CHALLENGE

Somewhere in the broadcast industry there is an individual looking for the challenge and the opportunity which could eventually lead to heading up a group radio company. If you feel your background and experience merit consideration, we would be pleased to have you write to Box A-161 BROADCASTING. Please include your minimum requirements. Our staff has read this ad, and your writing us will be held in absolute confidence.

Help Wanted Announcers

MIDWEST TALK

Fine opportunity for broadcaster with "Talk" capability. Should have some news experience and ability to opionionate strongly. Send picture, tape and resume. Confidential. Box A-164, BROADCASTING

Soul All The Way

Ohio major market needs additional mature R & B personality types, who are up to earning good bread. If you are it, lay your resume and photo on us.

Box A-197, Broadcasting

Morning Man

Immediate opening at WJDM in Elizabeth, New Jersey. Great Opportunity to work for a successful operation fifteen miles from Manhattan. Call Tony Lupo at 201-965-1530.

Immediate opening for experienced drive-time personality in Michigan MOR adult market. Hospitalization, insurance and pension benefits available. Rush tape, photo, references and salary requirements to Jerry Schroeder, WSGW, Mason Building, Saginaw, Michigan 48607 or call 517-753-4456. An Equal Opportunity Employer.

Help Wanted Sales

CHICAGO

Major AM Group owned Chicago radio station seeks dynamic, young account executive. College degree desired. Minimum one year medium or large market radio sales experience required. Guaranteed \$25K.

Call Fred Harms (312) 693-6171

RADIO BROADCAST SALES ENGINEER

Broadcast Equipment/
Technical Operations
Experience

The leading manufacturer of radio broadcast equipment has an established territory open for immediate take over. Prior broadcast equipment sales and technical operations experience are essential. The company is dedicated to broadcasting and has an enviable record of steady growth in its service to the broadcasters since 1922. Salary plus commission with benefits and paid travel expenses.

For further information, send your resume, in confidence, to: Tom Bedford, Employment Supervisor.

An Equal Opportunity Employer M/F

GATES DIVISION

HARRIS-INTERTYPE CORPORATION

123 HAMPSHIRE STREET • QUINCY, ILLINOIS 62301 U.S.A.

Help Wanted Technical

CHIEF ENGINEER

Expanding AM/FM broadcast group needs fully qualified engineer to assume complete control of parent station in Midwest. Solid, top rated firm with excellent future for capable individual. Submit qualifications in writing and include salary history. We've retained a consulting firm to handle all inquiries to assure you complete confidence.

Box A-78, BROADCASTING

Situations Wanted Announcers



Lynn Troxel is seeking announcing job anywhere in the U.S. Broadcast school graduate of Career Academy, Milwaukee, Wisconsin and the School of Broadcast Training, Artesia, New Mexico. First phone. Versatile. Dependable. Prefers MOR, but will do any type of format. Approximately 1½ years experience at KSVP, Artesia, New Mexico and WMEL, Melbourne, Florida. If interested, call or write Mr. Lynn Troxel, III, 380 Melmore Street, Tiffin, Ohio 44883. Phone 419-447-4886.

ANOTHER DON AMECHE?

Not really but, unfortunately I do sound quite a bit like him. You'll know the difference when you hear the returnable tape. My only requirement is a living wage.

JERRY SALLING
3497 Shawnee Rd.
San Diego, Calif. 92117
714-272-2623

FOR HIRE

Community oriented announcer for on-the-air work (talk show, game show, etc.) Young, married, college degree. Self motivated, creative, and downright hard working. Presently announcer-weatherman with good references. Will relocate in major market. Call Bill Mitchell. 918-936-0933.

Situations Wanted

Programing, Production, Others

PROGRAMING PROBLEMS? RATINGS PROBLEMS?

Successful California major market PD with excellent track record and extensive experience is ready to program your major market AM or FM station, or your group of medium to major market stations. Thru careful research and progressive programing procedures, I can produce the results you need. Reply in confidence.

Box A-153, BROADCASTING

TELEVISION

Help Wanted Management

SALES MANAGEMENT

Immediate openings nationwide for ambitious salesmen ready to move up to Sales Management. Positions available in all size markets, both radio and television, and in the \$20,000 to \$30,000 per year income range. If you are a college graduate with at least 2 years sales experience and possess the ability to recruit, train, and motivate a sales department, please send confidential resume to C. L. Mitchell, Ron Curtis & Company, 5725 E. River Road, Chicago, Illinois 60631. No fee and all replies answered.

Help Wanted Sales

SALES POSITION

High level technical sales of quality line of video switching and terminal equipment to TV stations. Great opportunity for ambitious man willing to travel the East Coast.

Contact or write Marketing Mgr.



VITAL INDUSTRIES, INC.
3614 S.W. Archer Road
Gainesville, Florida 32601

SALES TRAFFIC MANAGER

West Coast Major Market VHF Television Station has immediate need for Sales Traffic Manager. Salary commensurate with experience and ability. Excellent benefits, good opportunity to move ahead in the Sales area. Reply in confidence.

Box A-206, BROADCASTING

EQUAL OPPORTUNITY EMPLOYER M/F

Help Wanted Technical

BROADCAST ENGINEERING TECHNICIAN 3

University of Wisconsin — Extension, WHA-TV, Madison, install, maintain and modify broadcasting equipment to meet changing needs of a modern television production center. Need five years of work experience in the operation and maintenance of a variety of television broadcasting equipment, one year of which shall have been as a junior operating engineer in audio-visual operations or maintenance. Must possess a 1st class radio-telephone license issued by the Federal Communications Commission. Start at \$878 a month; raises to \$1141. Apply by February 3 to:

State of Wisconsin
State Bureau of Personnel
One West Wilson Street
Madison, Wisconsin 53702
Phone (608) 266-1731

AN EQUAL OPPORTUNITY EMPLOYER

BROADCAST FIELD ENGINEERS

If you have experience in the maintenance of television tape, UHF, VHF and TV transmitters, or color studio equipment, we can offer you a career opportunity as a Field Engineer. Positions are in the Mid-Atlantic and Midwest areas.

RCA offers outstanding benefits, including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: C. H. Smith, RCA Service Company, Bldg. 204-2, Cherry Hill, Camden, N.J. 08101. We are an equal opportunity employer.

RCA

Situations Wanted News

MIDDLE EAST

Bureau Manager-Producer-Reporter

Big market US news executive seeks post with net, news service or group: administration, voicers, field producing for Europe-based correspondents, logistics, satellite, backup camera. Aggressive, can downhold.

Box A-182, Broadcasting

Situations Wanted Programing, Production, Others

C

CREATIVE DIRECTOR

IS now available to share fourteen years experience in television and theatre (directing, lighting, engineering, newsfilm, production, technical, budgeting) with aggressive station that can use talents for News & Public Affairs. Prefer Directing, but will discuss. Available now. Complete resume by calling

712-322-7768

notice

DON MARTIN SCHOOL ANNOUNCES THE NEXT 3 WEEK INTENSIVE**Practical Transmitter and Studio Operations Course**
which begins February 12th, 1973 and covers

Technical operational procedure - Meters & Transmitter - Logs - Transmitter & antenna current readings - Engineering problems - FCC Regulations - Practical problems in trouble shooting - Schematics of various type audio consoles used in Broadcasting - Tube burn in - Testing & replacement - Daily problems in engineering - Trouble shooting - Directional antennas - Telephone line equalization - Preventative day by day maintenance

BECOME MORE VALUABLE TO YOUR STATION EARN MORE INCOMERegistration limited to 1st phone holders.
(APPROVED FOR VETERAN TRAINING)

For complete details CALL or WRITE NOW

**DON MARTIN SCHOOL**1653 N. CHEROKEE AVE.
HOLLYWOOD/CA 90028
(213) 462-3283**Business Opportunities****"ARE WE REALLY DOING THE RIGHT THING?"**

Maybe. Then again, maybe not. FIND OUT where you're good, not-so-good, and what to do about it without spending an arm and/or a leg. We're not magic but a good small-medium market radio only professional consulting firm. We offer no guarantees—only analysis and work.

SMR ASSOCIATES
BOX 720
SCHENECTADY, NY 12305**SOLVENT INDIVIDUAL**

Desires to buy AM or FM station in major market. Prefer Texas, Alabama, North or South Carolina, Georgia or Florida. Other good buys considered. All replies strictly confidential.

Box A-102, BROADCASTING

For Sale Stations**FOR SALE**

250/1000 watt 24 hr. Wisconsin AM located one station single market 26 years serving 10 county area combined-studio-transmitter-around 18 acres land on Federal highway. 29% down payment responsible party.

Box A-146, BROADCASTING

**SOVRAN**
INCORPORATED

BROKERS & CONSULTANTS

SUITE 217
11300 NORTH CENTRAL EXPRESSWAY
DALLAS, TEXAS 75231 (214) 369-9545**LARSON/WALKER & COMPANY**

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20036
1801 Ave. of the Stars 1725 De Sales St., N.W.
Century City, Suite 501 Suite 508
213/277-1567 202/223-1553**Miscellaneous****DYNAMITE PROMOTION IDEAS**

Printed ads, music and station guides etc. for radio stations, Rock or C-W oriented. Send for FREE samples: Art Vuolo, Jr.

Logos Unlimited
2335 Twin Lakes
Suite 2-B
Ypsilanti, Michigan 48197Brokers & Consultants
to the
Communications Industry**THE KEITH W. HORTON COMPANY, INC.**
200 William Street • Elmira, New York 14902
(P.O. Box 948) • (607) 733-7138

We announce with pleasure that Richard L. Kozacko has joined our company as a Vice-president. He will headquarter at the home office in Elmira. Dick's years of media brokerage experience and his many contacts in the industry add substantially to our effectiveness on your behalf, whether you are buying or selling a property.

Profitable metro daytimer in Northeast requires \$80M down. Pay balance from cash flow. Revenues growing 8% to 10% a year.

**LaRue & McCauren
Media Brokers, Inc.**341 Bayside Dr. 116 Central Park South
Newport Beach, Ca. New York, N.Y.
(714) 675-4585 (212) 265-3430**STATIONS FOR SALE**

1. **SOUTHWEST.** Absentee owned fulltimer. Requires owner-operator. \$150,000. Terms.
2. **SOUTHEAST.** Profitable daytimer serving small market. \$185,000. Terms.
3. **FLORIDA.** Serves growing market in one of the more desired areas of the state. \$300,000. Terms.

**Jack L. Stoll
and ASSOCIATES**6430 Sunset Blvd., Suite 1113
P.O. Box 550
Los Angeles, California 90028
Area Code 213-484-7279**Fun Music
RADIO****IS AUTOMATED ROCK**

SEND FOR DEMO TAPE

8408 E. INDIANOLA AVENUE
SCOTTSDALE, ARIZONA 85251
(AREA 602) 946-2093

SE	Small	AM/FM	\$120M	Terms	E	Small	Daytime	\$225M	Terms
SE	Medium	AM/FM	\$500M	29%	E	Small	FM	\$160M	Terms
SE	Major	Fulltime	\$2MM	Nego	E	Medium	AM/FM	\$350M	Cash
FL	Major	Daytime	\$850M	Cash	E	Metro	FM	\$565M	Nego
E	Major	Daytime	\$250M	Terms	MW	Metro	AM/FM	550M	Cash

**CHAPMAN ASSOCIATES®**

business brokerage service

Atlanta Chicago Detroit Elmira, New York
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

Profile

Charlotte Reid has her colleagues singing: The lady is a champ

If a congressional district is as much a reflection of its representative as the representative is of the district, the old 15th in central Illinois is conservative, dedicated to the old values and virtues, more concerned with diligence and integrity than blazing brilliance, but not so wedded to archaic ideas it would not elect a woman to high public office.

For in electing and re-electing Charlotte T. Reid of Aurora to Congress for five terms, the old 15th got a representative who was conservative, who in some nine years in Congress did not make a lasting impact but worked hard to serve her constituents well and whose devotion to basic virtues and values is probably exemplified by a womanliness that makes some men want to show off manners they thought they never had, like opening doors for her.

She has carried those qualities over to the FCC, where she has served for 15 months as part of President Nixon's response to the clamor of women's groups for the appointment of women to high government office. (At the time of her appointment in July 1971, an FCC aide recalled that President Nixon had hit upon her name almost spontaneously when considering women for federal appointment. The President had known Mrs. Reid and her late husband, Frank, for a number of years, and is said to have admired her and respected her for her ability [BROADCASTING, July 7, 1971].) Her voting record is conservative: she appears to favor restraint on the part of government in dealing with broadcasters. A colleague says her vote on matters affecting the private-enterprise operation of broadcasting "is the most predictable" on the commission.

Her over-all performance does not inspire gee-whiz type comments from observers. For she is not a Bella Abzug threatening to dominate the agency with the force of her personality or a Gloria Steinem challenging her male colleagues to intellectual combat. She is not even a Frieda Hennock (the commission's first woman member, appointed by President Truman in 1948) making the other commissioners uncomfortable with emotional outbursts but leading the successful fight for the reservation of channels for educational television.

Charlotte Reid had difficulty making the transition from Congress, where the pace was faster, the atmosphere more electric, and the range of issues literally as wide as the universe, to the more cloistered FCC, with its narrower focus. And as neither a lawyer nor an engineer, a colleague says, she had trouble grasping



Charlotte Leota Thompson Reid—member, FCC; born, Sept. 27, 1913, Kankakee, Ill.; Illinois College, 1930-32; vocalist, WGES-AM Chicago, 1935, and with Don McNeill's *Breakfast Club*, on NBC, 1936-39; U.S. representative, 15th district of Illinois, 1963-71; m. Frank Reid Jan. 1, 1938 (husband died, Aug. 25, 1962); children—Pat (Mrs. George Lindner), 33; Frank, 31; Edward T., 30, and Susan, 26; organizations—member of board of trustees of Federal Woman's Award, Business and Professional Women's Club, board of governors of Capitol Hill Club, and honorary member of Gamma Phi Beta sorority; hobbies—music, golf and tennis.

the technical problems involved in the arcane fields that are the commission's province, such as safety and special services radio and common carrier.

But, the colleague adds, "She is catching on, she is making the adjustment. She will make her contribution." Mrs. Reid herself confesses that a period of adjustment was required, but says it is behind her now. "I like it here," she said last week.

Mrs. Reid has undergone several career changes. She was probably known to more people as Annette King, the featured vocalist on Don McNeill's *Breakfast Club*, which originated in Chicago for NBC, between 1936 and 1939, than she ever will be as an FCC commissioner. Mrs. Reid, who had always enjoyed singing—and still does sing, for friends at parties—had started her career in 1935 with a 15-minute daily program on WGES(AM) Chicago (now WNUS). (It was at WGES that Charlotte Thompson of Aurora became Annette King.)

She settled in Aurora after her marriage in 1938, but returned to do appearances on the *Breakfast Club* when permitted by family obligations that in time included four children, now grown (she has four grandchildren). Mrs. Reid

shifted direction again, abruptly, into politics, in 1962, when her husband died suddenly after winning the Republican nomination for U.S. representative from the 15th district, and party leaders asked her to make the race in his place.

Mrs. Reid left Congress, and all its excitement, for the FCC and its technical, mystical issues primarily because the President asked her to, she says. But another reason was that her district, which had always been a safe one for her, was being wiped out in a general redistricting of the state. So the security of a seven-year term on the commission had its appeal.

As matters turned out, her friends now tell her, she could have been re-elected as long as she lived in the new district. "But I thought it was time for a change," she says now. "It's good to change your life style."

Mrs. Reid may strike some in this day of women's lib as an anachronism. At 59, a strikingly handsome woman, with hazel eyes and a warm smile and manner, Mrs. Reid says that being a woman has been an advantage. "As a member of the House, I didn't ask for special privileges or attention, but I felt I did receive them—the other women did too—as basic courtesy." And she sees nothing wrong in being feminine. "It's not a matter of using feminine wiles but of being feminine and a woman."

Feminine or not, she does have a streak of toughness. If her nine years in Congress, and her success in winning five election campaigns, did not convince her colleagues at the commission of that, her role in a confrontation with—ironically enough—representatives of the National Organization for Women, earlier this month, did. The meeting, arranged by Mrs. Reid, was to deal with the problems women face in getting jobs in broadcasting. But Wilma Scott Heidi, president of NOW, some commissioners felt, was more interested in insulting them. While the six male commissioners sat silent and fuming, one of them said last week, "Charlotte had the intestinal fortitude to tell Mrs. Heidi that that kind of talk does not help, that the commissioners are concerned about women's problems and that they should be discussed with civility. I was proud of her," the commissioner added. "It was one of her finest hours."

Mrs. Reid appears to have managed to achieve her personal goals without coming on too strong. For she has come a long way from Aurora—singer on network radio when that was the medium, a member of Congress and now an FCC commissioner. But what career does she consider the most important? The fourth one—being "a wife and mother," she says, her face glowing. "That's the most rewarding and fulfilling."

Editorials

LBJ

Last Sept. 1 former President Lyndon B. Johnson called the editor of this publication from Austin, Tex. It was Friday. He had remembered our weekly deadline. He wanted us to know that Lady Bird Johnson had arranged to sell channel-7 KTBS-TV to the Times Mirror Co. for about \$9 million and that the reason was the FCC's mandate requiring divestiture of jointly held TV-station and cable properties in the same market by August 1973 (since extended by two years).

We asked about his health. He said he was in pain "from noon to midnight" as a consequence of his heart condition. It was evident his desire was to get his family's affairs in order. He mentioned, in previous talks, that no male member of the Johnson family had ever lived beyond 60. The President was to exceed that by four years.

Lyndon Johnson evinced an interest in radio almost from the day that he became assistant to Representative Richard Kleberg, of Texas King Ranch fame, in 1931. He wanted to know all about radio, became a regular reader of *BROADCASTING* and maintained frequent contact with its editor.

It wasn't until 1943, when LBJ himself had become a member of the House, that the Johnson family came into station ownership. Mrs. Johnson had a small inheritance from her father. Representative Johnson talked about buying the Austin newspaper. Unlike many of his colleagues, he had no outside income from a law practice or other pursuits. He was dependent upon contributions for his campaigning and felt that the newspaper might help him politically and possibly supplement his congressional pay. The Johnsons were persuaded instead to purchase a daytime radio station in Austin which, like the newspaper, was no moneymaker at the time. They paid \$17,500 for it. That was the beginning of a station group.

President Johnson was hypersensitive about the broadcast ownerships. He scrupulously avoided naming any personal friend to the FCC. When he had to appoint a chairman in 1966 he selected from the FCC's roster a career commissioner—and a Republican—Rosel H. Hyde of Idaho.

Lyndon Johnson regarded himself as a school teacher by profession. Politics became his career. Perhaps it was because the family station ownership was always in his subconscious that he avoided political contact with the broadcast media.

We suspect that if there had been no political sensitivities LBJ would have proudly claimed broadcasting as his profession.

The Whitehead curse

Whether the conjunction was intentional or accidental, Clay T. Whitehead's exhortation to affiliates to force "objectivity" upon network news has gotten hopelessly mixed up with the White House draft of legislation to stabilize license renewals. In congressional minds, the bill is designed to formalize a system of affiliate pressure activated by the administration. In that interpretation, the bill is doomed, as was indicated a fortnight ago when Torbert H. Macdonald, chairman of the House Communications Subcommittee, urged California broadcasters to fight it to the death.

There is probably no point in going on with explanations of the merits of the bill, which, except for the inclusion of a fairness reference, is similar in purpose to the broadcaster-supported model that scores of congressmen, both Republican and Democratic, have already introduced. Neither is it fruitful to repeat that Mr. Whitehead's speech was one thing and the

bill another. Among too many on the Hill, speech and bill are now identified as components of a White House plot to capture the network news departments.

The best turn the White House could do all broadcasters now would be to cease the legislative drafting. Anything it sends to the Congress will be read as a device to subjugate television.

There are plenty of good bills already on the Hill awaiting hearings and action.

Smoking them out

All the same old interests are gathering for a legislative assault on broadcast advertising of little cigars. It is a rerun of the early stages of the assault on broadcast advertising of cigarettes. Last week the Federal Trade Commission was back at the Congress urging that little cigars be banned from the air.

If history repeats itself all the way, the little-cigar manufacturers will at some time combine to maneuver legislation that takes them off radio and television but leaves their other promotional and marketing functions untouched. The same maneuver turned out to make cigarette makers richer than they ever were before smoking and health became a national issue.

As has been repeatedly mentioned in this publication, the prohibition of broadcast advertising has totally failed in its intended mission of reducing cigarette smoking. In 1972 the manufacture of cigarettes increased by 24.6 billion over that of 1971, the first year of broadcast exclusion. With that experience to guide them, the makers of little cigars will presumably be glad to settle for a broadcast ban as an alternative to harsher restrictions on their business. They may, like the cigarette makers (which many of them are), find it more difficult without broadcast power to sell people on switching to their brands, but they may be confident of no decline in consumption.

This time, if legislators are sincere in their announced desire to discourage smoking in the interest of public health, they will legislate a prohibition of all advertising for cigarettes and little cigars. There is no assurance that a total denial of advertising would cause a significant reduction in tobacco use; but at least it would end the discrimination that sorely damaged radio and television at no public benefit whatever.



Drawn for *BROADCASTING* by Sid Hix

"Not that one! I want the big package of gum you show on your TV commercials!"

WQXR
New York

is now
represented nationally
by



Tailoring the tradition to today...and tomorrow.

If you lived in San Francisco...



...you'd be sold on KRON-TV